# Set up your Facebook Page once

Four steps, and who should hold the Page when they are done.

xSquare Web Studio

# Before you start

- Your own Facebook account. The create steps begin with logging in.
- Your registered name, as ACRA's Bizfile search shows it.
- Address, phone and hours, exactly as your website and Google Business Profile show them.
- A second person you trust, with a Facebook account of their own.

# First, create the Page

- Log into Facebook, click Pages, then Create page.
- Choose Public page, then add the name and a category.
- Get the name right now: a later change is a request to Facebook.

# Then, copy the same details

- Name: the one on your shopfront and website, checked against Bizfile.
- Address: About, then Details, then Address. Drag the red pin to your door.
- Phone, email and hours: word for word from your website and Google profile.

# Then, add your website

- Switch into the Page, tap Edit, and fill in Links.
- Use the same home page address your Google profile points to.
- Tap the link from a phone that is not logged in as you.

# Then, give a second person full control

- A Page with no one on full control is deactivated and scheduled for deletion.
- Full control for two trusted people, such as the owner and a partner.
- Partial control or task access for everyone else.
- Both people turn on two-factor authentication.

# If someone leaves

- Still have full control? Remove them from Page access on their last day.
- No access at all? Ask them to add you first, then use Facebook's help article Request Facebook access to a Page.
- Page taken over by a hacker? Use Facebook's Page recovery form.

# Next

Match the same details on Google: our guide to what moves your Google Maps ranking in Singapore, at xsquare.com.sg/how-to-rank-on-google-maps-singapore/