

CREATING A FACEBOOK PAGE



A Facebook business page is a great way to promote your business, connect with your customers, and build a following online. Having a Facebook page is free and is a prerequisite if you want to use Facebook to promote your page, increase website views, or get more leads. Think of it almost like your company's profile on Facebook. Here are five more reasons why you should create a Facebook page:

1) FACEBOOK HAS A LOT OF USERS

As of 2019, Facebook has [1.6 billion daily users](#), 189 million of which are in the U.S. and Canada. A little less than $\frac{3}{4}$ of users are high-income earners, and on average, people spend more than an hour on the site every day. More and more people are using the platform to find products, businesses, and services to solve their everyday problems, which means that having a Facebook page is a free way for potential customers to find you, remember your brand, and share it with their friends. Facebook makes it very easy for you to get your business's name out there and to share your content.

2) YOUR COMPETITOR PROBABLY HAS ONE

Businesses are on Facebook to connect with their customers, and customers want to connect with their favorite businesses. More than [140 million](#) businesses are active on Facebook, and [17% of users](#) in the U.S. say one of their primary reasons for using the site is "to follow brands/companies." If your competitor is using social media and using it well, you are missing out on big opportunities. As if that wasn't reason enough, you can also monitor your competition using the "Insights" tab!

3) SEARCH ENGINE OPTIMIZATION (SEO)

[Content marketing](#) should be a major part of your digital marketing strategy. You can hand-feed your community tips, tidbits, newsworthy items, and interesting events so that when they need your services, you are the first company they think of. This type of content will drive traffic to your website, which tells Google's algorithms that your site is reputable. In the age of "I don't know...Google it!", appearing on page 1 of the search results instead of page 4 can be the difference between life and death for your company.

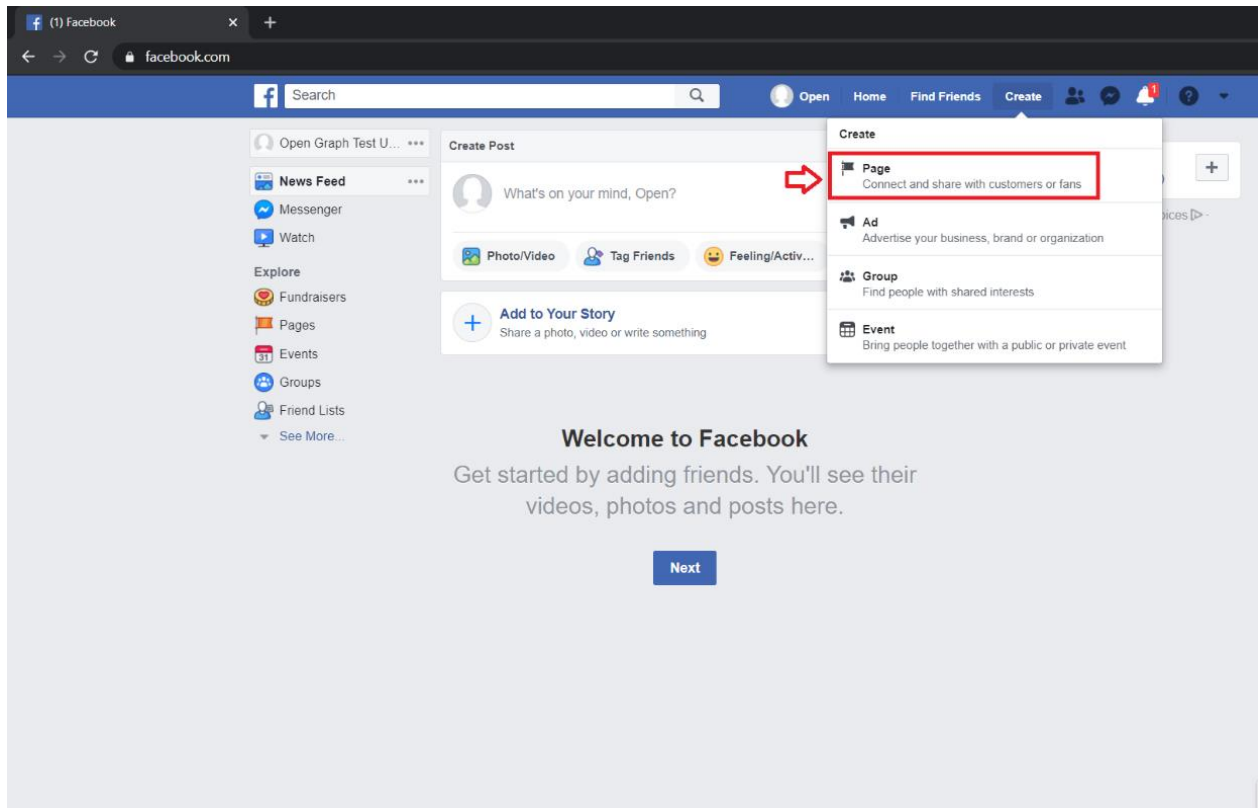
By [sharing links on Facebook](#), you can amplify your message and share your content with your followers. This will in turn drive more traffic to your site, which will help with SEO. And who knows, your content might even go viral!

4) START A DIALOGUE

Even if you automate certain parts of your social media presence with IcyFire, connections and genuine communication remain important. You can use your Facebook page to start a dialogue with your customers, connecting a face, name, and personality to your brand. If a customer messages you, you can individualize your response. You can also ask fans to give feedback, organize contests and promotions, and ask for them to leave comments. Facebook allows you to engage your target audience and invite them into your business every day.

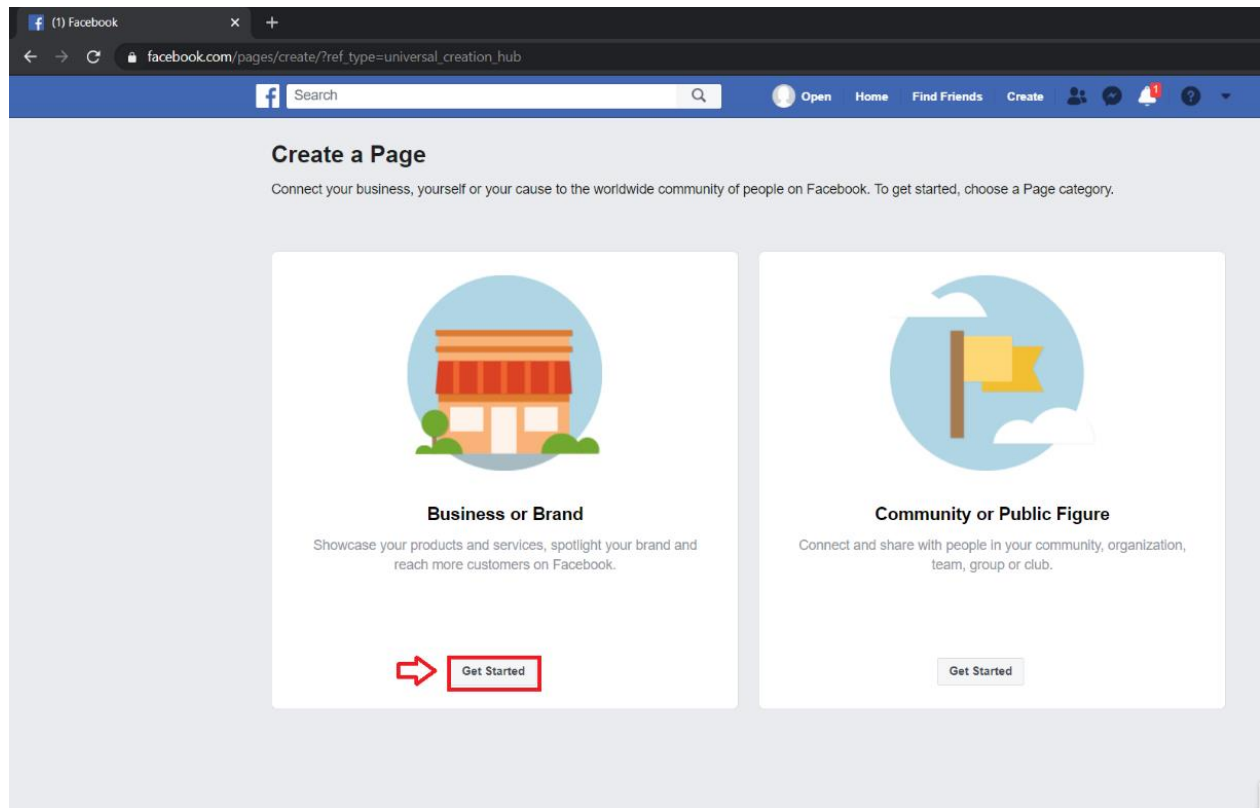
5) GAIN ACCESS TO FACEBOOK'S POWERFUL TOOLS

Facebook doesn't have a \$600 billion valuation for nothing; it has tools that are extremely helpful to businesses looking to increase profits. First, businesses can pay for hyper-targeted advertisements based on demographic, which [can double sales](#) if used effectively. Second, you can use "Insights" to see what works and what doesn't content-wise, as well as keep an eye on your competition. Finally, you can use chat bots to deal with clients in Messenger if you so choose.



Step 1. Log in to Facebook and click the “Create” button in the upper-right corner. In the drop-down menu, click “Page.”

It is perfectly fine (and encouraged) for you to use your personal Facebook account to create a page for your business. Any time you want to manage your page as an admin, you will use your personal account to do so. Facebook will keep your private information and your business’s public information separate.



Step 2. Click the “Get Started” button in the “Business or Brand” category.

Facebook browser interface showing the "Create a Page" setup screen. The "Business or Brand" section is active, with fields for Page name, Category, Address, and Phone Number. The "Continue" button is highlighted with a red box and a red arrow.

Create a Page
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

Business or Brand

Page name
A1 Car Repair

Category
Tire Dealer & Repair Shop

Address
123 Main Street
Denver, CO 80205

Phone Number (Optional)

☐ Don't show my address. Only show that this business is in the City, State region.

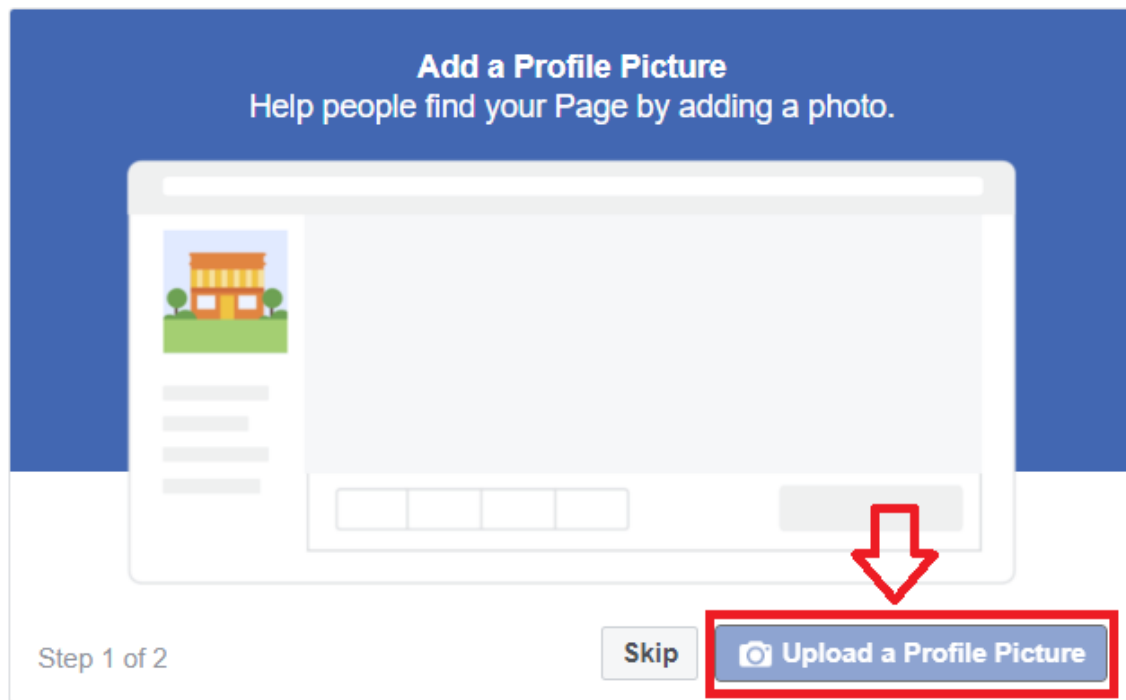
When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Continue

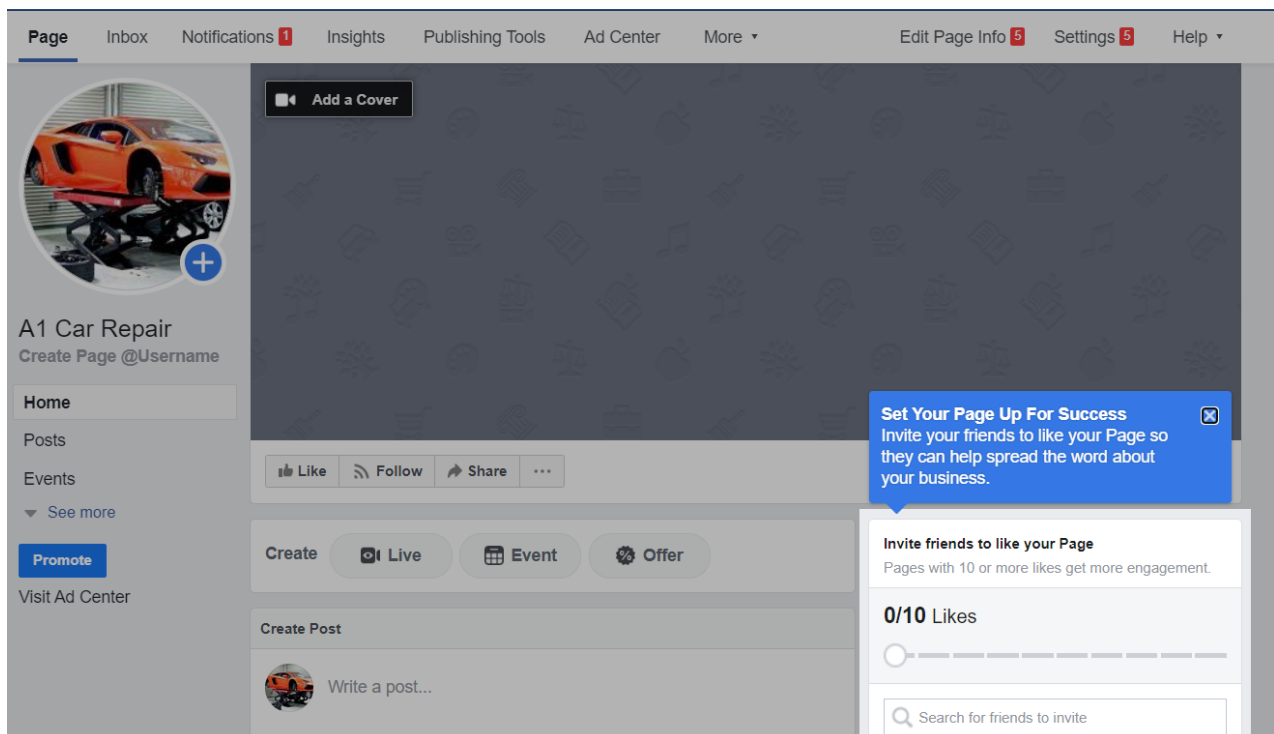
Community or Public Figure
Connect and share with people in your community, organization, team, group or club.

Get Started

Step 3. Fill in your business's information. Pick a category that best describes your business from the drop-down list. Click "Continue" when finished.



Step 4. Upload a profile picture and a cover photo for your business. Your profile picture could be your company's logo, and your cover picture could be your storefront.



Step 5. Congratulations! Your Facebook page has been made. Feel free to invite customers and fans to like your new page.

Page
Inbox
Notifications 1
Insights
Publishing Tools
More ▾
Edit Page Info 5
Settings
Help ▾

General

Page Info 5

Messaging

Templates and Tabs

Notifications

Advanced Messaging

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram

WhatsApp

Featured

Crossposting

Page Visibility
Page published
Edit

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

Reviews
Anyone can review the Page
Edit

News Feed Audience and Visibility for Posts
The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off.
Edit

Post and Story Sharing
Post sharing to Stories is On
Edit

Messages
People can contact my Page privately.
Edit

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

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

Step 6. If you head over to the “Settings” tab in the top-right corner, you will see a long list of settings. To get a feel for what you can and cannot do, we encourage you to experiment with these options early on. But for now, let’s get some housekeeping out of the way!

Page Inbox Notifications **1** Insights Publishing Tools More ▾ Edit Page Info **5** **Settings** Help ▾

- General
- Page Info **5****
- Messaging
- Templates and Tabs
- Notifications
- Advanced Messaging
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Authorizations
- Branded Content
- Instagram
- WhatsApp
- Featured
- Crossposting

⚠ Complete your About section so people can find your Page more easily.

GENERAL

Description

Local auto body shop in downtown Denver that specializes in luxury Italian vehicles

A brief summary of your Page. The limit is 255 characters.
You can write a short summary about this Page, or tell people about your products and service, which can help your business be discovered more often on Facebook.

Save Changes

Cancel

Categories

Tire Dealer & Repair Shop X

CONTACT

Phone Number

+1 (111)222-3333

21

☐ My Page doesn't have a phone number

Adding a phone number makes it easier for potential customers to contact you.

Save Changes

Cancel

Website

https://www.a1-car-repair.biz/

☐ My Page doesn't have a website

Step 7. Click on “Page Info” on the left side. Here, you can give more information about your business, such as a description, phone number, website, contact email, and business hours. This allows people to find your page more easily, as well as find out commonly asked questions about your business.

Page Inbox Notifications **1** Insights Publishing Tools More ▾ Edit Page Info **5** **Settings** Help ▾

⚙️ General


✎ Page Info **5**

💬 Messaging

🗃 Templates and Tabs

🌐 Notifications


💬 Advanced Messaging

👤 Page Roles 

👥 People and Other Pages

👥 Preferred Page Audience

🔍 Authorizations

🔗 Branded Content 

📷 Instagram

📞 WhatsApp

★ Featured

📺 Crossposting

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

Jump to Section

Existing Page Roles

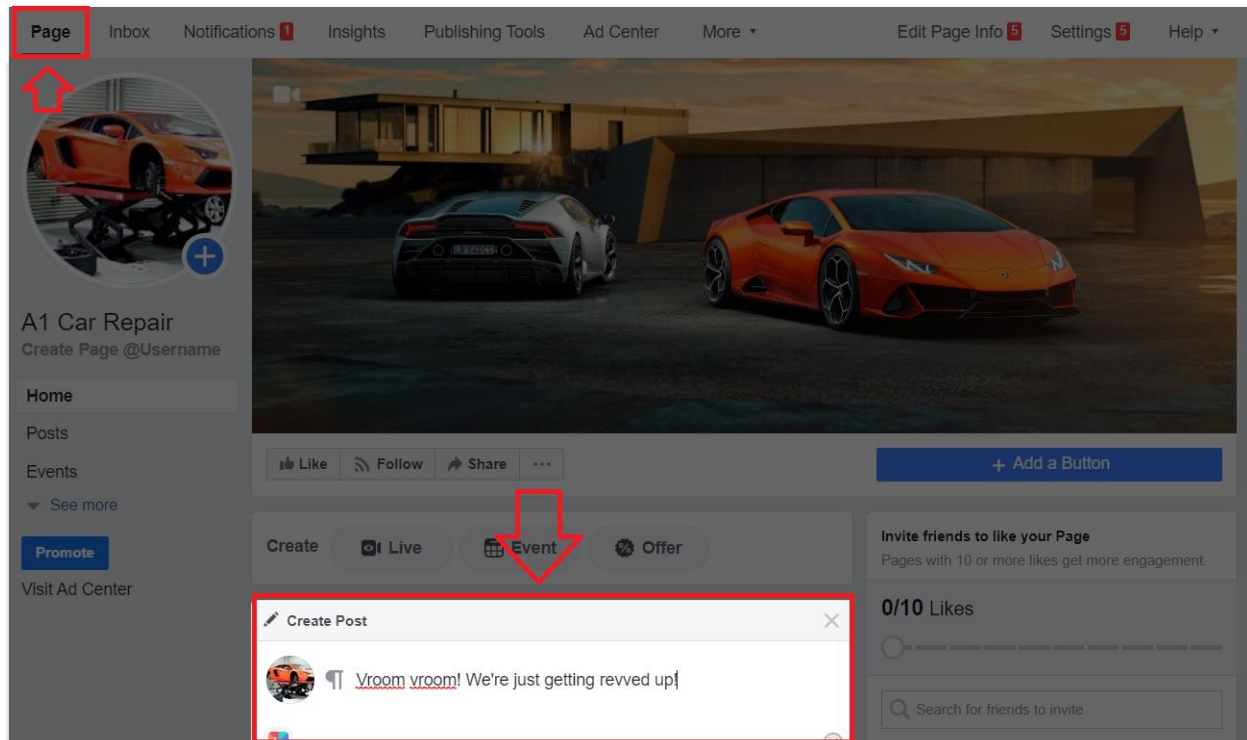
Jump to Section

Assign a New Page Role

 If you're adding a new admin to your Page, please keep in mind that they'll have the same permission as you do to make changes to this Page.

joe_schmo@a1-car-repair.biz	✕	<div>✓ Admin</div> <div>Editor</div> <div>Moderator</div> <div>Advertiser</div> <div>Analyst</div>	<div>Add</div> <div>Can manage all aspects of the Page. They can publish and s Page, respond to and delete comments on the Page, post fro ads, see who created a post or comment, view insights, and account is connected to the Page, they can respond to and d messages, sync business contact info and create ads.</div>
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Step 8 (Optional): If you want to give other people permission to manage certain aspects of your page, click on “Page Roles” on the left. Under “Assign a New Page Role”, you can add people and give them permissions. [Click here](#) for more information on what these permissions mean.



Step 9. Click on the “Page” tab in the top-left corner and write your first post.

And that’s it! Now, let’s set some things up so that we can work our automation magic.

ICYFIRE SETUP

Graph API



Websites that you view in your browser are optimized for humans. They use colors, buttons, and animations. APIs, or Application Programming Interfaces, are optimized for computer programs. APIs allow programs and scripts to interact purely with the data of a site. We use Facebook's API to publish posts on your company's behalf.

Facebook restricts the use of its API in the following ways:

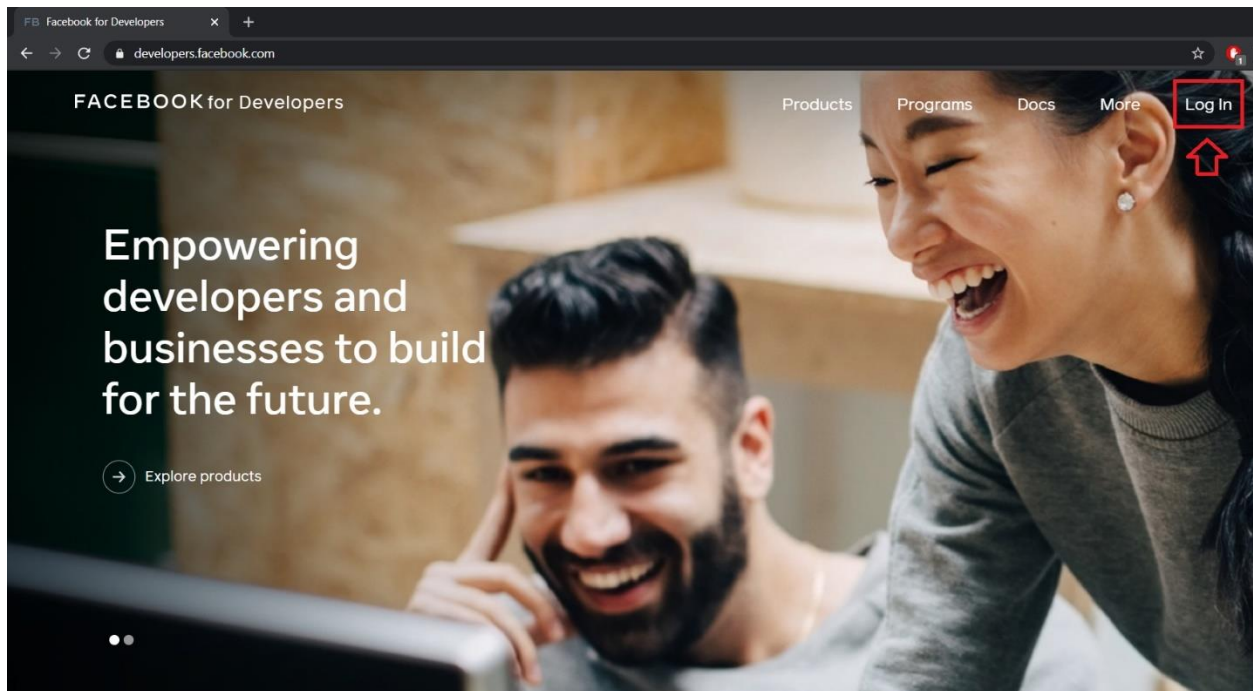
- It restricts how many times a program can access the API in a given time frame (e.g. once per minute).
- It requires app verification, meaning that Facebook employees need to see how the app works and if you are a business, you need to send supporting documentation.
- If you are a third-party app, you can only request certain information. This access to information expires after a while, and you will have to request access again.

Apps that you have previously dealt with have likely gone with the third-party route. Today, we are going to have you do something slightly different and more technical. We are going to have you build your own app (i.e. interface to Facebook's API) and provide us your credentials. Here's why:

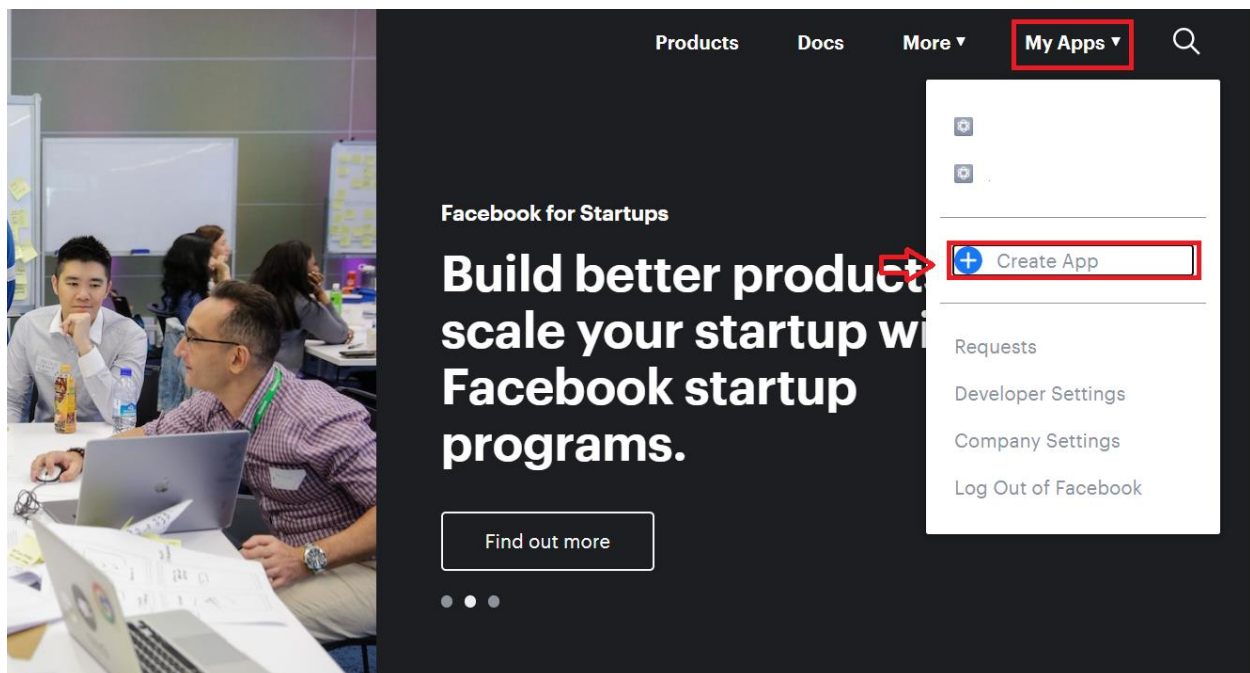
- If we operate our own third-party app, we will max out our rate limit very quickly. This will either force us to impose limits on how often you can post or affect our ability to post on your behalf, which would mean breaking our promise to you. However, if you own the app, you will not reach your rate limit (unless you plan to post 80 times a minute).
- If we operate our own third-party app, we will need to periodically re-request permission to post on your page. This goes against our whole "queue and forget" philosophy. However, if you own the app, you will not have to re-grant permission because it's your page. You will also have full transparency and have complete control over what happens on your page.
- If you operate your own app, you are in full control of the app review process. You can also provide Facebook with the necessary documentation to prove that you are the legitimate owner of your business.

Just a heads up, this is going to be more complicated than your average app installation process, but it will benefit your business in the long run. Thanks in advance for your understanding.

If it gets to be a bit much, you can always ask your Agent for help with the setup process. And don't worry, it just gets easier from here. Let's get started!



Step 1. Go to <https://developers.facebook.com> and click “Log In” in the top-right corner.



Step 2. Click “My Apps” in the top-right corner. In the drop-down menu, click “Create App.”

Create a New App ID

Get started integrating Facebook into your app or website


Display Name

Contact Email

This email address is used to contact you about potential policy violations, app restrictions or steps to recover the app if it's been deleted or compromised.







By proceeding, you agree to the [Facebook Platform Policies](#)


[Cancel](#) [Create App ID](#)



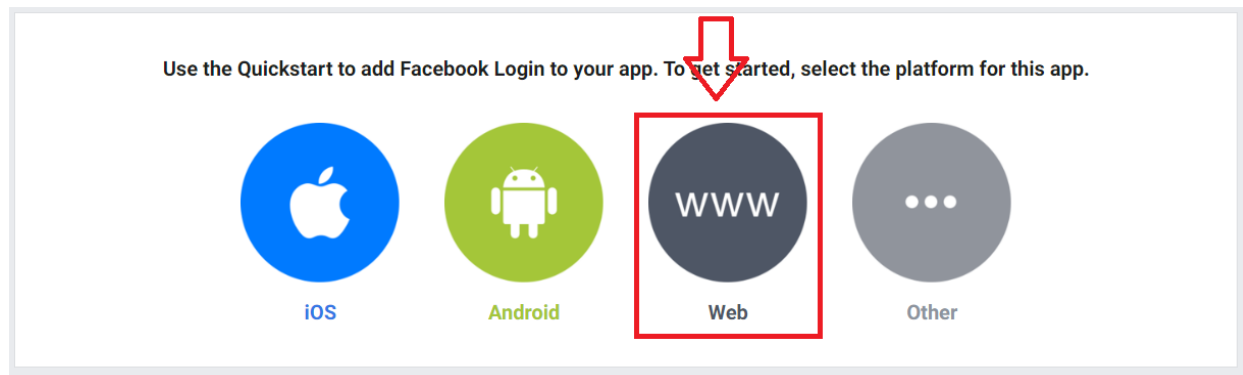
Step 3. Fill in the information requested. (You can call it whatever you want, it doesn't matter.) Complete the Captcha if prompted.

Add a Product

 Facebook Login The world's number one social login product. Read Docs Set Up	 Audience Network Monetize your mobile app or website with native ads from 3 million Facebook advertisers. Read Docs Set Up	 Analytics Understand how people engage with your business across apps, devices, platforms and websites. Read Docs Set Up
 Messenger Customize the way you interact with people on Messenger. Read Docs Set Up	 Webhooks Subscribe to changes and receive updates in real time without calling the API. Read Docs Set Up	 Instant Games Create a cross platform HTML5 game hosted on Facebook Read Docs Set Up



Step 4. Find “Facebook Login” and click “Set Up.”



Step 5. Click WWW.

1. Tell Us about Your Website ▾

Tell us what the URL of your site is.

Site URL

[Save](#)

[Continue](#)

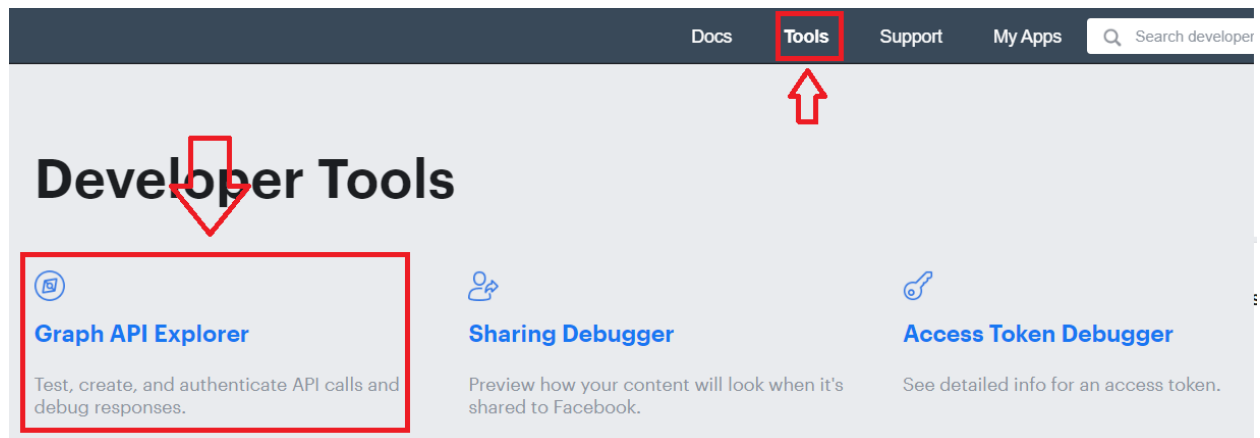
2. Set Up the Facebook SDK for Javascript ▶

3. Check Login Status ▶

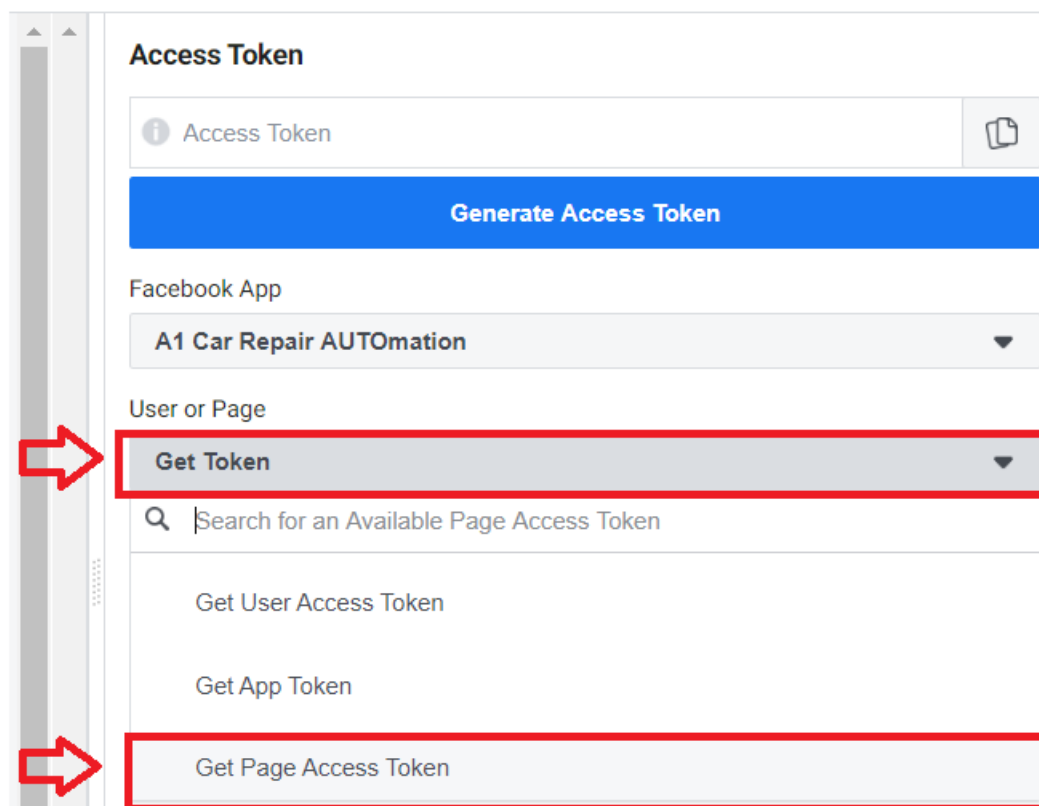
4. Add the Facebook Login Button ▶

5. Next Steps ▶

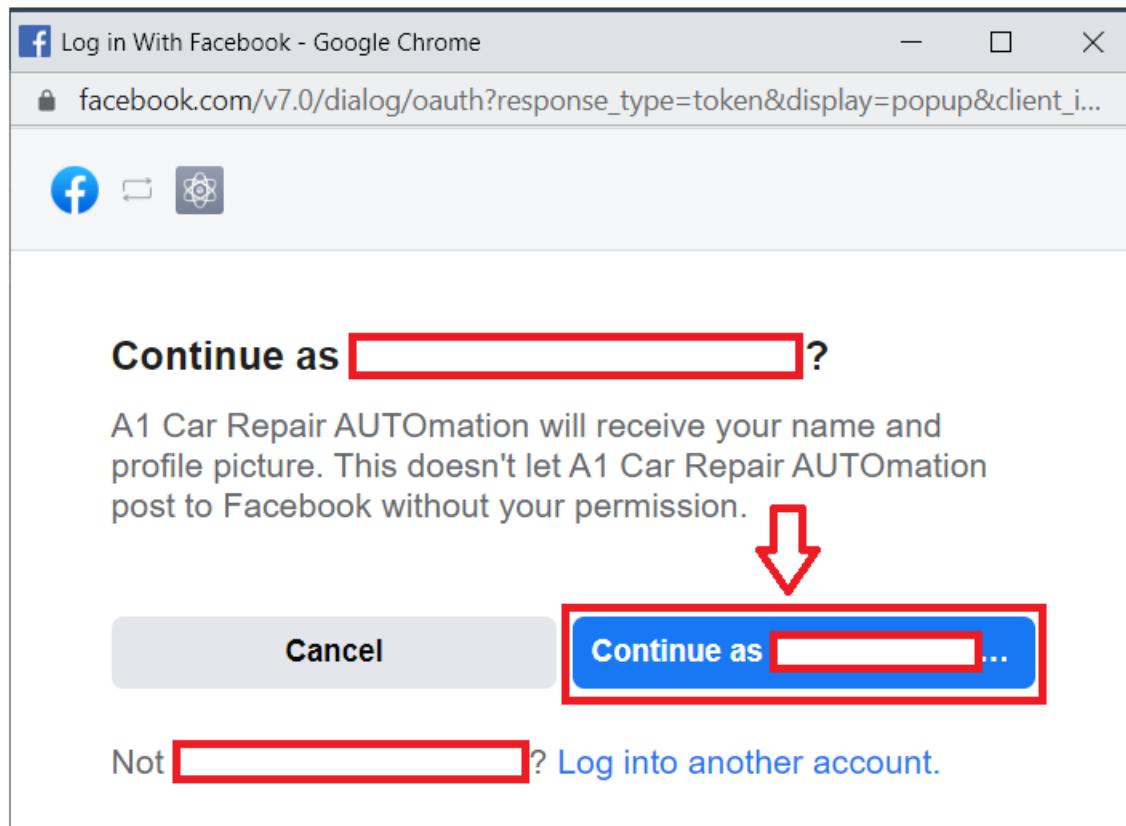
Step 6. Enter “www.icy-fire.com” as your Site URL. Save and continue. Skip through the other four steps of the Quickstart process by clicking “Next”.



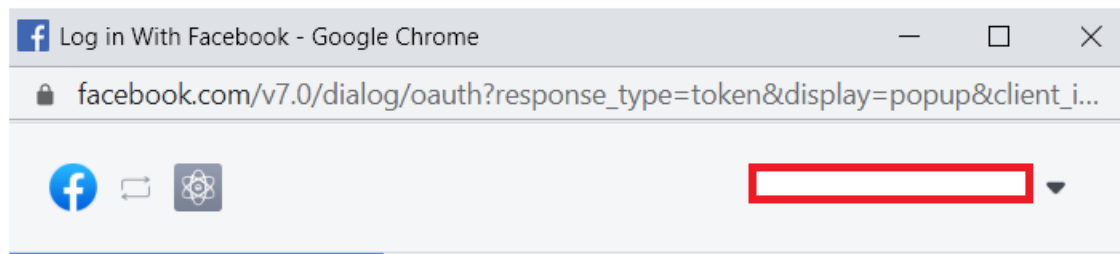
Step 7. Click the “Tools” tab in the top-right corner, then click “Graph API Explorer.”



Step 8. Make sure the Facebook App is correct. In the “User or Page” drop-down menu, click “Get Page Access Token.” ...



Step 9. ...which directs you to a permission screen. Click “Continue as [Your name]”.



What Pages do you want to use with A1 Car Repair AUTOMation?

In the next step, you will determine what A1 Car Repair AUTOMation can do with the Pages you selected.

All Pages (2)

Select All

☐

A1 Car Repair

☐☐☐

Cancel



Next

Step 10. Select the page you want to grant permission to. Click “Next” when you are finished.



Submit for Login Review

Some of the permissions below have not been approved for use by Facebook.

[Submit for review now](#) or [learn more](#).



What is A1 Car Repair AUTOMation allowed to do?



A1 Car Repair AUTOMation may not work properly if you turn off these options.

Read content posted on the Page
A1 Car Repair



Cancel

Back

Done

Step 11. To be able to post to your page, you will need to submit your app for review. (This is Facebook's way of fighting bots and fake news.) Click "Submit for review now." Go back to the pop-up and click "Done" and then click "OK" to finish up the permissions process.

App Review Requests

Before you request permissions or features, read our [App Review](#), [Sample Submissions](#), and [Common Rejection Reasons](#) documents to familiarize yourself with the process.

You don't have a current request.

[Request Permissions or Features](#)

Request History

Step 12. Click on "Request Permissions or Features."

pages_manage_posts

The pages_manage_posts permission allows your app the ability to create, edit, and delete your Page posts. If you have access to pages_read_user_content, you can also use ...

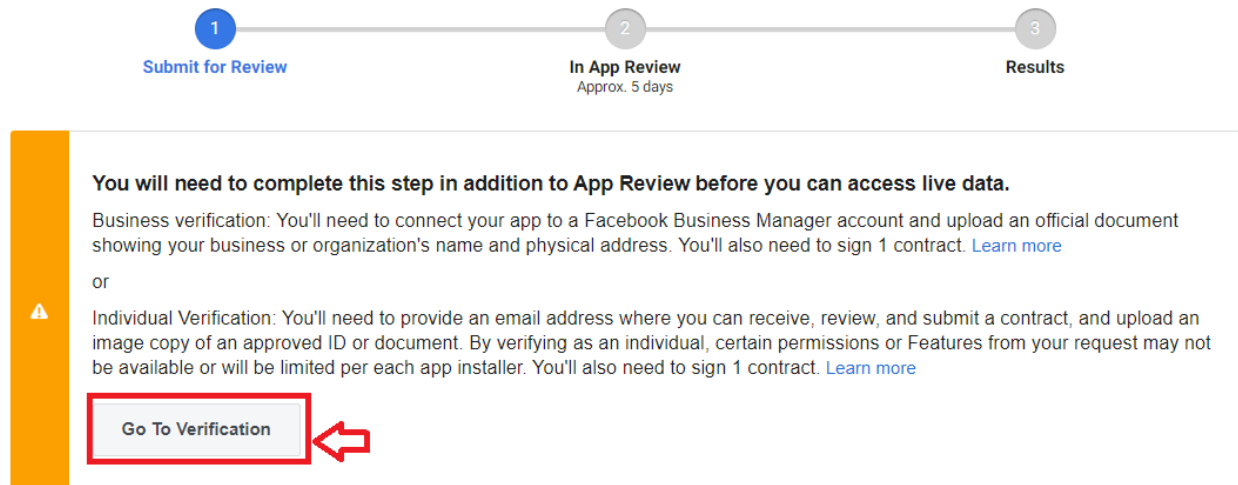
● Not Requested

/page/feed
/page/post


Requires Business or Individual Verification
Requires Additional Contract Signing

Request

Step 13. Find “pages_manage_posts” and click “Request” on the right side of the screen. Click “Continue →” when prompted.



Step 14. Click “Go To Verification.”

App ID	App Secret
181280579914892 Show
Display Name	Namespace
A1 Car Repair AUTOMation	
App Domains	Contact Email ⓘ
	admin@a1-car-repair.biz
Privacy Policy URL	Terms of Service URL
icy-fire.com/privacy-policy	Terms of Service for Login dialog and App Details
App Icon (1024 x 1024)	Category
 1024 x 1024	Business and Pages ▼ Find out more information about app categories here
Business Use	
This app uses Facebook tools or data to	
<input checked="" type="radio"/> Support my own business	
<input type="radio"/> Provide services to other businesses	

Step 15. Make sure you have filled out the highlighted fields and have added an app icon. You cannot submit it for review without these things filled out. (Also, small typo in the Privacy Policy URL. It should be www.icy-fire.com/legal/user/privacy-policy.)

Business Verification

Verify Your Business on Facebook



You can connect your app to a Facebook Business Manager account, if applicable, and get started on the business verification process. You'll just need to upload a document showing your business or organization's name and physical address. After successfully completing business verification, you'll also need to sign either 1 or 2 contracts. [Learn more](#)

Get Started

Step 16. Go to “Verify Your Business on Facebook” and click “Get Started.”

Create Business Manager Account



With a Business Manager account, you can assign roles and permissions to people, and add the Pages, ad accounts and more connected to your business on Facebook.

Add the name and email you typically use for your business. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

Your Business Name

A1 Car Repair

Your business name should match the public name of your business. It can't contain special characters.

Your Name

Joe Schmo

Your Business Email

joe@a1-car-repair.biz

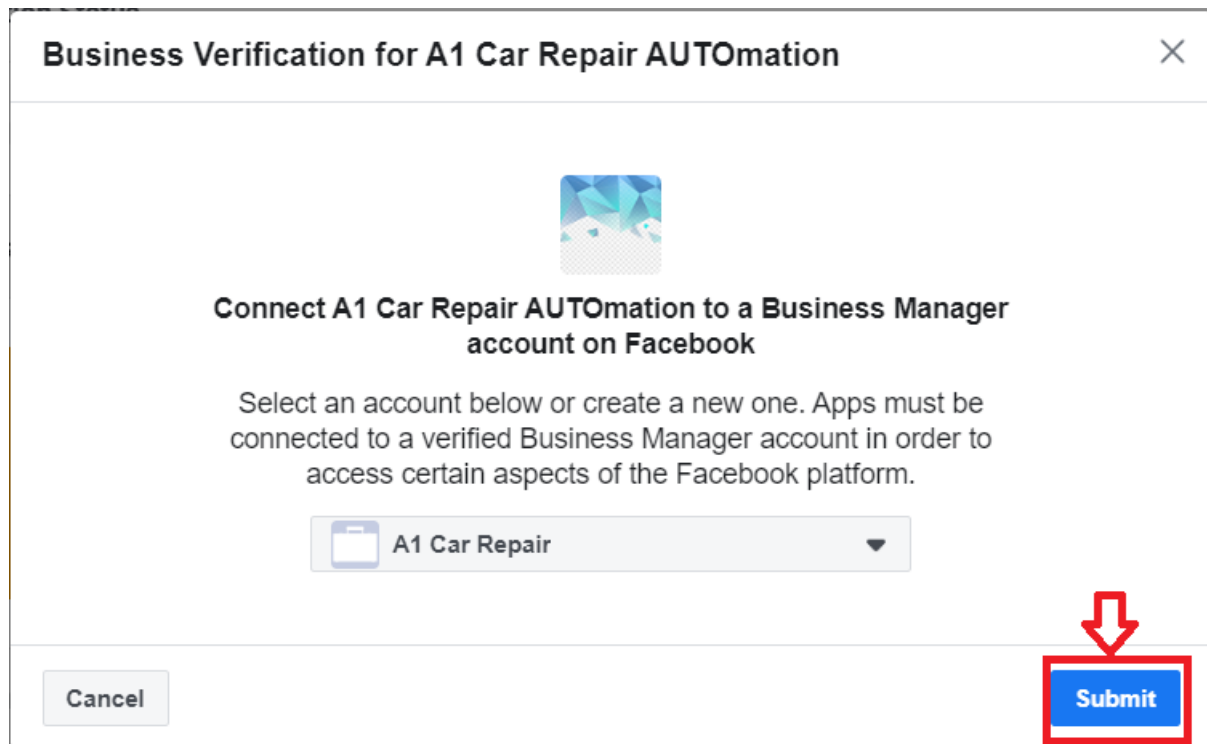
This should be the email you use to conduct official company business. We'll send notifications about your business to this email.

Cancel

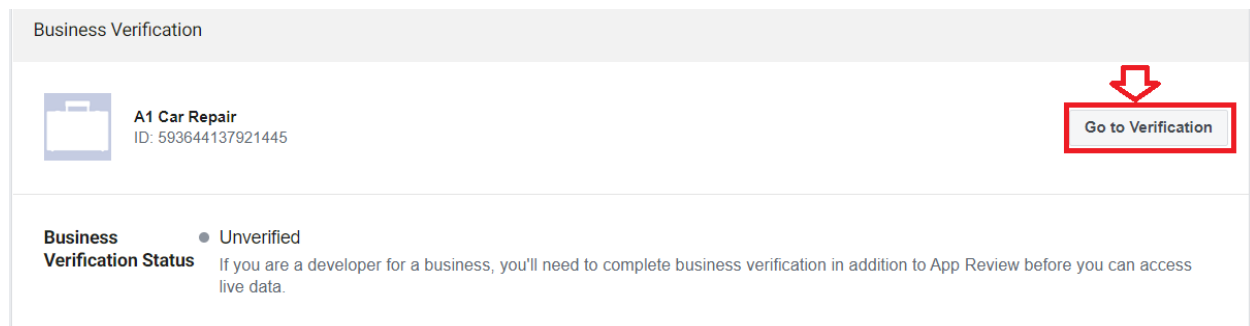
Create Account



Step 17. Fill in the requested information and click “Create Account” when finished.



Step 18. Click “Submit” to connect your app to your business profile.



Step 19. Click “Go to Verification.”

1. Enter Your Business Details

Please provide the following business details. These details will be used to verify your business. Once you complete business verification, your business profile will be updated to match the verified information. We may also make this information **publicly visible** for assets owned by your business, such as Pages, apps, and ads. [Learn More](#)

Legal Name of Business

Country

United States

Street Address ⓘ

Street Address 2/Locality

City **State/Province/Region**

DenverColorado

ZIP/Postal Code **Business Phone Number** ⓘ

802051112223333

Website

This website domain name will be used to verify your email later.

Next

Step 20. Fill in your business’s information, then click “Next.”

1. Enter Your Business Details

2. Verify Your Legal Business Name

Upload a standard official document that matches the legal business name you entered:

A1 Car Repair, LLC

Documents Accepted for Legal Name Include: [See more examples](#)

- Business license
- Certificate of Formation or Incorporation
- Tax or VAT Registration Certificate

English (US) ⓘ

Drag and drop multiple files here

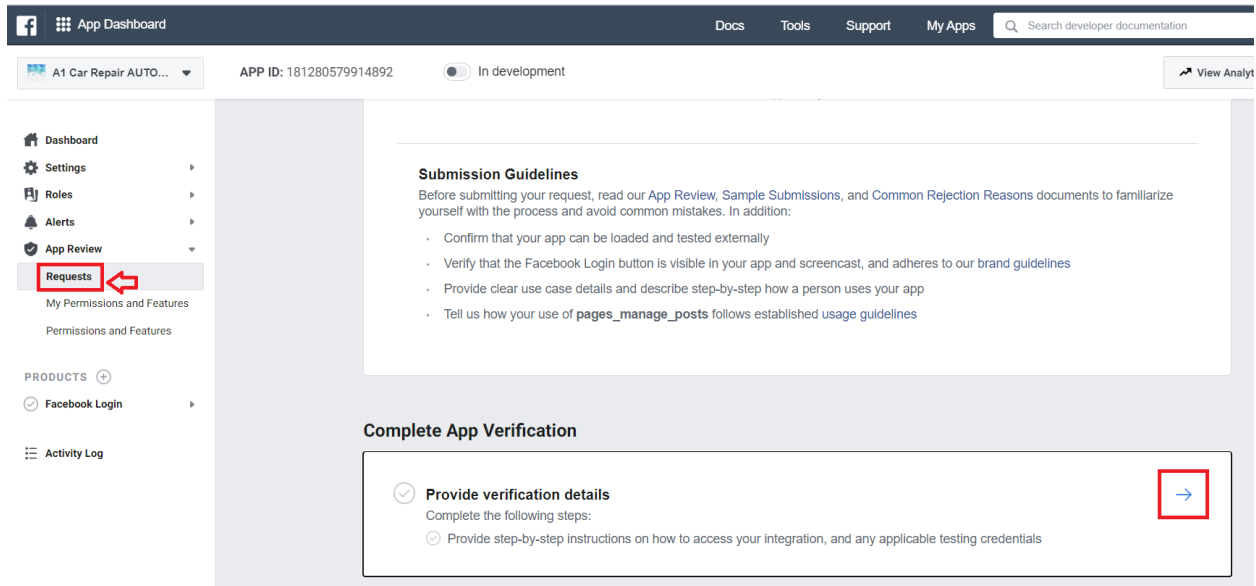
You can also [upload from your folders](#)

Next

3. Verify Your Business Address or Phone Number

4. Choose a Verification Method

Step 21. Upload one of the three accepted documents and click “Next.” Continue with the business verification process on your own. Once you are finished, move on to the next step.



Step 22. Go back to the App Dashboard and click “App Review > Requests” on the left side. Click the arrow icon in the “Provide verification details” section.

App Verification Details

Does your app use a Facebook authentication solution, like Facebook Login, that the review team can use to login and verify your app?

☐ Yes

☒ No

Some apps don't have a clear user interface, or use Facebook Login, because they are [server-to-server](#) apps and exchange data directly with Facebook APIs. Please select the option(s) that best describe why a Facebook reviewer can't access or install your app.

☒ My app doesn't use the Facebook Login dialog.

☒ My app posts my own articles, or blog posts, from my website to my own Facebook Page.

☐ My app or integration sits behind a local intranet.

☐ My app transfers leads from my company's ad account to a database or CRM.

☐ Other

Describe why a reviewer isn't able to log in to your app to see how you are using the requested permissions or features.

[View Best Practices.](#)

permissions to publish the post to our page. This program is designed to accomplish the following goals:

- Automate certain parts of the social media posting process;

- Allow for efficient division of labor and supervisory oversight within our business with regard to social media;

- Allow employees to save time by typing the post once instead of six times into six different platforms.

Cancel

Save

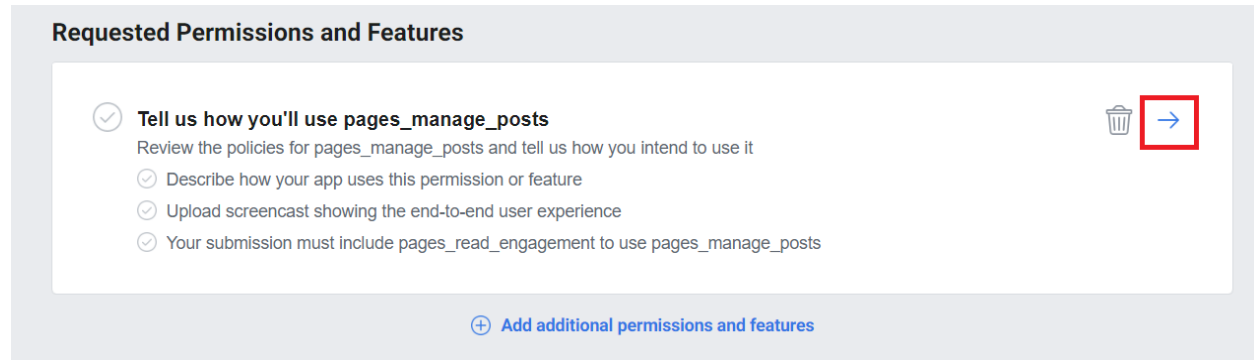
Step 23. Follow the directions in the image above. In the description box, copy and paste the following explanation:

My app is a server-to-server app that programmatically publishes posts to our Facebook page from a queue. At a daily time of our choosing, the script will run and check our queue for posts. If found, a

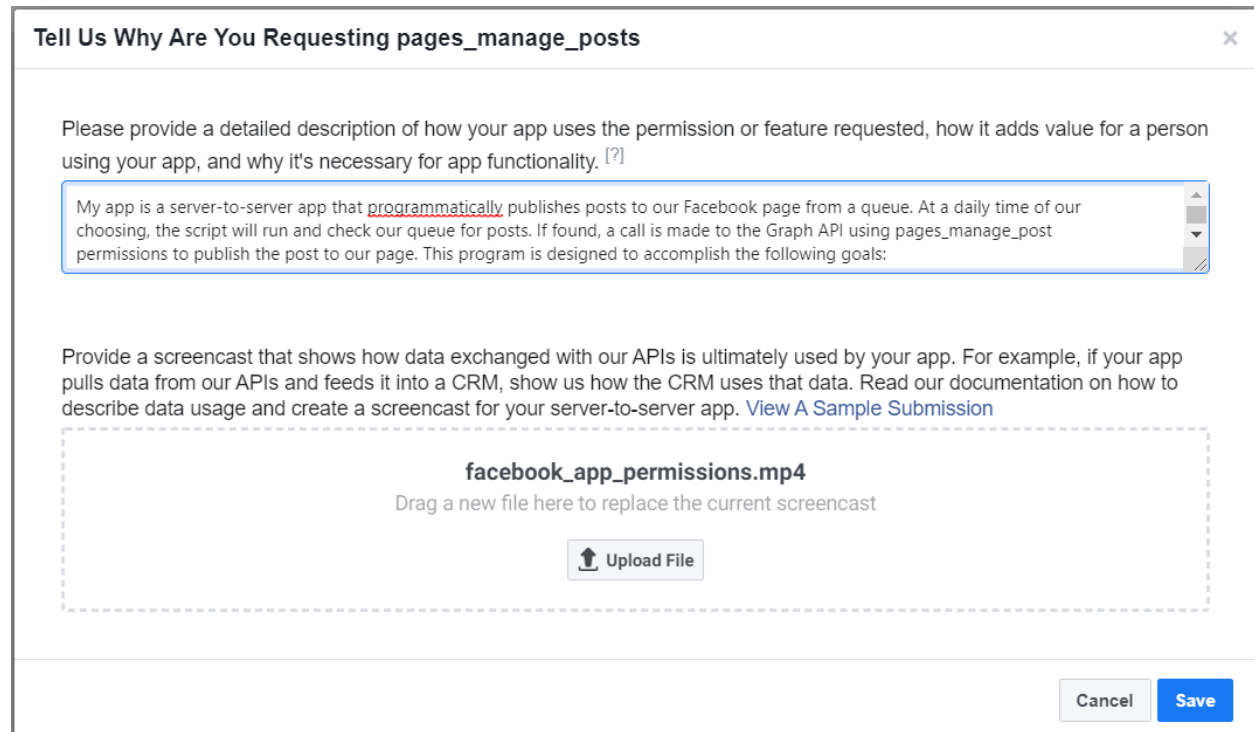
call is made to the Graph API using pages_manage_post permissions to publish the post to our page. This program is designed to accomplish the following goals:

- Automate certain parts of the social media posting process;
- Allow for efficient division of labor and supervisory oversight within our business with regard to social media;
- Allow employees to save time by typing the post once instead of six times into six different platforms.

Click “Save” when finished.





Step 24. Go down to “Requested Permissions and Features” and click the arrow icon.



Step 25. Use the same answer from Step 23 for the description. [Download our video here](#) and upload it as the screencast. Click “Save” when finished.






Requested Permissions and Features

- ☒ **Tell us how you'll use pages_manage_posts**  
- Review the policies for pages_manage_posts and tell us how you intend to use it
- ☒ Describe how your app uses this permission or feature
 - ☒ Upload screencast showing the end-to-end user experience
 - ☐ Your submission must include pages_read_engagement to use pages_manage_posts

 [Add additional permissions and features](#)


Step 26. Since we also apparently need page_read_engagement, click “Add additional permissions and features.”

Add Permissions and Features to Your Request

Filter Requirements	Search permissions and features table				
Permissions and Features	Status	API Calls	Common Endpoints	Additional Requirements	Action
pages_read_engagement The pages_read_engagement permission allows your app the ability to read content (posts, photos, videos, events) posted by the Page, read followers data including name, PSID, and profile picture, and...	<input type="radio"/> Not Requested	✓	/page/feed /page/posts /page/photos /page/videos	 Requires Business or Individual Verification  Requires Additional Contract Signing	Request
pages_manage_posts The pages_manage_posts permission allows your app the ability to create, edit, and delete your Page posts. If you have access to pages_read_user_content, you can also use...	<input type="radio"/> Not Requested	—	/page/feed /page/post	 Requires Business or Individual Verification  Requires Additional Contract Signing	Continue 

Step 27. Click “Request” in the pages_read_engagement section. Click “Continue to the request” in the top-right corner when finished.

Requested Permissions and Features

- ☒ **Tell us how you'll use pages_read_engagement**  
- Review the policies for pages_read_engagement and tell us how you intend to use it
- ☒ Describe how your app uses this permission or feature
 - ☒ Upload screencast showing the end-to-end user experience

- ☒ **Tell us how you'll use pages_manage_posts**  

 [Add additional permissions and features](#)

Step 28. Click the arrow icon in the “Tell us how you’ll use pages_read_engagement” section.

Tell Us Why Are You Requesting pages_read_engagement



Please provide a detailed description of how your app uses the permission or feature requested, how it adds value for a person using your app, and why it's necessary for app functionality. [\[?\]](#)

We are requesting this permission because we cannot use pages_manage_posts without it. In addition, this will help our page admin manage posts on the page, delete posts if necessary, and get names of our followers if necessary.

Provide a screencast that shows how data exchanged with our APIs is ultimately used by your app. For example, if your app pulls data from our APIs and feeds it into a CRM, show us how the CRM uses that data. Read our documentation on how to describe data usage and create a screencast for your server-to-server app. [View A Sample Submission](#)

Drag and Drop Your File

Upload File

OR

Select from Previous Upload ▾



Screencast - 6/1/20, 4:14 PM

Cancel

Save

Step 29. Use the following description:

We are requesting this permission because we cannot use pages_manage_posts without it. In addition, this will help our page admin manage posts on the page, delete posts if necessary, and get names of our followers if necessary.

Click “Select from Previous Upload” and select the screencast that you uploaded previously. Click “Save” when finished.

Complete App Settings



Review your app settings



Submit for Review

Step 30. Click “Submit for Review” at the bottom-right corner of the page.

Platform Onboarding Terms

By clicking "Submit" or accessing or using Platform, as consideration for the foregoing, you agree that our [Terms](#), [Commercial Terms](#), [Platform Policy](#), these Platform Onboarding terms (which are supplemental terms), and all other applicable online supplemental terms (collectively, "Online Terms"), apply to your access to or use of Platform (including any materials you submit for review). If you are agreeing to these Online Terms on behalf of a corporation or other legal entity, you represent and warrant that you are an authorized representative of such corporation or entity with the full right, power, and authority to enter into these Online Terms on behalf of such corporation or entity and to bind such corporation or entity to these Online Terms. For clarity, the Platform Policy provides us certain rights to audit you. You will provide your user terms and privacy policy as per our Online Terms and represent and warrant that they do not and will not supersede, modify, or be inconsistent with our Online Terms.

☒ I accept the Platform Onboarding terms above.

CancelSubmit

Step 31. Accept the terms and click “Submit.”

facebook for developers

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Search developer documentation

Graph API Explorer

GET /me?fields=id,name

Token Expired
You can press ALT + R or click here to refresh your token.

Access Token
EAAck36ySDIwBAJY0LWRNAdzOZAKhpDfUlleHbJW9QETplSZAP
Generate Access Token
Facebook App
A1 Car Repair AUTOMation
User or Page
A1 Car Repair
Permissions
X pages_show_list
X pages_read_engagement
public_profile
X pages_manage_posts
Add a Permission
5 options selected

Step 32. Once the app has been approved, go to <https://developers.facebook.com/tools/explorer/>. Make sure that the Facebook app is correct, the page is correct, and that “pages_manage_posts” is included in the permissions. Click “Generate Access Token” and click through the authorization pages like we did in Steps 9-11. When you are finished and the access token is generated, copy and paste the access token into a Word document.

Step 33. Go back to the App Dashboard and click on “Settings > Basic” on the left. Copy and paste both your App ID and your App Secret into your Word document as well. Your Word document should look something like this:

Access token:

EAACk36ySDIwBAKwnDVylFEer8vrZBJeCPKsAR2mz7FlokOYfCFMr568pkj5kFvZBPRWpX8g
aAsku8ZCni2RM0xCpDmSTRqg993uUXNMZBfVbPWZAJFvVRhAf3oJ7pXCOZBwhii3M10Im
YJT3ga4TGRbJYNSae8wRiq2qZBJFGa8c2ZCPloPpsy9bqnc85ZA6kV0ZD

App ID: 181280579914892

App Secret: b78e4aef8b3a9ce323d15b81504985a2

A1 Car Repair, LLC's social media accounts

Housekeeping

- We use **UTC time for scheduling posts**. This helps us keep everyone on the same page, especially when daylight savings comes into effect. Keep that in mind when you schedule posts.
- We know that the UTC time is frustrating and it adds a layer of complexity. We apologize for the inconvenience; please know that we are working on a way to convert UTC times into your local timezone.
- For your safety, we do not show OAuth credentials or time slots on this page. If you would like that information, please click the "Edit" link.
- We recommend 1 post/day/account, but if you would like to post more often than that, you are free to do so. Click "Connect a new ... account", use the same account credentials, and choose additional times.
- Be courteous and don't spam. You will receive a warning if we suspect you are abusing our platform. If you fail to heed the warning, IcyFire reserves the right to take action against your domain account as we see fit.

Facebook

New account

- [Set-up instructions](#)
- [Connect a new Facebook account](#)

Existing account(s)

ID	Alias	Edit	Delete
Existing timeslot(s)			
Server number	Facebook cred ID	Posting time (UTC)	

Step 34. Go to www.icy-fire.com/register/link-social, go to the Facebook section, and click “Connect a new Facebook account.”

Account and scheduling

Account alias (e.g. Facebook-1)

Weekdays at lunch (11:00am EST)

Access token

EAACK36ySDlwBAKwnDVyIFEer8vrZBJeCPKsAR2m

Schedule post on Mondays

15:00



Schedule post on Tuesdays

15:00



Schedule post on Wednesdays

15:00



Schedule post on Thursdays

15:00



Schedule post on Fridays

15:00



Schedule post on Saturdays

I don't want to post on Saturdays.



Schedule post on Sundays

I don't want to post on Sundays.



Submit

Step 35. Enter your access token, then choose your time slots.

We intend to post on weekdays at 11:00 EST, but notice how we selected 15:00. This is because all of IcyFire's times slots are labeled in [UTC time](#). This may seem strange at first, but it helps all of our users stay on the same page across different time zones.

When you are finished, click "Submit".

Facebook

New account

- [Set-up instructions](#)
- [Connect a new Facebook account](#)

Existing account(s)

ID	Alias
1	Weekdays at lunch (11:00am EST)

Edit
[Edit](#)

Delete
[Delete](#)

Existing timeslot(s)

Server number	Facebook cred ID	Posting time (UTC)
1	1	Mondays at 15:00 UTC
1	1	Tuesdays at 15:00 UTC
1	1	Wednesdays at 15:00 UTC
1	1	Thursdays at 15:00 UTC
1	1	Fridays at 15:00 UTC

Step 36. If you were successful, you will see your account alias appear under “Existing account(s).” You will also see your reserved timeslots appear under “Existing timeslot(s).” Congratulations, you just linked your Facebook account!

You may want to post more than once a day. If this is the case, you may click “Connect a new Facebook account” just like you did before, use the same access token, and choose different timeslots. Please use this feature responsibly.