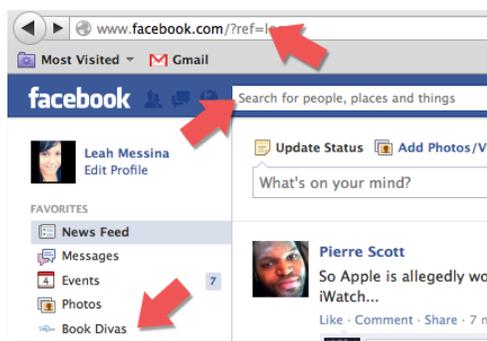


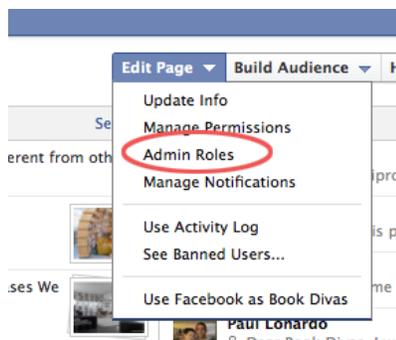
## How to Add a Facebook Admin

Helpful Marketing How-To's from Sinuate Media

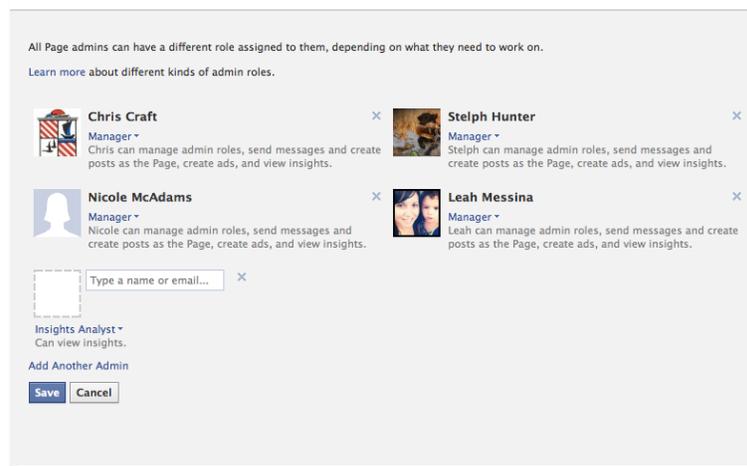
1. Go to [www.facebook.com](http://www.facebook.com) and login using your own username and password.
2. Navigate to your Facebook Business Page. You can do this by one of the following ways:
  - a. Click the name of the page in the left hand side column under the section called **"Pages"**
  - b. Start typing the name of your page in the **"Search"** bar at the top of Facebook and select it from the drop down menu
  - c. Type the link to the Facebook page in your web browser, i.e. – [www.facebook.com/YOURPAGENAME](http://www.facebook.com/YOURPAGENAME)



3. Once you are on your Business Page, at the very top of the page, you will see a button that says **"Edit Page"** – click it once and a drop down menu will appear. Click on the item **"Admin Roles."**



- From the Admin Roles screen, you will see a blank field that says "Type a name or email..." Fill this information in for the person you would like to add as an admin to your page. The default role is "**Manager**," which provides the most access. Select the role according to your needs and comfort level. Click "**Save**." The next time the new admin logs into Facebook and visits your Page, they will now see the editing features and be able to post to the page.



**Roles:**

<b>Manager</b>	Can manage admin roles, send messages and create posts as the Page, create ads, and view insights. <b>MOST ACCESS. Same level as the creator of the page.</b>
<b>Content Creator</b>	Can edit the Page, send messages and create posts as the Page, create ads, and view insights. <b>Cannot add other admins. Cannot help others regain access to the page if they lose it for some reason - only Managers can.</b>
<b>Moderator</b>	Can respond to and delete comments on the Page, send messages as the Page, create ads, and view insights.
<b>Advertiser</b>	Can create ads and view insights.
<b>Insights Analyst</b>	Can view insights.

**Notes:**

*In order for someone to be made an admin on Facebook, they must already have "liked" the page or be a friend of the person adding them as an admin.*

*You do not need to share your Facebook login information with anyone else. In fact, they likely will not be able to get into your account because of added security measures enacted when Facebook detects the login is coming from an unusual location.*

**Still have questions? Contact Leah Messina – [leah@sinuatemediacom](mailto:leah@sinuatemediacom)**