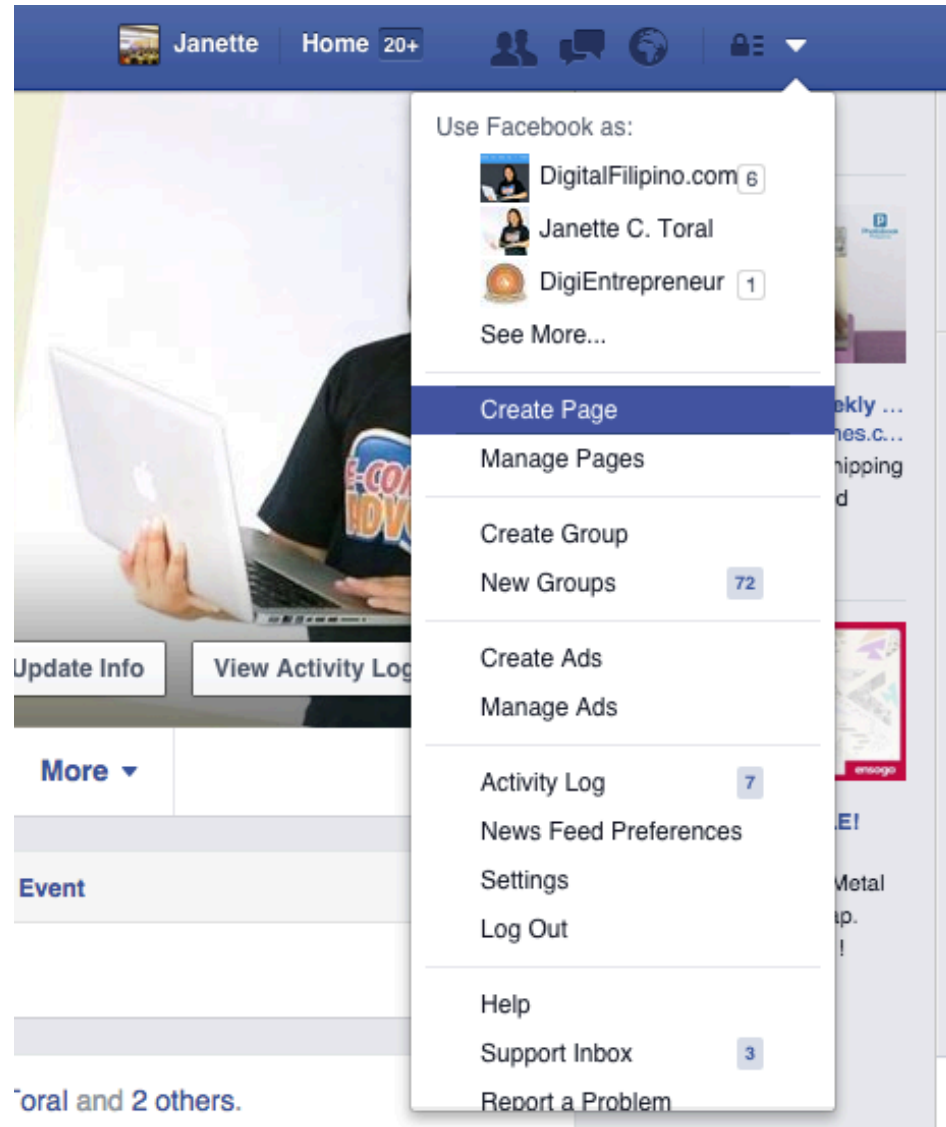


Facebook Page 101

Create Page from Account



Choose a business category



Local Business or Place



Company, Organisation or
Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Choose Industry Category

Local Business or Place

Choose a category ▼

Business or Place Name

Street address

City/County

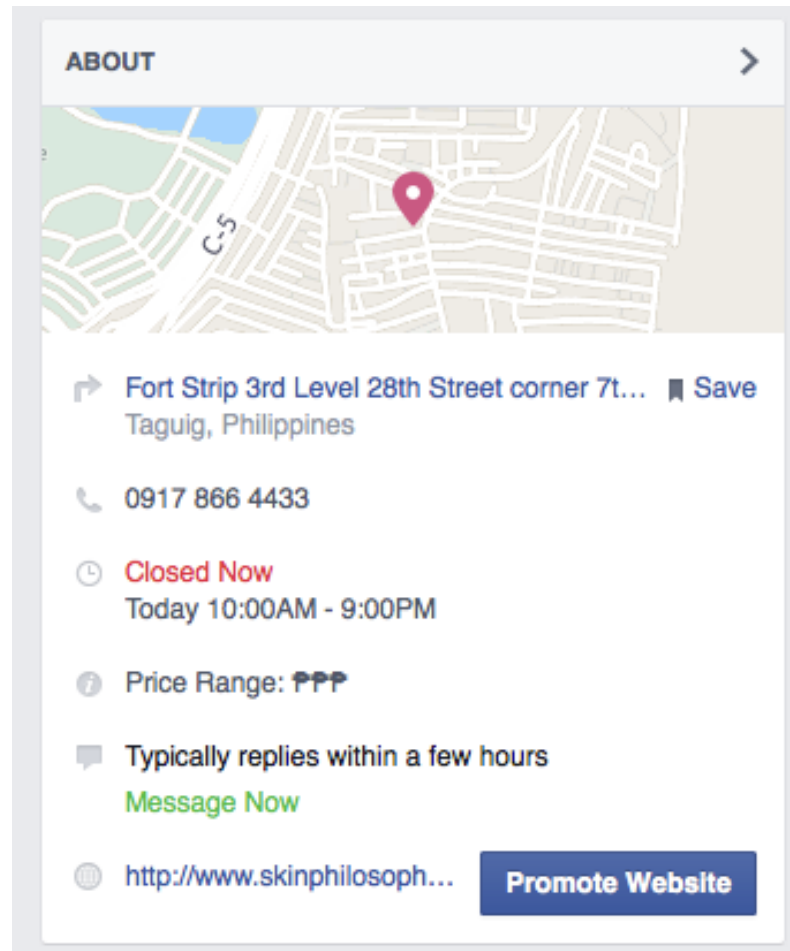
Postcode

Phone

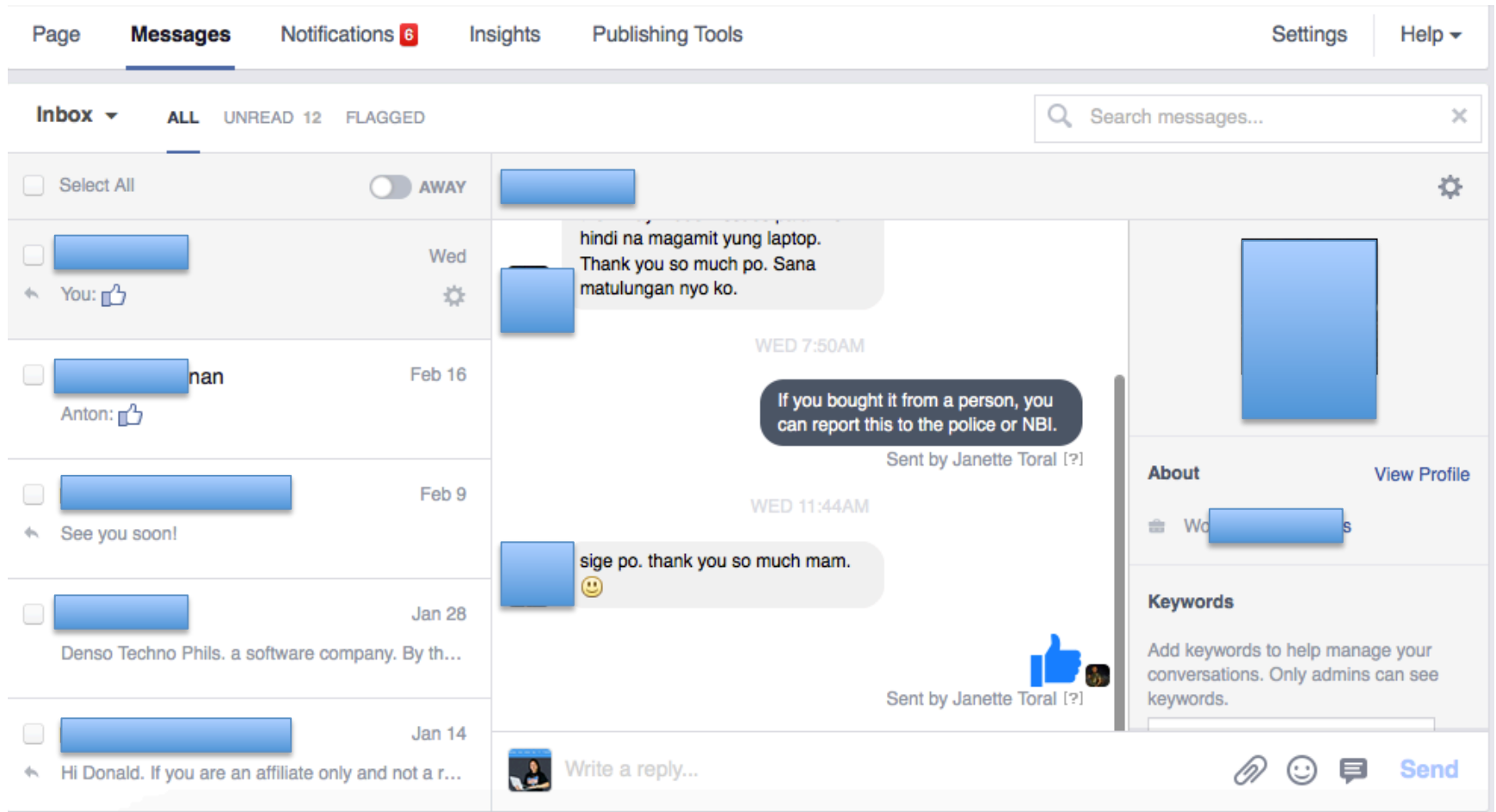
By clicking [Get Started](#), you agree to the [Facebook Pages Terms](#).

[Get Started](#)

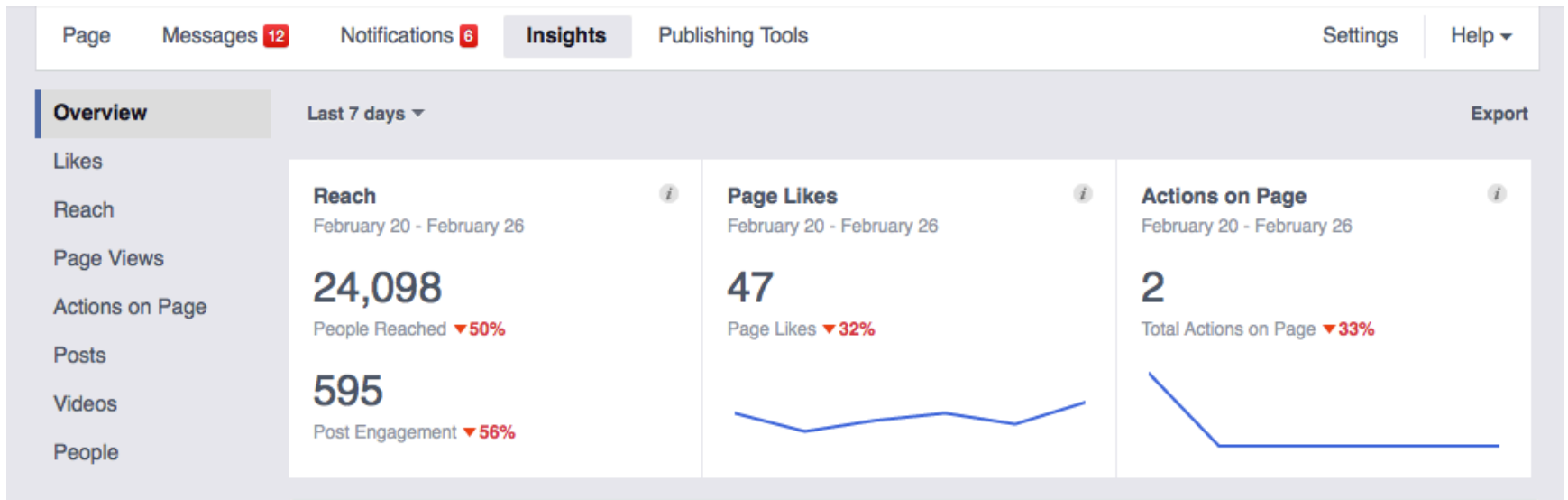
About section



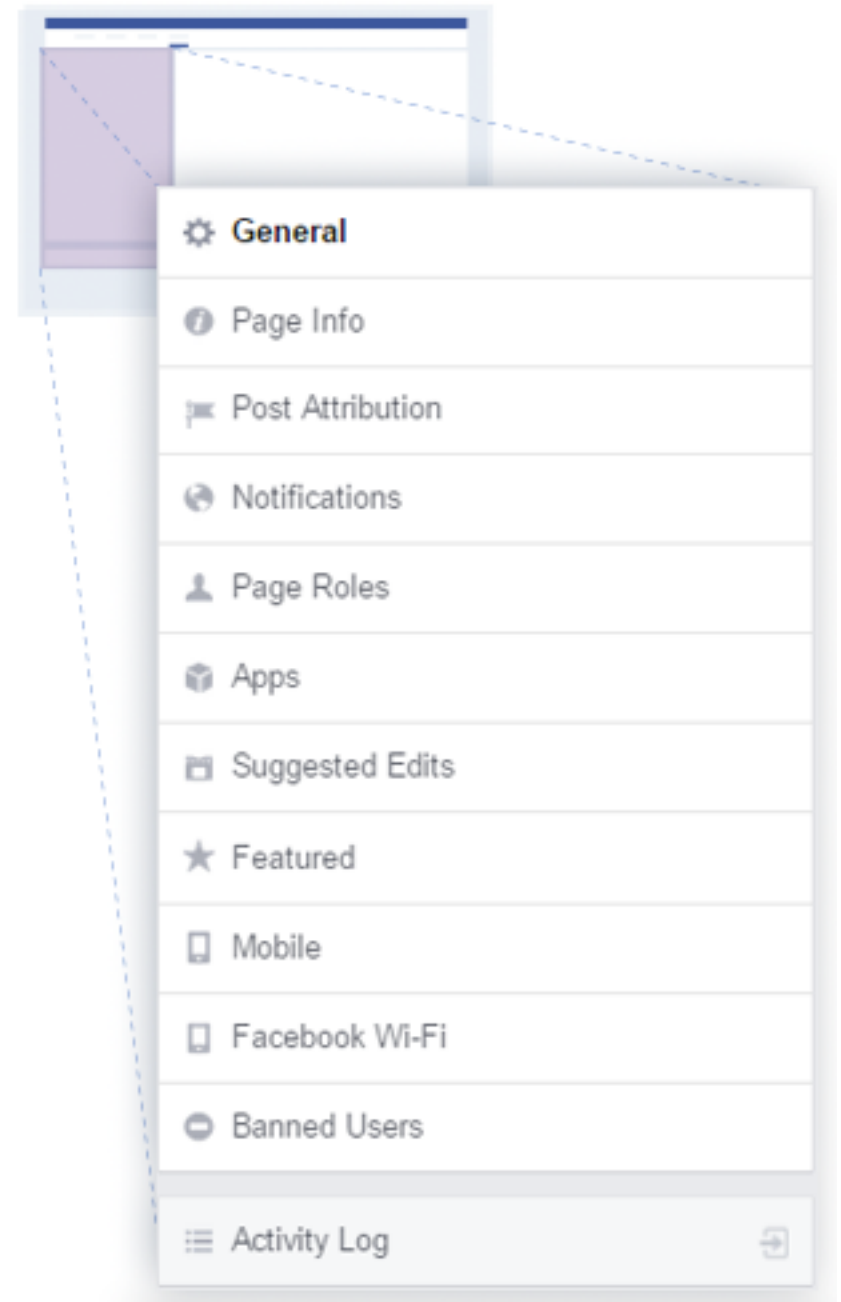
Messages



Insights



Settings



Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page Timeline Anyone can add photos and videos to my Page Timeline Posts by other users will be moderated	Edit
Targeting and Privacy for Posts	Targeting and privacy for posts are turned on for my Page	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
Comment Ranking	Comment ranking is turned on for my Page.	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

PAGE INFO

Category Local Businesses: Food/Groceries

Name Jasper's Market

Subcategories Food shop

Facebook Web Address www.facebook.com/JaspersMarket

Menu [Show your menu on your Page](#)

Address 660 Market St, San Francisco, California 94104

Start Info Opened on 1 February 2004

Hours Mon - Fri: 07:00–22:00
Sat - Sun: 10:00–20:00

Short Description Jasper's is a unique community destination for ultra-premium prepared food.

Impressum [Input Impressum for your Page](#)

Long Description We offer the very best quality locally sourced products and we take great pride in our personal relationships with both our ... [See More](#)



On Facebook

- ☐ Get a notification each time there is activity on your Page or an important Page update.
- ☒ Get one notification every 12–24 hours on all activity and updates on your Page during that time.
- ☐ Off



Email

- ☒ Get an email each time there is activity on your Page or an important Page update.
- ☐ Off

Everyone who works on your Page can have a different role depending on what they need to work on.

[Learn more](#) about the different roles people can have on your Page.



Facebook Marketing (Page Owner)

Admins of the Facebook Marketing business can manage roles and other permissions on this Page.



Cathryn's Ad Agency - Approved about 12 months ago



Roles approved: **Admin** - [Learn More About Roles](#)

Cathryn's Ad Agency can assign this role to people in their business to help you with your Page.



John Taylor

Admin -



✓ Admin

Editor

Moderator

Advertiser

Analyst

John can manage all aspects of the Page, including sending messages and posting as the Page, creating adverts, seeing which admin created a post or comment, viewing insights and assigning Page roles.



Emily can manage all aspects of the Page, including sending messages and posting as the Page, creating adverts, seeing which admin created a post or comment, viewing insights and assigning Page roles.



Tom Baird

Admin -



Tom can manage all aspects of the Page, including sending messages and posting as the Page, creating adverts, seeing which admin created a post or comment, viewing insights and assigning Page roles.

Added Apps



Events

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

[Go to application](#) · [Edit settings](#) · [Link to this tab](#)



Menutab for Restaurants

Display your Menu and receive Online Orders on your Facebook Page

[Go to application](#) · [Edit settings](#) · [Link to this tab](#)



Notes

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

[Go to application](#) · [Edit settings](#) · [Link to this tab](#)



Apps You May Like

The audience of your Page can make suggestions to improve your Page's information. You can review and accept or decline the suggestions here.

No pending suggestions

Likes You have liked 5 Pages. These Pages are shown on your Page. Up to five Pages are shown at a time, and you can specify which of your liked Pages always rotate there by selecting them as featured.

[Add Featured Likes](#)

Page Owners When you add a featured Page owner:

- Their personal information will be publicly displayed in the About section of this Page
- This Page will be shown on their personal profile

[Add Featured Page Owners](#)



With mobile email

[Learn More](#)

If you have email on your mobile device (e.g., Blackberry, Android, etc.), use email to upload photos or status updates:

1. Save this email address to your phone as a contact:

`yourname@m.facebook.com`

2. To upload a photo, email the photo to this address and include a caption in the email subject line.
3. To update your status, write in the email subject line and leave the email body blank.



With mobile web

The easiest way to find your Page is to type in the URL for your Page. To obtain a personalised Facebook URL for your Page, visit <http://facebook.com/username>



With the iPhone

Install the Facebook application and log in. Click the "+" sign on the top-left corner and then click "Pages" on the bottom right. Select your Page — it is now a favourite on your home dock. Now click your Page's icon. To post a photo, click the "camera" icon. To post a status update, tap the "What's on your mind?" field.


Bypass Mode

Your customers always have the option to skip checking in. They can do this by clicking on a link that lets them skip check-in, or by entering a Wi-Fi code that you provide to them.

- ☒ Skip check-in link [\[?\]](#)
- ☐ Require Wi-Fi code [\[?\]](#)

Session Length

Select the length of time your customers will have Wi-Fi for after they check in.

Half an hour 

Terms of Service

- ☐ Optional: Add your own Terms of Service [\[?\]](#)

Save Settings

Remove Facebook Wi-Fi Networks

If you remove a Facebook Wi-Fi network, people won't be able to see it or check in to it. Select the networks you want to delete:

- ☐ instant-C5:48:FC (Connected on 16 December 2014 at 00:22)
- ☐ HotSpot 300 (Connected on 13 December 2014 at 00:16)
- ☐ HotSpot 300 (Connected on 11 December 2014 at 02:11)
- ☐ HotSpot 300 (Connected on 11 December 2014 at 02:03)



Activity Search



You haven't scheduled any posts yet.

September 2014

22 SEPTEMBER



Jasper's Market added a new photo.



Banned ▼



John Taylor



Elizabeth Wilson



Robert Brown



James Williams

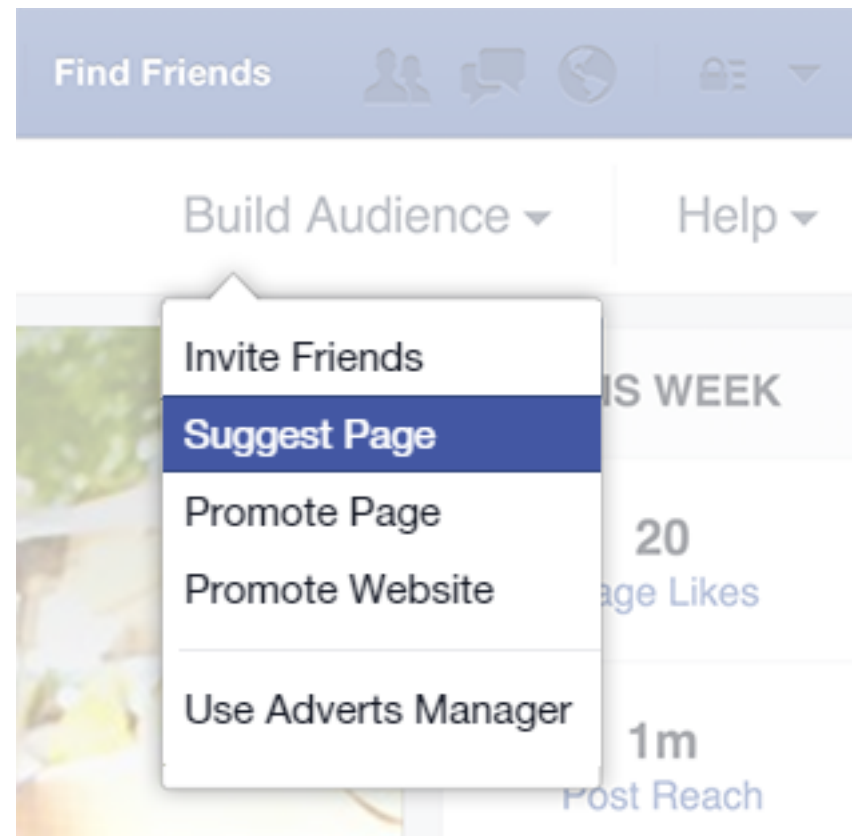


Charles Moore

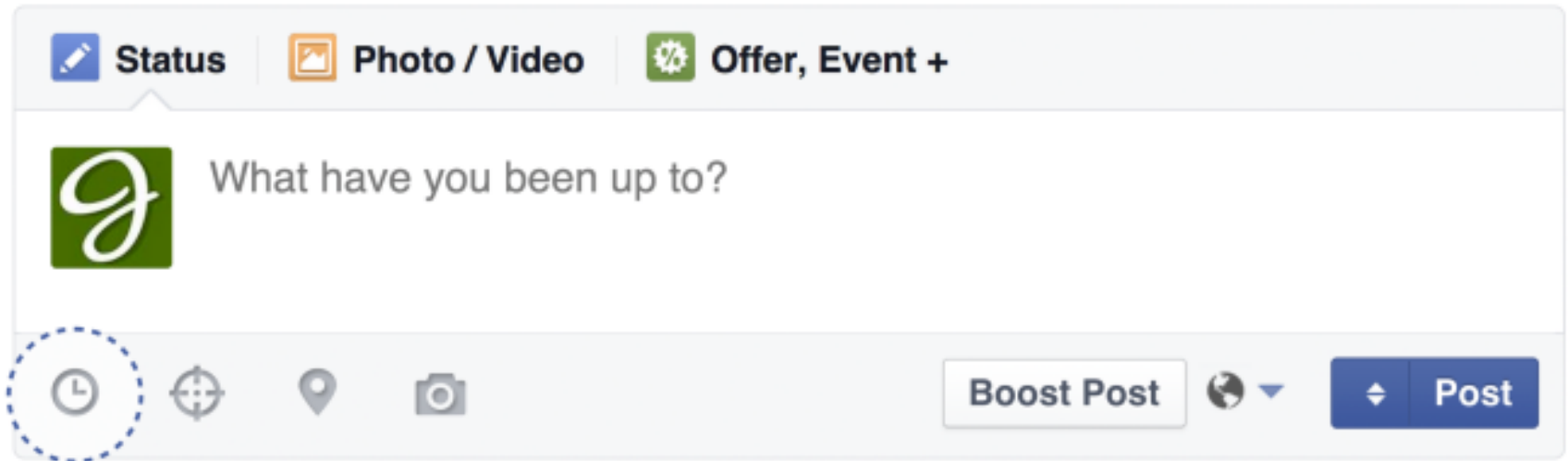


Build audience

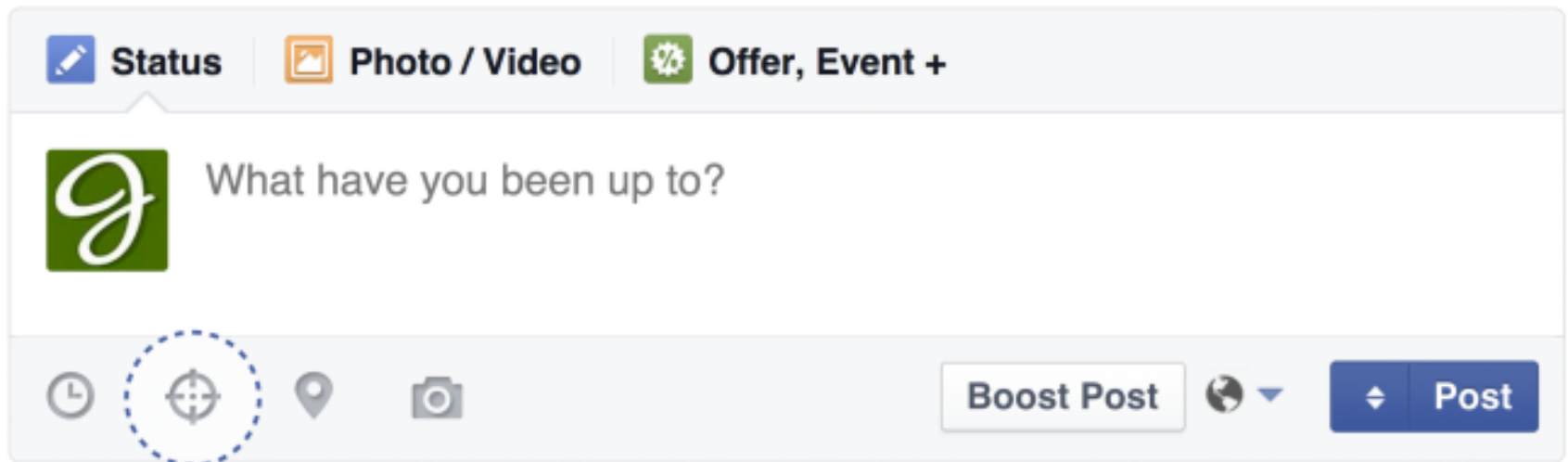
- Invite friends to like your page
- Suggest page – email
- Advertise



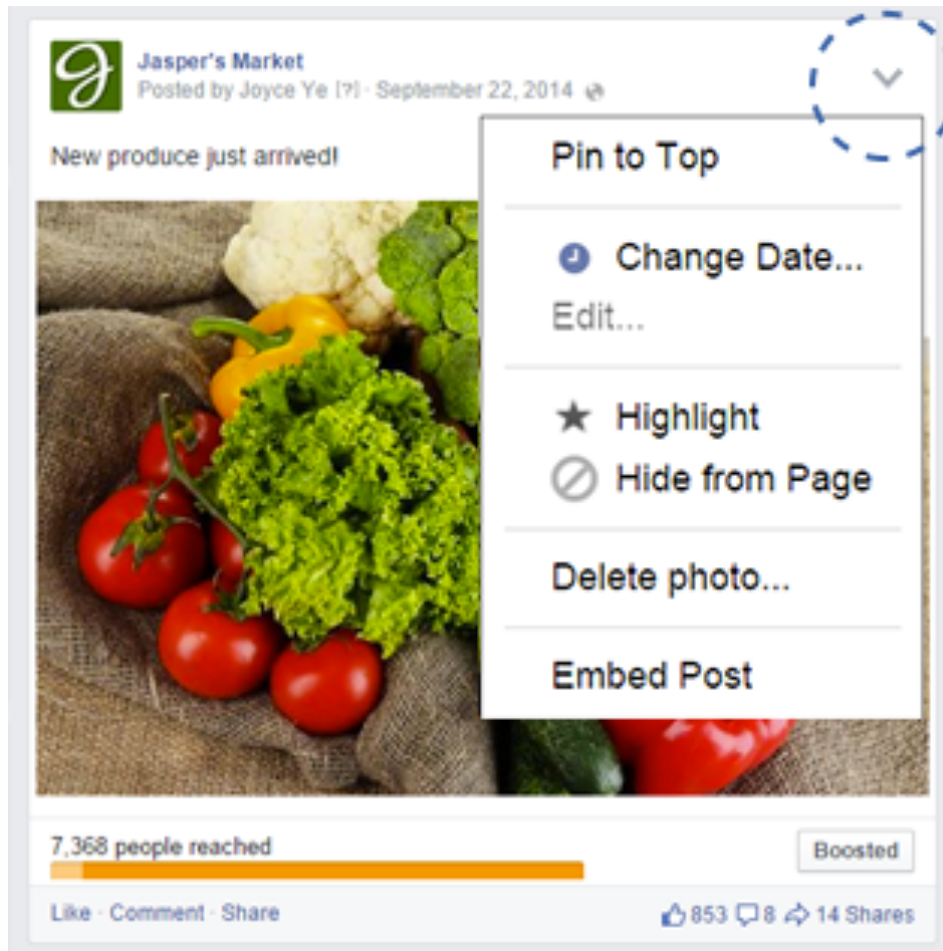
Post - scheduling



Post targeting



Pin to Top



A screenshot of a Facebook post from 'Jasper's Market' showing a context menu with the 'Pin to Top' option highlighted. The post features a photo of fresh produce and engagement metrics.

Jasper's Market
Posted by Joyce Ye [?] · September 22, 2014 ·

New produce just arrived!

7,368 people reached

Like · Comment · Share

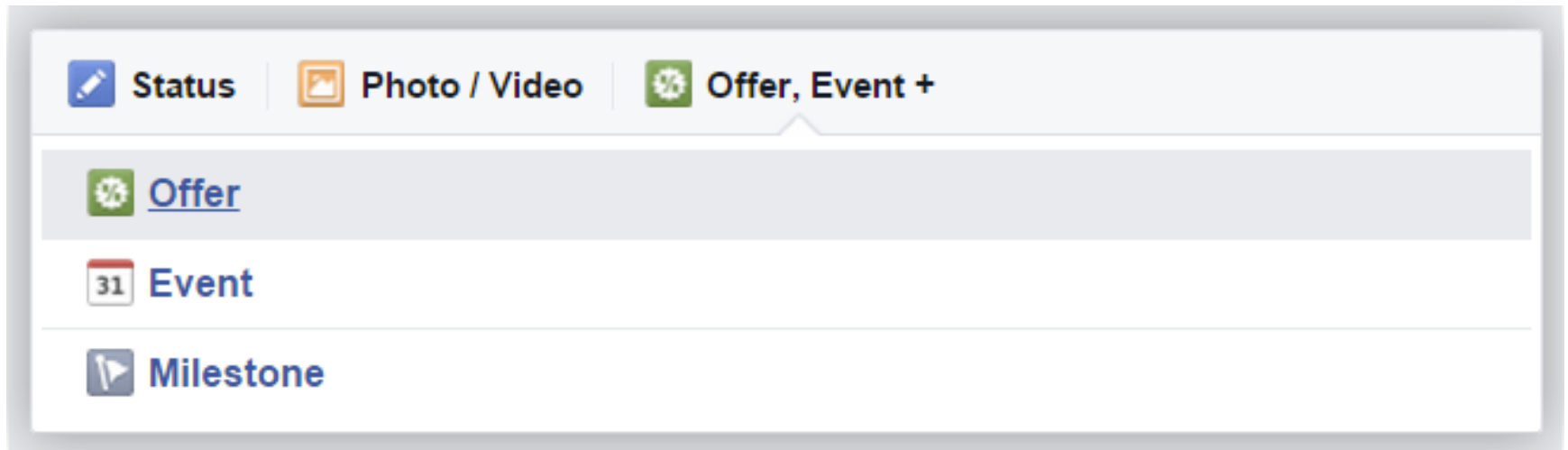
853 8 14 Shares

Pin to Top

- Change Date...
Edit...
- ★ Highlight
- Hide from Page
- Delete photo...
- Embed Post

Boosted

Give an offer




Give a limited time offer

Create an Offer


OFFER PREVIEW

A preview will also be sent to youname@m.facebook.com



Jasper's Market posted an offer
Yesterday

Take 25% off your total purchase!



25% off
Expires 2/25/2015

Get Offer

Like · Comment · Share





Create Offer

Title
25% off

Description
Take 25% off your total purchase!

Image
Upload or select an image for your offer

Upload Image



Expiration Date
2/25/2015

Claims Limit
☒ No Limit ☐ 250,000

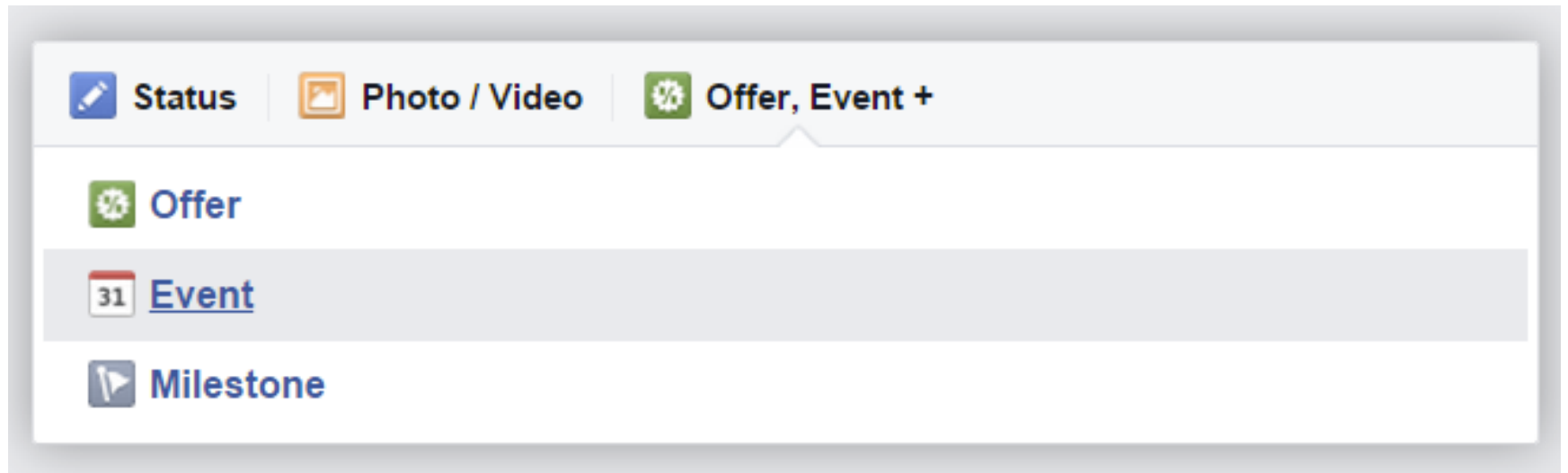
More Options

?

By clicking the "Create Offer" button, I agree to Facebook's [Terms and Advertising Guidelines](#).

Create Offer

Event



Invite to event

Create New Event by Jasper's Market

Name

ex. Birthday Party

Details

Add more info

Where

Jasper's Market

Tickets

Add a link for guests to get tickets?

When

30/1/2015

Add a time?

Weather

Overcast 11°C

☐ Only admins can post to the event wall

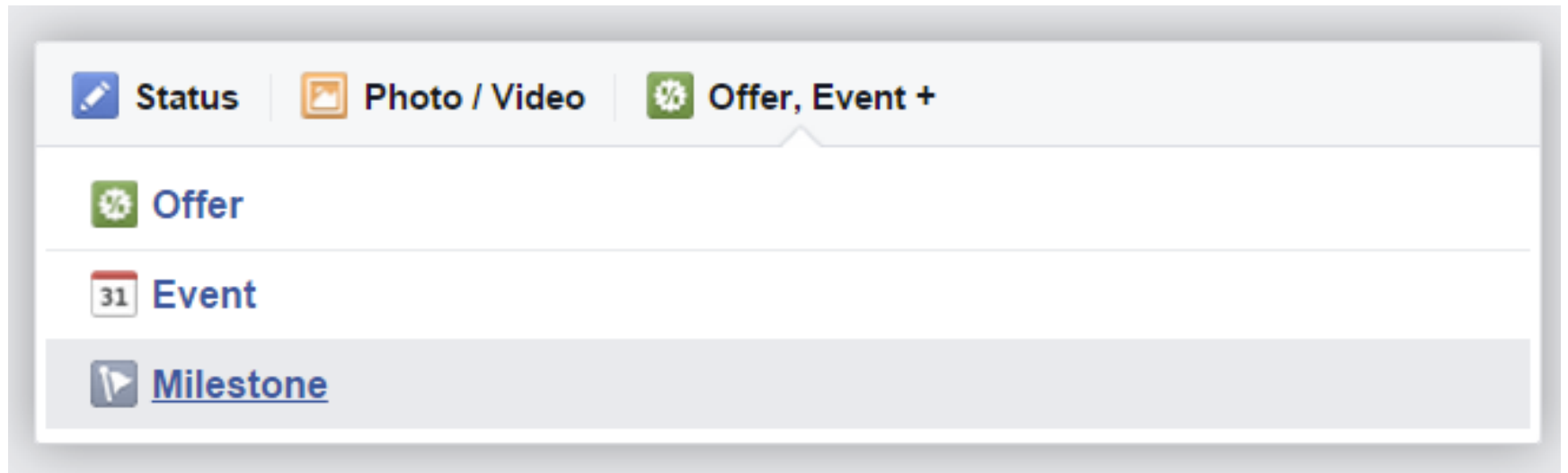
Select Targeting

Targeted to: 50,720


Cancel

Create

Add a Milestone




Add Milestone details



Title

Optional

Location

 Optional

When

2015 ▾ January ▾ 27 ▾


Story

Optional

Choose From Photos...

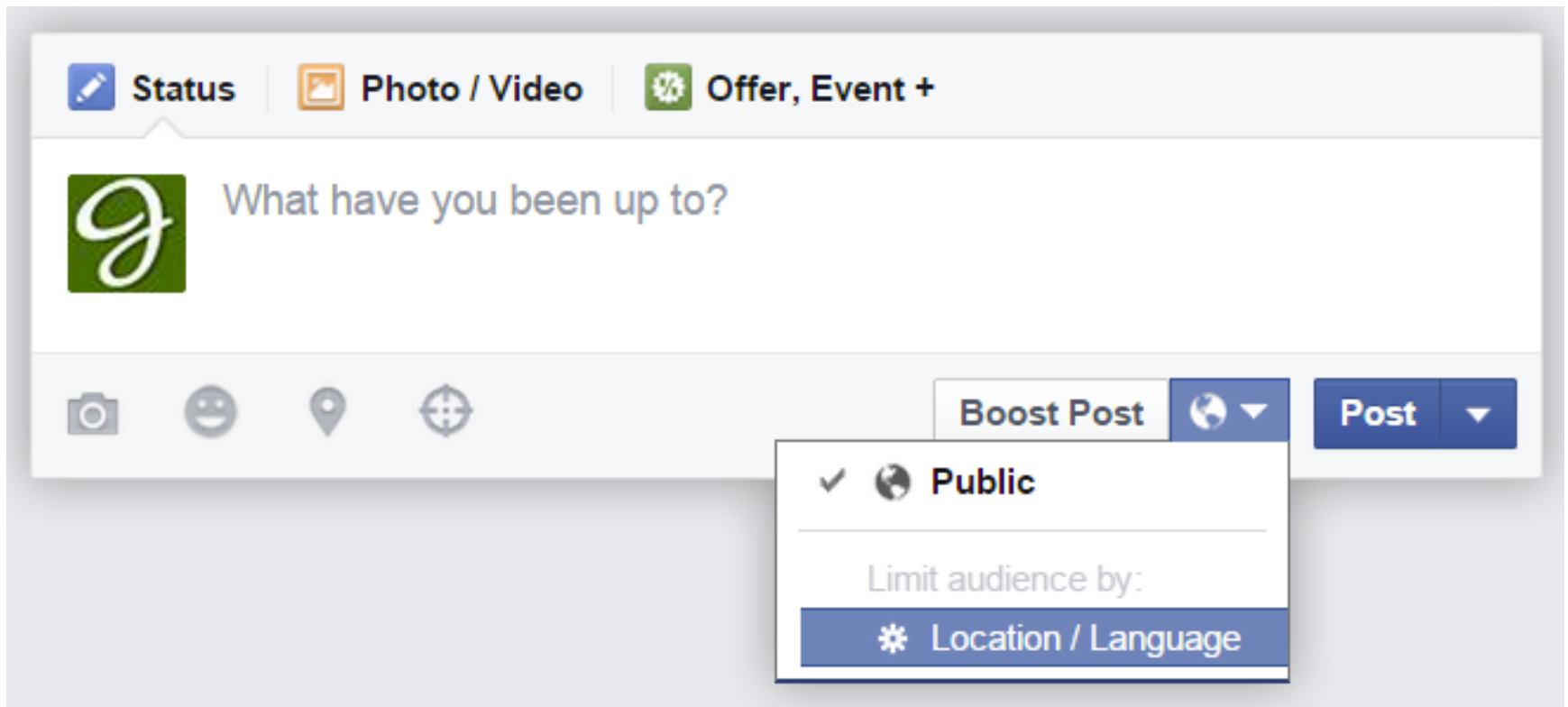
Upload Photos...

☐ Hide from News Feed



Save Cancel

Limit post view



Limit post view – by location or language

Control Who Can See Your Post

Choose who can see your post on Facebook based on their language or location. For example: If you enter "Spanish" below, only people who have Spanish set as their language on Facebook will be eligible to see your post on your Page, in News Feed and in search. [Learn more.](#)

Locations

☒ Everywhere
☐ By State/Province
☐ By City

Languages

Save Post Settings

Cancel

Make post effective

- Use big, beautiful images
- Respond to inquiries.
- Encourage people to interact.
 - Give sneak preview
 - Ask for suggestions
- Have calendar of activities to follow
- Link readers to your website

Reference

- <https://www.facebook.com/business/learn/facebook-page-basics/>