

### **c. Creating A FB Page**

The time is gone when Facebook was a "good idea" for businesses to try out. It's now crucial to your inbound marketing scheme. But, Facebook keeps altering how to set up Facebook business pages -- both on the large scale with Facebook Timeline, and on a littler scale with new features that are changing all the time.

First log into Facebook then go to create page at <https://www.facebook.com/pages/create.php> and choose your group.

Then choose a category, product name and agree to the terms of service and continue.

Fill out all the info and hit save. Next upload a picture if you choose or you can skip this step. Next you will add the page to your favorites or you can skip this.

Next you will be able to share something on your page, invite friends or deal with ads.

Next we will look at creating a Twitter account.