



FACEBOOK PAGE CHECKLIST

The first requirement to using a Messenger Bot is having a Facebook Business Page. You cannot connect a chatbot to your personal profile, or a group.

This checklist walks you through creating your Facebook Page, and also goes over the settings required for connecting your Page to ManyChat to start your chatbot.

Facebook Page Setup

- ☐ Click the create button on the top bar and choose create a Page
- ☐ You'll see options for page type. Pick the one that best suits your business.
 - ☐ Business or Brand
 - ☐ Community or Public Figure
- ☐ Fill in required details such as Name and select a category.
- ☐ Click Continue
- ☐ Upload a profile photo (Minimum of 180x180 pixels)
- ☐ Create and upload a cover photo (820 x 312 pixels)
- ☐ Invite people you know to like your page
- ☐ Complete your about section
- ☐ Add a description and let people know what to expect and how they will benefit from following you on Facebook. This is one of the first things people will check when they find your page so rather than talking all about yourself, make them feel like they will be missing out if they don't follow you.
- ☐ Continue to fill out the Page Info section as completely as possible

Page Settings for your Chatbot

To get your page ready to work with Messenger, there are just a few settings we need to adjust.

- ☐ Navigate to your page and click “Settings”
- ☐ On the General screen, find the Messages section and make sure it’s checked so people can contact your page Privately
- ☐ Click on the Messaging tab. Make sure “Show a greeting” is off, and don’t Add Messenger to your website. You can do this with a [ManyChat](#) growth tool instead.
- ☐ Don’t set up any automated responses. Handle all of it through ManyChat
- ☐ On the main screen of your Page, click “Add a button” > select “Contact You” and “Send Message. This will encourage people to interact with your bot
- ☐ When you use the Send Message button on your page, make sure you have a Welcome Message set in ManyChat that introduces people to your bot and guides them on what to do.

Your Facebook Page is ready for Messenger!