

## Facebook Pages | Facebook for Business

Selecting the best TYPE of Facebook Page for You!



How to allow reviews/ratings on your page?



Local Business or Place

### 1. Local Business or Place

- 🔬 When people are physically visiting you.
- 🔬 This allows additional features such as opening hours, parking and the ability for people to 'check-in' using Facebook places. People can also review and rate their experience.



Company, Organisation or Institution

### 2. Company Organization or Institution

- 🔬 This is if you have no need to attract foot traffic (e.g. online business) or you have more than one location (e.g. franchise)
- 🔬 There is the ability to 'check-in' using Facebook places after you have set up the page and valid address.



Brand or Product

### 3. Brand or Product

- 🔬 This is useful if you're selling products through more than one website.



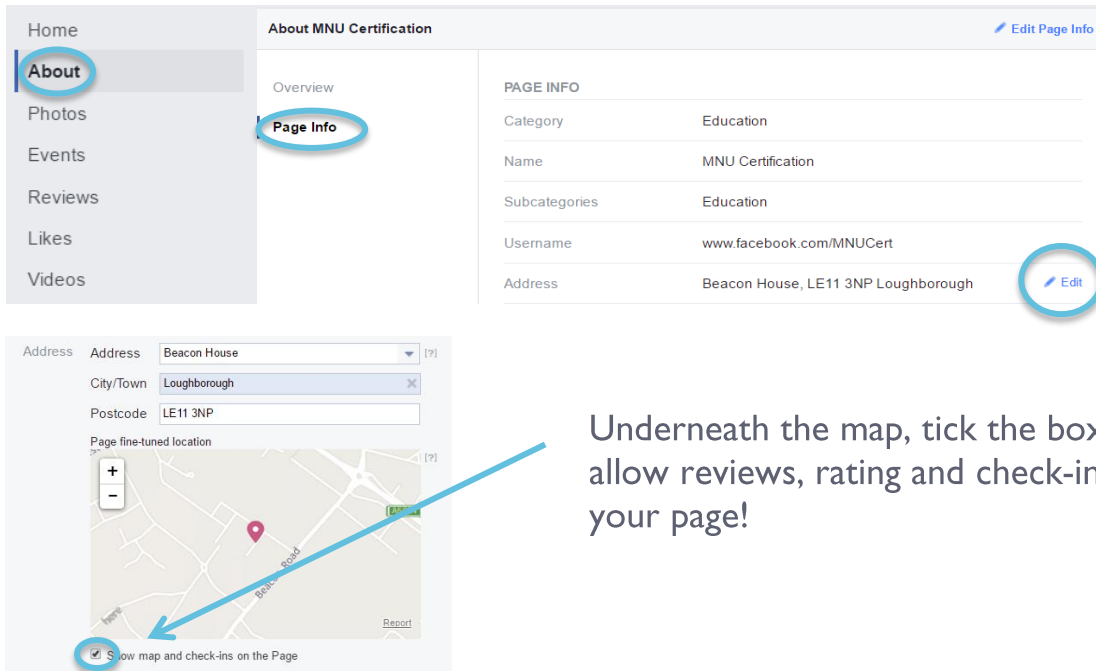
Artist, Band or Public Figure

### 4. Artist, Brand or Public Figure

- 🔬 This is for when the focus is on promoting yourself.






Use the following steps to allow check-ins, reviews and ratings on your page:



The screenshot shows the 'About MNU Certification' page settings. The 'About' tab is selected in the left sidebar. The 'Page Info' section is highlighted, showing details like Category (Education), Name (MNU Certification), and Address (Beacon House, LE11 3NP Loughborough). An 'Edit' button is visible next to the address. Below the map, the checkbox 'Show map and check-ins on the Page' is checked and highlighted with a blue circle. A blue arrow points from this checkbox to the text on the right.

Underneath the map, tick the box to allow reviews, rating and check-ins on your page!

### Mac-Nutrition's Top Tips

-  You can change the **category** of your page, if you have not chosen the right one the first time, although this will change the features which are available.
-  You can amend the **name** of your page as long as you do **NOT** have more than 100 'likes'.
-  You can change your **Facebook Business Page URL** once you have 25 'likes'. Please note this will depend on availability.

