How to set up an Author Facebook Page
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Facebook Pages are different to Facebook Profiles. Pages are designed for public figures, brands, or companies to publicly engage with any Facebook user who chooses to ‘Like’ them. For an Author, this is a great way to communicate directly with your audience, and share insights into your industry and work, or perhaps even share your journey as you write your next book.

To help you to connect with more people who are interested in your work and publications, we recommend that you set up a Facebook Page as an author.

To do this, visit www.facebook.com and log-in to your Facebook account. If you do not already have one of these, then you will need to complete the form on the same page, and then follow the on-screen prompts.

Once signed-up and logged in, you will find a link titled Create a Page at the foot of the screen when you log in.

Clicking this will start the process for setting up your Page. Your screen will refresh, showing you a number of Page type options.

We recommend that you select the option titled Artist, Band or Public Figure.

![Create a Page](image)

To help you to connect with more people who are interested in your work and even share your journey as you write your next book.
2 When you click on this Page type, it refreshes and displays a drop-down menu from which you can select a more specific type of Page. Select Author from the drop-down list of categories.

3 Having selected the category, you should then type in the name of the Page. This will appear publicly, and will be how people find you so it is best to type your name in here.

4 If you agree with the Facebook Page Terms, tick the box, and then click on Get Started. If you do not agree with the Facebook Page Terms, you will not be able to set up a Page.

Facebook will now guide you through the process of setting up an About section, and adding a Page profile picture (avatar), and then will invite you to advertise your page.
In Step One, About, you should write a short description that will display on your Facebook Page. This can be updated in the future at any time.

You can add links to other places where you have a presence by entering the link(s) in the field beneath the description. If you have more than one, just click Add another site and repeat the step until done.

The final part of this first step, is to tell Facebook that you are the real author, rather than your page being registered as a Fan Page. Tick the Yes option here, and then click on Save Info.

You will now progress to Step Two Profile Picture. It is possible to skip this step, but we strongly recommend that you don’t - adding a photograph will help you and your Facebook Page to stand out amongst the others.

If you have a photograph already on your computer, click on Upload from computer, and it will then take you to the standard file upload function for your Mac or PC. If you click Import from website Facebook will ask you to name a URL where your photo exists. Facebook will then allow you to pick the correct image.
Once you have added a photograph, click on Save photo. Your new photo will appear on your Page, in search results, and alongside any comments you have made.

7 Step Three of the process varies. It may invite you to add your Page to favourites - here you can click on the green Add to Favourites button to give you easy access to your Page in the future. Alternatively, you may be invited to advertise your Page. If so, skip this step for now, as we'll cover advertising your Page in another guide.

Facebook will now take you to your new Page, and begin leading you through a series of steps to enhance it. We will cover these further steps in another guide.
Do you need advice on how to use social media effectively?

If so, then visit our Author Hub

Here you will find:

• A series of videos aimed at authors who have different levels of online experience, guiding you through the latest tools available and the impact they can have in raising the profile of your book

• Downloadable step-by-step guides to help you get started quickly

• Information on what Cambridge University Press is currently doing to support our authors

• Helpful hints and tips to guide you through each stage, plus much more!