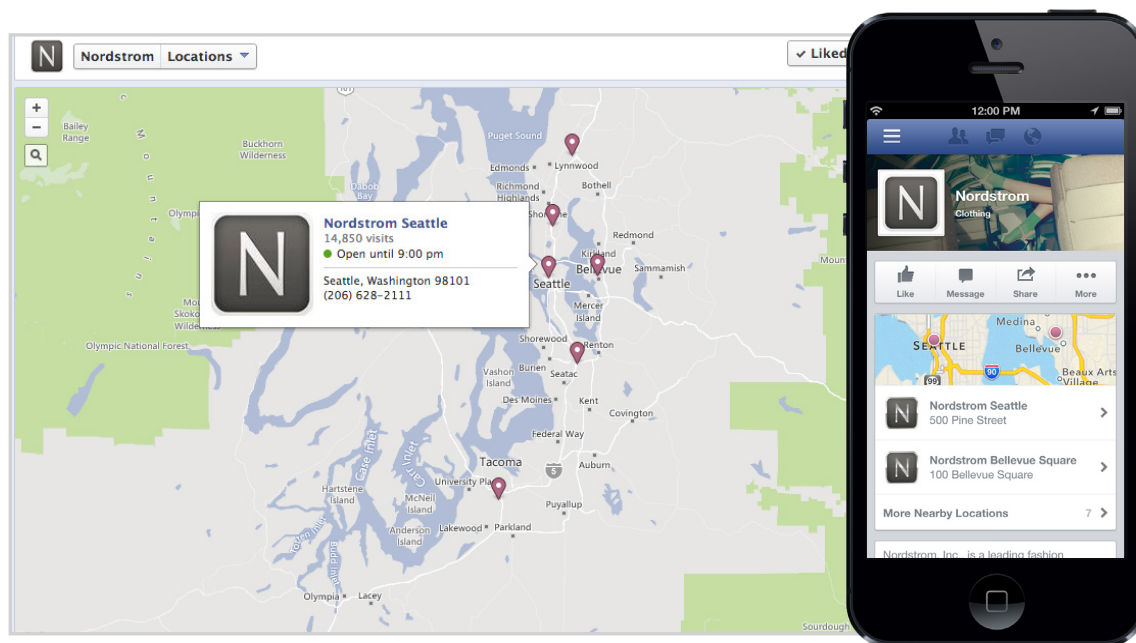# Pages for each of your store locations

Manage Pages for all your locations in one place

Pages for each individual location are visible from the Locations tab on your main Page. Admins of the main Page can add, edit, or delete Pages for their new locations.

Key features

- Helps people find your business on Facebook
- Creates authentic Pages for all of your store locations
- Allows you to manage all of your store locations on Facebook

How to request creating location Pages for the first time:

1. Fill out the spreadsheet sent to you by your Account Manager. You only need to follow this process to create location Pages initially. You can add and edit future locations from the location settings tab.

2. Follow the instructions on the spreadsheet. Reference the detailed information later in this guide.

3. Review the spreadsheet for accuracy and send the completed spreadsheet back to your Account Manager.

4. Your request will be reviewed. Once it's approved, Facebook will create or update individual Pages for each location. Each location Page will be linked to the main Page within 48 hours.
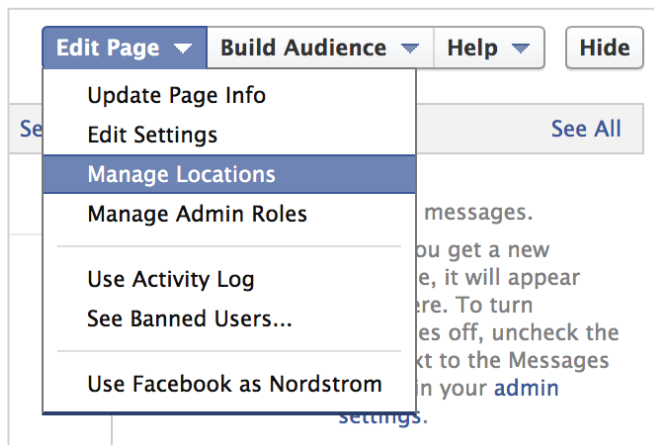
How to view and manage locations on Facebook

Key Features

- Add a new location
- Edit and remove existing locations
- Import and edit multiple locations
- View insights: Total reach, Page likes, and check-ins of location Pages

To view your locations settings

Click **Edit Page**, then **Manage Locations**.

The locations settings page lists all of your locations on Facebook, including their store number, address, total reach, Page likes, and check-ins.


Store Number	Address	Total Reach	Page Likes	Check-ins	
775	5489 Tamiami Trail North, Naples, Florida 34108	1000	500	200	
774	19507 Biscayne Boulevard, Suite #15, Aventura, Florida 33180	2000	1000	400	
773	3111 Pga Boulevard, Palm Beach Gardens, Florida 33410	4000	2000	800	

How to add more locations on Facebook

Add more location Pages from the locations settings page.

To add a new location:

Click **Add a Location** and select **Choose an Existing Page** or **Create a new Page**.
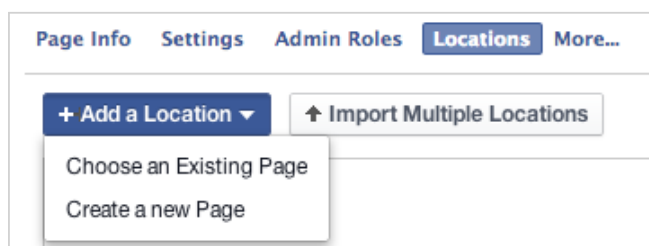
Choose an existing Page:

You can also choose an existing Page as a location. Other Pages you manage with the same name will appear here. If they don't automatically appear, select **I don't see my Page here** to search for it.
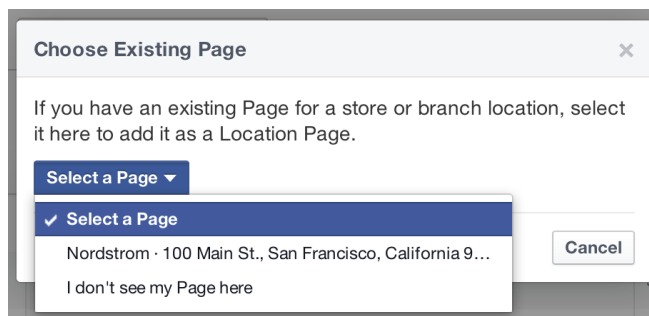
Create a new Page:

You can set up a new Page and connect it as a location. Enter a unique store number, subcategories, address, phone number, hours and Facebook web address. The new Page uses the same name and category as the main Page.
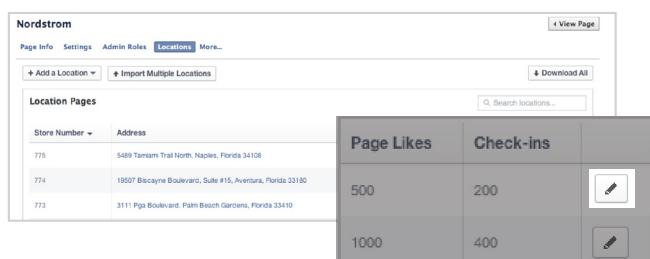
After adding a new location, you can see it in the locations settings page and on the locations map on your Page.

How to edit and remove locations on Facebook

Edit and remove location Pages from the locations settings page.

To edit an existing location:

Click the pencil icon to the right of the location you want to edit.

Notes:

- Subcategories are important to help you be found in search. Enter up to three subcategories here.

- To edit your location Page's name, visit the settings of that specific Page and change the name there. Follow the instructions from the **Help Center**.

- You can add your latitude and longitude if you receive an error about your location's address.

Edit your information and click **Save**.

Close or remove this location:

Click **Close or remove this location** if your location has been permanently closed or if you don't want to include it on your main Page.

You can come back to this page to re-open your location.

How to add, edit, and remove multiple locations

Add, edit, and remove multiple locations through a spreadsheet on the locations settings page.

1. Import your locations

Click **Import Multiple Locations** to get started.

2. Download your locations

Or, download the spreadsheet template from your Account Manager.

3. Complete the spreadsheet

- Add new rows to add new locations
- Edit existing rows to edit existing locations
- Edit the **Closed** column to 'Y' to close a location
- Save in UTF-16 .txt format

4. Upload your file

If your upload is successful, you'll see a confirmation message. Click **Save Changes** to confirm.

If your upload is unsuccessful, you'll see an error, or the option to download error details. The error details will be in the columns in the far right columns of the error spreadsheet. Correct the errors and try again.
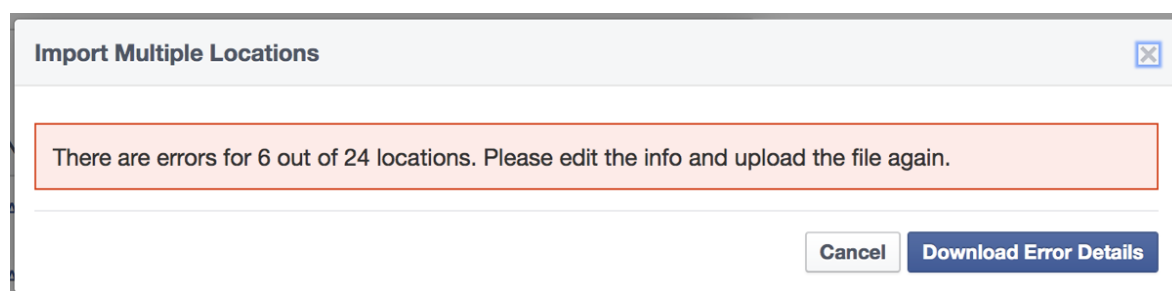
To ensure your new location Pages are created quickly and accurately

Follow these steps to set up your location Pages for the first time:

1. Fill out every required column

- Do not remove or add any columns to the spreadsheet
- Do not change the order of the columns

2. Ensure all addresses are correct

- Please note that street address, city, state, postal code, and country code are required fields
- Find and check latitude and longitude information at **www.bing.com/maps**

3. Confirm each location Page has a unique Facebook web address

- Each location Page should have a unique Facebook web address (ex: www.facebook.com/NordstromSeattle)
- Do not use spaces, dashes or symbols in the Page address
- Replace special characters with corresponding English characters (i.e ö with o in Finnish, ö with oe in German)

4. Ensure the Page ID of your main Page is correct

- Check that the main Page ID is in the correct format *(ex: 12854644836)*
- Do not input the full Page Address or URL in this field

Frequently Asked Questions

What are the common mistakes to avoid?

Make sure the following are listed correctly:

- Page ID for the main Page
- Page web address formatting (no spaces or symbols allowed)
- Latitude/longitude coordinates

Do not:

- Remove, add, or change the columns in the spreadsheet.
- Assign store IDs that you've previously assigned to other locations for your business

What information and settings will be added to all location Pages?

- The Page name, cover photo, and profile picture of the main Page will appear on all location Pages by default. Location Pages can choose to change or create their own profile and cover photos if they wish.
- Also, check-in data across all locations will be aggregated on the main Page, however other metrics (such as likes) will not be combined.

Can people post on newly created location Pages?

As a default setting, people will not be able to post content on location Pages that are created using this spreadsheet. To change the default setting on each location Page, admins can click the Edit Page button, select Edit Settings, and change their settings in the Posting Ability section.

If there was already a Page for a store location, will it be removed after my spreadsheet is processed by Facebook?

No, but locations added from the locations settings page will be marked as authentic. Authentic locations rank higher when a person searches for your business, and through crowd sourcing we can direct people to your authentic Page.

Is it possible for the main Page to automatically post on all location Pages?

No, the main Page cannot publish to all of their location Pages at once. The main Page can publish to people who like the main Page, and the location Pages can publish to people who like the location Page.

How long will it take for the Pages to be created after I send the complete spreadsheet?

Approximately 48 hours after you've submitted the completed spreadsheet. The turn around time can be much longer if there are errors found in the spreadsheet.

After I set up my locations on Facebook the first time, how do I add or edit location Pages in the future?

After you follow the initial spreadsheet process, you'll be able to view and manage your locations directly from the locations settings page. Earlier sections of this guide provide more detailed instructions.

For location related resources, please visit **https://www.facebook.com/ help/337244676357509/** or contact your dedicated Facebook Account Manager

Spreadsheet definitions

How to complete the location spreadsheet

indicates a required field

Store Number*
Unique identifier for each of your store locations. Store numbers will not show up on your Page, they are for organizational purposes in case you need to mass update Page information for specific locations. Format each number as an integer. If you don't provide your own store numbers, we will assign unique store numbers for each location. Example: 12, 11, 546, etc.

Page ID: Main Page*
ID for the Page that you want to designate as your main Page. The main Page will manage other location Pages. To find the Page ID, go to your main Page on Facebook, click Edit Page, and copy and paste the numbers at the end of the URL. The Page ID will always be an integer (not the Facebook Page web address like www.facebook.com/abcpizza). Example: 12854644836

FB Page Category*
Primary category for the business. Refer to the sheet, "Facebook Page Categories" in the spreadsheet for the complete listing. Example: Restaurant/Cafe

FB Page Subcategory*
Add up to three subcategories for this business. Refer to the sheet, "Facebook Subcategories" in the spreadsheet for the complete listing. Example: Fast Food Restaurant, Take Out Restaurant, Tex-Mex Restaurant

Street Address*
Physical street address of each store (40 characters maximum). If your address is two lines, please consolidate the entire address into one line on the spreadsheet. Example: 7000 York Avenue South Building 10, Suite 200

City*
This is the city where your store is located.

State/Province/Region*
This is the state or region where your store is located.

Postal Code*
This is the postal code for where your store is located (12 characters maximum). In the United States, please enter the 5 digit zip code or the 5 digit zip code + 4 digit code for each location. Example: 55435, 55435-4213

Country Code*
This is the country code for where your store is located (two characters maximum). Refer to the sheet, "Country Codes" in the spreadsheet for the complete listing. Examples: US (United States), AU (Australia)

Latitude*
This is the decimal number that represents the latitude for your store location in degrees. Find latitude at www.bing.com/maps. Example: 44.87635

Longitude*

This is the decimal number that represents the longitude for your store location in degrees. at www.bing.com/maps. Example: 93.321222

Franchise

Use this field to designate whether a store location is a franchise. Example: Yes, No

Facebook Web Address

Unique web address for each specific location Page that will be appended to www.facebook.com/XXX. Web addresses can only contain alphanumeric characters (A-Z, 0-9) or a period ("."). Do not use symbols (i.e ö with o in Finnish, ö with oe in German), spaces, or accents over letters. Please use a unique web address for each location. Example: NordstromSeattle, NordstromBellevueSquare

Website

This can either be the specific website for the location or the website for the business. Example: http://www.starbucks.com or http://www.starbucks.com/?location_id=1

Phone

For the US, format your phone number in the format 1(XXX)XXX-XXXX. For countries outside the US, format your phone number with the international code and area code. Example: US 1(555)555-5555 Other: +44 0 00 00 00 00

Hours

Please format your hours in military time, where Monday is designated 1, Tuesday is designated 2, etc. 8AM should be noted as 0800 and 9 PM should be noted as 2100. Examples: 1-5:0800-2300, 6:0900-2300, 7:1000-2000

Description

Brief description about each location in this field. Please note that this description will be displayed publicly, so be concise. Example: Vonnie's Cleaners provides dry cleaning.

Specific Features

Additional services or departments that are available at this location. This information will not be publicly visible on your page, but will help people find your business. Example: ATM, 24-hour pharmacy, optical center, automotive & tire department