

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

How to Create a
Facebook Page

WAKYAKY

Facebook Page

Before You Get Started

Many of you have requested to keep your business and personal life separate on Facebook because you prefer not to send business messages to friends and family. Now you can!

- Use your Personal Profile for friends and family.
- Create a Facebook Page for your Mary Kay business.

Remember that a Facebook Page is optional and not required for your Mary Kay business. Make sure that you are ready to commit to maintaining a page before creating one.

Facebook Page

Before You Get Started

Before getting started on your Facebook Page, you will need a Facebook account. Also, make sure you:

- Have read and understand
 - Mary Kay's Social Media Guidelines
 - Facebook's Terms of Service
- Have a clear understanding of how to use Facebook
- Are ready to maintain, manage and monitor your page on a timely basis

Facebook Page

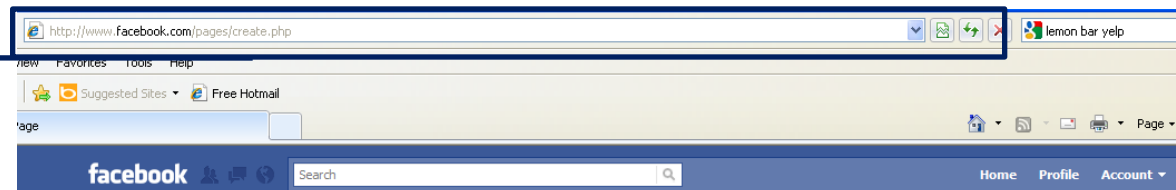
Getting Started

Login

Login into your personal Facebook profile before following these steps.

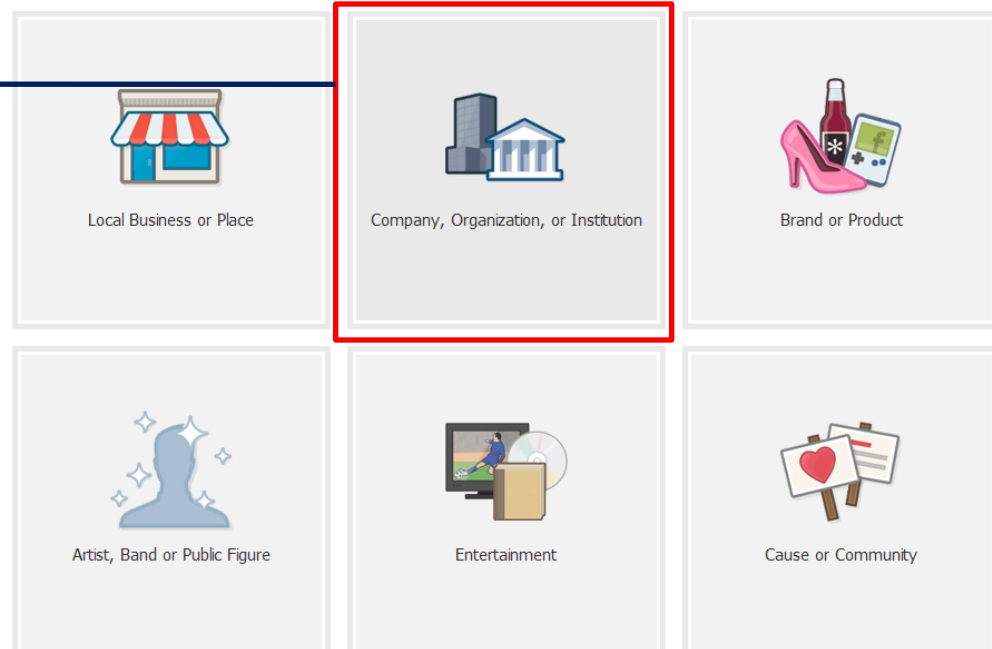
Go to

[http://www.facebook.com/
pages/create.php](http://www.facebook.com/pages/create.php)



Select

Company, Organization,
Or Institution



Facebook Page

Getting Started

Select Company, Organization, Or Institution

Company, Organization, or Institution
Join your supporters on Facebook.

Choose a category ▼

Company Name

☐ I agree to Facebook Pages Terms

Get Started

Choose a Category Health / Beauty

Company, Organization, or Institution
Join your supporters on Facebook.

Choose a category ▼

- Choose a category
- Aerospace/Defense
- Automobiles and Parts
- Bank/Financial Institution
- Biotechnology
- Cause
- Chemicals
- Church/Religious Organization
- Community Organization
- Company
- Computers/Technology
- Consulting/Business Services
- Education
- Energy/Utility
- Engineering/Construction
- Farming/Agriculture
- Food/Beverages
- Government Organization
- Health/Beauty**
- Health/Medical/Pharmaceuticals
- Industrials
- Insurance Company
- Internet/Software
- Legal/Law
- Media/News/Publishing
- Mining/Materials
- Non-Governmental Organization (NGO)
- Non-Profit Organization
- Organization
- Political Organization

Company Name Your Name, Mary Kay Independent Beauty Consultant

Company, Organization or Institution
Join your supporters on Facebook.

Choose a category ▼

Rachel Lewis, Mary Kay Independent Beauty

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

By clicking “Get Started”, you agree to Facebook Pages Terms

Facebook Page

What to enter

Basic Info

The 'About' field is the section where *Independent Sales Directors* can use their titles. If you choose to enter a description in this section, you should only enter a description approved in the Social Media Guidelines, such as

"As a Mary Kay Independent [Title – ex. Beauty Consultant, Sales Director], I sell Mary Kay skin care, body care, fragrances and color cosmetics."

Set Up Rachel Lewis, Mary Kay Independent Beauty

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

As a Mary Kay Independent Beauty Consultant, I sell Mary Kay skin care, body care, fragrances and color cosmetics. 40

<http://www.marykay.com/rachel.consultant>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> [rachel.consultant](#)

Is Rachel Lewis, Mary Kay Independent Beauty a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook.

Will Rachel Lewis, Mary Kay Independent Beauty be the authorized and official representation of this organization, school or government on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.

Need Help?

☒ Yes ☐ No

☒ Yes ☐ No

Save Info Skip

Please note that you will have limited characters for this description.

Under the 'Website' field, you should only enter your Mary Kay® Personal Web Site URL address to drive users back to your website to shop. <http://www.marykay.com/rachel.consultant>.

Choose a unique Facebook web address that will make it easy for other users to find your page. NOTE: **This can only be changed once.**

Click **"YES"** that your Mary Kay page is a real organization, school or government, and **"YES"** again that you are an authorized representative of this organization, school or government on Facebook.

"Save Info" before you proceed to the next step.

Facebook Page

What to enter

Upload Your Photo

You should use a quality professional photograph of yourself, similar to the photograph used for your Consultant Profile Page on your Mary Kay® Personal Web Site. Remember that your online photo is a chance to create a great first impression.

Select **“Upload from computer”**.


Set Up Rachel Lewis, Mary Kay Independent Beauty Consultant

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People



Upload From Computer

Import From Website

Save Photo

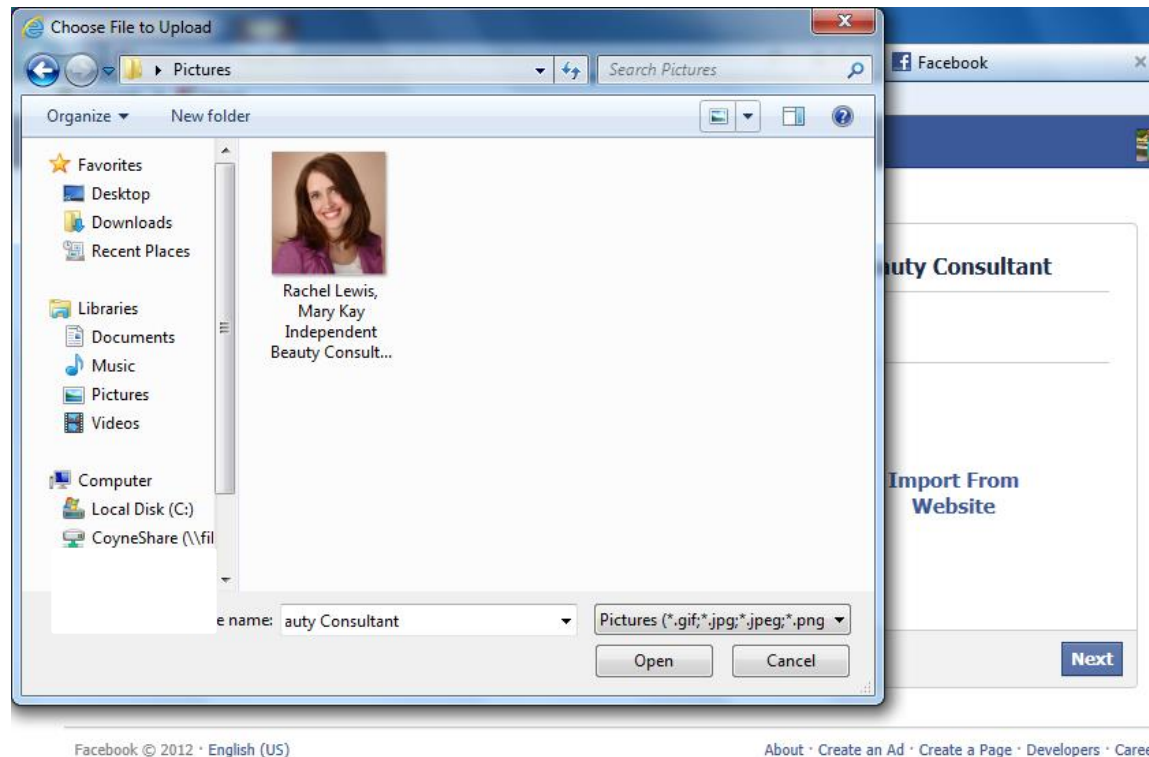
Skip

Facebook Page

What to enter

Upload Your Photo

Navigate through the appropriate windows and folders for a professional photo of yourself then select **“Open”**.



Tip: Avoid formatting issues by using a photo that is smaller than 4MB and is a square or a vertical rectangle.

Facebook Page

What to enter

Upload Your Photo

Your photo has
been uploaded.

Click **Next** to go to
the next step.

Set Up Rachel Lewis, Mary Kay Independent Beauty Consultant

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People



Upload From
Computer

Import From
Website

Next

Facebook Page

What to enter

Add to Favorites

You can now add your new page to the Favorites menu, which will make it easy to access your page once you've logged in to Facebook.

If you don't want to do this step right now, click Skip.


Set Up Rachel Lewis, Mary Kay Independent Beauty Consultant

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

FAVORITES

- News Feed
- Messages
- Events 2

Add your Page to your favorites to easily access it anytime.

 Rachel Lewis, Mary Kay...

Add to Favorites

Skip

Facebook Page

What to enter

Reach More People

Skip this step. Mary Kay does not authorize the use of its trademarks or trade name in Facebook Ads, nor does it authorize the use of Facebook Ads that link to your personal Mary Kay® website or Facebook page.

Click "Skip"

Set Up Rachel Lewis, Mary Kay Independent Beauty Consultant

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

Create an ad to get more people to like your Page.

Sample ad [?]



Rachel Lewis, Mary Kay Independent ...
Health/Beauty
Sponsored



Location [?]

If left blank, your ad will be delivered to United States.

Interests [?]

Add 4-10 interests...

Age

21



No max



Gender

All

Men

Women

Daily budget [?]

\$5.00

Est. 5 - 21 likes per day

Schedule [?]

☐ Run this ad continuously

☒ Choose when this ad will end

7 days

14 days

28 days

Run this ad until

8/8/2014



[?]

(America/Los Angeles)

Terms & Conditions

Promote Page

Skip

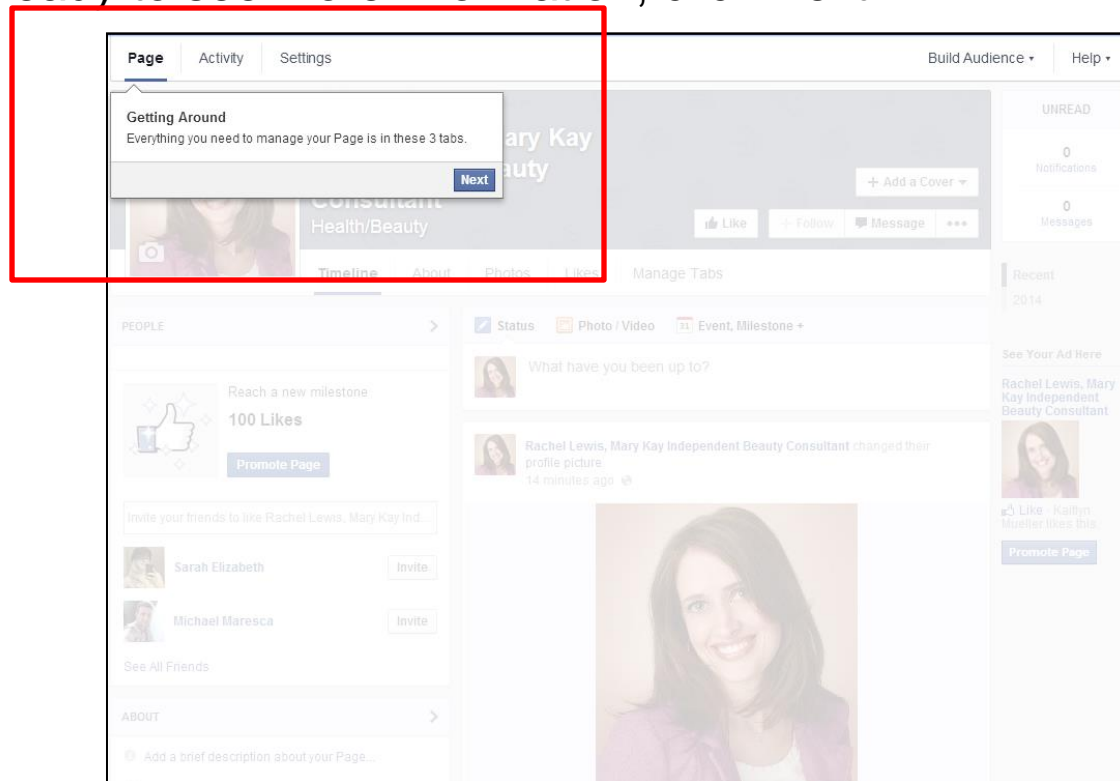
Facebook Page

Next Steps

After you have set up your basic information, Facebook will automatically begin a tutorial to help familiarize you with the page.

First, it will show the primary three tabs that you will need to manage your page.

When you are ready to see more information, click Next.



Facebook Page

Next Steps

Like Your Page

On this step, Facebook would like you to “like” your Page.

The screenshot shows a Facebook Page for Rachel Lewis, Mary Kay Independent Beauty Consultant. The page has a profile picture of a woman with brown hair and a purple top. The page name is 'Rachel Lewis, Mary Kay Independent Beauty Consultant' and the category is 'Health/Beauty'. The page has 0 likes and 0 notifications. A dialog box is overlaid on the page, asking the user to like the page. The dialog box text reads: 'Like Rachel Lewis, Mary Kay Independent Beauty Consultant. Show support for the work you've done setting up your Page by liking it. When people visit your Page, they will see that at least one person has been here before.' The dialog box has a 'Skip' button and a 'Like' button. The background of the page shows a 'Timeline' tab, a 'People' section, and a 'Reach a new milestone' section with a 'Promote Page' button.

Page Activity Settings Build Audience Help

Rachel Lewis, Mary Kay Independent Beauty Consultant Health/Beauty + Add a Cover

Like Follow Message

Like Rachel Lewis, Mary Kay Independent Beauty Consultant

Show support for the work you've done setting up your Page by liking it. When people visit your Page, they will see that at least one person has been here before.

Skip Like

Timeline About Photos

PEOPLE >

Reach a new milestone 100 Likes Promote Page

Invite your friends to like Rachel Lewis, Mary Kay Ind...

Recent 2014

See Your Ad Here

Rachel Lewis, Mary Kay Independent Beauty Consultant

Like - Kaitlyn

Facebook Page

Next Steps

Facebook will show you where to find the most important information you'll need to manage your page – unread notifications and messages.

Click Next when you are ready to move on.

The screenshot shows a Facebook Page for Rachel Lewis, Mary Kay Independent Beauty Consultant. The page is set to 'Public' and has 0 notifications and 0 messages. A red box highlights a 'Next Steps' overlay that says: 'The Most Important Things See upfront the most important information you need to know about your Page. Next'. The overlay is positioned over the 'Like', 'Follow', and 'Message' buttons. The page also features a 'Promote Page' button and a 'See Your Ad Here' section.

Page Activity Settings Build Audience Help

Rachel Lewis, Mary Kay Independent Beauty Consultant Health/Beauty

Timeline About Photos Likes Manage Tabs

PEOPLE >

Reach a new milestone 100 Likes Promote Page

Status Photo / Video Event, Milestone +

What have you been up to?

Rachel Lewis, Mary Kay Independent Beauty Consultant changed their profile picture 18 minutes ago

UNREAD 0 Notifications 0 Messages

Recent 2014

See Your Ad Here

Rachel Lewis, Mary Kay Independent Beauty Consultant

Facebook Page

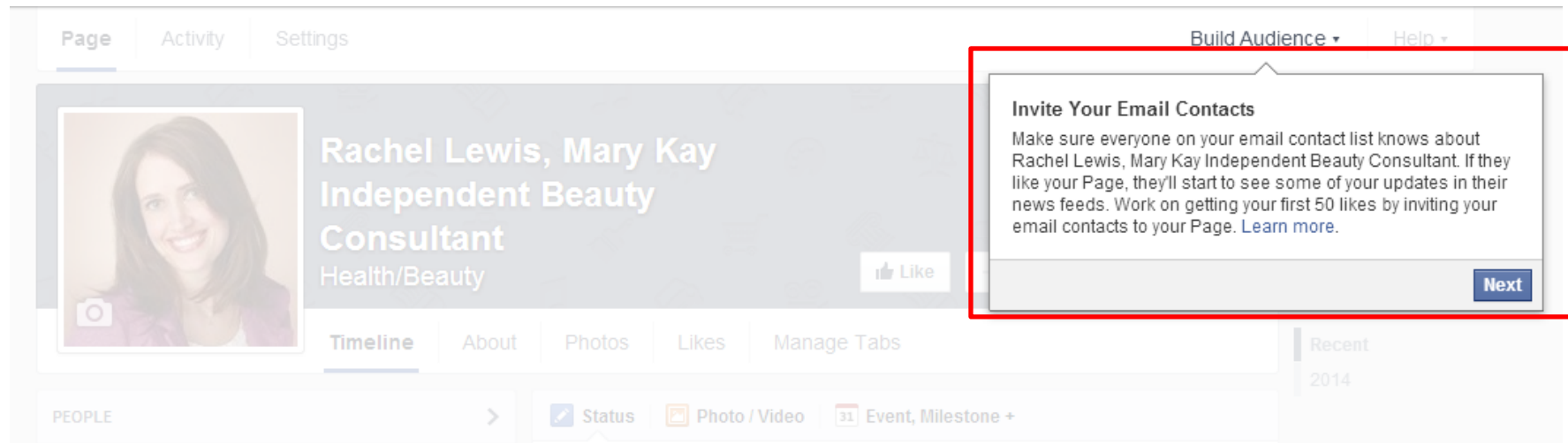
Next Steps

Next, Facebook will ask you to build your audience by inviting your email contacts.

- We highly suggest you wait to invite friends until your page is complete.

The more people your Page is connected to on Facebook, the more active and engaging it will be.

- Set an achievable goal of getting your first 50 Page likes.



The screenshot displays the Facebook Page setup interface for Rachel Lewis, a Mary Kay Independent Beauty Consultant in the Health/Beauty category. The page layout includes tabs for Page, Activity, and Settings at the top. Below the profile picture and name, there are tabs for Timeline, About, Photos, Likes, and Manage Tabs. A red box highlights a prompt titled "Invite Your Email Contacts" which states: "Make sure everyone on your email contact list knows about Rachel Lewis, Mary Kay Independent Beauty Consultant. If they like your Page, they'll start to see some of your updates in their news feeds. Work on getting your first 50 likes by inviting your email contacts to your Page. [Learn more.](#)" A "Next" button is located at the bottom right of this prompt. At the bottom of the page, there are options to add content: Status, Photo / Video, and Event, Milestone +.

Facebook Page

What to enter

Uploading a Cover Photo



You'll notice behind your profile picture a large space to add a cover photo.

Here you can choose to upload a cover photo from your computer, the same way you uploaded your profile image. The cover photo serves as a nice visual that will appear at the top of your page.



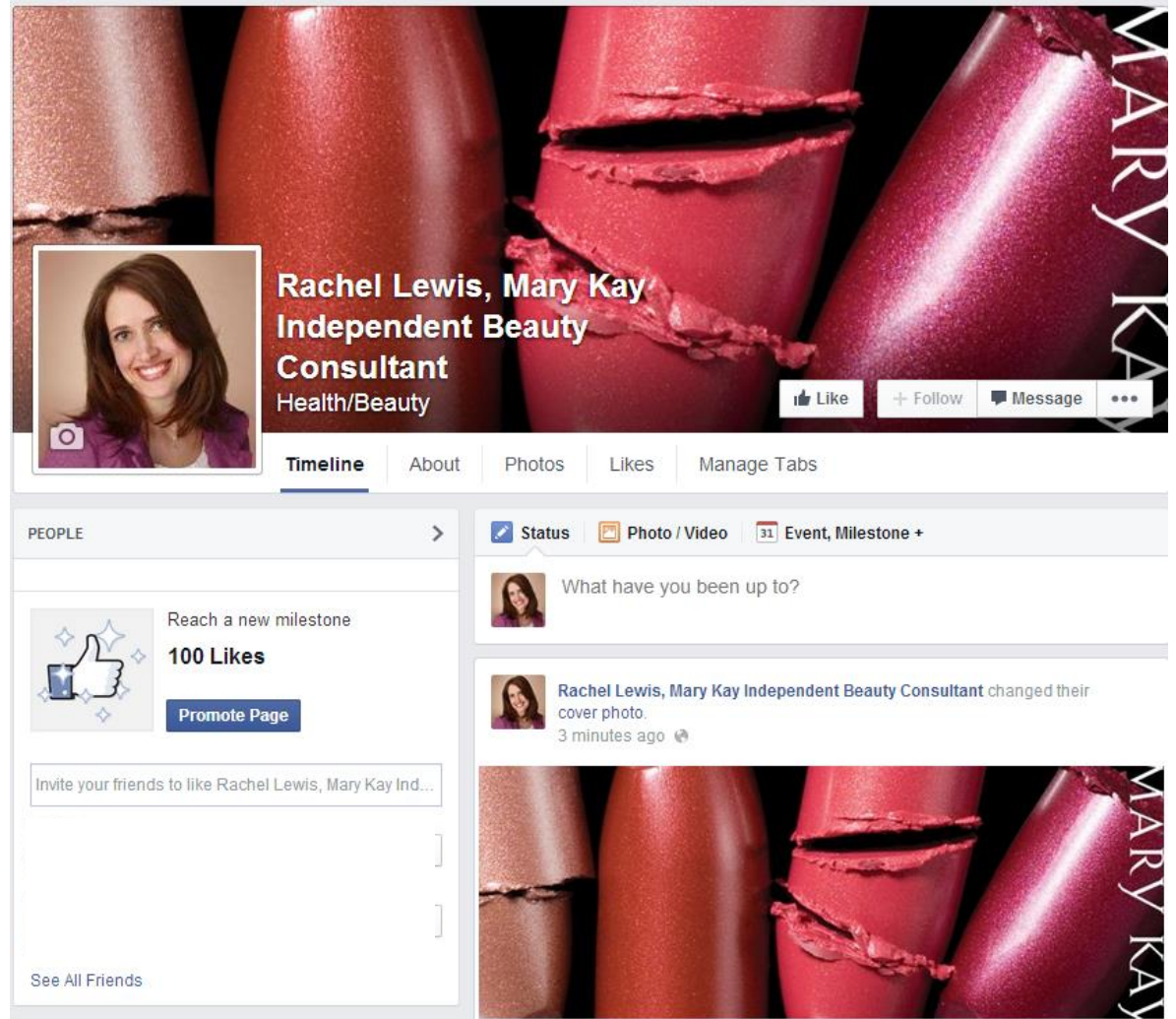
Facebook Page

Congratulations! You Have Just Created Your Facebook Page!

The Basic Settings of your Facebook page have been established and you are officially the Admin of your page!

You can now post updates, invite friends, share photos and product updates with your customers!

For more information on privacy features or to edit your page information, continue reading to learn about the Admin Panel.



Facebook Page Admin Guide

To make edits to your page, click Settings at the top of your page, and you can access all your settings from here. Make sure that your Page visibility shows “published” or your customers will not be able to see your page.

Page
Activity
Settings
Build Audience ▾
Help ▾

General
Page Info
Notifications
Page Roles
Apps
Suggested Edits
Featured
Mobile
Banned Users

Page Visibility
Page published
Edit

Posting Ability
Anyone can post to my Page timeline
Anyone can add photos and videos to my Page timeline
Edit

Post Visibility
Posts to Page appear on my Page timeline
Edit

Post Targeting and Privacy
Privacy control for posts is turned off
Edit

Messages
People can contact my Page privately.
Edit

Tagging Ability
Only people who help manage my Page can tag photos posted on it.
Edit

Country Restrictions
Page is visible to everyone.
Edit

Age Restrictions
Page is shown to everyone.
Edit

Page Moderation
No words are being blocked from the Page.
Edit

Profanity Filter
Turned off
Edit

Similar Page Suggestions
Choose whether your Page is recommended to others
Edit

Replies
Comment replies are turned on for your Page
Edit

Merge Pages
Merge duplicate Pages
Edit

Remove Page
Delete your Page
Edit

Facebook Page Admin Guide

To turn on your profanity filter and prevent users from posting inappropriate content on your page, choose Edit next to the Profanity Filter option and select whether you'd like medium or strong settings. Be sure to select "Save Changes" before leaving the page.

The screenshot displays the Facebook Page Settings interface. The left sidebar contains navigation options: General, Page Info, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users, and Activity Log. The main content area shows various settings categories with their current status and an 'Edit' link. A red box highlights the 'Profanity Filter' setting, which is currently 'Turned off'. Another red box highlights the 'Profanity Filter' modal window, which shows a dropdown menu set to 'Strong' and buttons for 'Save Changes' and 'Cancel'.

Page	Activity	Settings	Build Audience ▾	Help ▾
General				
Page Info		Page Visibility	Page published	Edit
Notifications		Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Page Roles		Post Visibility	Posts to Page appear on my Page timeline	Edit
Apps		Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Suggested Edits		Messages	People can contact my Page privately	Edit
Featured		Tagging Ability	Only people who help manage my Page can tag me	Edit
Mobile		Country Restrictions	Page is visible to everyone.	Edit
Banned Users		Age Restrictions	Page is shown to everyone.	Edit
Activity Log		Page Moderation	No words are being blocked from the Page.	Edit
		Profanity Filter	Turned off	Edit
		Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
		Replies	Comment replies are turned on for your Page	Edit
		Merge Pages	Merge duplicate Pages	Edit
		Remove Page	Delete your Page	Edit

Profanity Filter

Strong ▾ [?]

Save Changes Cancel

Facebook Page

Admin Guide

To make edits to your page information or fill in information that was previously skipped, click Page Info from the menu on the left-hand side of the page. Facebook will prompt you with a yellow warning sign to enter any information you did not originally include when you set up the page.

Page

Activity

Settings

Build Audience ▾

Help ▾

⚙️ General

📘 Page Info

🌐 Notifications

👤 Page Roles

📱 Apps

📁 Suggested Edits

★ Featured

📱 Mobile

🚫 Banned Users

📋 Activity Log

➡


Name	Rachel Lewis, Mary Kay Independent Beauty Consultant	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Companies & Organizations : Health/Beauty	Edit
Start Info	Joined Facebook	Edit
Address	⚠️ Enter your address	Edit
Short Description	⚠️ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	Write a long description for your Page	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠️ Add a phone number	Edit
Email	Enter your email address	Edit
Website	⚠️ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Translated Names	Translate your Page name	Edit
Facebook Page ID	338194426330350	


Facebook Page


What to enter


SAVE

When you've gotten your settings as you'd like them, you can now start sharing content!





 Status

 Photo / Video

 31 Event, Milestone +



Achieving gorgeous lip color has never been so easy...introducing ten beautiful shades of Mary Kay® True Dimensions™. Call me today so I can help you find your perfect color match!

 **Post**