

# HOW TO START A BLOG ON FACEBOOK

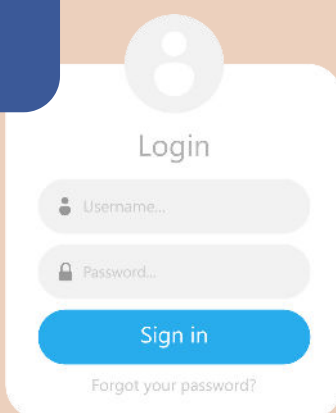
Blogs are among the best forms of online content promotion, and that's why we will explain how to blog on Facebook. You can learn how to create and set up a page, publish your content, and promote it to a larger audience in this infographic.

## 1 Create and Set Up a Facebook Page

The first step is to create a Facebook blog page.



### How to Create and Set Up A Facebook Page

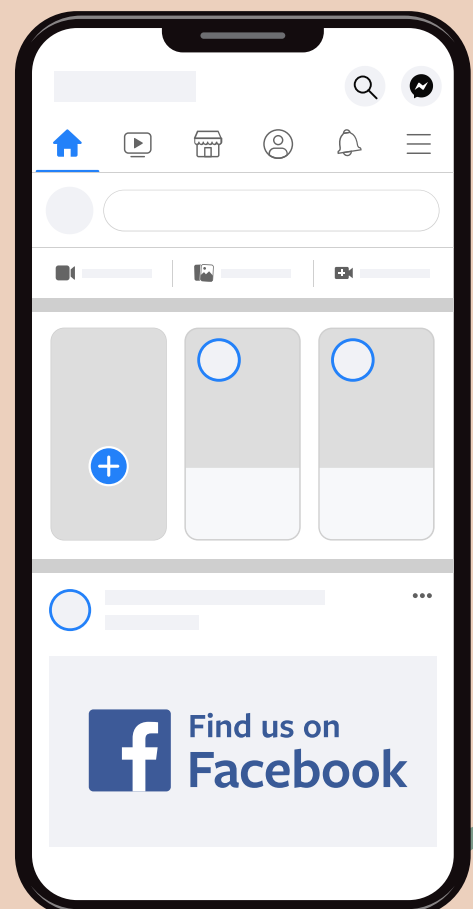


First, log into your account as usual. After logging into your account, follow the steps below:

1. You will see a section called 'Pages' on the left sidebar.
2. Go there and select 'Create New Page'.

You can continue by filling in the dedicated areas:

- **Your page name:** It should be relevant to your business, brand, organization, or topic for your future blog.
- **Your page category:** You can choose up to 3 categories.
- **Your extended description:** This is the ideal section to tell people more about your page and blog. You can add contact information.
- Finish by clicking on 'Create Page'.

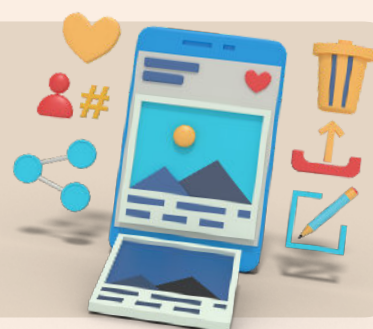


# 2

## Prepare and Check Your Page's Outlook



The second step is to customize a page.



### How to Edit Page's Outlook

Click on your page logo to open your page.



**Add a profile photo:** Click the profile picture and 'update profile picture' button. You should use the image that best reflects your blog and brand.

**Edit cover photo:** Click the 'edit cover photo' and then 'upload a photo'.



#### Adjust page preferences:



1. After clicking the icon of your profile, you can see the settings.
2. Choose 'settings and privacy' and settings.
3. Click on the 'page and tagging' button and adjust your preferences.
4. Your page and your posts should be open to everyone.

**Edit page info:** Go back to your page profile and click the 'edit bio' button. You can talk about your blog to introduce your brand.

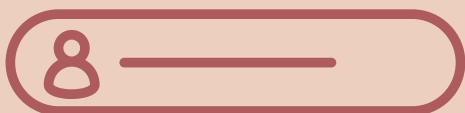


# 3

## Adjust Your Page URL



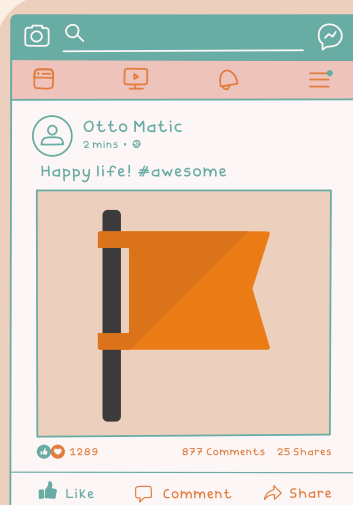
The next thing to do is to change your URL.



- Access the page settings via the administrator screen.
- Modify your username.
- Verify and test the modification.

# 4 Start Publishing

Now that your blogger Facebook page is fully functional, you can start publishing blog posts.



1. Go to your page and Select 'Create Post'.
2. Write your content.
3. Once done, either hit 'Post' or choose a schedule to post your text later.

- Create high quality content that matches the expectations of your target audience.
- Improve writing skills.
- Post regularly.

# 5 Promote Your Facebook Blog

The more you promote it, the more significant impact it is likely to have. Don't hesitate to market it.



- The simplest way is to share it with your immediate entourage (family, friends, colleagues).
- Join a Facebook group relevant to your niche and activity
- Share your Facebook content on other social media platforms.
- Collaborate with influencers.
- Broadcast on Facebook Live.

Pages are probably among the most valuable features of Facebook. You can connect you with your followers (and gain new ones).