

Get Started - Public Figure Page Set Up Checklist

Serena Dot Ryan ®

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Welcome Message

A message from Serena 'Dot' Ryan,

Traditional marketing is to have a brand or company to connect with and do business with. However, the critical ingredient that makes business happen is people.

If you only go onto Social Media to share what you do or what your product or service is, with only a business page, you miss a very big opportunity.

A Public Figure Page enables you to separate your business posts from your personal profile. Having a Public Figure Page enables you

to do business on a personal level, separate from your family and friends connections.

This checklist is designed to help business owners and key people in business use your personal presence for business.

**Serena 'Dot' Ryan
Director and Founder
Serena Dot Ryan**



Create your Public Figure Page:

1. Login to your Facebook Account.
2. Go to <https://facebook.com/business>.
3. Select Community or 'Public Figure' as a category.
4. Click 'Get Started' and type in your name.
5. Click continue.
6. Your page will then appear.
7. In the upper-left corner of the page, click 'Add a Picture' and upload a professional-looking headshot.
8. Next, click 'Add a Cover' to upload a cover photo or cover video.
9. I use and recommend Canva.com to create your Cover Photo. Whilst you can use any photo, look to add one that represents you in a work setting.

Claim your Page in Business Manager:

1. If you don't have a Business Manager Account already, log into the Facebook account you used to make your public figure page and go to <https://business.facebook.com>.
2. Next, click Create Account and enter your business name.
3. Then type in the name you want to use for Business Manager and your business email for notifications. Click Finish to create your account.
4. Next, claim the public figure page you just created. Log into Business Manager and click Business Settings.
5. On People and Assets tab, click Pages in left menu.
6. Click Add New Pages and choose Add a Page from the drop-down menu.
7. Type in the name of your page or URL, and click Add Page.
8. You now have a Public Figure Page.

Create an Ad Account to start running ads:

1. In your Business Settings, click Ad Accounts on the People and Assets tab.
2. If this is your first ad account, you'll see a page that prompts you to claim, request access, or create an ad account.
3. Enter your information and click Create Ad Account.
4. After you create your ad account, go to Business Manager and you should be able to access both your ad account and claimed page.

Add Facebook Pixel:

The Facebook pixel is a piece of code installed on your website so you can track audience activity and ad results.

To install the pixel

1. Go to the Ads Manager and select Pixels from the Assets column.
2. On the next page, click Create a Pixel. Enter a name for your pixel and click Next.
3. Now choose how you want to install your pixel code. You can either use Google Tag Manager, or copy and paste the code to your website.
4. If you're manually installing the pixel, the next screen lets you copy the required code. Just click in the code box to copy it. From here, insert the code in the header tags of your website.
5. Once you've set up the pixel, it will track activity from your website or app so you can retarget website visitors. You can also determine if your Facebook ads are driving conversions.

Publish Your Content:

It's now time to start publishing content.

1. Create a "why" video that explains your mission and what experiences led you to it. If people know what you stand for, they'll be more likely to follow you.

2. Use your smartphone to capture your why. Fancy editing software or a high-quality camera to record your video is unnecessary. If you're looking for inspiration, [watch this](#).
3. If people say something positive about you online, ask if you can quote them. Use these endorsements as testimonials on your website and landing pages.
4. Share posts of what you want to be known for, behind the scenes of your business, 1 minute videos of interviews or things you are passionate about.

Amplify Content That's Working:

If you have content that's getting lots of likes, comments and shares, use a budget of \$1 a day to amplify it.

1. In the Ads Manager, click Create Campaign and choose the objective for your campaign.
2. Follow the prompts to choose an audience, placement, budget, and schedule.
3. When you get to the ad itself, choose Use Existing Post and select the post you want to boost.
4. Use [custom audiences](#) to retarget people who have visited your website or engaged with your post. Because this is a warm audience, it won't take much to get people to take action. Keep in mind you'll have to have the pixel installed on your website.

With a Public Figure Page, you don't need to have a product to sell but you do need to publish good content.

Would you like to know how you could improve your online presence for your business? [Book an Express Audit](#) with Serena Dot Ryan Today.