**Creating Your Facebook Page**

When you start promoting yourself on social media, you need to make sure that you choose the right social media channel for the specific message you’re sharing and for the audience you’re trying to reach. In other words, if your business is all about gardening then you might have a slightly older audience, in which case Instagram might not be the best place for you. This requires research of course.

But almost *every* business should have a Facebook page. Facebook is the biggest social network in the world in terms of users and also comes with a number of powerful tools that you can use to promote yourself further.

So how do you go about creating your Facebook page and what can you do to help it thrive?

**Facebook Pages – Some Advanced Features**

Creating a Facebook page is just as easy as creating a profile page. Once you’ve set up a new page, all you then have to do is to start populating it with the usual information and the images. That means a profile picture and a cover image – which should be something crisp, large and eye-grabbing.

But the devil is in the details and there are a lot of cool additional things you can do to get more exposure and success for your new page…

*Insights*

You should definitely check out the ‘Insights’ tab along the top of your page. Here you can see which of your posts is performing the best and how many new followers you’re getting on a regular basis. This information lets you see what’s working and do *more* of it!

*Publishing Tools*

Likewise, the publishing tools option is a great way to do things like drafting or scheduling post. The latter allows you to spend a day writing some posts and then have them get posted automatically.

*Call to Action*

There’s a link just over your cover image in the bottom right. This is your call to action and it can send visitors to your website, to your shop or to a squeeze page. It’s worth adding!

*Store*

Did you know you can actually add a store to your Facebook page if you’re using WooCommerce or Shopify! This is a great way to increase your Facebook ROI!

*Become a Local Business*

If you have a highstreet store then be sure to let visitors check in! Click the ‘About’ button, choose ‘Page Info’ and then insert your address. Make sure to tick the option to let people sign in!