



Using Your Personal Facebook Profile for Business

Optimize Your Facebook Pages
Make The Most of the Free Stuff

CREATE A FACEBOOK PROFILE TO

Support You Professionally

Do you need

- a personal Facebook profile that complements your business identity?
- a profile that supports you professionally?
- your personal profile to support your business without breaching Facebook's rules?



BE AWARE OF Facebook's Rules

"You will not use your personal timeline primarily for your own commercial gain, and will use a Facebook Page for such purposes."

If you have a business, use a business page. However, you can indirectly promote awareness of your business via your personal profile.

Read [Facebook's Terms of Service](#) to make sure you don't violate them. If you do, you run the risk of having your account shut down.

LET'S COVER THE Facebook Rules

If you have a business you really need a business page. But you can support the promotion of your business via your personal profile with the right content.

You are only permitted to have one personal timeline.

DO

Optimize your personal Facebook profile to showcase your business

DO N'T

Conduct your business via your personal Facebook profile



...up next

*Do You Need A Business Page?
vs Just Use Your Personal Page*

Optimize Your Facebook Pages

Make The Most of the Free Stuff