

# Create a Facebook Business Page

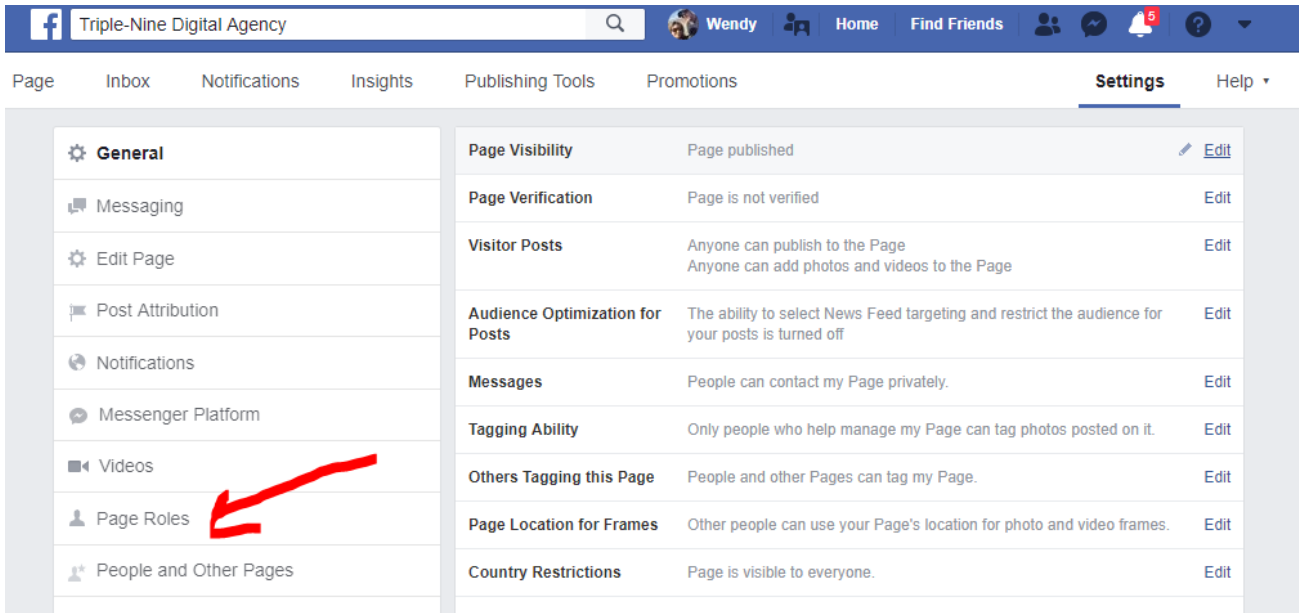
- Follow instructions located on Facebook [HERE](#) to create your business profile page.  
NOTE: Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand or public figure. I recommend creating the business page from a business profile – DO NOT use your personal profile page.
- Once you've created your page, assign page roles to those responsible for posting, analytics and/or marketing tasks within the business page. See below

## Adding/Updating Page Roles on Facebook

1. From your Facebook Business Page
2. Click on settings in the upper right corner



3. On the settings page click Page Roles



#### 4. Assign a New Page Role

### Assign a New Page Role

**i** If you're adding a new admin to your Page, please keep in mind that they'll have the same permission as you do to make changes to this Page.

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

- 5. The assignee will receive notification of page role invitation. Once accepted they will be visible at the bottom of the Page Role page.

