# SO, YOU WANT TO CREATE A FACEBOOK PAGE TO SELL MORE PIZZA?



## **SMART MOVE:**

- A Facebook page is a great way to engage your community.
- Starting from scratch takes time and commitment but can be a very powerful tool for your business.

## **GETTING STARTED IS EASY:**

- Prerequisites:
   Personal Facebook page
- <u>Create a Facebook page for your</u> <u>business</u>
- <u>Assign an administrator to the page</u>
- Email customerexperience@hbpizza.com and let us know you have a Facebook page

## **RUNNING THE PAGE IS EVEN EASIER:**

#### Create one post per day

- Keep it short
- Focus on quality
- Use (great) images, videos, or broadcast live
- Use a variety of topics

- Ask questions to your audience
- Respond to comments and messages
- Use Facebook Stories
- Boost your Facebook posts
- Have fun

# 2 digital consumer EXPERIENCE



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### Adding an Admin to your Facebook Business Page

We have included both mobile and computer versions of adding an admin on your Facebook business page. If you are struggling to find any of these fields, please call Jaden Hoeke (605) 880 – 5434. If you don't get an answer, please call Jennifer Rose (469) 954 – 7228.

\*Note if your page is set up as a personal page you can't add an admin to the page\*

### <u>Mobile</u>

Navigate to the stores Facebook business page. (Pictures included on second page)

- Under the cover photo & profile photo find the 'View Tools' button (picture 1).
- This will take you to your Professional dashboard, scroll down toward the bottom to find 'Page Access' (picture 2).
- Next, find 'People with <u>Facebook</u> access' and select 'Add New' (picture 3).
- This takes you to an overview of was Facebook access means, click 'Next' (picture 4).
- The next page will ask you to type a name or email address, type <u>Jaden Hoeke</u> and select the profile with me alone wearing a white tank top (picture 5).
- The next page shows you the control I have, turn on the slider that says 'Allow this person to also have full control' and select 'Give Access' (picture 6).
- It will ask you for a password. <u>THIS IS YOUR PERSONAL PASSWORD</u> (nobody else added to the page can see your password, Facebook so you're not sharing one password with numerous people)



### **Computer**

Select "Switch Now"



#### Then select "Meta Business Suite"



#### On the left side, select "All Tools"

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#### Next, select "Page Settings"

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đ	(+) Story	Respond to messages and comments, set up automated responses and assign conversations.	View payment history for your ad accounts.
	Go live	Planner Plan your marketing calendar by creating, scheduling and managing your content.	Business Apps Connect your Facebook Page with apps that will help you manage and grow your business.
Ē	Ģi⁴ Ad	Posts & stories	Page settings
Ų		Schedule, publish and manage posts and stories, create draft posts, and access Facebook photos.	Manage Page roles, Instagram and WhatsApp connections and more info associated with your Page.
000		Advertise	View Page See how your Page appears to your audience.
Ξ		Generation State and track the performance of your ads for your Facebook Page and connected Instagram account.	Analyze and report
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#### Select "New Pages Experience"



#### Under People with Facebook access, select "Add New"



Type in Jaden Hoeke and select my name with this picture:

<b>←</b>	Add new	×
Who should have Faceb	ook access of this Page?	
Q Jaden Hoeke		



It will ask you for a password. <u>THIS IS YOUR PERSONAL PASSWORD</u> (nobody else added to the page can see your password, Facebook so you're not sharing one password with numerous people)

Then select "Add", turn on 'Allow This Person to also have Full Control', and Give Access

#### If you don't see 'Meta Business Suite' in step 2 follow these steps:

On the left side, scroll down the Manage Pages and profiles and select "Settings"

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#### On the left side, select "Page Roles"



Go to Assign a new Page role -> Type the name: Jaden Hoeke & switch the drop-down box from

#### Editor to Admin

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You should see my picture (see below), select my profile, and click 'Add'



It will ask you for a password. <u>THIS IS YOUR PERSONAL PASSWORD</u> (nobody else added to the page can see your password, Facebook so you're not sharing one password with numerous people)

The 2 people that need to be added to the page (if you add one of us will full control we can add the other):

