

Creating Facebook pages



How to create your page

Here are the main steps to follow to create your Facebook page.

From the *Create a Page* tab:

- 1 — Select page type: *Company, Organization or Institution*
- 2 — Select category: *Insurance Company*
- 3 — Company name: Enter your name and title
E.g.: Isabelle Boucher, Financial Security Advisor
- 4 — Under *About*, in the *Description* section, enter your name and title followed by the name of the company with which you are associated.

Continued on the next page →

- 5 — Cover: We propose several covers in the *Useful documents* section under Facebook tab. To do this, download the cover of your choice at: ia.ca/webshowcase
- 6 — Profile photo: You must use your business photo, which is the one used on your business card, or another similar photo.
- 7 — Here is an example of how your page should look:



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