

CONVERTING YOUR FACEBOOK ACCOUNT TO A PAGE

Now that you have created a Facebook Account for your VIEW Club you now need to convert it to a Page. This page is created on your VIEW Club Facebook Account.

When you convert your personal account to a Page:

- You'll have a personal account and a Page after conversion
- We'll transfer your profile picture and cover photo to the Page
- The name on your personal account will become the Page's name
- Tools to help you move info from your profile to the Page will be available for 14 days after conversion
- You can choose friends from your profile to automatically like your new Page, but posts on your profile won't be carried over to your new Page
- You can manage the Page from your personal account

To convert your VIEW Club account to a Facebook Page:

1. Go to [Create a Facebook Page Based on Your Profile](#)
2. Click **Get Started** and follow the on-screen instructions

Why should I convert my personal account to a Facebook Page?

It's against the [Facebook Terms](#) to use your personal account to represent something other than yourself (example: your business), and you could permanently lose access to your account if you don't convert it to a Page.

If you're using your profile to represent a business, there are many benefits to converting your profile to a Page:

- Pages are designed for businesses and organizations, with features that help you connect with customers and reach your goals
- You'll have access to Page insights, where you can see metrics like which posts people engage with and visitor demographics like age and location
- Page roles can let you give other people access to edit your Page
- You can create ads and boost posts

Disclaimer: The instructions here are a guide only. For full Facebook instructions please visit <https://www.facebook.com/help/?ref=contextual>.