

Do I Need a Facebook Page?

- Facebook Pages are for businesses, brands and organizations to share their stories and connect with people.
- Your Facebook Page gives your business a voice on Facebook. Having a Page helps you build your reputation, reach new customers and stay connected. You can INSTANTLY get feedback from your customers!
- Customize Pages by posting stories, hosting events, adding apps, polling your following and more!
- People who like your Page (and friends of people who like your Page) can get your page updates in their News Feed.

Facebook Profile vs Facebook Page?

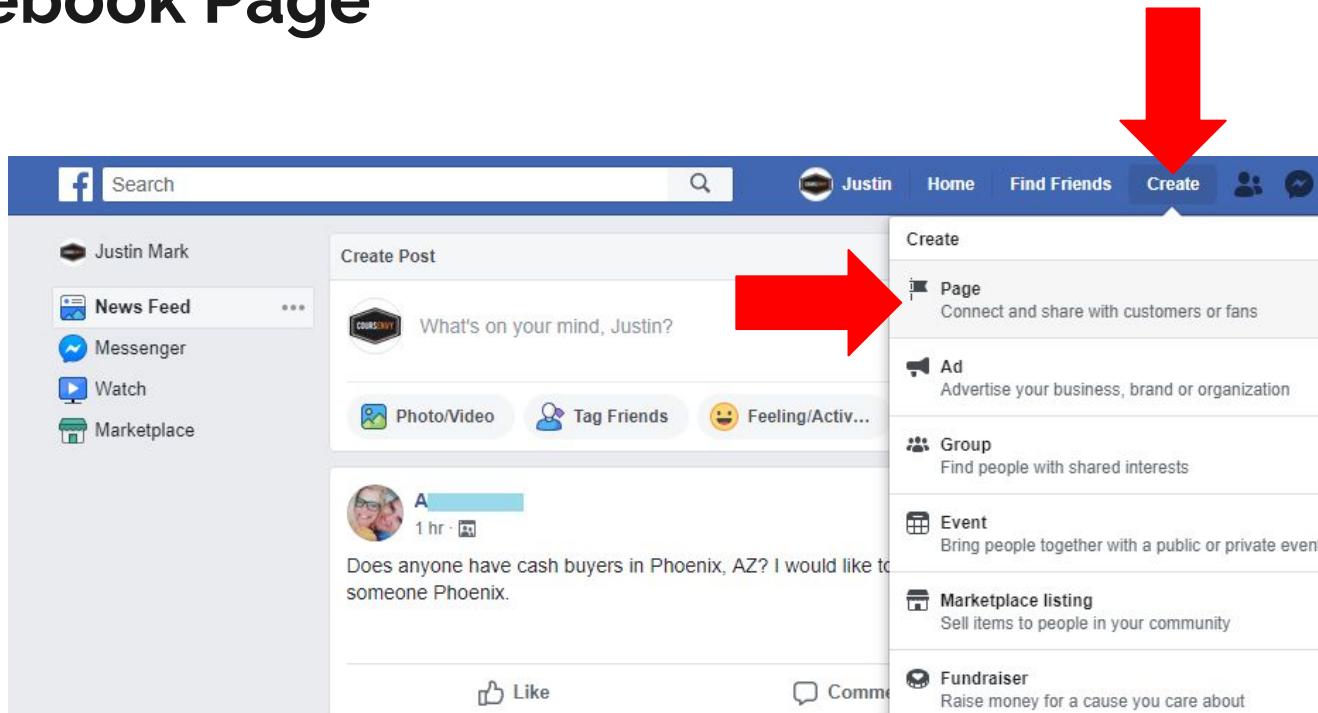
What is the difference between a Facebook Profile and a Facebook Page?

- Your Facebook Profile is your PERSONAL Facebook profile at Facebook.com. This is for sharing content with your friends and family. You NEED a personal Facebook Profile account in order to CREATE a Facebook Page.

- Your Facebook Page is a specific web page within Facebook for you to build a fan following (LIKES) and share relevant content on for your BUSINESS. You NEED a Facebook Page in order to create Facebook Ads. Unless you invite your friends to like/follow your Facebook Page, they will not know you created the Facebook Page (i.e. it is not publically linked, therefore you can keep your personal profile and business separate).

Create a Facebook Page

- Login to your personal Facebook account
- Click the **Create** option in the top navbar
- In the dropdown menu, select **Page**
- Or navigate directly to



<https://www.facebook.com/pages/creation>

Create a Facebook Page

Now on this page you'll be able to pick what specific type of Facebook Page you want to create. Are you a BRAND or ORGANIZATION?

EXAMPLE:

- If you sell a product or service, select the **Business or Brand** option.
- If you are a celebrity, select the **Community or Public Figure** option.

The screenshot shows the 'Create a Page' section of the Facebook interface. At the top, there's a search bar and a profile picture for 'Justin'. Below it, the title 'Create a Page' is displayed, followed by a subtitle: 'Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.' Two categories are shown in cards: 'Business or Brand' (with an icon of a storefront) and 'Community or Public Figure' (with an icon of a flag). Each card has a descriptive text and a 'Get Started' button at the bottom.

Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Optimize Your Facebook Page

Pages

Search business

Justmarkob

Page Ad Center 4 Manage Jobs Notifications Insights Publishing T... More Settings Help

COURSEN ENVY

Coursenvy
@coursenvy

Home About Newsletter Signup Photos Videos Posts Events Services Shop Groups Locations Notes Offers

GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC

Sign Up

Create Live Event Offer Job

Write a post...

Photo/Vdeo Feeling/Activ... Check in ...

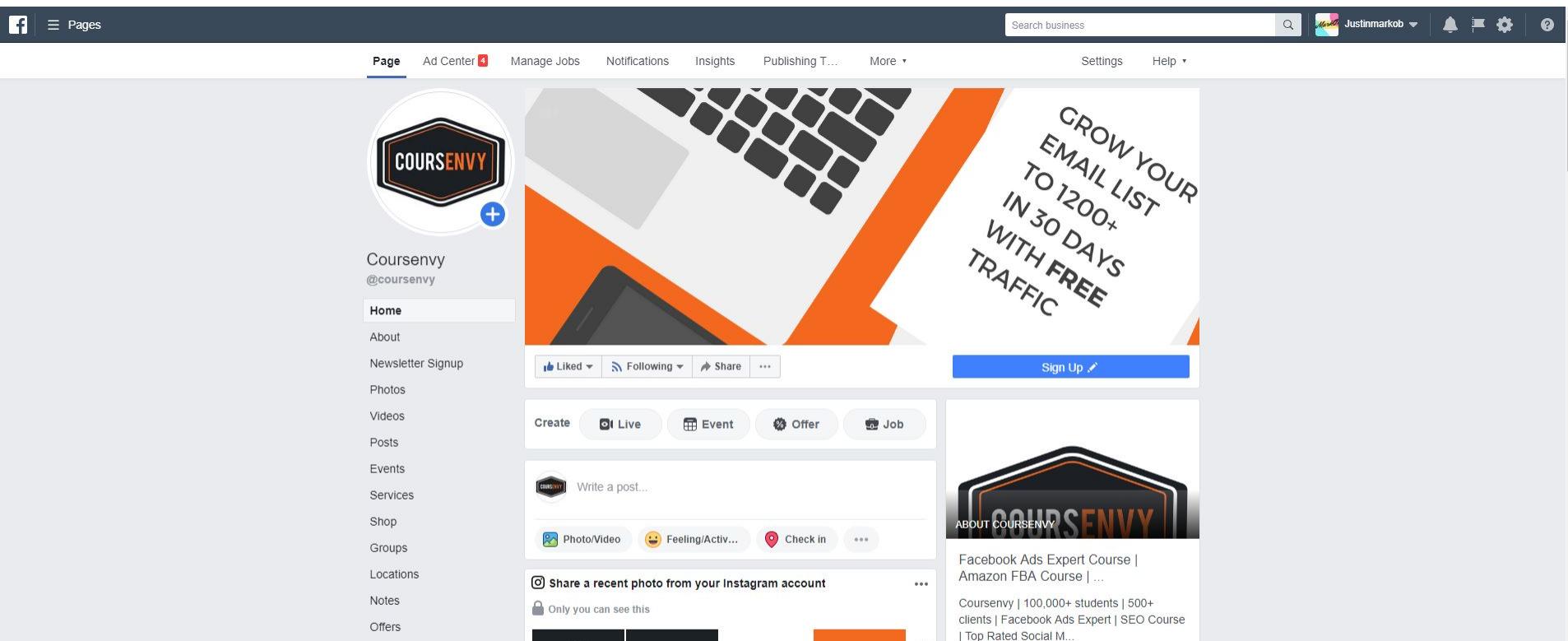
Share a recent photo from your Instagram account

Only you can see this

ABOUT COURSEN ENVY

Facebook Ads Expert Course | Amazon FBA Course | ...

Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social M...



Customize Your Facebook Page Username

Click the “About” page of your Facebook Page.



Pages

Page Ad Center 4 Manage Jobs Notifications Insights Publishing T... More Settings Help

Coursenvy
@coursenvy

Home About Newsletter Signup Photos Videos Posts Events Services Shop Groups Locations Notes Offers

GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC

Sign Up

Create Live Event Offer Job

Write a post...

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Coursenvy
@coursenvy

Home

About

Newsletter Signup

Photos

Videos

Posts

Events

Services

Shop

Groups

Locations

Notes

Offers

Jobs

Community

Instagram

Promote

Manage Promotions

**About**[Edit Page Info](#)**GENERAL**

Category Education Website

[Edit](#)

Name Coursenvy

[Edit](#)

Username @coursenvy

[Edit](#)**PAGE INFO**

Founded on January 1, 2009

[Edit business types](#)[Mission](#)

LEARN NEW SKILLS WITH COURSENVY – DON'T ENVY ANYMORE – MAKE YOURSELF BETTER TODAY

CONTACT INFO[+ Enter phone number](#)info@coursenvy.com<https://www.Coursenvy.com/insta>**STORY**

Facebook Ads Expert Course | Amazon FBA Course | ...

Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social Media Marketing Training | #1 Amazon FBA Course

LEARN NEW SKILLS WITH COURSENVY – DON'T ENVY ANYMORE – MAKE YOURSELF BETTER TODAY

[See More](#)

Click the "Edit" link next to your Username.



Customize Your Facebook Page Username

Your Facebook Page Username is important as this is what appears as your custom Facebook URL or “vanity name”. EX: <https://www.facebook.com/coursenvy>

PRO TIP: Have username continuity with your brand name!

- I want my username the same on every social media site/platform/service and so on!
EXAMPLE: @coursenvy

- I want people to easily find me from website to website and easily in Google search. Continuity not only builds my brand name awareness but it also makes it easy for customers to remember my brand name and my varying URLs.

Get Your First 25 Facebook Page Fans

In order to create your Facebook Page username, you need 25 fans of your page.

The two ways I do this is either for FREE by inviting friends to like my page. Or pay for 25 page likes via an “Engagement → Page Likes” Facebook Ad.

Here is the FREE method...

The screenshot shows a Facebook Page for 'Coursenvy'. The left sidebar lists various page sections: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, and Community. A red arrow points to the 'Community' option. Below the sidebar, there's a 'Promote' button and a 'Manage Promotions' link. The main content area features a large graphic with a laptop, smartphone, and keyboard, and text that reads: 'GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC'. On the right, a sidebar titled 'Friends and Coursenvy' shows a list of friends with 'Invite' buttons next to their names: Vinita Pariyani, Courtney Wasserburger, and Stephanie Nicklas. A red box highlights this section. At the bottom right, there are links for English (US), Español, Portugués (Brasil), Français (France), and Deutsch, along with a 'See All Friends' button. The top navigation bar includes Page, Ad Center, Manage Jobs, Notifications, Insights, Publishing T..., More, Settings, and Help.

-Click the **Community** option in the left sidebar of your Facebook page.

-In the right sidebar, begin to search your friends and then click the invite button next to 25+ friends.



GrmCo (20334564868954...)

 Campaign
Objective

Ad Set

Page
Audience
Placements
Budget & Schedule

Ad

Identity
Format
Media
Text

Pay For Page Likes

Create a Facebook Ad using the ENGAGEMENT marketing objective, then select the PAGE LIKES option.

Create New Campaign

Use Existing Campaign

Campaign: Choose your objective.

Switch to Quick Creation

What's your marketing objective? Help: Choosing an Objective**Awareness**

Brand awareness

Reach**Consideration****Conversion**

Traffic

Engagement**Conversions**

Catalog sales

App installs

Store traffic

Video views

Lead generation

Messages

**Engagement**

Get more people to see and engage with your post. Engagement can include comments, shares, likes, event responses, and offer claims.

Post engagement

Page likes

Event responses

Campaign Name i Engagement

Close

Customize Your Facebook Page Username

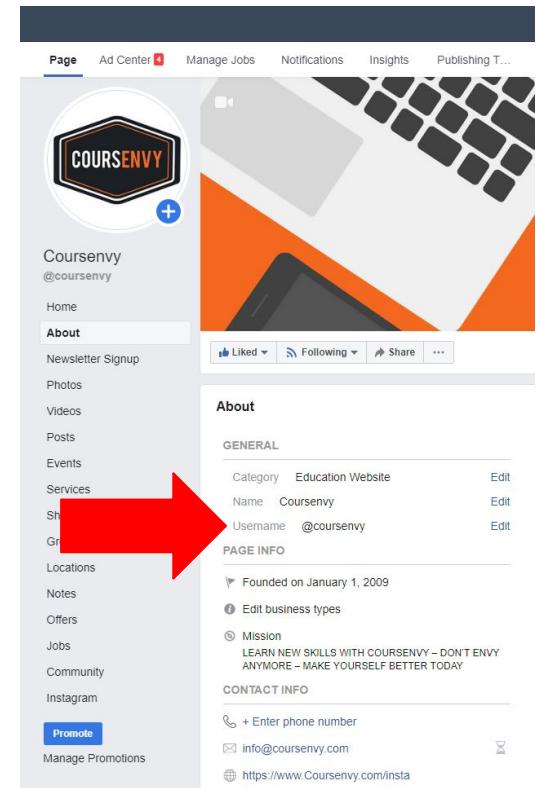
Once you have 25 fans/page likes, you can change your Facebook Page URL (currently a long ugly URL with a page ID number) to your own custom business username.

www.facebook.com/page-name-8857469375913

TO

www.facebook.com/YourChosenName

You can only change this once, otherwise you will have to request permission from Facebook... so choose wisely! Think of it like it is changing your own name... or changing Walmart's brand name tomorrow. **YOU** are establishing a brand, so Facebook doesn't want people wishy washy and changing names constantly and inserting keywords, etc. Facebook wants to build a stable asset of all these various Facebook pages.



Optimize Your Facebook Page Images

To set your brand apart from the competition, you need to take the time to not only create high-quality images, but ensure you are using the **correct image sizes** on your Facebook Page and all the other varying social media networks!

<https://www.coursenvy.com/social-media-image-sizes>

Facebook Image Creation Tool

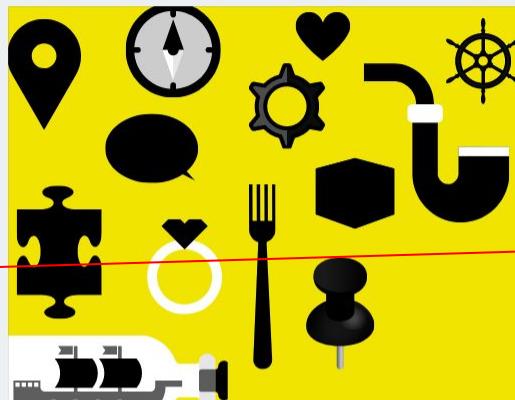
I use Canva.com to create all my varying Facebook images!

<https://www.canva.com>

A screenshot of the Canva website. At the top center, it says "Design anything." Below the search bar, there's a list of suggested designs related to Facebook. A large red arrow points from the text "I use Canva.com to create all my varying Facebook images!" to the search bar. The search bar itself has "facebook" typed into it. Below the search bar, there are several thumbnail previews of different design templates, including "Canva Print >" (with four small preview images), "Facebook Ad" (with a dark blue template), "YouTube Thumbnail" (with a green and yellow template), "YouTube Channel Art" (with a dark blue template), "Logo" (with a dark blue template), "Etsy Shop Icon" (with a dark blue template), "Social Media" (with a dark blue template featuring a person silhouette), "Presentation" (with a red template), "Poster" (with a white template featuring a black and white graphic), and "Facebook Cover" (with a dark blue template). The overall background of the website has a pink floral pattern.



Templates
Photos
Elements
Text
Background
Uploads
Folders
More



Use one of Canva's many free templates or create your own image from scratch with the various tools in the left sidebar!

Master the Canva software at:
<https://designschool.canva.com/tutorials>

a little bit of
EVERYTHING
the life of A.Musing

+ Add a new page

112%

Help ?

Facebook Page Images

The first two images you need to create for your Facebook page is a Profile Image. Stick with your logo to build brand awareness.

Second is your Cover Photo (which can also be a video).

This screenshot shows a Facebook page for 'Coursenvy' (@coursenvy). The left sidebar highlights the 'Profile' image (the hexagonal logo) and the 'Cover Photo' (the large orange and white graphic). A red box surrounds the sidebar text, and another red box surrounds the right-side callout text. The main content area shows the Facebook page feed with posts and a sidebar for course information.

Coursenvy
@coursenvy

Home
About
Newsletter Signup
Photos
Videos
Posts
Events
Services
Shop
Groups
Locations
Notes
Offers
Jobs

Search business Search

Page Ad Center 4 Manage Jobs Notifications Insights Publishing T... More Settings Help

COURSEN ENVY

CROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC

Sign Up

Create Live Event Offer Job

Write a post...

Photo/Video Feeling/Activ... Check in ...

Share a recent photo from your Instagram account

Only you can see this

Unless you dream, Nothing works better. Make every detail perfect. The value of an idea.

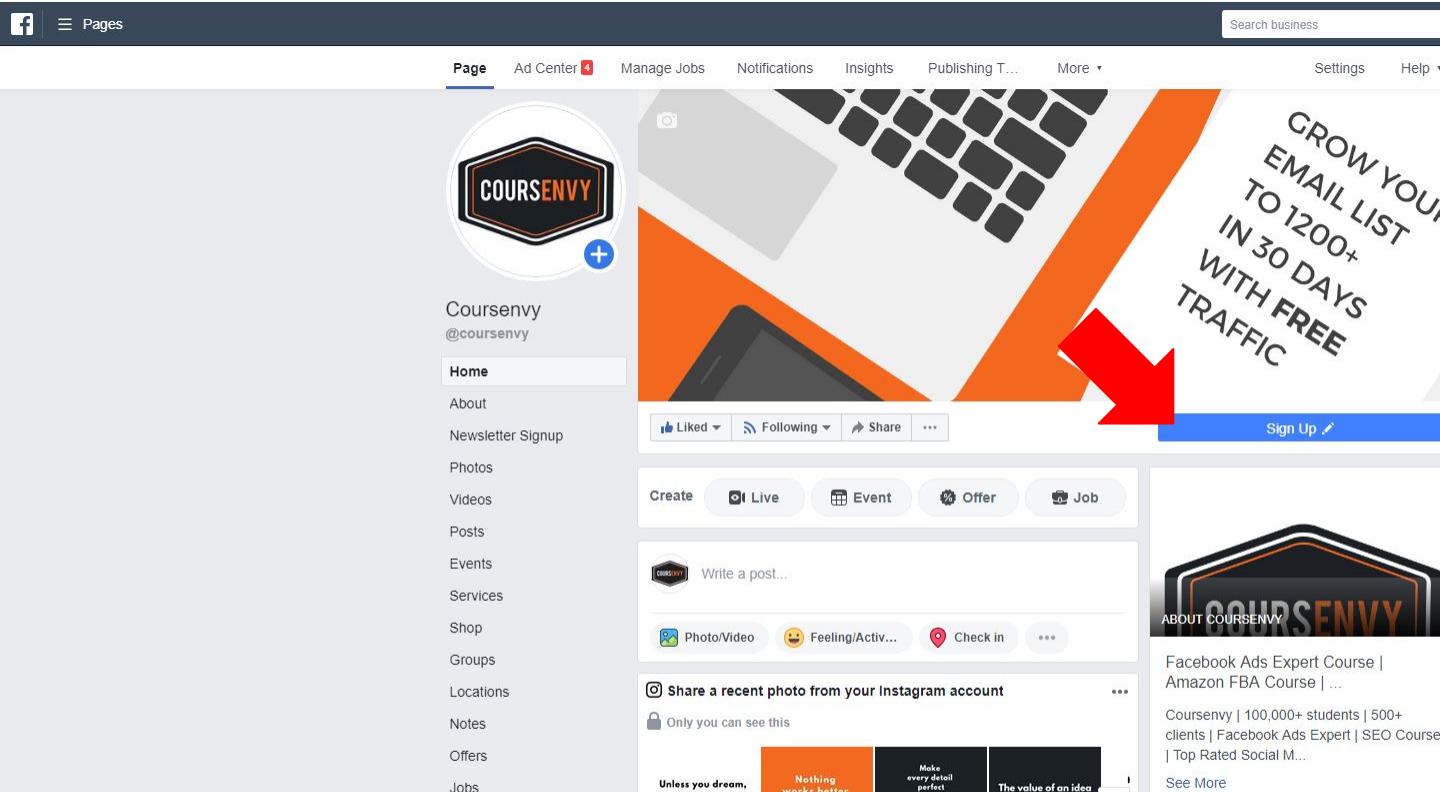
ABOUT COURSEN ENVY

Facebook Ads Expert Course | Amazon FBA Course | ...

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See More

Facebook Page Call to Action (CTA) Button

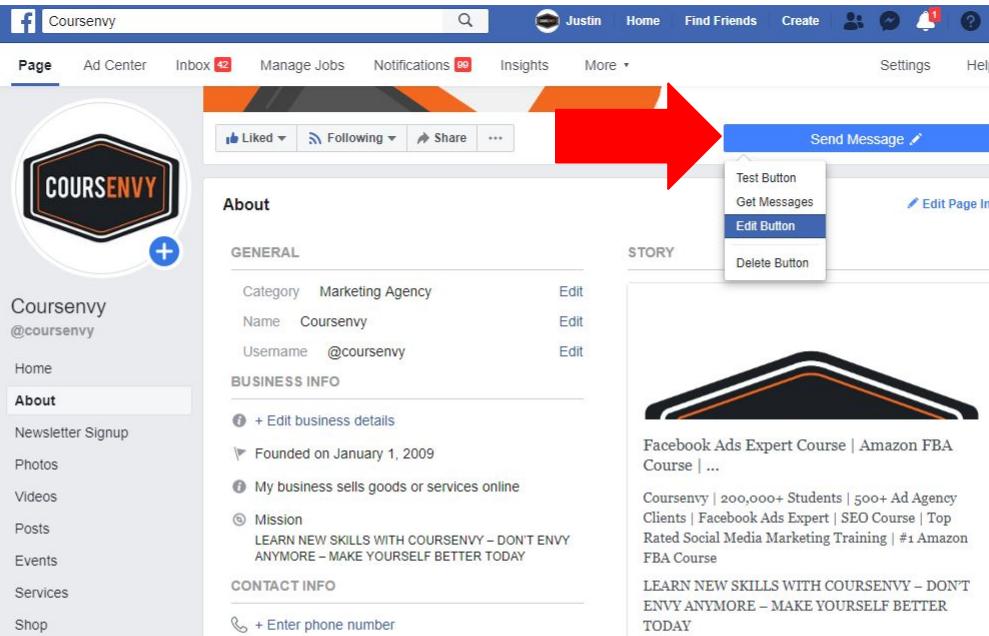


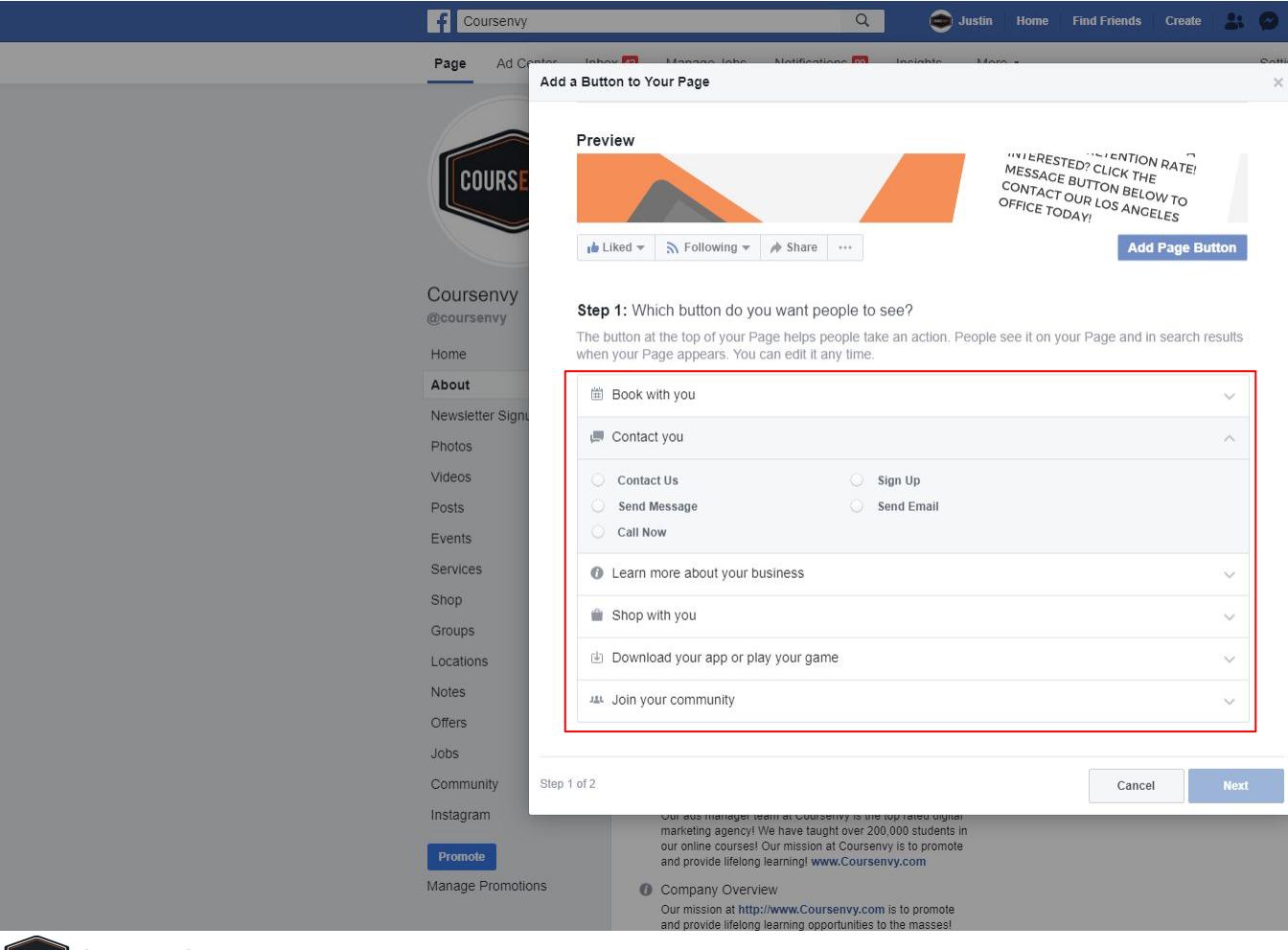
The screenshot shows a Facebook page for 'Coursenvy'. The cover photo features a laptop keyboard and a smartphone, with text overlaying it: 'CROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC'. A large red arrow points from the text towards a blue 'Sign Up' button at the bottom right of the cover photo. To the left of the cover photo is the page's sidebar menu, which includes links like Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, and Jobs.

The goal of your Cover Photo (or video) should be to lead the Facebook user's eyes to your CTA (Call to Action) button.

Facebook Page Call to Action (CTA) Button

- Click the Call to Action button.
- Select Edit Button in the dropdown menu.



A screenshot of a Facebook page settings interface for 'Coursenvy'. The main menu at the top includes 'Page', 'Ad Center', 'Instagram', 'Manage Jobs', 'Notifications', 'Insights', 'More', 'Settings', and 'Help'. A central modal window titled 'Add a Button to Your Page' displays a preview of a button with an orange and grey design. The preview text reads: 'INTERESTED? CLICK THE MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!' Below the preview are buttons for 'Like', 'Following', 'Share', and '...'. A blue 'Add Page Button' button is located on the right. The left sidebar lists various page sections: Home, About, Newsletter Signups, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, Community, Instagram, Promote, and Manage Promotions. The 'Promote' section is highlighted with a blue box. The 'About' section is also highlighted with a red box around its content area. At the bottom of the page, there's a company overview and a 'Company Overview' section.

Select a Call to Action button that will encourage page visitors to take action!

I connect users with my most important value proposition and lead capture method.

For example, the CTA button **Sign Up**, which leads to my lead capture URL that collects the users email in exchange for my FREE value proposition (i.e. ebook, course, etc.)



Coursenvy®

www.Coursenvy.com

Facebook Page Cover Image

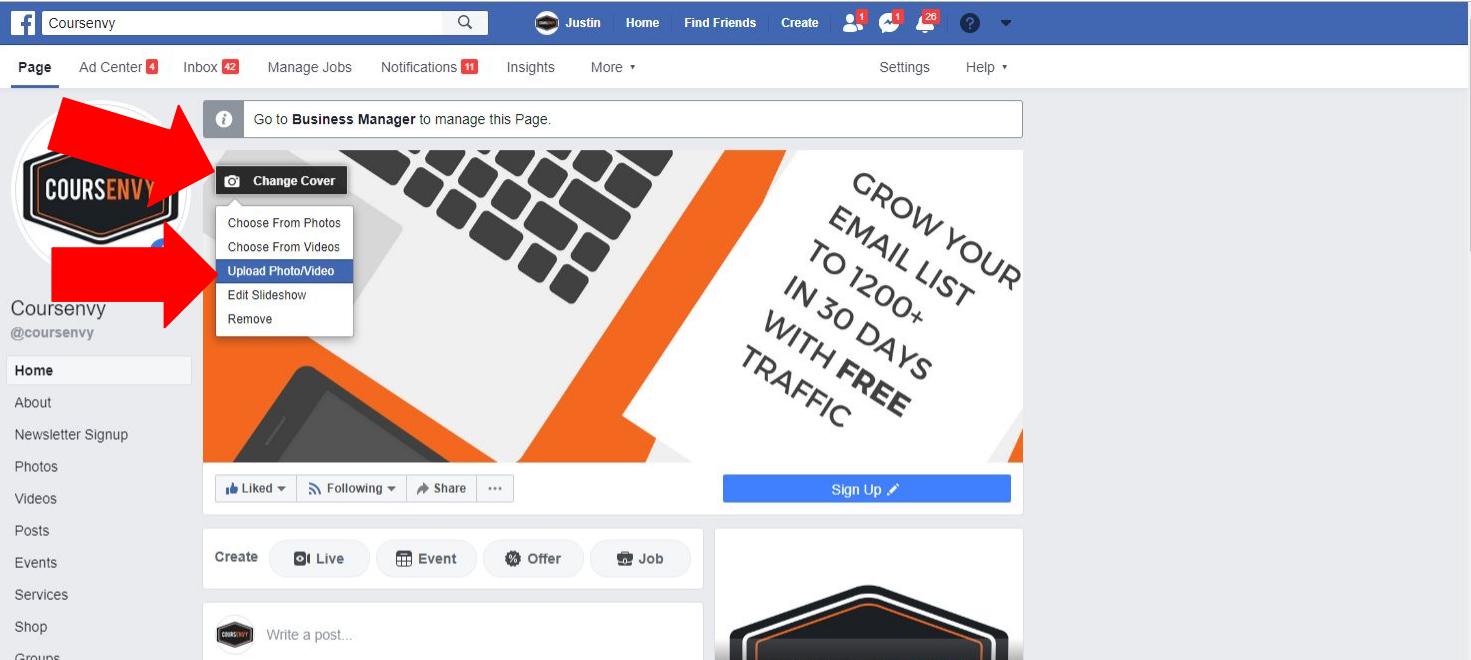
The screenshot shows a Facebook page for 'Coursenvy'. The cover photo features a laptop keyboard and a smartphone. A red circle highlights a blue 'Sign Up' button with white text that reads: 'CROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC'. To the right of the page, there is a red-bordered box containing the following text:

EXAMPLE:
My cover photo provides a **Value Proposition** that leads the users eyes right to the CTA button!

Facebook Ads Expert Course | Amazon FBA Course | ...
Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social M...
See More

Facebook Page Cover Video

You can also use a video for your Facebook Page Cover!



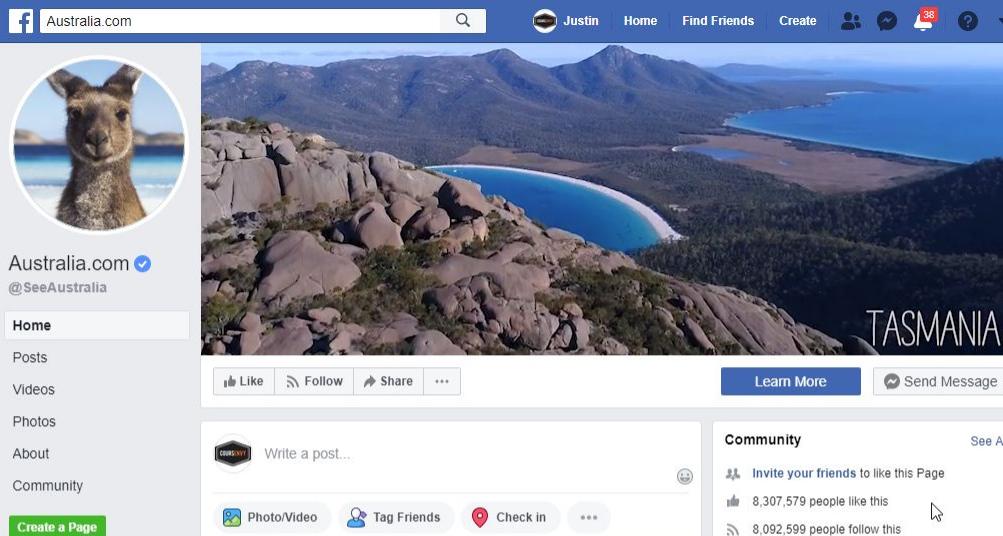
Facebook Page Cover Video Specs

A screenshot of a Facebook page for "Coursenvy". The page header shows "Courses" and "Pages". The main content area displays a video thumbnail with the text "CROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TUTORIAL". A modal dialog box titled "Choose From My Videos" is overlaid on the page. The dialog contains the message: "None of the videos in your library qualify as a cover video. Videos must be between 20 - 90 seconds and at least 820 x 312 pixels. The recommended size is 820 x 462 pixels. Please upload a different video and try again." An "OK" button is at the bottom right of the dialog. A large red arrow points from the bottom left towards the center of the dialog box. The sidebar on the left lists various page sections: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, and Jobs.

Great Facebook Page Cover Video Example

www.facebook.com/SeeAustralia

Typically I use images for my client's Facebook page as I direct users eyes to my CTA button. But for some unique pages, videos make sense! For example, a travel company or videographer!



Optimize Facebook Page Settings

First and foremost, ensure you have everything filled out on your Facebook Page.

This includes:

- Facebook Page About section / Page Info
- Description
- Business Address and Phone (Google factors this in search ranking for “location” businesses)
- Page Category
- Website and Email
- etc. etc. etc.

Fill Out EVERYTHING On Your About Page

The more **complete** your business information is, the more **legit** you are in the eyes of Facebook!

The screenshot shows a Facebook page for 'Coursesenvy'. The sidebar on the left has a red arrow pointing to the 'About' link. The main content area shows the 'About' section with a red border. Inside the 'About' section, there are two red arrows: one pointing to the 'Edit Page Info' link in the top right corner, and another pointing to the 'Edit' link next to the 'Name' field.

About

GENERAL

Category	Education Website	Edit
Name	Coursesenvy	Edit
Username	@coursesenvy	Edit

PAGE INFO

+ Edit business details
Founded on January 1, 2009
Edit business types
Mission

STORY

Facebook Ads Expert Course | Amazon FBA Course | ...
Coursesenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social Media Marketing Training | #1 Amazon FBA Course

Facebook Coursenvy

Page Ad Center 4 Inbox 42 Manage Jobs Notifications 70 Insights More

Liked Following Share ... Sign Up Edit Page Info

COURSEN ENVY

Coursenvy @coursenvy

About

GENERAL STORY

Category Education Website Edit

Name Coursenvy Edit

Username @coursenvy Edit

Google facebook coursenvy

All News Maps Shopping Videos More Settings Tools

About 12,200 results (0.71 seconds)

Coursenvy - Home | Facebook
<https://www.facebook.com> > Pages > Other > Brand > Website > Education Website

Coursenvy. 13K likes. Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 200000 students in our online...

Offers Jobs Community Instagram Promote

MORE INFO

About Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 200,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

Company Overview Our mission at <http://www.Coursenvy.com> is to promote and provide lifelong learning opportunities to the masses! We are constantly expanding subjects and providing...

See More Add yourself as a team member

This is your Facebook meta description for Google search.

Include at least 2-3 keywords and your brand name to increase your discoverability.

Optimize Facebook Page Settings

The screenshot shows a Facebook page for 'Coursenvy'. The top navigation bar includes 'Page', 'Ad Center 4', 'Manage Jobs', 'Notifications', 'Insights', 'Publishing T...', 'More', 'Settings' (which has a red arrow pointing to it), and 'Help'. The main content area features a profile picture, a cover photo with text about growing an email list, and a sidebar with various page management options like 'Create', 'Live', 'Event', 'Offer', and 'Job'. A central post area allows users to write a post, share from Instagram, and see recent posts. A sidebar on the right provides an 'ABOUT COURSENVY' summary and links to courses like 'Facebook Ads Expert Course' and 'Amazon FBA Course'. The bottom of the page shows a footer with social media links and a 'See More' button.

Page Info



The screenshot shows the Facebook Business Manager interface. In the top navigation bar, there are links for Page, Ad Center (4), Inbox (20+), Manage Jobs, Notifications, Insights, More, Settings (which is underlined), and Help. The main content area is titled "Page Info". On the left, a sidebar lists various page management options: General, Page Info (which is selected and highlighted in blue), Templates and Tabs, Event Ticketing, Post Attribution, Notifications, Messenger Platform, Page Roles, Groups, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, Instagram, Featured, Crossposting, and Page Support Inbox. The main content area displays the "Page Info" settings. It includes a callout box saying "Complete your about section so people can find your page easier." Under the "GENERAL" section, there is a "Description" field containing text about Coursenvy's mission and website. The "Categories" field lists "Education Website" and "Marketing Agency". The "CONTACT" section contains fields for "Phone Number" (with a note that the page doesn't have one), "Extension (optional)", and a checked checkbox for "My Page doesn't have a phone number". It also has fields for "Website" (set to https://www.Coursenvy.com) and "Email" (set to info@coursenvy.com), each with a corresponding checkbox for "My Page doesn't have a [website/email]". At the bottom right of the content area is a button labeled "Sync Contact Info on Instagram". The top right of the screen shows the user's profile picture and name ("Justimarkob"), search bar, and notification icons.

Page Info is a near clone of your About page, so use either for filling out your Facebook Page information.

- [General](#)
- [**Page Info**](#)
- [Templates and Tabs](#)
- [Event Ticketing](#)
- [Post Attribution](#)
- [Notifications](#)
- [Messenger Platform](#)
- [Page Roles](#)
- [Groups](#)
- [People and Other Pages](#)
- [Preferred Page Audience](#)
- [Authorizations](#)
- [Branded Content](#)
- [Instagram](#)
- [Featured](#)
- [Crossposting](#)
- [Page Support Inbox](#)
- [Locations](#)
- [Activity Log](#)

Complete your about section so people can find your page easier.

GENERAL

Description

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 200,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

Education Website Marketing Agency

CONTACT

Phone Number

+1 Enter phone number

Extension (optional)

My Page doesn't have a phone number

Website

<https://www.Coursenvy.com/>

My Page doesn't have a website

Email

info@coursenvy.com

My Page doesn't have an email

We'll send an email to this address to confirm that it's valid. This helps people get in touch with your Page easier. [Send Again](#)

LOCATION

Located In

Located inside another place

Add details (e.g., inside Grand Central Station)

HOURS

Hours

Open on selected hours
 Always open

This is your Facebook meta description for Google search.

Include at least 2-3 keywords and your brand name to increase your discoverability.

- General
- Page Info**
- Templates and Tabs
- Event Ticketing
- Post Attribution
- Notifications
- Messenger Platform
- Page Roles
- Groups
- People and Other Pages
- Preferred Page Audience
- Authorizations
- Branded Content
- Instagram
- Featured
- Crossposting
- Page Support Inbox
- Locations
- Activity Log



Complete your about section so people can find your page easier.

GENERAL

Description
Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 200,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning! www.Coursenvy.com

Categories

CONTACT

Phone Number
+1
Extension (optional)
 My Page doesn't have a phone number

Website

 My Page doesn't have a website

Email

 My Page doesn't have an email
We'll send an email to this address to confirm that it's valid. This helps people get in touch with your Page easier. Send Again

LOCATION

Located In
 Located inside another place

HOURS

Hours
 Open on selected hours
 Always open

This is where you can change and/or add to your Facebook page Categories.

EXAMPLE:
We want Coursenvy to be discovered in search results for both Education and as a Marketing Agency.

Search and select all relevant categories for your business.



- [General](#)
- [Messaging](#)
- [Page Info 2](#)
- [Templates and Tabs](#)
- [Post Attribution](#)
- [Notifications](#)
- [Messenger Platform](#)
- [Page Roles](#)
- [People and Other Pages](#)
- [Preferred Page Audience](#)
- [Authorizations](#)
- [Branded Content](#)
- [Instagram](#)
- [Featured](#)
- [Crossposting](#)
- [Page Support Inbox](#)
- [Wi-Fi Network](#)
- [Activity Log](#)



Complete your about section so people can find your page easier.

GENERAL

Description

Coursenvy Marketing Ad Agency Packages:
<https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>

Categories

Marketing Agency

CONTACT

Phone Number

+1 Enter phone number

Extension (optional)

My Page doesn't have a phone number

Website

<https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packages>

My Page doesn't have a website

Email

Email

My Page doesn't have an email

We'll send an email to this address to confirm that it's valid. This helps people get in touch with your Page easier.

WIFI

WIFI Name

This place has a wireless network

Your Wi-Fi network name as it appears in your settings

LOCATION

Address

Has a street address

Coursenvy HQ Los Angeles, California 90210



If you have a local brick and mortar location for your business, add the address here.

Chat (1)



Templates and Tabs

A screenshot of the Facebook Page Settings interface. The top navigation bar shows the page name 'Coursenvy', a search bar, and various links like 'Home', 'Find Friends', 'Create', and 'Settings'. A large red arrow points from the left towards the sidebar menu. The sidebar contains links such as 'General', 'Page Info', 'Templates and Tabs' (which is highlighted with a blue background), 'Post Attribution', 'Notifications', 'Messenger Platform', 'Facebook Badges', 'Page Roles', 'Groups', 'People and Other Pages', 'Preferred Page Audience', 'Authorizations', 'Branded Content', 'Instagram', 'Featured', 'Crossposting', and 'Page Support Inbox'. The main content area is titled 'Templates and Tabs' and includes sections for 'Templates' and 'Tabs'. The 'Templates' section shows 'Standard' as the current template with an 'Edit' button. The 'Tabs' section provides instructions for rearranging tabs and includes a toggle switch for 'Use default tabs' which is set to 'OFF'. Below these are sections for 'Home' and 'About' tabs.

[General](#)[Page Info](#)[Templates and Tabs](#)[Post Attribution](#)[Notifications](#)[Messenger Platform](#)[Facebook Badges](#)[Page Roles](#)[Groups](#)[People and Other Pages](#)[Preferred Page Audience](#)[Authorizations](#)[Branded Content](#)[Instagram](#)[Featured](#)[Crossposting](#)[Page Support Inbox](#)[Locations](#)[Activity Log](#)

Templates and Tabs

Configure actions and tabs for your page



Templates

Choose a template with default buttons and tabs designed to help your Page.



Current Template:
Standard

[Edit](#)

Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

 OFF[Home](#)[Settings](#)[About](#)[Settings](#)[Newsletter Signup](#)[Settings](#)[Photos](#)[Settings](#)[Videos](#)[Settings](#)

You can drag and rearrange the order of your Tabs here.

[Chat \(1\)](#)

- [Notifications](#)
- [Messenger Platform](#)
- [Facebook Badges](#)
- [Page Roles](#)
- [Groups](#)
- [People and Other Pages](#)
- [Preferred Page Audience](#)
- [Authorizations](#)
- [Branded Content](#)
- [Instagram](#)
- [Featured](#)
- [Crossposting](#)
- [Page Support Inbox](#)
- [Locations](#)
- [Activity Log](#)

Templates

Choose a template with default buttons and tabs designed to help your Page.



Current Template:
Standard

[Edit](#)

Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

 OFF

Home

[Settings](#)

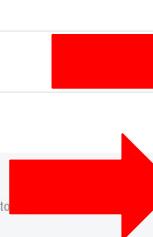
About

[Settings](#)

Newsletter Signup

Show Newsletter Signup tab

Turn off the tab if you don't want people to see it.

 ON

Share Newsletter Signup tab

Copy the URL to share this tab with people directly.

[Copy URL](#)[Edit Settings](#)[Cancel](#)[Save](#)

You can also click the "Settings" button to turn Tabs on or off.

Cancel Save

Photos

Settings

Videos

Settings

Posts

Settings

Add a Tab

Tabs let you feature your products, services, and more on your Page. Choose a tab from the list below.

Live Videos

Shows live videos about your page.

Add Tab

Reviews

Shows reviews on your Page and allows people to write reviews.

Add Tab

Close

Notes

Settings

Offers

Settings

Jobs

Settings

Community

Settings

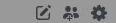
Instagram

Settings



You can add a Tab you removed via the “Add a Tab” button at the bottom of this page.

Chat



Custom Tabs

A screenshot of a Facebook page for 'Coursenvy'. The page header shows 'Coursenvy' with a blue profile picture. The main content area features a large orange graphic with the text 'GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC' and a 'Sign Up' button. On the left, there's a sidebar with a red arrow pointing to a list of custom tabs: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, and Jobs. A red box highlights the 'About' tab. Below the sidebar is a post area with a placeholder 'Write a post...' and buttons for Photo/Video, Feeling/Activ..., Check in, and three dots. At the bottom, there are two cards: 'Get More Online Sales' and 'Boost an Instagram Post'. To the right, there's an 'ABOUT COURSENVY' section with links to 'Facebook Ads Expert Course | Amazon FBA Course | ...' and 'Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social M...'. A 'See More' link is also present.

How your sort and customize your tabs on the “Templates and Tabs” backend page will determine how they look on the front end of your Facebook page.

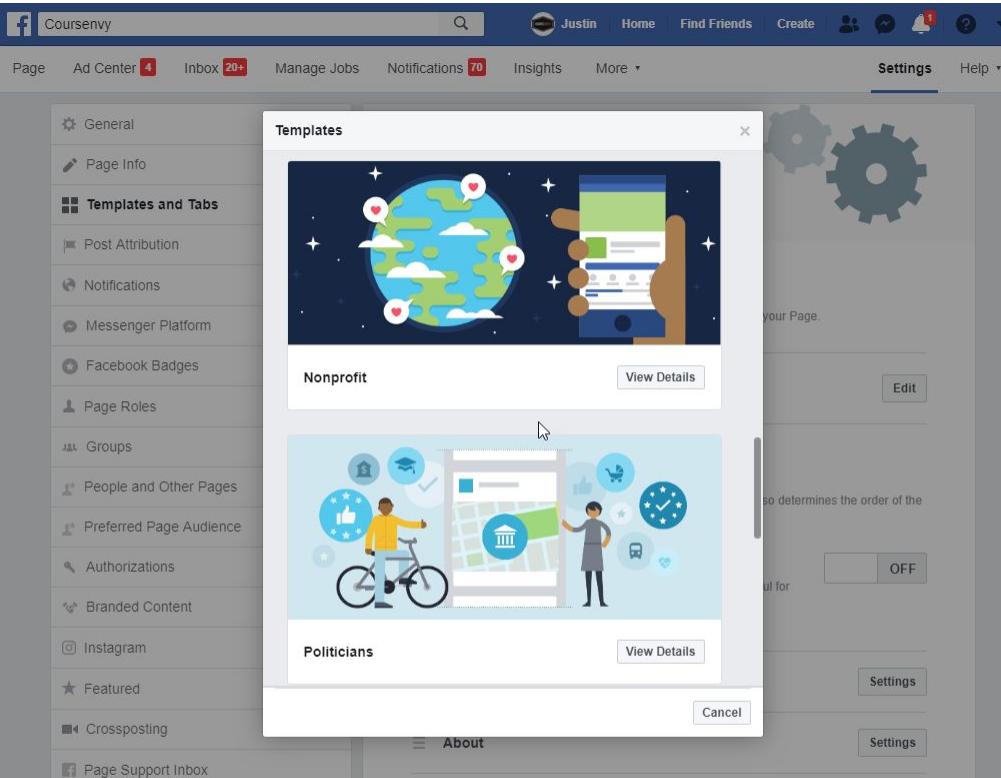
Change Facebook Page Template

The screenshot shows the Facebook Page Settings interface. On the left, a sidebar menu lists various page management options like General, Page Info, Templates and Tabs, Post Attribution, Notifications, Messenger Platform, Facebook Badges, Page Roles, Groups, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, Instagram, Featured, Crossposting, and Page Support Inbox. The 'Templates and Tabs' option is selected. The main content area is titled 'Templates and Tabs' and contains a sub-section titled 'Templates'. It displays the current template as 'Standard' with a yellow flag icon. To the right of the template name is a red arrow pointing towards an 'Edit' button. Below the template section is a 'Tabs' section with instructions for rearranging tab order. At the bottom, there's a 'Use default tabs' toggle switch set to 'OFF'.

Depending on your brand and category, you will be assigned a default Template.

Click the Edit button to see if another Template is more fitting for your company. Most of the time I use Standard for my clients.

Change Facebook Page Template



But if your brand falls into one of the Template categories, give it a try as some of the layout features are catered to these niches making the user experience more optimized. You can always switch back to Standard if you don't like your new template.

Facebook Page General Settings

The screenshot shows the Facebook Page General Settings interface. On the left, there's a sidebar with various settings categories like Page Info, Templates and Tabs, Post Attribution, etc. A large red arrow points to the 'General' section in this sidebar. Another red arrow points to the 'Edit' button next to the 'Page Visibility' setting. The main area lists various page settings with their current status and an 'Edit' button to the right of each.

Setting	Status	Action
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	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
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit

Review your Facebook Page's **General** settings page to ensure everything is how you want it for your company.



General	
	Page Info
	Templates and Tabs
	Post Attribution
	Notifications
	Messenger Platform
	Facebook Badges
	Page Roles
	Groups
	People and Other Pages
	Preferred Page Audience
	Authorizations
	Branded Content
	Instagram
	Featured
	Crossposting
	Page Support Inbox
	Locations
	Activity Log

Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted to my Page.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	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
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit
Live Commentary	People can go live in a watch party when one of your videos is playing.	Edit

For example, do you want to allow people to Message you through the Facebook Page or via Facebook Message Ads?

If so, make sure to “Allow” messaging via this setting.

General**Page Info****Templates and Tabs****Post Attribution****Notifications****Messenger Platform****Facebook Badges****Page Roles****Groups****People and Other Pages****Preferred Page Audience****Authorizations****Branded Content****Instagram****Featured****Crossposting****Page Support Inbox****Locations****Activity Log****Page Visibility**

Page published

Edit

Visitor PostsAnyone can publish to the Page.
Anyone can add photos and videos to the Page.

Edit

Post and Story Sharing

Post sharing to Stories is On

Edit

Messages

People cannot contact my Page privately.

Edit

Tagging Ability

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

Edit

Others Tagging this Page

People and other Pages can tag my Page.

Edit

Page Location for Effects

Other people can use your Page's location for photo and video frames and effects.

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

Page Updates

Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.

Edit

Post in Multiple Languages

Ability to write posts in multiple languages is turned off

Edit

Translate Automatically

Your posts may show translations automatically for people who read other languages

Edit

Comment Ranking

Most relevant comments are shown for my Page by default.

Edit

Content Distribution

Downloading to Facebook is allowed.

Edit

Download Page

Download Page

Edit

Merge Pages

Merge duplicate Pages

Edit

Remove Page

Delete your Page

Edit

Live Commentary

People can go live in a watch party when one of your videos is playing.

Edit

Another one I see many users mistakenly overlook is the **Page Visibility** option. Make sure your page is **PUBLISHED!**



General

Page Info

Templates and Tabs

Post Attribution

Notifications

Messenger Platform

Facebook Badges

Page Roles

Groups

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram

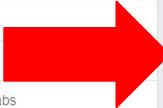
Featured

Crossposting

Page Support Inbox

Locations

Activity Log



Next, do you want
allow visitors to be
able to post to your
page?

Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
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Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit
Live Commentary	People can go live in a watch party when one of your videos is playing.	Edit

A screenshot of a Facebook page for 'Coursenvy'. The page header shows 'Page' selected, followed by 'Ad Center 4', 'Inbox 42', 'Manage Jobs', 'Notifications 70', 'Insights', 'More', 'Settings', and 'Help'. The main content area features a post from 'Coursenvy' (@coursenvy) with the text: 'GROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC'. Below the post are standard Facebook controls: 'Liked', 'Following', 'Share', and '...'. A large blue 'Sign Up' button is visible. To the right of the post is a search bar with 'Search for posts on this Page' and a 'Visitor Posts' section. This section contains three posts from visitors: 'Joshua Osagie' (July 8 at 5:26 PM), 'Abiraa Waqas' (July 8 at 12:17 PM), and 'Saif Ullah' (July 4 at 5:39 AM). Each visitor post includes a profile picture, timestamp, message content, and standard interaction buttons ('Like', 'Comment', 'Message'). A red arrow points from the text in the sidebar to this 'Visitor Posts' section.

I like to allow **Visitor Posts** as it enables me one more area to engage with users and answer questions, etc.

But do note, you need to monitor these closely for spam.

General
Page Info
Templates and Tabs
Post Attribution
Notifications
Messenger Platform
Facebook Badges
Page Roles
Groups
People and Other Pages
Preferred Page Audience
Authorizations
Branded Content
Instagram
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Crossposting
Page Support Inbox
Locations
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Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
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Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
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Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit
Live Commentary	People can go live in a watch party when one of your videos is playing.	Edit

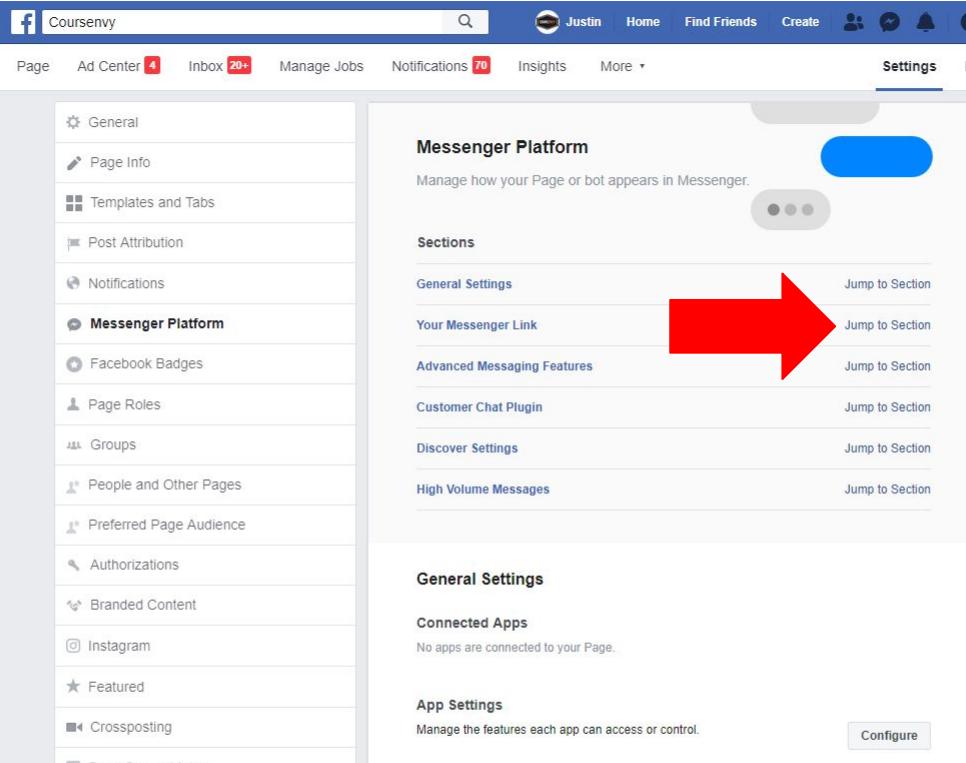
Make sure to review all these General settings.

Messenger Platform

The screenshot shows the Facebook Page settings interface. On the left, there's a sidebar with various options like General, Page Info, Templates and Tabs, Post Attribution, Notifications, and Messenger Platform. A large red arrow points from the left towards the Messenger Platform option. On the right, the main content area is titled "Messenger Platform" and contains sections for General Settings, Your Messenger Link, Advanced Messaging Features, Customer Chat Plugin, Discover Settings, and High Volume Messages. At the top right of the content area, there's a "Settings" button with a blue highlight and a red arrow pointing towards it. To the right of the content area, there's a large red box containing the following text:

Manage how your Page or bot appears in Facebook Messenger via the **Messenger Platform** page.

Your Messenger Link



The first thing I want you to notice on this page is Your Messenger Link.

Your **m.me link** is a shortened URL that people can use to go directly into a Messenger conversation with your business.

You can place an m.me link anywhere - your website, on a flyer, in SMS texts, email, etc. to help reach you more easily in Messenger.

Your Messenger Link

Your m.me link is a shortened URL that people can use to go directly into a Messenger conversation. You can place an m.me link anywhere - website, app, flyer, SMS, email, etc. to help someone find you more easily in Messenger.



Your m.me link

m.me/coursesnvy

Copy link

Advanced Messaging Features

Advanced messaging features require an additional review step by the Messenger team for approval.

Subscription Messaging

Request

This allows your Page to send non-promotional content on a recurring basis through the Messenger platform. [Learn more](#)

> Info About People

This allows business integrations connected to your Page to access specific info such as gender, language locale, and time zone about the people that send you messages.

Submit For Review

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Set Up

Discover Settings

Discover Visibility

Show

Chat (1)



Which leads me to the
Customer Chat Plugin.

I advise everyone install a
chat software of some
type on their website as
the statistics don't lie,
websites with live chats
increase sales!

Your Messenger Link

Your m.me link is a shortened URL that people can use to go directly into a Messenger conversation. You can place an m.me link anywhere - website, app, flyer, SMS, email, etc. to help someone find you more easily in Messenger.



Your m.me link
m.me/coursesnvy

[Copy link](#)

Advanced Messaging Features

Advanced messaging features require an additional review step by the Messenger team for approval.

Subscription Messaging

Request

This allows your Page to send non-promotional content on a recurring basis through the Messenger platform. [Learn more](#)

> Info About People

This allows business integrations connected to your Page to access specific info such as gender, language locale, and time zone about the people that send you messages.

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[Set Up](#)

Discover Settings

Discover Visibility

[Show](#)

Chat (1)



Add Facebook Messenger to Your Website

Your Messenger Link

Set Up Customer Chat



Add Messenger to Your Website

Meet your customers where they are. The customer chat plugin lets people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Next

Coursenvy

Justin Home Find Friends Create

Save

Your Messenger Link

Set Up Customer Chat

LANGUAGE

Choose your default language. The default language will not show up in preview but will appear once the code has been deployed.

English (US) ▾

GREETING MESSAGE

Create a greeting that people will see before deciding to chat. This greeting will only appear in customer chat on your website.

Greeting

"Hi! How can we help you?"

Change

PREVIEW

Coursenvy

Hi! How can we help you?

Continue as Justin

Not you? Log into Messenger

Next

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Set Up

Discover Settings

Discover Visibility

Show

Chat

This Facebook Messenger icon will appear in the bottom corner of your website.

When a user clicks the chat icon, they will have the option to chat with your via Facebook.

Your Messenger Link

Set Up Customer Chat

LANGUAGE

PREVIEW

Choose your default language. The default language will not show up in preview but will appear once the code has been deployed.

English (US) ▾

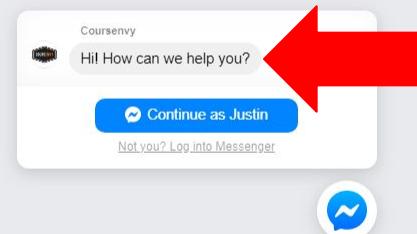
GREETING MESSAGE

Create a greeting that people will see before deciding to chat. This greeting will only appear in customer chat on your website.

Greeting

"Hi! How can we help you?"

Change



1 2 3

Next

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Set Up

Discover Settings

Discover Visibility

Show

Chat



Click the "Change" button to customize your greeting message.



Your Messenger Link

Set Up Customer Chat

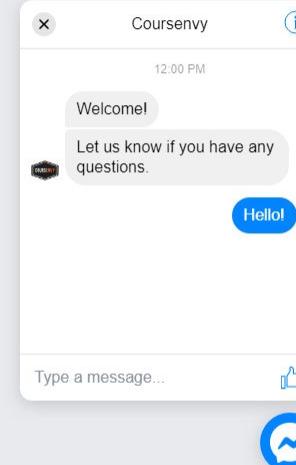
APPEARANCE

PREVIEW

Custom colors ON

Choose colors that match your brand or website.

#0084ff



Back

2

3

Next

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Set Up

Discover Settings

Discover Visibility

Show

Chat (1)



You can change the Messenger chat box color to match your websites branding.



Save

Your Messenger Link

Set Up Customer Chat

ADD WEBSITE DOMAIN NAME

These domains will be able to display customer chat plugin.
Example: <https://jaspers-market.com>

 [X](#) Add another domain[Save](#)

CHOOSE AN OPTION TO INSTALL THE CODE

 I'll install the code by myself

Include the following code snippet in your HTML on every page where you want the plugin to appear.

 Email instructions to your developers

CODE SNIPPET

Insert it directly after the opening <body> tag on each page where you want the plugin to appear.

```
<!-- Load Facebook SDK for JavaScript -->

<script>
  window.fbAsyncInit = function() {
    FB.init({
      xfbml            : true,
      version         : 'v3.3'
    });

    (function(d, s, id) {
      var js, fjs = d.getElementsByTagName(s)[0];
      if (d.getElementById(id)) return;
      js = d.createElement(s); js.id = id;
      js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
      fjs.parentNode.insertBefore(js, fjs);
    }(document, 'script', 'facebook-jssdk'));
  }
</script>

<!-- Your customer chat code -->
<div class="fb-customerchat"
  attribution=setup_tool
  ...>
```



For a complete list of attributes, see the [Customer Chat Plugin reference](#).

[Back](#)[Finish](#)

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

[Set Up](#)

Discover Settings

Discover Visibility

[Show](#)

Chat (1)



Finally you will need to add the domain name you will be adding this customer chat plugin to.



Save

Your Messenger Link

Set Up Customer Chat

ADD WEBSITE DOMAIN NAME

These domains will be able to display customer chat plugin.
Example: <https://jaspers-market.com>.

 [X](#) Add another domain[Save](#)

CHOOSE AN OPTION TO INSTALL THE CODE

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```
<!-- Load Facebook SDK for JavaScript -->

<script>
  window.fbAsyncInit = function() {
    FB.init({
      xfbml            : true,
      version          : 'v3.3'
    });

    (function(d, s, id) {
      var js, fjs = d.getElementsByTagName(s)[0];
      if (d.getElementById(id)) return;
      js = d.createElement(s); js.id = id;
      js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
      fjs.parentNode.insertBefore(js, fjs);
    }(document, 'script', 'facebook-jssdk'));
  }
</script>

<!-- Your customer chat code -->
<div class="fb-customerchat"
  attribution=setup_tool
  >
```

[For a complete list of attributes, see the Customer Chat Plugin reference.](#)

[Back](#)[Finish](#)

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

[Set Up](#)

Discover Settings

Discover Visibility

[Show](#)

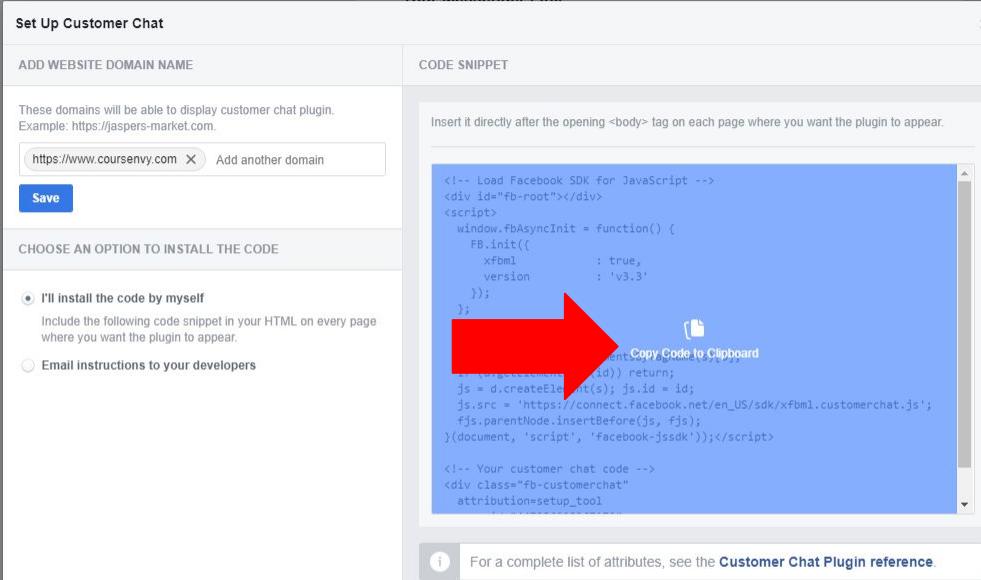
Chat (1)



Then you can either
install this code
yourself or email the
code to your web
developer.



Install Facebook Messenger on Your Website



The screenshot shows the "Set Up Customer Chat" dialog box on a Facebook page. In the "CODE SNIPPET" section, there is a large block of JavaScript code. A red arrow points to a "Copy Code to Clipboard" button located within this code block. The code itself is a standard Facebook JavaScript SDK snippet for initializing the messenger plugin.

```
<!-- Load Facebook SDK for JavaScript -->
<div id="fb-root"></div>
<script>
  window.fbAsyncInit = function() {
    FB.init({
      xfbml: true,
      version: 'v3.3'
    });
  };
</script>
<div class="fb-customerchat" attribution="setup_tool">
</div>
```

For a complete list of attributes, see the [Customer Chat Plugin reference](#).

Click to Copy the Code.

Install Facebook Messenger on Your Website

Include the Facebook Messenger code snippet in your HTML on every page where you want the plugin to appear.

A simple way for your chat plugin to appear on every page is to paste this code into your website's header file (`header.php` for WordPress) between the head tags: `<head> CODE </head>`

Justin Mark O'Brien 5 0 + New UpdraftPlus Help ▾

Dashboard Jetpack Posts Media Pages Comments WPForms Elementor Templates Appearance Themes Customize Widgets Menus Simple CSS Astra Options Astra Starter Sites Theme Editor Plugins 4 Users Tools Settings SEO WP Security Floating Social Media Settings Quick Redirects

Edit Themes

Astra: header.php

Selected file content:

```
45      <!-- Load Facebook SDK for JavaScript -->
46 <div id="fb-root"></div>
47 <script>
48 window.fbAsyncInit = function() {
49   FB.init({
50     xfbml            : true,
51     version          : 'v3.3'
52   });
53 };
54 };
55
56 (function(d, s, id) {
57   var js, fjs = d.getElementsByTagName(s)[0];
58   if (d.getElementById(id)) return;
59   js = d.createElement(s); js.id = id;
60   js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
61   fjs.parentNode.insertBefore(js, fjs);
62 }(document, 'script', 'facebook-jssdk'));</script>
63
64 <!-- Your customer chat code -->
65 <div class="fb-customerchat"
66   attribution=setup_tool
67   page_id="447856925367170">
68 </div>
```

Documentation: Function Name... ▾ Look Up Update File

Select theme to edit: Astra ▾ Select

Theme Files

- style.css
- functions.php
- assets ▾
- inc ▾
- toolset-config.json
- 404.php
- archive.php
- comments.php
- footer.php
- header.php
- index.php
- page.php
- search.php
- sidebar.php
- single.php
- template-parts ▾
- changelog.txt
- readme.txt

Login to your website's backend and navigate to the code editor area (**Theme Editor** for WordPress). Open the **header.php** file.

COURSENVY

Coursesenvy®

www.Coursesenvy.com

Justin Mark O'Brien 5 0 + New UpdraftPlus Help ▾

Dashboard Jetpack Posts Media Pages Comments WPForms Elementor Templates Appearance Themes Customize Widgets Menus Simple CSS Astra Options Astra Starter Sites Theme Editor Plugins 4 Users Tools Settings SEO WP Security Floating Social Media Settings Quick Redirects

Edit Themes

Astra: header.php

Selected file content:

```
45     <!-- Load Facebook SDK for JavaScript -->
46     <div id="fb-root"></div>
47     <script>
48       window.fbAsyncInit = function() {
49         FB.init({
50           xfbml            : true,
51           version         : 'v3.3'
52         });
53       };
54     </script>
55     <(function(d, s, id) {
56       var js, fjs = d.getElementsByTagName(s)[0];
57       if (d.getElementById(id)) return;
58       js = d.createElement(s); js.id = id;
59       js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
60       fjs.parentNode.insertBefore(js, fjs);
61     <(document, 'script', 'facebook-jssdk'));</script>
62   </head>
63
64   <!-- Your customer chat code -->
65   <div class="fb-customerchat"
66     attribution=setup_tool
67     page_id="447856925367170">
68   </div>
69
70 </head>
71
72 <body <?php astra_schema_body(); ?> <?php body_class(); ?>>
73
74 <?php astra_body_top(); ?>
75 <div id="page" class="hfeed site">
76   <a class="skip-link screen-reader-text" href="#content"><?php echo esc_html( astra_default_strings( 'string-header-skip-link', false ) ); ?></a>
77
78 <?php astra_header_before(); ?>
79
80 <?php astra_header(); ?>
```

Paste the Facebook Messenger code before the closing head tag `</head>` and click update/save.

Select theme to edit: Astra Select

Theme Files

- style.css
- functions.php
- assets ▾
- inc ▾
- toolset-config.json
- 404.php
- archive.php
- comments.php
- footer.php
- header.php
- index.php
- page.php
- search.php
- sidebar.php
- single.php
- template-parts ▾
- changelog.txt
- readme.txt

Install Facebook Messenger on Your Website

The Facebook Messenger chat plugin now will appear live on your website and enable users to chat directly with your Facebook Page.

WE'RE HERE TO HELP YOU

WHAT ARE YOU LOOKING FOR?

G
GOOGLE ADS

Our specialized marketing team works to increase your conversions, traffic, and expand your online visibility via high intention Google Ads.

f
FACEBOOK ADS

Make your Facebook Ads stand out. We focus on working customers down funnels, therefore increasing your ROMI on Facebook and Instagram.

a
AMAZON ADS

We will get your Amazon PPC ads in check. Our current clients have an average ACoS (Average Cost of Sale) of 20% (well below the 50-70% average on Amazon).

[Learn More](#)

[Learn More](#)

[Learn More](#)

Coursenvy

Hi! How can we help you?

Continue as Justin

Not you? Log into Messenger

Facebook Page Inbox

The screenshot shows the Facebook Page inbox interface. At the top, there's a navigation bar with links for Page, Ad Center, and Inbox (which is underlined). Below the navigation bar is a sidebar on the left containing links for Messages, Messenger, Instagram Direct, Comments & More, Facebook, Instagram, and Automated Responses. The main content area is titled "Main" and shows a folder icon with the message "No messages". A large red arrow points from the left side towards the "Messenger" link in the sidebar. Another large red arrow points from the right side towards the "Inbox" tab in the top navigation bar. A red box highlights the central message area, which contains the text: "Manage the customer Facebook Messenger chats via **Inbox** tab on your Facebook Page."

Ads Manager Coursenvy Is The Top Digital Marketing Agency

Page Ad Center **Inbox**

Justin Home Find Friends Create

Messages

Messenger

Instagram Direct

Comments & More

Facebook

Instagram

Automated Responses

Main

No messages

Messages sent to your Page will appear here.

Manage the customer Facebook Messenger chats via **Inbox** tab on your Facebook Page.



- [General](#)
- [Page Info](#)
- [Templates and Tabs](#)
- [Post Attribution](#)
- [Notifications](#)
- [Messenger Platform](#)
- [Facebook Badges](#)
- [Page Roles](#)
- [Groups](#)
- [People and Other Pages](#)
- [Preferred Page Audience](#)
- [Authorizations](#)
- [Branded Content](#)
- [Instagram](#)
- [Featured](#)
- [Crossposting](#)
- [Page Support Inbox](#)
- [Locations](#)
- [Activity Log](#)

Messenger Platform

Manage how your Page or bot appears in Messenger.

Sections

- [General Settings](#) Jump to Section
- [Your Messenger Link](#) Jump to Section
- [Advanced Messaging Features](#) Jump to Section
- [Customer Chat Plugin](#) Jump to Section
- [Discover Settings](#) Jump to Section
- [High Volume Messages](#) Jump to Section

General Settings

Connected Apps

No apps are connected to your Page.

App Settings

Manage the features each app can access or control.

[Configure](#)

Share Attribution

This allows content to be fully displayed and properly attributed when shared between native apps, your Page, chat extension and Messenger bot.

Enter App ID

[Save](#)

If you don't have a dedicated customer service employee for responding to your Facebook Messenger chats, I suggest you install a Messenger bot to help with your FAQ replies.

Messenger Bot - ManyChat.com

The screenshot shows the homepage of ManyChat.com. At the top, there's a navigation bar with links for Pricing, Agency, Free Course, and Login, along with a prominent blue "Get Started Free" button. A large red arrow points from the left towards this button. Below the navigation, the main headline reads "Meet Messenger Marketing". To the right of the headline is a smartphone displaying a Facebook Messenger conversation. The phone screen shows a message from "Finch & Feather" at 12:00 PM, followed by a promotional message about spring deals. Below the phone are two large speech bubbles, one green with a dollar sign (\$) and one blue with a list icon, set against a background of colorful confetti-like shapes. At the bottom left, there's another "Get Started Free" button inside a red-bordered box, with a red arrow pointing to it from the left.

ManyChat

Pricing Agency Free Course Login Get Started Free

Meet Messenger Marketing

ManyChat is the #1 bot platform on Facebook Messenger for marketing, e-commerce, and support. Create a bot for your business, it's easy and free.

Get Started Free

Get Started Free



Connect Facebook account

Sign In with Facebook to create your first bot

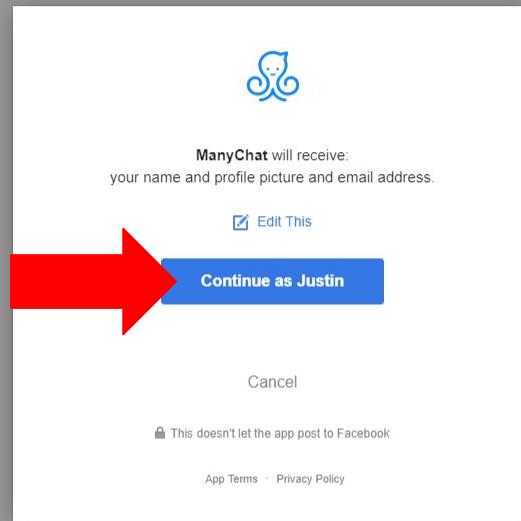


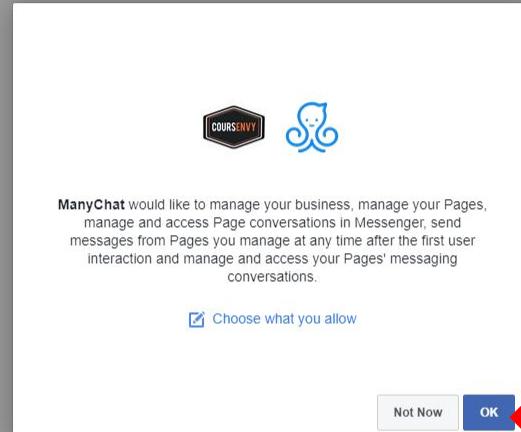
A large red arrow points to the "Sign In With Facebook" button, which is highlighted with a blue background and white text.

I agree to ManyChat's [Terms of Service](#) and [Privacy Policy](#)

What's coming next?

We'll need some permissions to manage your Page's messages to automate your replies. That will open Facebook but don't worry! You will be back right after granting all requested permissions.







Connect Facebook account **Business information** Connect Facebook page Page Information Done

Would you share a little bit about yourself?

Sharing info about your business will help us enhance ManyChat experience for you.

What best describes your role *

Marketing Agency

Independent Marketing Consultant

Solopreneur

Business Owner

In-House Marketer In A Company

Other (Free Input)

How many people work at your company? *

1

2-10

11-50

51-200

201-1000

1000+

What best describes your experience with setting up marketing campaigns? *

Beginner: I Am Just Starting

Basic: Email Campaigns And Automated Funnels

Fill out your business information on ManyChat.

Then select your Facebook Page to connect.

ManyChat Dashboard

ManyChat

Coursesenvy

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Flows

Settings

Coursesenvy

Our ads manager team at Coursesenvy is the top rated digital marketing agency! We have taught over 200,000 students in our online courses! Our mission at Coursesenvy is to promote and provide lifelong learning! www.Coursesenvy.com

Bot Link:
<https://m.me/coursesenvy>

Bot Stats

Active Subscribers ▾

June 27 - July 11, 2019

0

Subscribers
0
1
2
3
4
5
6



General

Messaging

Page Info

Templates and Tabs

Post Attribution

Notifications

Messenger Platform

Facebook Badges

Page Roles

Groups

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram

Featured

Crossposting

Page Support Inbox

Locations

Activity Log

Messenger Platform

Manage how your Page or bot appears in Messenger.

Sections

[General Settings](#) Jump to Section

[Your Messenger Link](#) Jump to Section

[Advanced Messaging Features](#) Jump to Section

[Customer Chat Plugin](#) Jump to Section

[Discover Settings](#) Jump to Section

[High Volume Messages](#) Jump to Section

General Settings

Response Method

Choose one to tell us how your bot communicates with its audience.

Responses are all automated

Responses are all provided by people

Responses are partially automated, with some support by people

Connected Apps

The following apps are currently connected to your Page.



ManyChat 53216087

[View Permissions](#)[Remove](#)

App Settings

Depending on what type of support you want to provide, you can change this **Response Method** (typically a mix of automation and support staff is best).



Chat (2)



ManyChat Automation

The screenshot shows the ManyChat platform interface. On the left, a sidebar menu lists various features: Courses (FREE), Dashboard, Audience, Live Chat, Growth Tools, Broadcasting, Automation (highlighted with a red arrow), Main Menu, Default Reply, Welcome Message (highlighted with a red double arrow), Keywords, Sequences, Rules (BETA), Flows, and Settings. The main workspace is titled "Welcome Message > Edit". It displays a "Starting Step" with a "Welcome Message" card containing the text "Hello! Welcome to Coursenvy! How can we help you today?". Below this are "Attached Steps" for "Send Message" and "+ Create New Message". A large central area is labeled "Welcome Message" and contains a message template: "Hello! Welcome to Coursenvy! How can we help you today?" followed by "Looking for courses?". Below the message are several "Add Step" buttons: + Add Button, + Quick reply, + Text, + Image, + Card, + Gal, + List, + Audio, + Video, + F, + Delay, + User Input, and + Dynamic. At the bottom, there is a checkbox for "Continue to another step". On the right, there are buttons for "Disabled" (green toggle), "Enabled" (blue toggle), "Saved" (checkmark), "Preview" (blue button), "Publish" (blue button), and "Go To Flow Builder" (button). A mobile phone icon on the right shows a preview of the welcome message.

Edit your **Welcome Message** under Automation in ManyChat. This will enable automatic replies to customers.

The screenshot shows the ManyChat Flow Builder interface. On the left, a sidebar menu includes sections for Coursesvny (Dashboard, Audience, Live Chat, Growth Tools, Broadcasting), Automation (Main Menu, Default Reply, Welcome Message, Keywords, Sequences, Rules, BETA), Flows, Settings, Templates, My Account, and Help. A prominent red arrow points from the 'Welcome Message' section in the sidebar to the 'Welcome Message' step in the main canvas. Another red arrow points from the 'Welcome Message' step in the canvas to a preview window on the right. The preview window shows a mobile phone screen with a welcome message: 'Hello! Welcome to Coursesvny! How can we help you today?' and a 'Looking for courses?' button.

I use ManyChat automation to enable auto replies to my customers most frequently asked questions.

Just click the + Add Button option to add question options and then replies for each one of those questions.

Welcome Message > Edit

Starting Step

Attached Steps

+ Create New Message

Course envy

Courses

Dashboard

Audience

Live Chat

Growth Tools

Broadcasting

Automation

Main Menu

Default Reply

Welcome Message

Keywords

Sequences

Rules BETA

Flows

Settings

Templates

My Account

Help

Upgrade To Pro

Welcome Message

Hello! Welcome to Coursenvy! How can we help you today?

Looking for courses? >

Ads Management?

+ Add Button

+ Quick reply

+ Text

+ Image

+ Card

+ Galler

+ List

+ Audio

+ Video

+ File

+ Delay

+ User Input

+ Dynamic

Continue to another step

Edit Button

Disabled Enabled ✓ Saved

Preview Publish

Go To Flow Builder

Button Title: Ads Management?

When This Button is Pressed:

Open website https://learn.coursenvy.com/p/courses/marketing-ad-agency-packages?utm_source=ce-fb-messenger

Website address: https://learn.coursenvy.com/p/courses/marketing-ad-agency-packages?utm_source=ce-fb-messenger

Webview Size: Native

Additional Actions:

Delete Done

For example, I have added the options "Looking for Courses?" and "Ads Management?" as our 2 most FAQ.

When each is clicked, the user is redirected to a message and website link!

Coursenvy®

www.Coursenvy.com

Welcome Message

Hello! Welcome to Coursenvy!

How can we help you today?

Looking for Courses?



Ads Management?



+ Add Button

+ Quick reply



+ Text



+ Image



+ Card



+ Gallery



+ List



+ Audio



+ Video



+ File



+ Delay



+ User Input



+ Dynamic

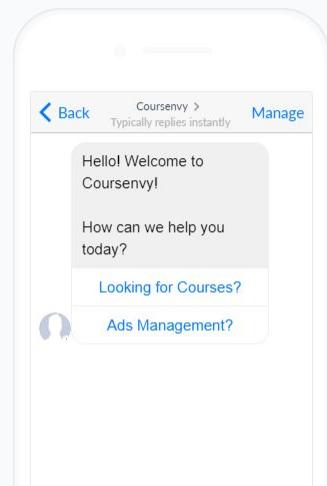
 Continue to another step

Disabled Enabled ✓ Saved

Preview

Published

Content published!



Once you are ready, make sure to PUBLISH and ENABLE your ManyChat messages.

Then you can test
your ManyChat by
navigating to your
m.me URL.

Coursenvy
@coursenvy

Home

About

Newsletter Signup

Photos

Videos

Posts

Events

Services

Shop

Groups

Locations

Notes

Offers

Jobs

Community

Instagram

Promote

Manage Promotions

About

Sign Up

Edit Page Info

GENERAL

Category Education Website

Edit

Name Coursenvy

Edit

Username @coursenvy

Edit

PAGE INFO

+ Edit business details

Founded on January 1, 2009

My business sells goods or services online

Mission

LEARN NEW SKILLS WITH COURSENVY – DON'T ENVY ANYMORE – MAKE YOURSELF BETTER TODAY

CONTACT INFO

+ Enter phone number

m.me/coursenvy

info@coursenvy.com

https://www.Coursenvy.com/

Edit Other Accounts

MORE INFO

About

Our ads manager team at Coursenvy is the top rated digital marketing agency! We have taught over 200,000 students in our online courses! Our mission at Coursenvy is to promote and provide lifelong learning!

www.Coursenvy.com

Company Overview

STORY

Facebook Ads Expert Course | Amazon FBA Course | ...

Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social Media Marketing Training | #1 Amazon FBA Course

LEARN NEW SKILLS WITH COURSENVY – DON'T ENVY ANYMORE – MAKE YOURSELF BETTER TODAY

See More

TEAM MEMBERS

These people manage the Coursenvy Page and have chosen to have the Page appear on their profile and their name and picture shown on the Page.

Add yourself as a team member

The image shows a Facebook Messenger chat window for the Coursenvy page. A red arrow points from the text "m.me URL" in the main post to the "m.me/coursenvy" link listed under "CONTACT INFO". The chat window displays a welcome message from the bot: "Hello! Welcome to Coursenvy!". It also shows a message from a user asking "How can we help you today?" and a response from the bot "Looking for Courses?". There is a text input field at the bottom with placeholder text "Type a message...".

Coursenvy®

www.Coursenvy.com

You can also change your Facebook Page's CTA button to Send Message.



Coursenvy®

The screenshot shows a Facebook page for 'Coursenvy'. The page header includes a profile picture, a 'Like' button, a 'Follow' button, a 'Share' button, and a 'Sign Up' button. A large red arrow points to the 'Sign Up' button. The main content area is titled 'About' and contains sections for 'GENERAL', 'PAGE INFO', 'CONTACT INFO', and 'MORE INFO'. The 'GENERAL' section shows the category as 'Education Website', name as 'Coursenvy', and username as '@coursenvy'. The 'PAGE INFO' section includes links to edit business details, founded date (January 1, 2009), and mission statement. The 'CONTACT INFO' section lists phone number, email (info@coursenvy.com), website (https://www.Coursenvy.com/), and other accounts. The 'MORE INFO' section provides an 'About' summary about the ads manager team and their mission. To the right of the 'About' section is a 'STORY' panel featuring a large image of a mountain peak and text about Facebook Ads Expert Course and Amazon FBA Course. Below the 'STORY' is a 'TEAM MEMBERS' section with a note about managing the page. A message inbox window is open on the right, showing a welcome message from 'Coursenvy' and a question 'How can we help you today?'. The inbox also has sections for 'Looking for Courses?' and 'Ads Management?'. At the bottom of the inbox is a text input field with placeholder 'Type a message...' and various message icons. The sidebar on the left lists navigation options like Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, Community, Instagram, Promote, and Manage Promotions.

www.Coursenvy.com

Screenshot of a Facebook Page settings dialog titled "Add a Button to Your Page".

Step 1: Which button do you want people to see?

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.

Buttons listed:

- Book with you
- Contact you
- Contact Us
- Send Message
- Call Now
- Learn more about your business
- Shop with you
- Download your app or play your game
- Join your community

Buttons on the right side of the list:
Sign Up Send Email

A red arrow points to the "Send Message" radio button.

A red arrow points to the "Next" button at the bottom right of the dialog.

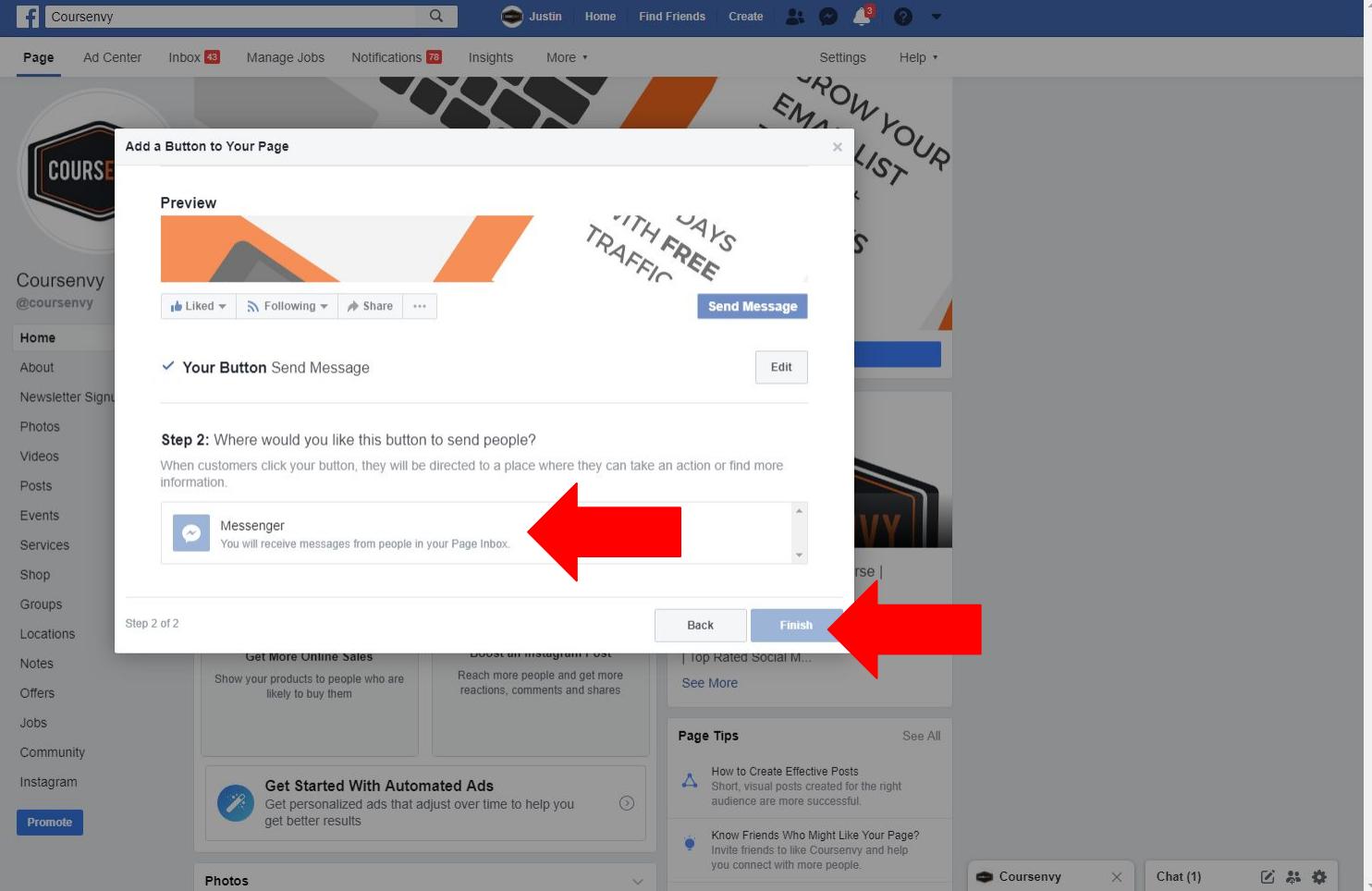
Page Header: Coursenvy

Page Navigation: Page, Ad Center, Inbox, Manage Jobs, Notifications, Insights, More, Settings, Help

Page Sidebar: Home, About, Newsletter Signu, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, Jobs, Community, Instagram, Promote

Page Content: COURSE

Page Footer: COURSENVY Coursenvy® www.Coursenvy.com



Select **Send Message**
and then select send
people to **Messenger**.

Click Finish.



Page Ad Center Inbox 43 Manage Jobs Notifications 78 Insights More Settings Help

Coursenvy
@coursenvy

Home About Newsletter Signup Photos Videos Posts Events Services Shop Groups Locations Notes Offers Jobs Community Instagram Promote

Send Message ↗

ROW YOUR EMAIL LIST TO 1200+ IN 30 DAYS WITH FREE TRAFFIC

Write a post... Photo/Vdeo Get Messages Feeling/Activ... Photo Video Live Event Offer Job

Get More Online Sales Show your products to people who are likely to buy them Boost an Instagram Post Reach more people and get more reactions, comments and shares

Get Started With Automated Ads Get personalized ads that adjust over time to help you get better results

Photos

ABOUT COURSENVY Facebook Ads Expert Course | Amazon FBA Course | ... Coursenvy | 100,000+ students | 500+ clients | Facebook Ads Expert | SEO Course | Top Rated Social M... See More

Page Tips See All How to Create Effective Posts Short, visual posts created for the right audience are more successful. Know Friends Who Might Like Your Page? Invite friends to like Coursenvy and help you connect with more people.

Coursenvy Chat (1)

Our Facebook Page Call to Action button is now **Send Message**.

Facebook Page Roles

How to Add an Employee to your Facebook Page:

<https://www.coursenvy.com/the-complete-facebook-business-manager-guide>

The screenshot shows the Facebook Business Manager dashboard. A red arrow points to the left sidebar where the 'Page Roles' option is highlighted under the 'Page' category. Another red arrow points to the 'Settings' tab at the top right of the main content area. The main content area displays the 'Page Roles' settings, including sections for 'Assign a New Page Role', 'Page Owner', 'Agencies', and 'Existing Page Roles'. At the bottom, there is a search bar and an 'Add' button.

Each person who has a role on this Page will have the same role on all location Pages.

Page Roles

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

Sections

- Assign a New Page Role
- Page Owner
- Agencies
- Existing Page Roles

Assign a New Page Role

Type a name or email

Add

Connect Instagram to Facebook

Connect your business Instagram account to your Facebook Page so you can run Instagram ads and respond to Instagram comments and messages via your Facebook Page Inbox.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with links for Page, Ad Center, Inbox, Notifications (with 3 notifications), Insights, Publishing Tools, More, Settings (highlighted with a red arrow), and Help. On the left, a sidebar lists various options: General, Messaging, Page Info (with 2 notifications), Templates and Tabs, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, Instagram (highlighted with a red arrow), Featured, Crossposting, Page Support Inbox, and Wi-Fi Network. The main content area is titled "Manage Instagram on Facebook" and contains text about connecting an Instagram account to a Facebook Page. It features an Instagram logo and a "Log in" button. Below this, there are two sections: "Respond to comments and Direct messages in Inbox" (with a message icon) and "Create Instagram ads from Facebook" (with a camera icon). A large red arrow points from the text in the sidebar to the "Instagram" link in the sidebar.

Create Facebook Page Posts

The screenshot shows the Facebook Page dashboard for the page "Coursenvy". The top navigation bar includes links for Ad Center, Inbox (with 42 notifications), Manage Jobs, Notifications (with 99 notifications), Insights, More, Settings, and Help. The left sidebar lists page sections: Home, About, Newsletter Signup, Photos, Videos, Posts (selected), Events, Services, Shop, Groups, Locations, Notes, and Offers. The main content area features a large "Write a post..." text input field with a placeholder "Write a post...". Below it are buttons for Photo/Video, Get Messages, Feeling/Activ..., and three dots. To the right of the post input is a large red arrow pointing towards the "Send Message" button. The right sidebar contains a "Page Tips" section with three items: "How to Create Effective Posts", "Know Friends Who Might Like Your Page?", and "Write a Post to Connect With Your Page Visitors".

Split test all these content options to see what resonates most with your audience and gets the most engagement.

Example: Use a Poll to see what product your audience prefers you launch next.

Jobs
Community
Instagram

Promote
Manage Promotions

Create Post

Write a post...

Photo/Video

Get Messages

Feeling/Activity

Check in

Tag Product

Poll

Support Nonprofit

Watch Party

Advertise Your Business

News Feed

Posts are public and show up on your Page and in search results.

Share Now ▾ Public Boost Post

Instagram

To share this post log into marketingcourse.

Coursenvy Community

Closed group

See More Groups

Share Now

MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!

Send Message ↗

ABOUT COURSENVY

Facebook Ads Expert Course |
Amazon FBA Course | ...

Coursenvy | 200,000+ Students | 500+ Ad Agency Clients | Facebook Ads Expert |
SEO Course | Top Rate...

See More

Page Tips

See All

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

Know Friends Who Might Like Your Page?
Invite friends to like Coursenvy and help you connect with more people.

Write a Post to Connect With Your Page Visitors
Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.

See All Page Tips 1

Very responsive to messages
100% response rate, 1min response time

Chat (1)



Visual content is 40x more likely to get shared on social media than other types of content, so always try to include a photo or video in your post updates. And Facebook videos get 135% more reach than posts with only an image. So grab your phone and start filming!

The screenshot shows a Facebook page for 'Coursenvy'. A red box highlights the 'Create Post' dialog box, which is overlaid on the main page content. Inside the dialog box, a red arrow points to the 'Photo/Video' button. The dialog box also includes options for 'Feeling/Activity', 'Tag Product', 'Support Nonprofit', and 'Advertise Your Business'. Below the dialog box, there are sharing options for 'News Feed', 'Instagram', and 'Coursenvy Community'. At the bottom of the dialog box is a 'Share Now' button.

MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!

Send Message

Create Post

Write a post...

Photo/Video

Feeling/Activity

Tag Product

Support Nonprofit

Advertise Your Business

News Feed

Instagram

Coursenvy Community

Share Now

Settings Help

Page Ad Center Inbox 42 Manage Jobs Notifications 99 Insights More

ABOUT COURSENVY

Facebook Ads Expert Course | Amazon FBA Course | ...

Coursenvy | 200,000+ Students | 500+ Ad Agency Clients | Facebook Ads Expert | SEO Course | Top Rate...

See More

Page Tips See All

- How to Create Effective Posts
- Know Friends Who Might Like Your Page?
- Write a Post to Connect With Your Page

Very responsive to messages
100% response rate, 1 min response time

Chat (1)

Typically all my posts are public, but if you only want a certain audience of people to see your content, you can use these other publishing options.

For example, I will localize my posts (target XYZ city) if they are relevant only to a specific audience; such as a sale at one store location this page owns.

The screenshot shows the 'Create Post' interface on a Facebook page. The main area has a placeholder 'Write a post...'. Below it are several options: Photo/Video, Feeling/Activity, Tag Product, Support Nonprofit, Advertise Your Business, Get Messages, Check in, Poll, and Watch Party. Under 'News Feed', there are three sharing options: 'Public' (selected), 'Instagram', and 'Coursesvny Community'. A red arrow points to the dropdown menu for 'Who should see this?' which includes 'Public', 'Restricted Audience', and 'News Feed Targeting'. The 'Public' option is checked. To the right, there's a sidebar with 'Page Tips' like 'How to Create Effective Posts' and 'Post to Connect With Your Page'. At the bottom, there are promotional cards for 'Get More Online Sales' and 'Boost an Instagram Post'.

Screenshot of a Facebook Page for Coursenvy. A red arrow points from the text "Keep your posts short and specific (i.e. asking a question is perfect to force comments/engagement)." to the "Share Now" button.

The page shows a post creation interface with the following text:

Keep your posts short and specific (i.e. asking a question is perfect to force comments/engagement).
My data shows that posts with under 100 characters of text get 50-60% more engagement over others!

Photo/Video Get Messages Feeling/Activ... Share Now Public Boost Post

News Feed Posts are public and show up on your Page and in search results.
Share Now Public Boost Post

Instagram To share this post log into marketingcourse.

Coursenvy Community Closed group See More Groups Share Now

Get More Online Sales Show your products to people who are likely to buy them
Boost an Instagram Post Reach more people and get more reactions, comments and shares

MESSAGE BUTTON BELOW TO CONTACT OUR LOS ANGELES OFFICE TODAY!

Send Message

Page Ad Center Inbox 42 Manage Jobs Notifications 99 Insights More Settings Help

Coursenvy Home Find Friends Create

Course envy | 200,000+ Students | 500+ Ad Agency Clients | Facebook Ads Expert | SEO Course | Top Rate...

See More

Page Tips See All

- How to Create Effective Posts Short, visual posts created for the right audience are more successful.
- Know Friends Who Might Like Your Page? Invite friends to like Coursenvy and help you connect with more people.
- Write a Post to Connect With Your Page Visitors Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.

See All Page Tips 1

Very responsive to messages 100% response rate, 1 min response time

Chat (1)

Coursenvy® www.Coursenvy.com

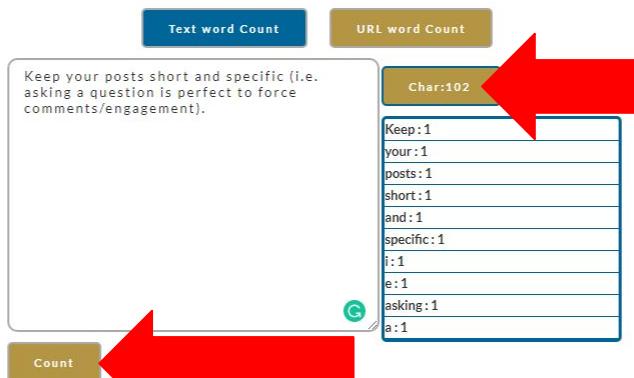
www.OnlineWordCounterTool.com

WORD COUNTER

The FREE Online Character and Word Count Tool

HOME WEB PAGE WORD COUNTER EMBED WORD COUNTER f t i g n

WORD COUNTER TOOL



Text word Count URL word Count

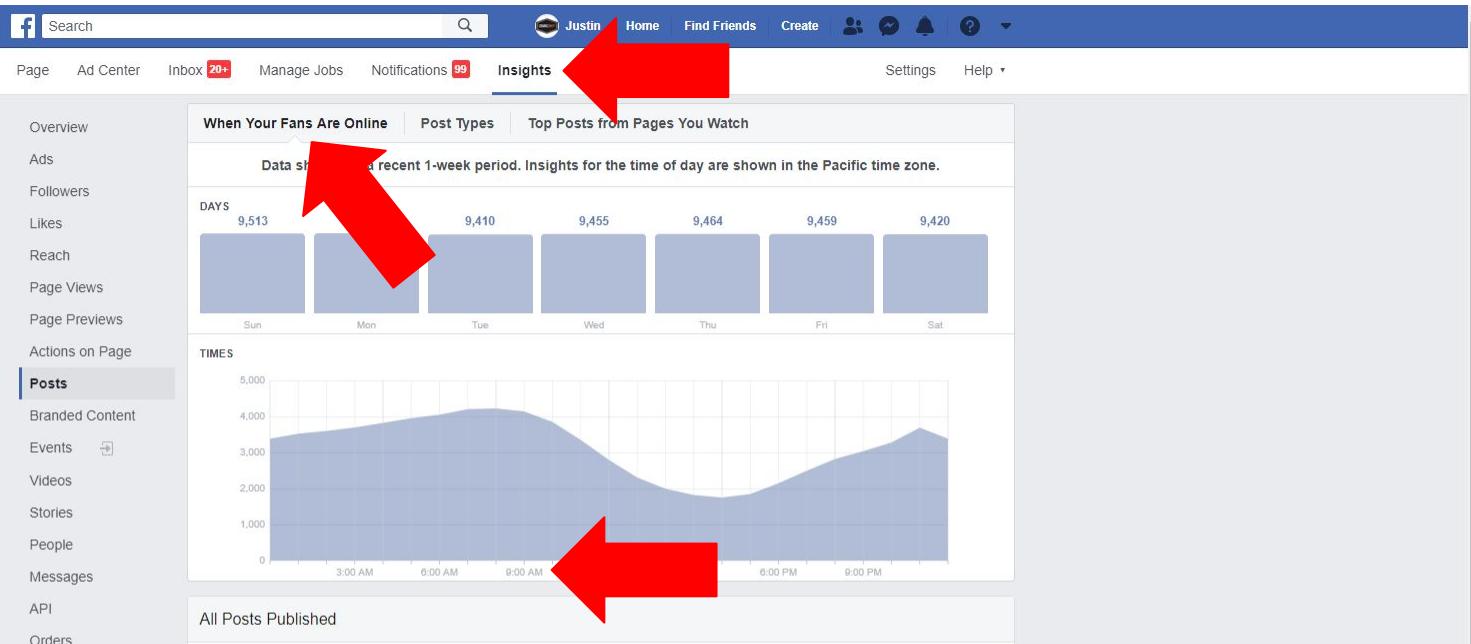
Keep your posts short and specific (i.e. asking a question is perfect to force comments/engagement).

	Char:102
Keep:1	
your:1	
posts:1	
short:1	
and:1	
specific:1	
i:1	
e:1	
asking:1	
a:1	

Count

When Your Fans Are Online

- Find your optimal posting time by viewing your Facebook Page → Insights → Posts
- For my clients, I see the best results posting twice a day at 8-9am and 9-10pm



You can build a backlog of posts via the **Schedule** option.

The screenshot shows the Coursenvy Facebook page interface. A red box highlights the text "You can build a backlog of posts via the Schedule option." Below this, the "Create Post" dialog is open, showing the "News Feed" section. A red arrow points to the "Share Now" dropdown menu, which is open and displays several options: "Now" (selected), "Schedule", "Backdate", "Community", "Save Draft", and "See more groups". The "Schedule" option is highlighted with a blue background. At the bottom of the dialog is a blue "Share Now" button.

The screenshot shows the Facebook Publishing Tools interface. On the left, a sidebar lists various tools and sections: Posts (Published Posts, Scheduled Posts, Drafts, Expiring Posts), Videos (Video Library, Videos You Can Crosspost), Tools (Creator Studio, Sound Collection), Jobs (Job Applications), Branded Content (Posts to Review, Your Posts), Lead Ads Forms (Forms Library, Draft Forms Library, Leads Setup), Shop (Pending Orders, Orders), and Instant Experience (Canvas). A large red arrow points from the top-left towards the 'Scheduled Posts' section. In the center, a modal window titled 'Manage All Your Posts in Creator Studio' is open, showing a table of 'Scheduled Posts'. One post is selected, and a context menu is open over it, listing options: Publish, Reschedule, Cancel Schedule, Backdate, and Delete. The 'Delete' option is highlighted with a blue background. A red arrow points from the top-right towards the 'Delete' button. At the bottom right of the central area, there is a 'Try it Now' button.

Action	Post Content	Scheduled Date	Posted By
Publish	Keep your posts sharp and perfect to force com...	Jul 24, 2019 at 5:35 PM	Administrator

You can manage/create all your posts via
the **Publishing Tools** tab of your
Facebook Page.



Your business account Pages have been organized into collections and can be found here.

Content Library > Posts



+ Upload Videos



Your Content Library is Now in Creator Studio

Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.



All Posts

All Published

Scheduled

Drafts

Expired

Expiring



Post Type: All ▾



All time ▾



Filters ▾

Post

Post Status

Scheduled ↑

Details

1m Video Views

3s Video Views •

Engagement

No results to show

You can also manage your Facebook and Instagram postings via the Facebook **Creator Studio**.

<https://business.facebook.com/creatorstudio>



Pin a Facebook Post with a Lead Capture

You have the option to pin a Facebook post to the top of your Facebook Page. Just click a posts option menu, then select **Pin to Top of Page**. Once pinned the post will appear at the top with a **blue** pin.

I like to pin posts that offer a value proposition in exchange for the users email (i.e. lead capture).

The screenshot shows a Facebook page for 'Coursenvy' (@coursenvy). The left sidebar lists various page sections: Home, About, Newsletter Signup, Photos, Videos, Posts, Events, Services, Shop, Groups, Locations, Notes, Offers, and Jobs. A red arrow points from the text in the left box to the 'Posts' section. Inside the 'Posts' section, a post by 'Coursenvy' is displayed with the caption: 'Grow your email list to over 1,200 people in the next 30 days for FREE!'. Below the post are metrics: 172 People Reached, 4 Engagements, and 1 Like. A red box highlights the 'Pin to Top of Page' option in the post's context menu, which also includes 'View edit history', 'Edit post', 'Embed', 'Turn off notifications for post', 'Hide from timeline', and 'Turn off translations'. To the right of the post, a sidebar shows the page's stats: 13,558 people follow this page, and a 'Page Transparency' section. A red arrow points from the text in the left box to the top of the post, where a blue pin icon is visible, indicating it is pinned to the top of the page.

Keys to a Successful Facebook Page

Focus on Serving your Customer

- Respond to every comment and message. Be present in all conversations and provide value!
- The worst thing is to forget to read your pages Notifications tab and Inbox tab and miss out on a potential customers/sales because you didn't respond to a question right away!
- 1 in 3 customers go to a competitor if they're ignored on social media!
- Get to know your customer so your Facebook Page becomes a community of raving fans!

Keys to a Successful Facebook Page

Share Helpful Content Often

- Don't create a Facebook page if you don't plan to post to it regularly. With the Facebook Page post scheduling option, the Facebook Creator Studio, plus 3rd party software like Later.com and IFTTT.com, there is no reason to not be posting at least once daily!

Keys to a Successful Facebook Page

Ask for What you Want

- Always be providing your customers value, but you are a business... ask for what you want!
- Sales, emails, etc. ASK!
- Use CTA (Call to Action) phrases in your posts.

EXAMPLE: “Would you like 1,200 new email subscribers in 30 days? Give me a YES below and then SIGN UP for the free course here: www.coursenvy.com”

- Try not to be too spammy with your CTAs, rather make them very subliminal and conversational.

The Coursenvy To Do List

1. Create a Facebook.com Personal Account
2. Create a Facebook Page for your Business
3. Get 25 Facebook Page Fans + Edit your Facebook Page Username
4. Optimize your Facebook Page
5. Start Posting Engaging Content Daily

