



Step-by-Step Guide to Set Up a Facebook Business Account

1. Make sure you have a personal Facebook account

You can't create a business account without a personal one. Don't worry, they stay separate.

2. Go to Facebook Business Manager

Visit: <https://business.facebook.com>

Click "Create Account".

3. Set up your Business Account

Business name: Use your company name.

Your name: This links your personal account (no one else sees it).

Work email: Enter the one you use for business.

Click Next and fill in your business details (address, phone, website if you have one).

4. Create a Facebook Page for your business

Still in Business Manager, go to Business Settings

Select Pages > Add > Create a New Page

Choose your category (e.g. Local Business, Services)

Enter your business name, description, and contact details

Click Create Page

This is the public page your customers will see.

How to Post on Your Page

1. Go to your business Page

You can find it from your personal account under Pages on the left-hand menu.



2. Click in the “Create Post” box

Write your message. Keep it short, clear and friendly.

Add a photo or video (optional but great for engagement!)

Include a call-to-action like “Get in touch” or “Book today”.

3. Click “Post”

That’s it! You’re live.

Tips for Better Posts

Keep it simple. Try to stick to just one message per post.

Be visual. Use clear photos of your work.

Use emojis sparingly to add personality 😊

End with a question or call-to-action - “Need a hand with your security? Let’s chat.”