# Create an Engaging Facebook Business Page With These 5 Tips

Whether you're creating a brand new Facebook page for your business, or you are looking for ways to make the most out of your current page, it's probably a smart move for your company. While you may think creating a new page is easy by just uploading a couple of pictures and posting content to get more leads, if you're not building a Facebook page with a comprehensive strategy, the chances of getting more leads are relatively thin. Here are five tips to help you create an engaging business page on Facebook that will get you the results you desire.

**Avoid Creating a Personal Profile for Your Business**

Creating a personal profile page for your business instead of a Facebook Business Page will put your company at a considerable disadvantage. When you create a Business Page on Facebook, you gain access to numerous content creation tools, paid promotional opportunities and analytics and insights. Plus, when you create a personal page, instead of a business page, it requires people to send you a friend request to engage with you.

**Use Page Roles to Avoid Publishing Mishaps**

You've probably heard plenty of horror stories of people posting personal content to their employer's social media channels. You can avoid these kinds of publishing mishaps by assigning Facebook Business Page roles only to those employees that need it to do their work. It is also essential to provide adequate training to those who are new to social media management.

**Add a Recognizable Profile Picture**

You want to choose a profile picture that is easy for your audience to recognize. This can be anything from a company logo to a headshot. Being recognizable is essential for getting found and liked, especially when it comes to Facebook searches. It’s what shows up in search results and is what is pictured at the top of your Facebook page, so chose carefully.

**Choose an Engaging Cover Photo**

Your cover photo takes up the most real estate on your Facebook page, so you want to make sure that you are choosing one that’s engaging and high-quality. Like your profile, the dimensions of the cover photo change frequently, so you want to make sure you keep an eye on the official guidelines.

**Add a Call-to-Action Button**

Adding a call-to-action button to your business page is a great way to drive more traffic to your company website. The options for companies to add call-to-action buttons to their pages has expanded since their introduction in 2014. The best part about this feature is that you can get data on how many people are clicking on your call-to-action through the site’s view insights feature.

Creating a more engaging Facebook page will set your business on the path to gaining more targeted leads. Follow these tips to help your business make the most out of its Facebook business page.