

How to set up a Facebook business page

1) Always use this link to go to www.facebook.com/pages/create

Facebook updates their process frequently so their latest instructions will be available through this link.

2) Select 'Company, Organization or Institution'

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.
It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment

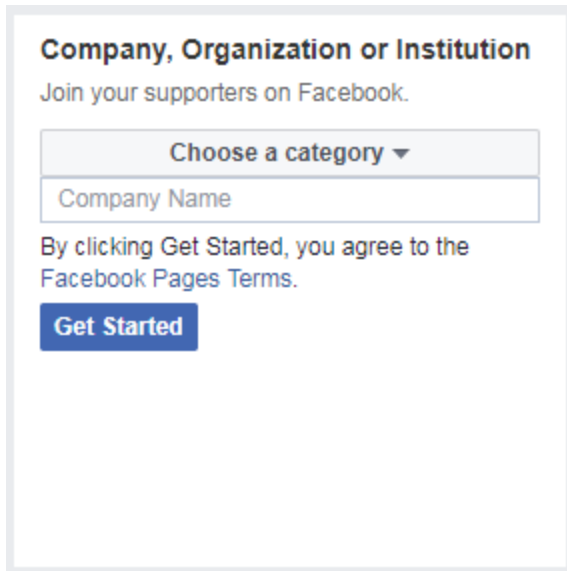


Cause or Community

Note!

- You need a Facebook Page to promote your Mary Kay business to customers because it's against Facebook Terms of Policy to use a personal account for a business.
- To create a Facebook Page, you need to have a personal Facebook profile.
- To start a Facebook profile, you need an email address.

3) Page Category: select Health/ Beauty from the drop down.



Company, Organization or Institution
Join your supporters on Facebook.

Choose a category ▼

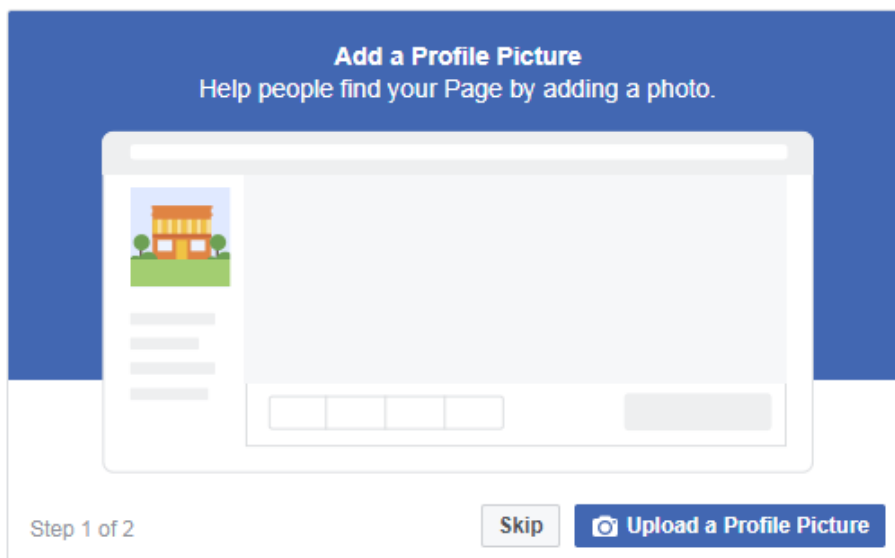
Company Name

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

- 4) Company or Page name: put your First Name Last name, Mary Kay Independent Beauty Consultant. (It is recommended to enter “Mary Kay Independent Beauty Consultant” because that is the way your customers know you. Additionally this avoids entering changes to your Business Page name as you go up the career path, which would require you to [have admin role.](#))
- 5) Review Facebook Pages Terms
- 6) Click Get started
- 7) Add a profile picture.

Tip: Get a great selfie by facing a window to capture your profile photo in bright, natural light.



Add a Profile Picture
Help people find your Page by adding a photo.

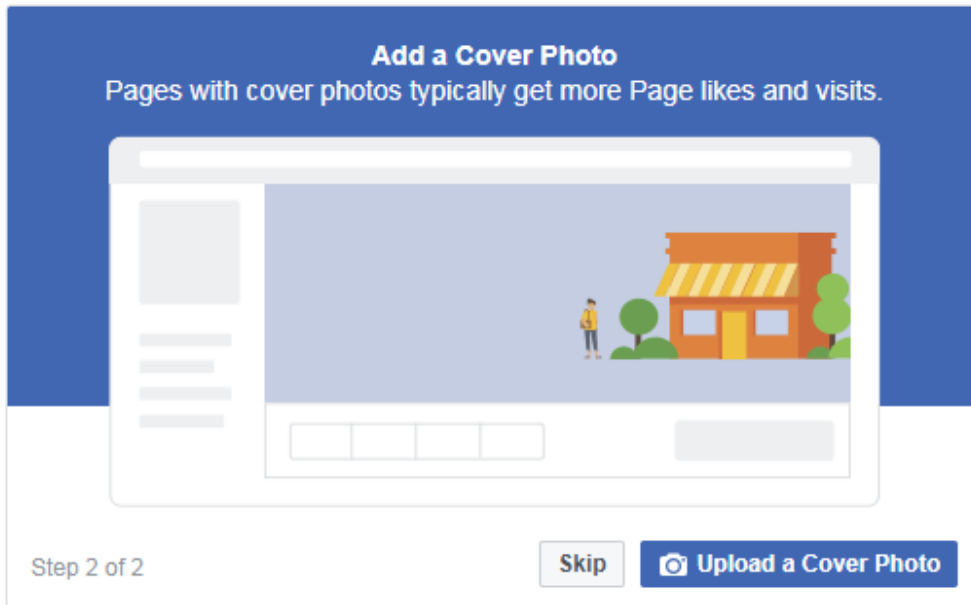
Step 1 of 2

Skip **Upload a Profile Picture**

For more help on your profile picture or cover photo:

https://www.facebook.com/help/1217373834962306/?helpref=hc_fnav

8) Add a Cover photo.



Take advantage of the covers available on [Digital Assets \[link to Digital assets\]](#). Download one you like, save it to your desktop or your camera roll and upload.

Help: How To change the language on your Facebook business page

https://www.facebook.com/help/327850733950290?helpref=faq_content