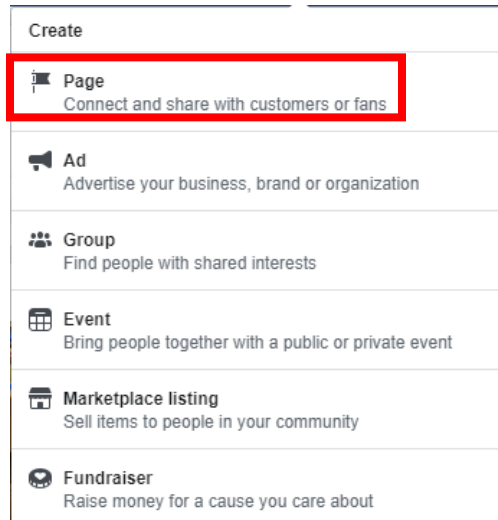## How to Create a Facebook Business Page:

In clinical trial promotion, Facebook is the preferred choice due to the ability to target and the breadth of reach. Facebook boasts the largest membership and most engaged audience of all social media sites. In addition to an involved following, Facebook offers in-depth ad-targeting to effectively advertise to niche groups. Follow the steps below to create your business page and start recruiting on Facebook.

1. Open Facebook by copying and pasting this link into your browser: https://www.facebook.com/
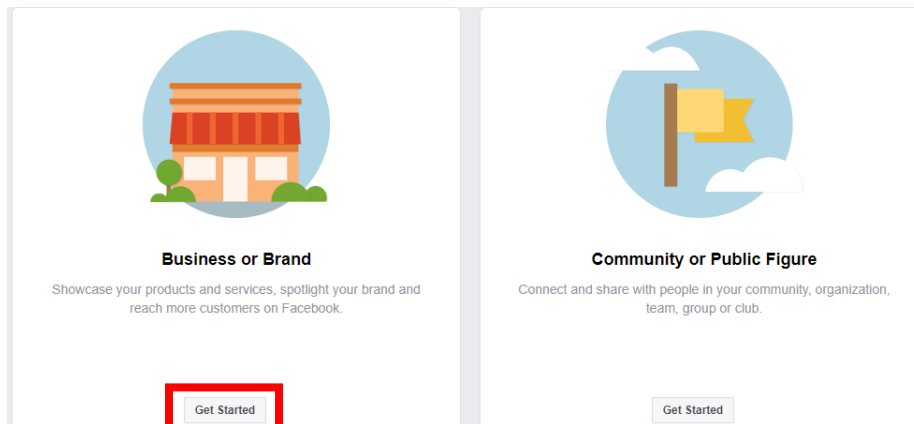
2. In the top right corner of the home feed, click "Create"
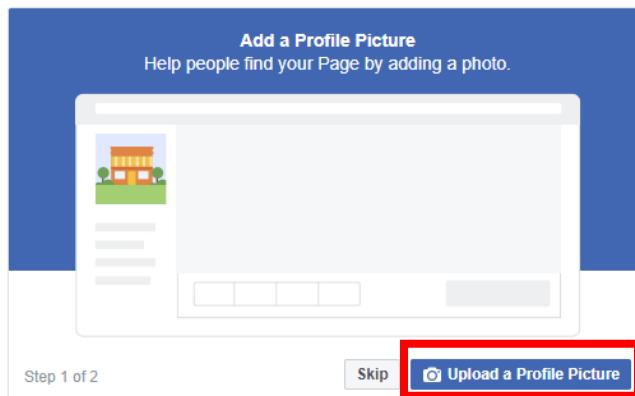

3. Click "Page"

4. Click "Get Started" in the Business or Brand box

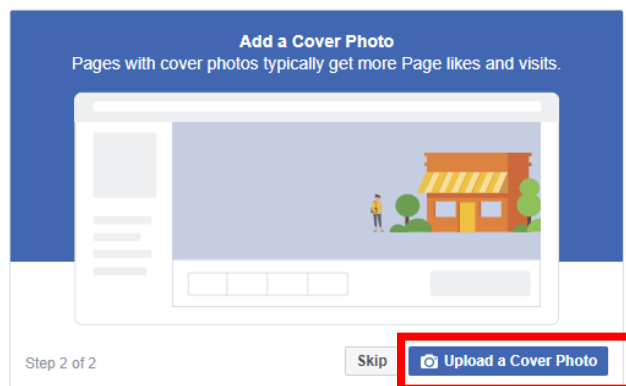5. Type the Page name and add the corresponding category

6. Click "Continue"

7. Click "Upload a Profile Picture"

    a. In the file explorer pop-up, select the photo desired for the profile picture
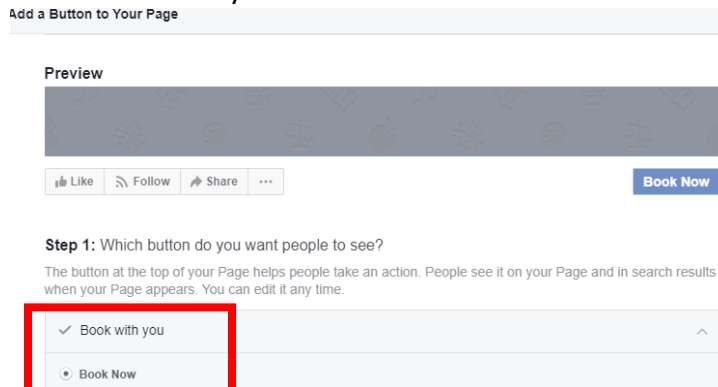
8. Click "Upload a Cover Photo"

    a. In the file explorer pop-up, select the photo desired for the profile picture

9. Click "Add a Button" to add online booking if participants should be able to book appointments through the Facebook Page
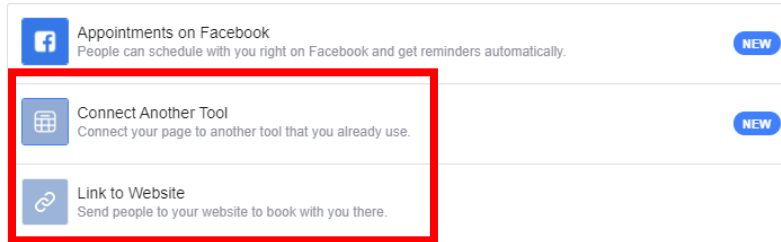

    a. Click "Book with you"

Click next.

b. Choose how viewers can book appointments. Select either "Connect Another Tool" or "Link to Website"

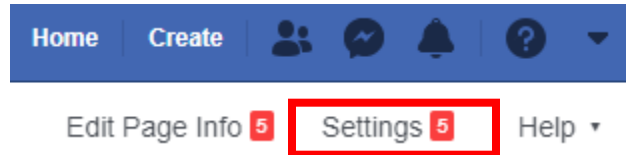**Step 2:** Where would you like this button to send people?

When customers click your button, they will be directed to a place where they can take an action or find more information.
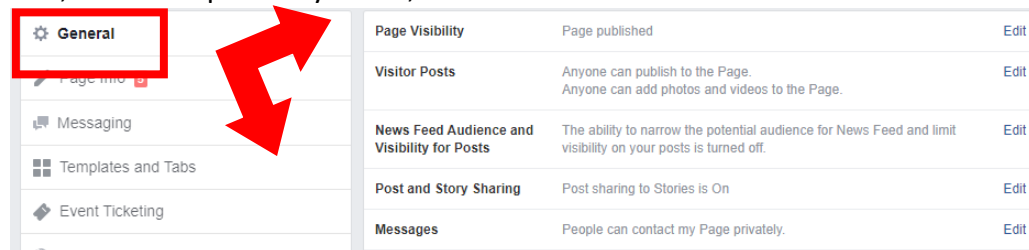
ⓕ	**Appointments on Facebook** People can schedule with you right on Facebook and get reminders automatically.	NEW
⊞	**Connect Another Tool** Connect your page to another tool that you already use.	NEW
🔗	**Link to Website** Send people to your website to book with you there.	

Click finish.

c. If Connect Another Tool is selected, pick the tool of choice from the pop-up. If Link to Website was selected, type the URL to the website.

10. Click "Settings" in the upper right corner

Home	Create	👥	💬	🔔	❓	▼

Edit Page Info **5**   Settings **5**   Help ▾
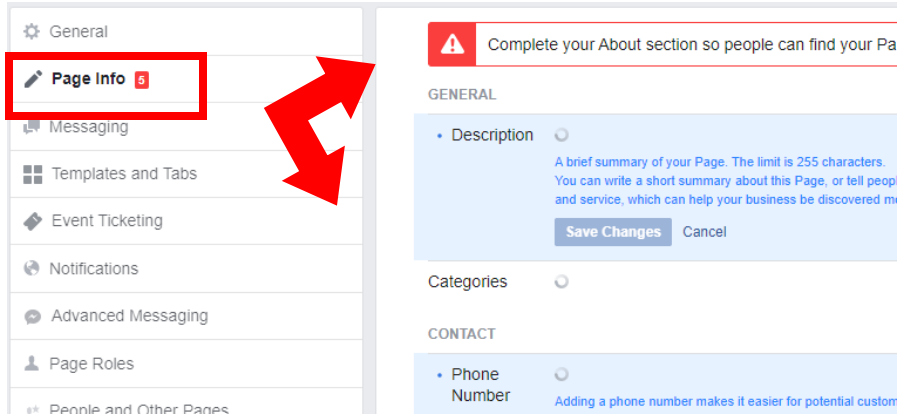
11. Under the "General" tab, adjust page visibility, whether other people can post, whether posts can be shared, whether messaging will be activated, tagging ability, age restrictions, word and profanity filters, and translation services.

⚙ General		Page Visibility	Page published	Edit
✏ Page Info 5		Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
🔳 Messaging		News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off.	Edit
▦ Templates and Tabs		Post and Story Sharing	Post sharing to Stories is On	Edit
◆ Event Ticketing		Messages	People can contact my Page privately.	Edit
Notifications				

12. Click the Page Info tab to update contact information and availability:
   a. Add a short description of your page's purpose
   b. Update contact information (phone, website, email)
   c. Update address information
   d. Update hours

13. Click "Page" in the upper left corner to return to the main Page and begin posting

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