

[www.tracigurney.com](http://www.tracigurney.com)

# Facebook Business Page Setup



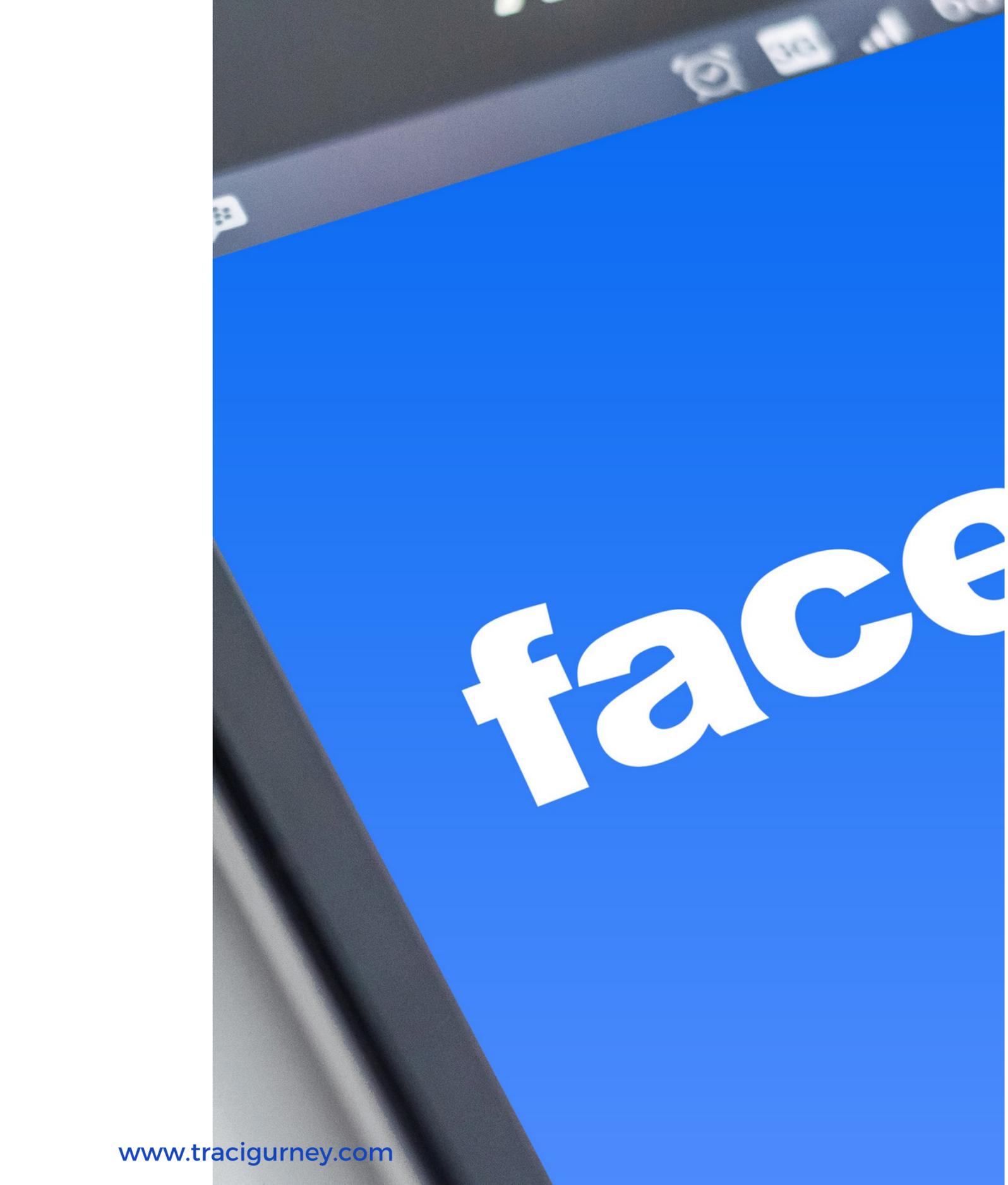
@tipswithtraci



@tracigurney



@tracigurney



face

# Let's Get Started

Facebook Business Page is an amazing free resource to help market your company. Make sure to fill it out completely. Add photos and videos, interesting information to keep your customer informed.

Follow this guide for the essential setup or click on the link below to watch the video tutorial

<https://youtu.be/ksUiuPcKi00>

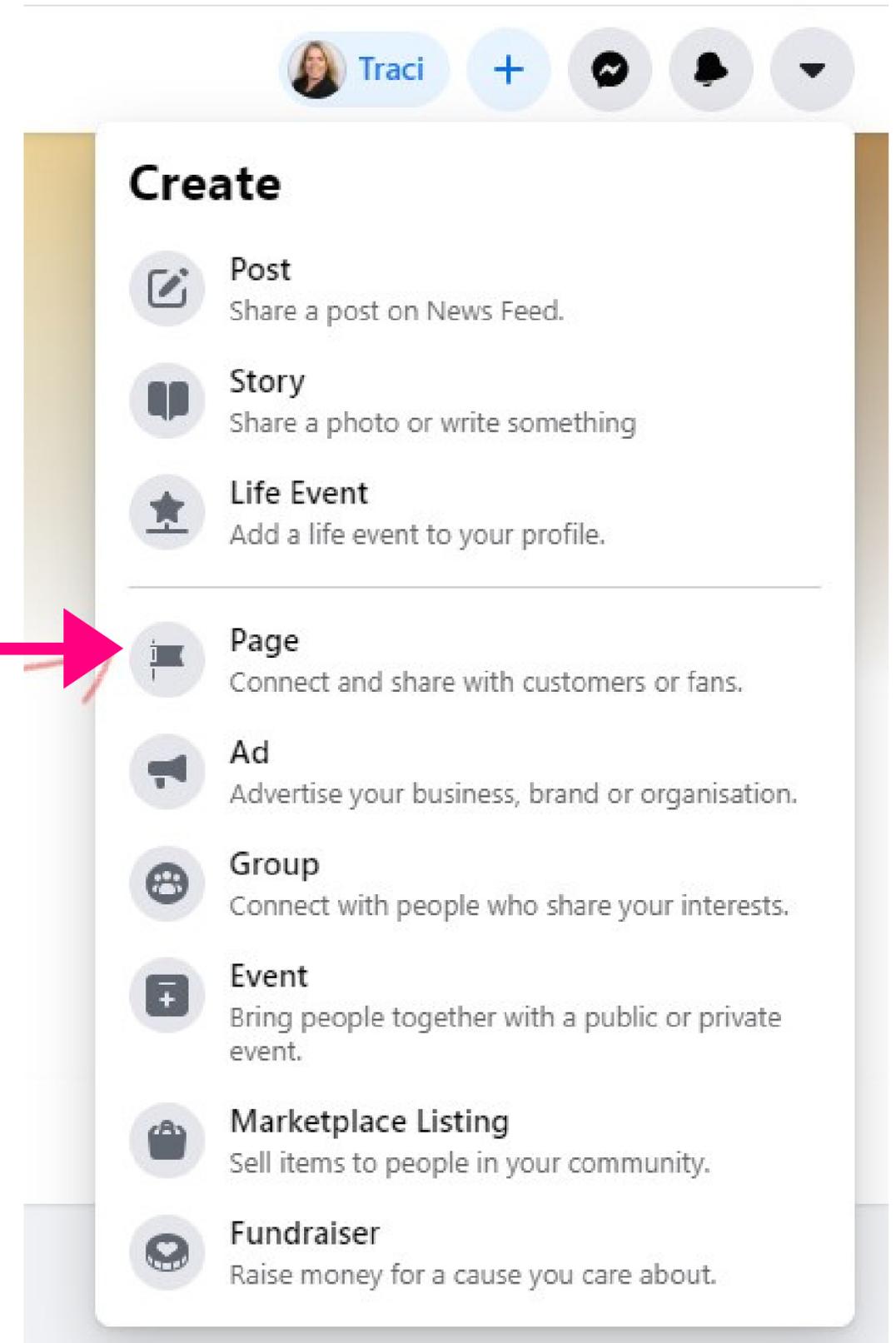
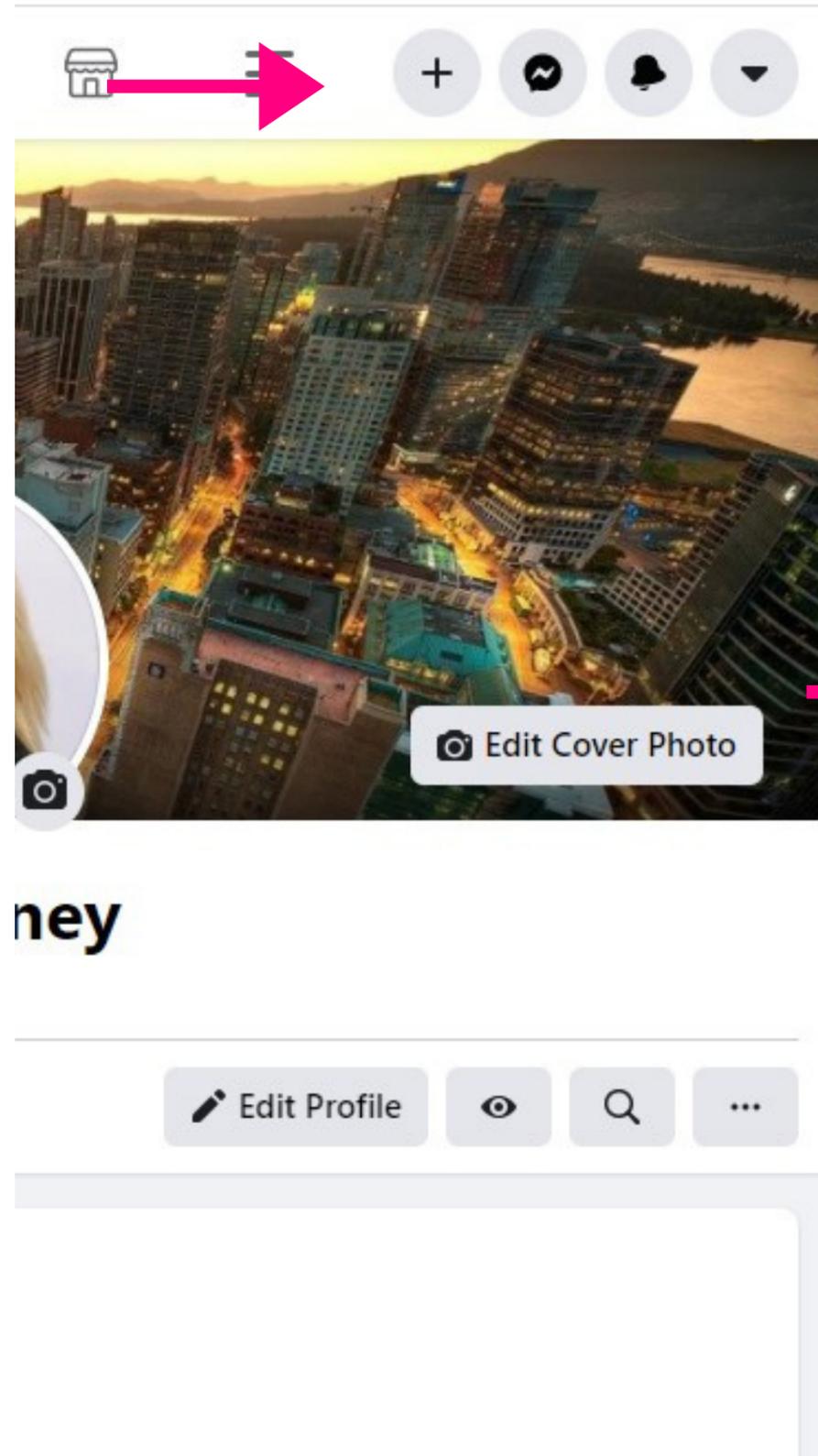
# Step 1

## Create Your Business Page

In order to create a business page you require a personal Facebook account.

Either create a Facebook account or login to your account.

- Click on the + button on the top menu bar of your screen
- Scroll down and click on Page

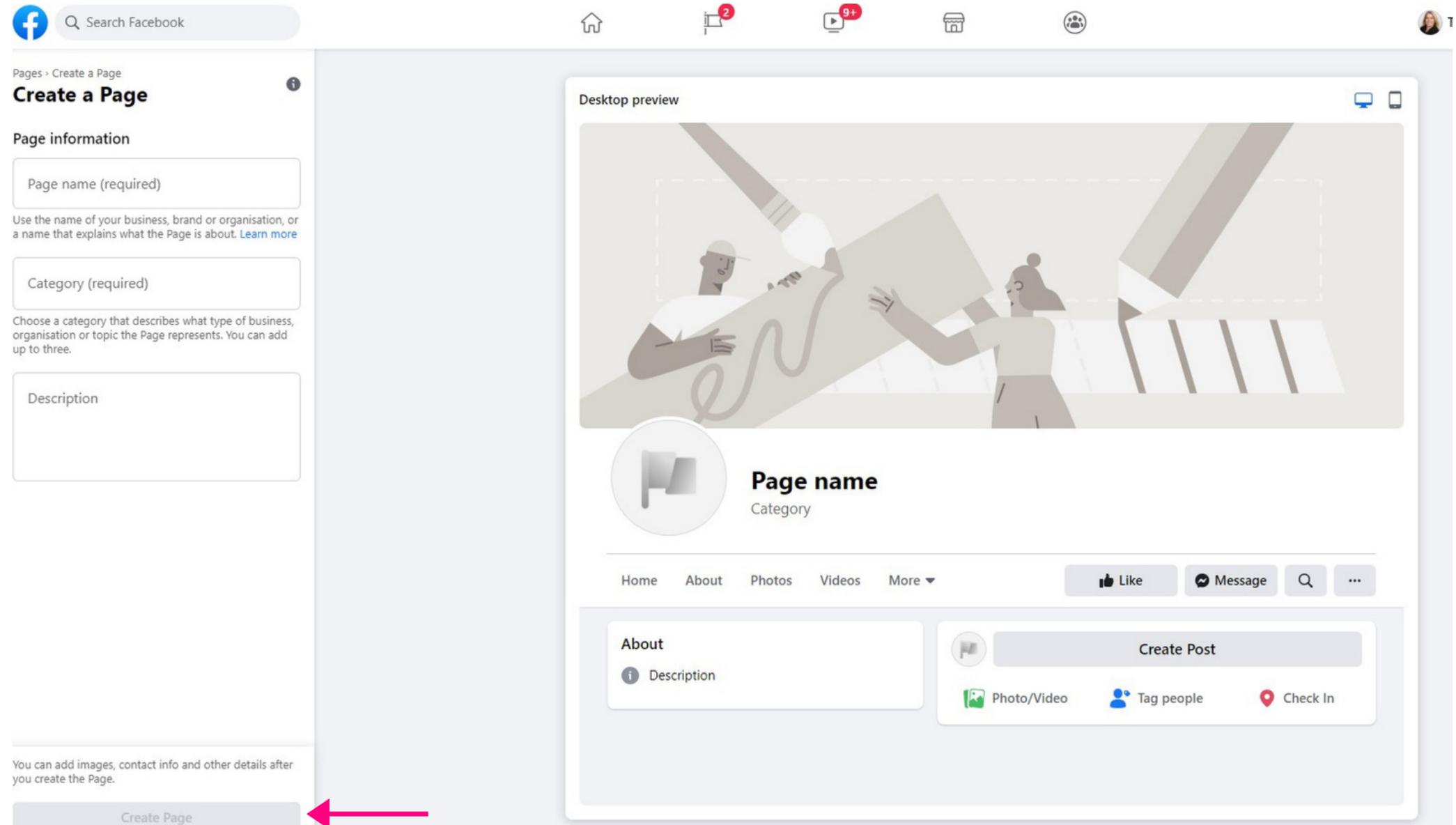


# Step 2

## Page Information

This is where we start to enter our Business information.

- Name your page. This should be your Business name
- Add the category of your business. Check out this page for a list of categories <https://www.facebook.com/pages/category> or start typing and the categories will show up. Pick the most relevant for your business.
- Add description. This should be about what your business does, the services that you provide or the purpose of the Page. Maximum characters is 255.
- Once completed click on Create Page button at the bottom.



The image shows the Facebook 'Create a Page' interface. On the left is the form for entering page information, and on the right is a desktop preview of the page.

**Form Fields:**

- Page name (required):** A text input field with a placeholder 'Page name (required)'. Below it, a note says: 'Use the name of your business, brand or organisation, or a name that explains what the Page is about. [Learn more](#)'
- Category (required):** A text input field with a placeholder 'Category (required)'. Below it, a note says: 'Choose a category that describes what type of business, organisation or topic the Page represents. You can add up to three.'
- Description:** A larger text input field with a placeholder 'Description'.

**Desktop Preview:**

- Shows a cover photo area with a placeholder image of two people working on a large sheet.
- Below the cover photo is a profile picture placeholder and the text 'Page name' and 'Category'.
- Navigation tabs: Home, About, Photos, Videos, More.
- Action buttons: Like, Message, Search, and a menu icon.
- Below the navigation is an 'About' section with a 'Description' field.
- On the right, there is a 'Create Post' button and options for 'Photo/Video', 'Tag people', and 'Check In'.

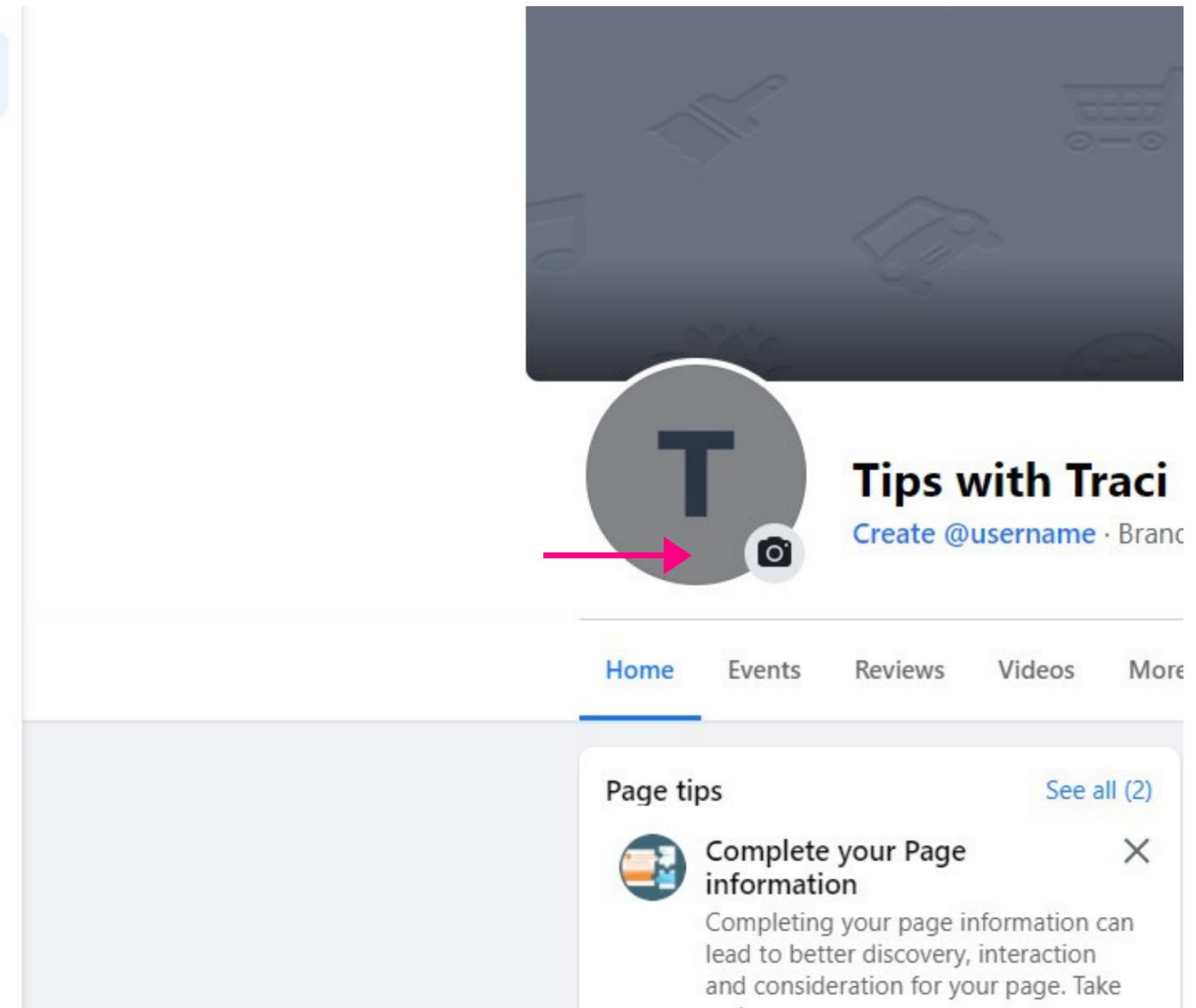
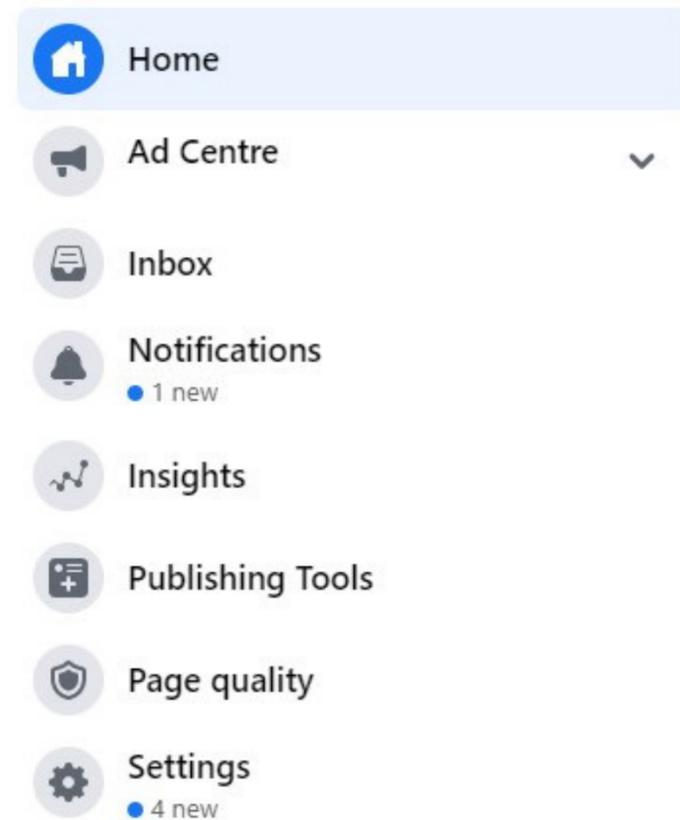
At the bottom of the form, there is a 'Create Page' button, which is highlighted with a pink arrow.

# Step 3

## Profile Picture

Choose a picture that represents your company well. This is one of the most important images as it will show up on all your posts, search results and whenever anyone shares your post on their timeline. A business logo works well.

- Click on the camera icon
- Click on Edit Profile Picture
- Choose Upload Photo
- Profile Picture displays at 170 X 170 Pixels on computers and 128 X 128 Pixels on smartphones and 36 X 36 on most feature phones.

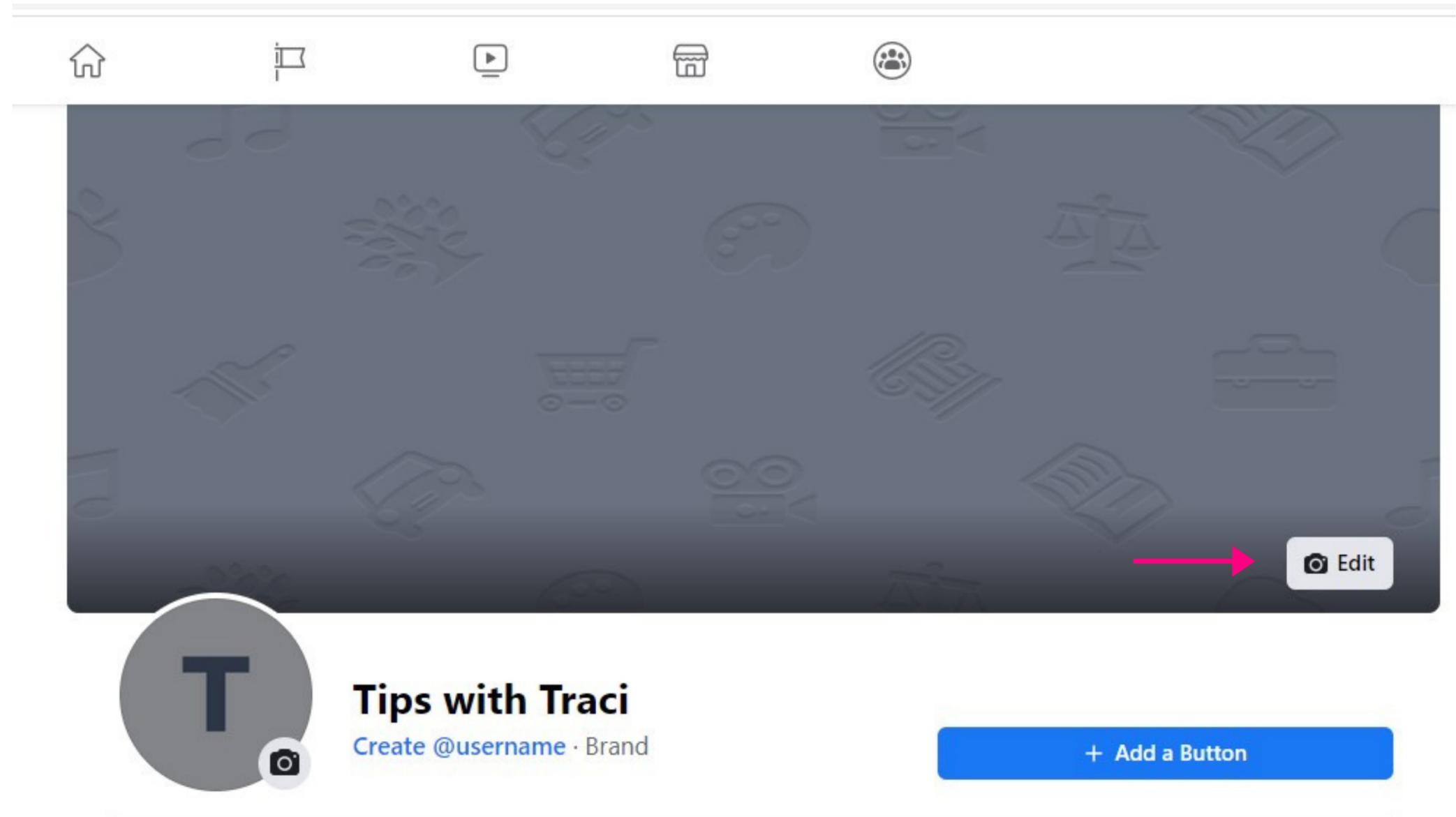


# Step 4

## Cover Photo

Choose an image showcasing your business.

- Click on the camera icon/edit
- Choose Upload Photo
- Cover photo displays at 820 X 312 Pixels on computers and 640 X 360 Pixels on smartphones
- Must be at least 400 pixels wide and 150 pixels tall
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes.



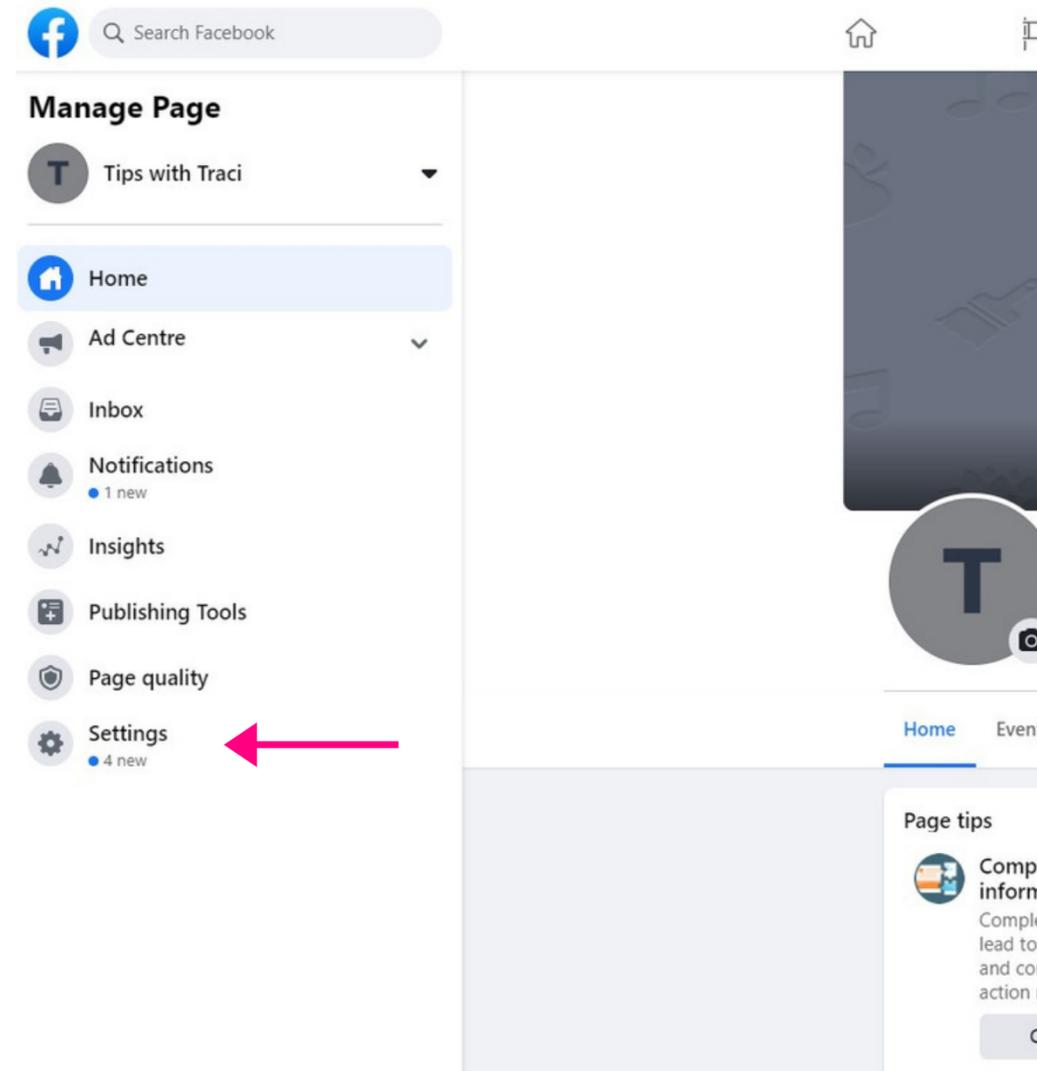
# Step 5

## General Settings

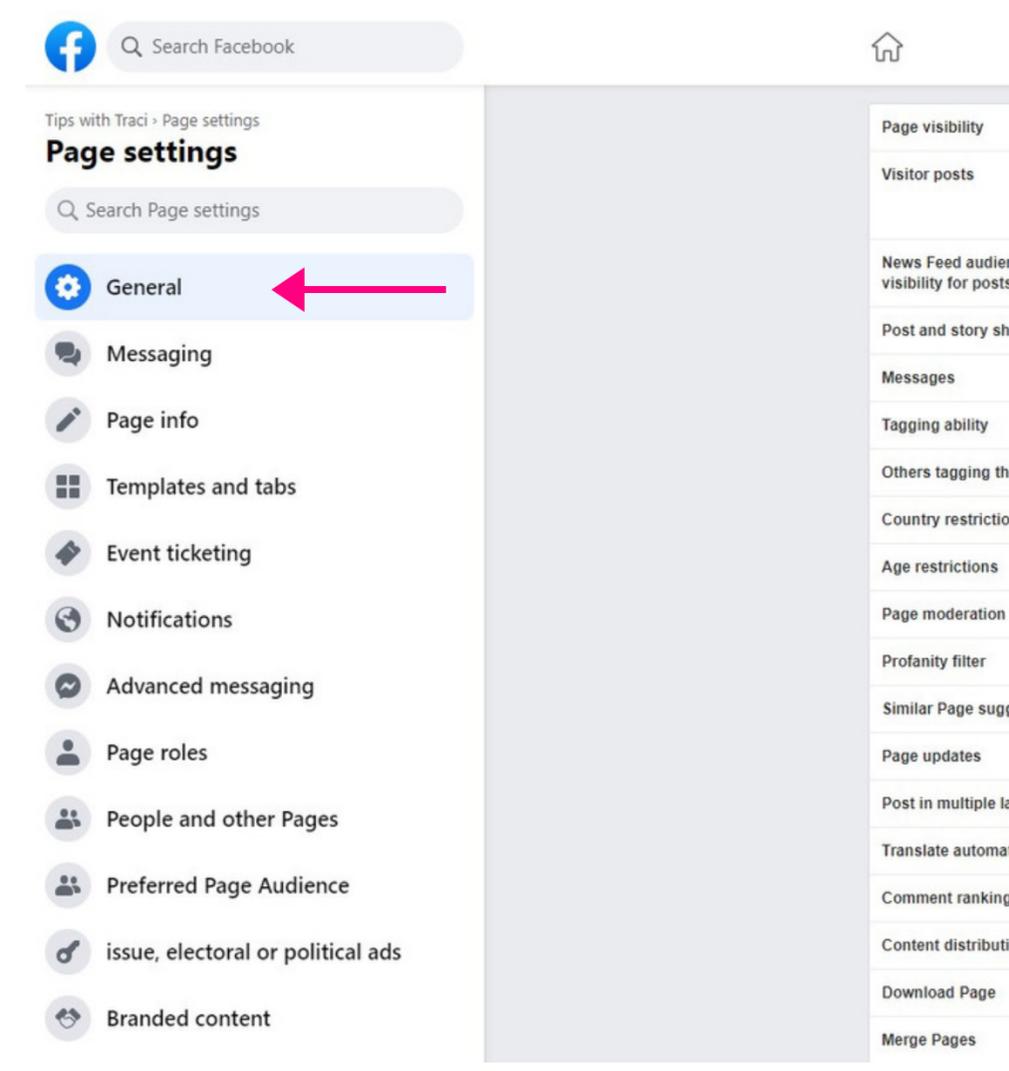
There are many settings however I will highlight the ones I feel are most important.

To get to settings:

- Click on Settings
- Click on General



Settings



General Settings

# Step 5

## General Settings

Edit the following settings:

- **Page visibility.** Your page defaults to publish when you create it but you can change to page unpublished it while you work on it. Click on Edit > Click on Page unpublished > Save Changes
- **Visitor Posts.** We want to Review posts by other people before they are published to the page. Posts by other people will be available for review in your activity log. Posts that are not approved may still appear in search, News Feed and other places on Facebook. Click on Edit > Click on Review posts by other people before they are published to the Page > Save Changes

**Page visibility**

Page published  
 Page unpublished [?]

---

[Save Changes](#) [Cancel](#)

**Visitor posts**

Allow visitors to the Page to publish Posts

Allow photo and video posts

Review posts by other people before they are published to the Page [?]

Disable posts by other people on the Page

---

[Save Changes](#) [Cancel](#)

# Step 5

## General Settings

Edit the following settings:

- **Age Restrictions** . If your page is not appropriate for younger people. When you select an age restriction for your Page, people younger than this won't be able to see your Page or its content. Click on Edit > Click on Age restrictions > Select age range > Save Changes
- **Profanity filter**. You can choose whether to block profanity from your Page, and to what degree. Facebook determines what to block by using the most commonly reported words and phrases marked offensive by the community. Click on Edit > Click on either Medium or Strong > Save Changes

Age restrictions  [?]

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Profanity filter  [?]

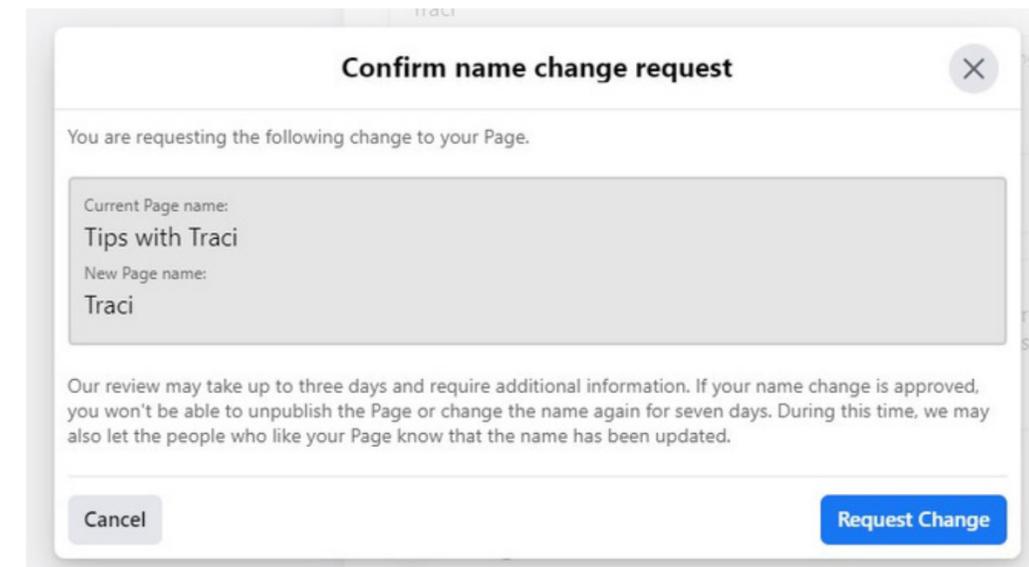
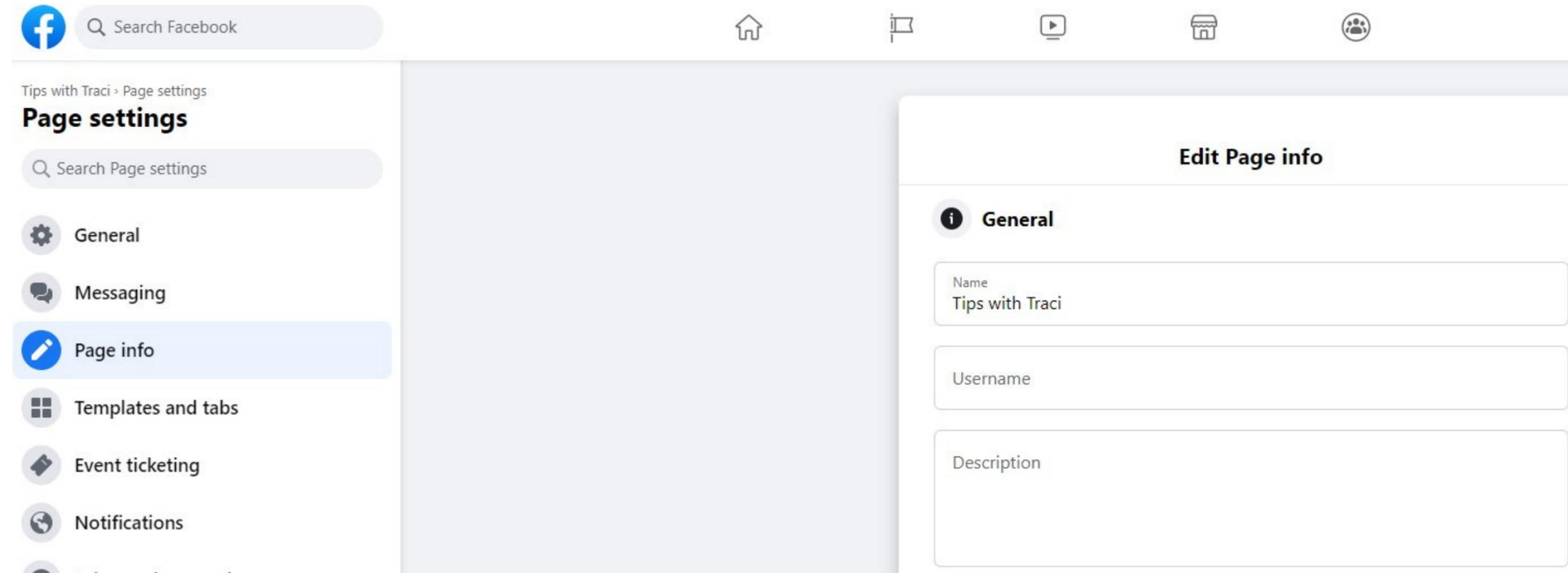
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# Step 6

## Page Info

We continue to add more information about our Business. Click on the left side Page info.

- Name . Should already be filled out but you can change it.
- To change it enter the new name. A request change box will come up.
- Click on Request Change.
- The review may take up to three days (but usually is done instantly) and require additional information. If your name change is approved, you won't be able to unpublish the Page or change the name again for seven days. During this time, they may also let the people who like your Page know that the name has been updated.

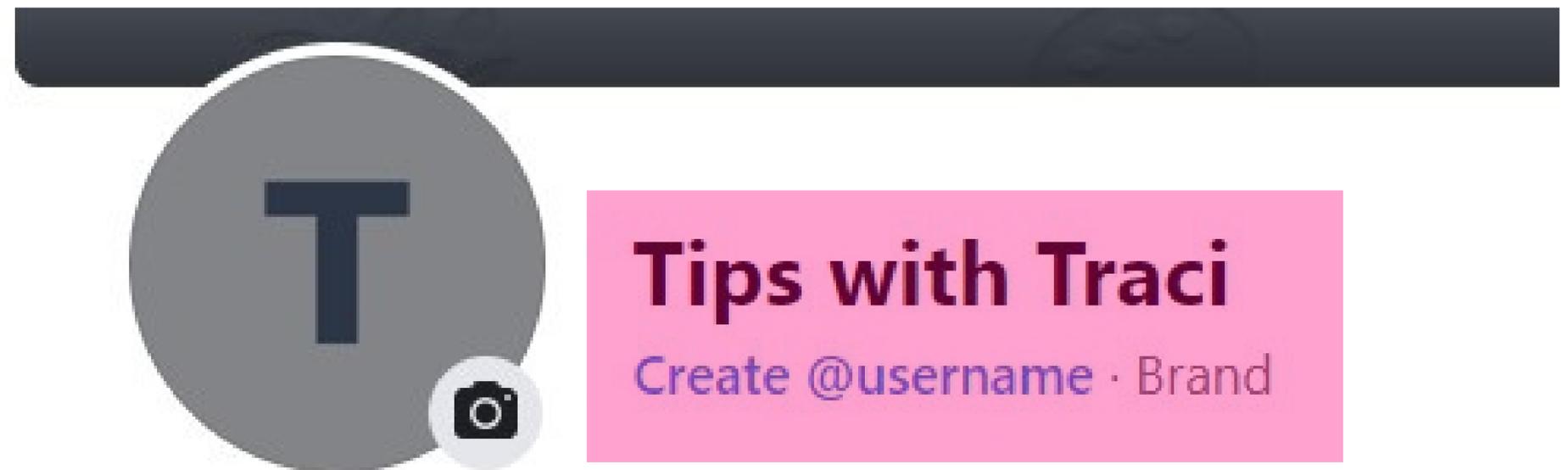
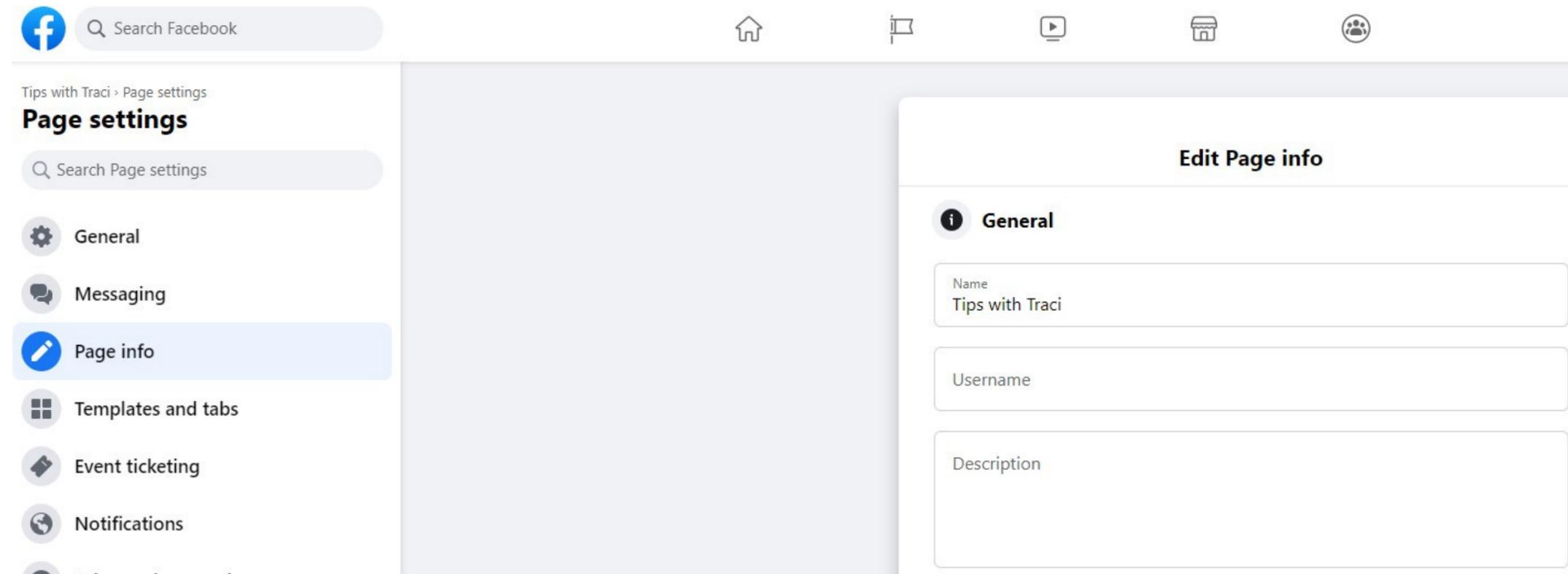


# Step 6

## Page Info

We continue to add more information about our Business. Click on the left side Page info.

- User Name . People can find your page in search when it has an uniquer username. Pages with username can also create custom URL's
- It also is displayed under your Page name beside your profile picture
- Enter your user name. If the name is available a green check mark will be displayed.
- If the name is already taken an error message will be displayed



# Step 6

## Page Info

We continue to add more information about our Business. Click on the left side Page info.

- **Description.** This was filled out when we created our page but you can update here.
- **Categories.** You can add more categories by typing in the field and choosing additional categories from the pop up list

The screenshot displays the Facebook 'Page settings' interface for 'Traci Gurney'. The left sidebar lists various settings categories, with 'Page info' selected. The main content area shows the 'Edit Page info' form. Under the 'General' section, the 'Name' field contains 'Traci Gurney', the 'Username' field contains 'tipswithtraci', and the 'Description' field contains the text: 'Teaching business owners the "how to" of digital marketing for business online. Check out tutorials and tips to help you market you business and grow your revenue.' Under the 'Categories' section, the 'Categories' field contains 'Brand x'. A help message at the bottom of the categories section reads: 'Help people find your Page by choosing categories that represent your Page. Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.'

# Step 6

## Page Info

Add your Contact & Location Information

- **Phone Number.** Enter phone number or click on My page doesn't have a phone number
- **Email Address.** You can add more categories by typing in the field and choosing additional categories from the pop up list
- **Website**
- **Location -** enter your address or click on My page doesn't have a location
- **Customer Visit My business -** uncheck this box if you've entered your address but want to hide your address from the page
- **Additional Location Details -** check the appropriate items
- **Service Areas** If you travel to provide goods or services to your customers, select up to ten neighbourhoods, towns/cities or regions to define your service area.

traci Gurney · Page settings

### Page settings

Search Page settings

- General
- Messaging
- Page info**
- Templates and tabs
- Event ticketing
- Notifications
- Advanced messaging
- Page roles
- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Branded content
- Instagram
- WhatsApp
- Featured
- Crossposting
- Page Support Inbox
- Payments
- Page management history
- Activity log

### Contact

Phone number

My Page doesn't have a phone number

Email address  
hello@tracigurney.com

My Page doesn't have an email address

Website  
https://tracigurney.com

My Page doesn't have a website

### Location

Address

City Postal code

Click and drag to reposition location

My Page doesn't have a location

Customers visit my business at my street address (unticking this box will hide the address from your Page)

**Additional Location Details** 3/3 completed

### Service area

Service area

# Step 6

## Page Info

Add your Hours & additional information

- **Hours.** Click on the appropriate item. If you click on Open during selected hour you will be able to add specific days & times.
- **Temporary Service Changes.** If your services have changed due to Covid-19
- **Privacy Policy** - direct them to your website's privacy policy
- **Products-** add your products here.
- **Additional Information** - this is another opportunity to describe your company and the benefits you can provide to your customers.
- **Price Range** - Click on the price ranges that represents your company best OR choose either Unspecified or Not applicable
- **Other Accounts:** Add your other social account by entering your user name and choosing the social account

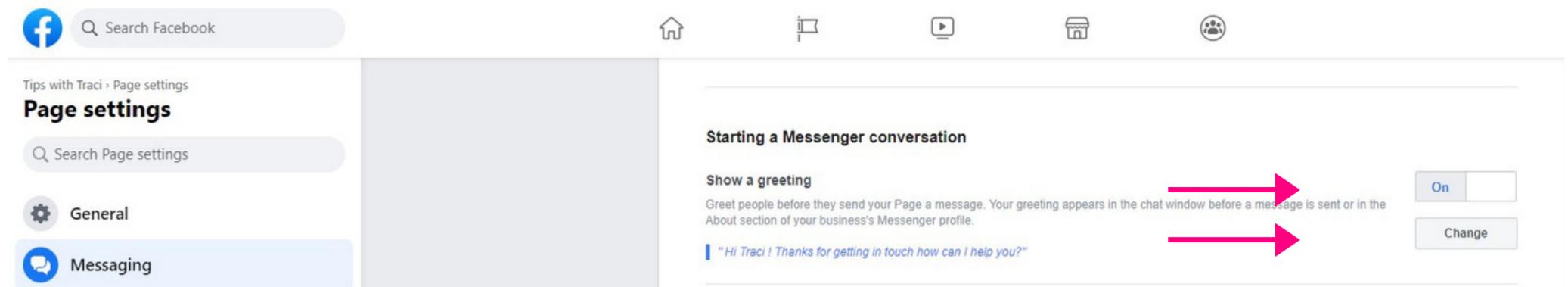
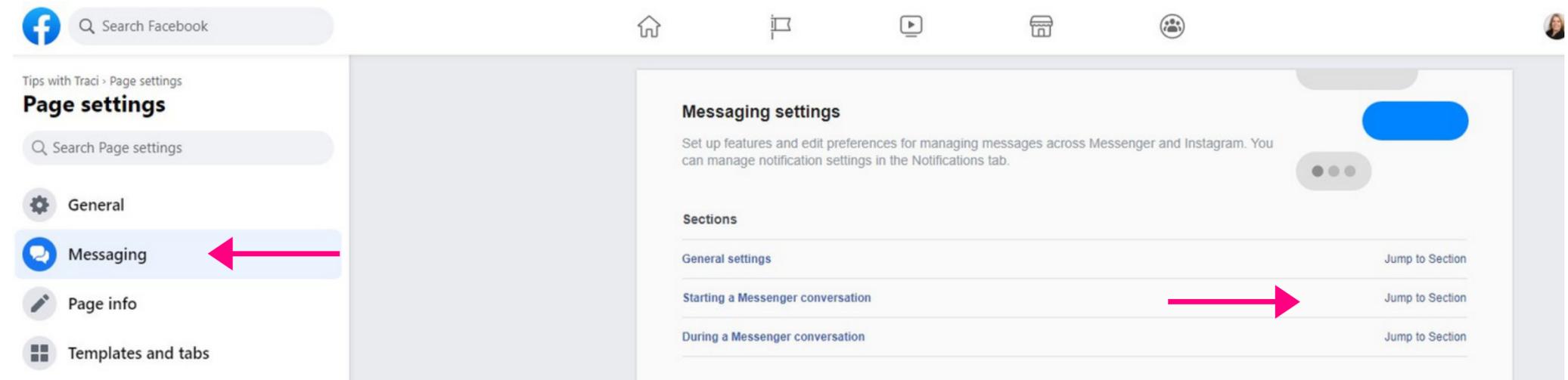
The screenshot shows the Facebook Page settings interface for 'Traci Gurney'. The left sidebar is titled 'Page settings' and includes a search bar and a list of categories: General, Messaging, Page info (highlighted), Templates and tabs, Event ticketing, Notifications, Advanced messaging, Page roles, People and other Pages, Preferred Page Audience, issue, electoral or political ads, Branded content, Instagram, WhatsApp, Featured, Crossposting, Page Support Inbox, Payments, Page management history, and Activity log. The main content area is divided into two sections: 'Hours' and 'Temporary service changes'. The 'Hours' section has four radio button options: 'No Hours Available', 'Always open' (selected), 'Permanently closed', and 'Open during selected hours'. Below these is a note: 'Update your business hours so search results show when your location is open.' The 'Temporary service changes' section has three radio button options: 'Open with service changes', 'Temporarily closed', and 'Operating as usual'. Below these is a note: 'Choose an option to indicate how your services have changed due to coronavirus (COVID-19)'. At the bottom, there is a 'More' section with three expandable boxes: 'Privacy Policy' (with a URL), 'Impressum', and 'Products' (listing 'Online Courses' and 'Consulting'). A final 'Additional information' box contains text about marketing campaigns.

# Step 7

## Messaging

Set up features for managing messaging. Click on Messaging underneath General on the left side.

- Show A Greeting . Greet people before they send your Page a message. Your greeting appears in the chat window before a message is sent or in the About section of your business's Messenger profile. Click on Jump to Section.
- Click the Show Greeting button On.
- Your message will be displayed.
- To change message . Click on Change

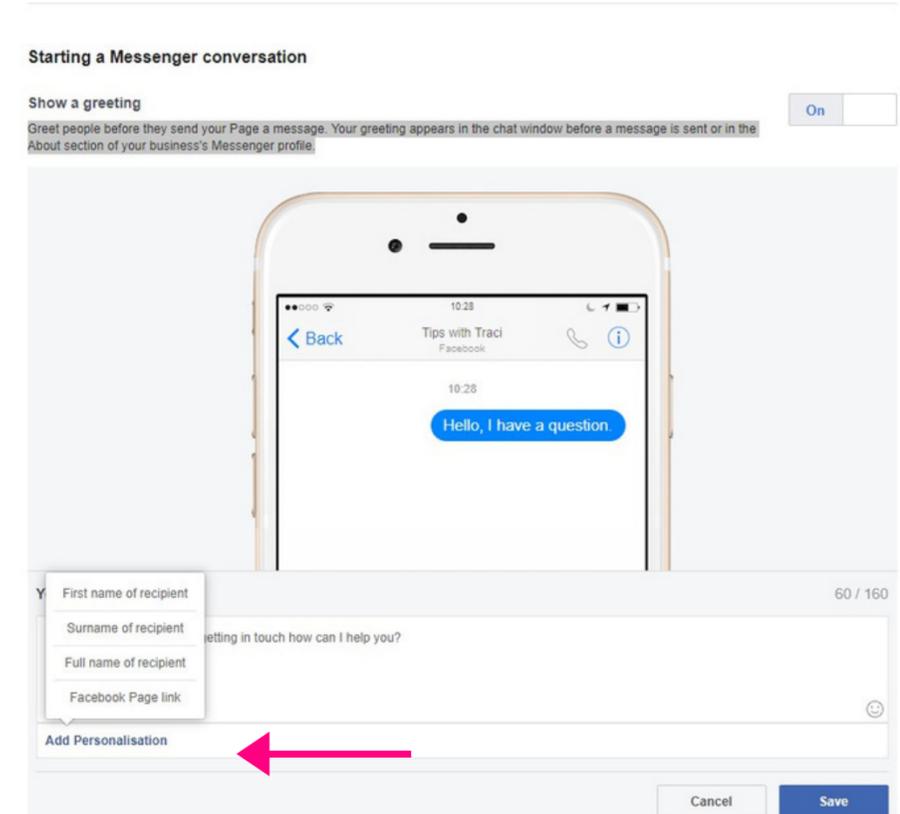
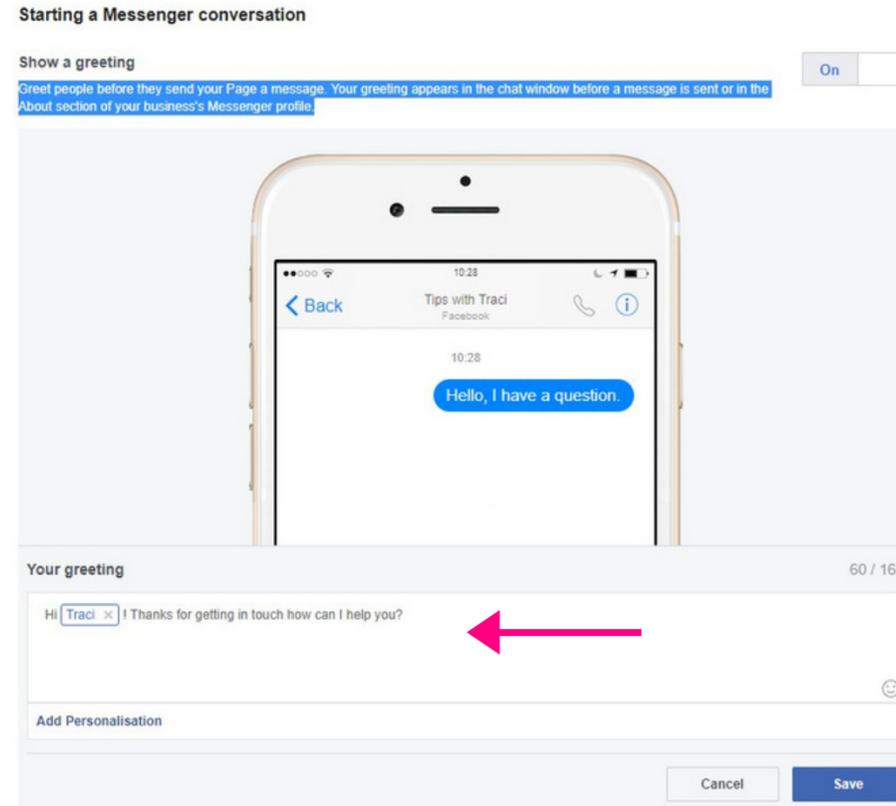


# Step 7

## Messaging

Enter your message here.

- Your message can be 160 characters
- Personalisation. You can customize your message to display a personalized greeting by clicking on one of the following:
  - First name of recipient
  - Surname of recipient
  - Full name of recipient
  - Facebook page link
- Click on Save



# Step 7

## Messaging - Automated Responses

Customise responses that are automatically sent to people in the "Automated responses" tab in Inbox.

- Click on Setup

The screenshot shows the Facebook Page settings interface for a page named 'Traci'. The left sidebar contains a list of settings categories: General, Messaging (highlighted), Page info, Templates and tabs, Event ticketing, Notifications, Advanced messaging, Page roles, People and other Pages, Preferred Page Audience, issue, electoral or political ads, and Branded content. The main content area is titled 'Starting a Messenger conversation' and includes the following sections:

- Show a greeting:** A toggle switch is set to 'On'. Below it is a text input field containing the message: "Hi Traci ! Thanks for getting in touch how can I help you?". A 'Change' button is located to the right.
- Your Messenger URL:** A link icon is followed by the text 'Your Messenger link' and the URL 'm.me/108842767634450'. A 'Copy Link' button is to the right.
- Add Messenger to your website:** A 'Get Started' button is located to the right.
- During a Messenger conversation:**
  - Set up automated responses:** This section is highlighted with a red arrow. It includes the text 'Customise responses that are automatically sent to people in the "Automated responses" tab in Inbox.' and a 'Set Up' button.
  - Show who's sending messages on behalf of your Page:** A toggle switch is set to 'Off'.

# Step 7

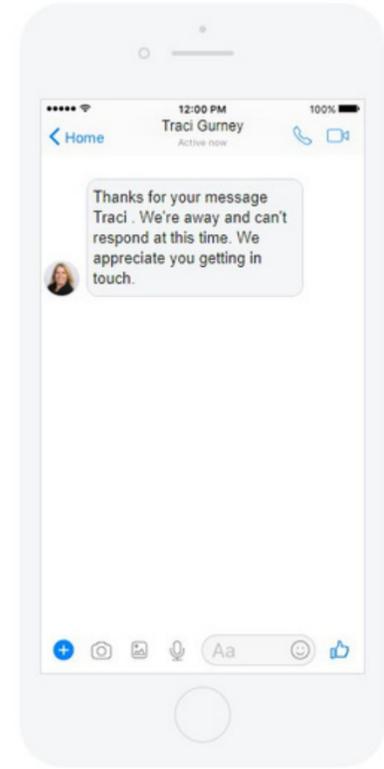
## Messaging - Automated Responses

Toggle on the automated responses you want to use. These are determined by the information provided in Page info.

- Instant Reply - Respond to the first message someone sends your Page
- Away - Respond to all incoming messages that you're not available. Click on Edit to enter specific days & times
- FAQ - Responds to Frequently asked questions such as hours or directions
- Contact information Will provide contact information
- Hours- will show hours if provided in page info
- Location - will provide address
- Follow Up

The screenshot shows the Facebook Page settings for 'Automated Responses'. The 'Away message' section is highlighted, and the 'Edit' button is pointed to by a pink arrow. The 'Away message' is currently turned off. The 'Schedule' section shows the time zone as 'America/Vancouver' and the schedule for each day of the week.

Day	Schedule
Sunday	None
Monday	None
Tuesday	None
Wednesday	None
Thursday	00:00 - 23:59
Friday	None
Saturday	None



# Step 8

## Templates & Tabs

Click on Templates and Tabs. Choose A Template for the layout of your page. The template will provide the buttons on the toolbar and the Tabs.

Default is Standard. Click on Edit to see all options. For instance Business, Non-Profit, Services, Shop etc.

- **Tabs** - toggle the items on or off in order for them to show up on your page
- **Arrange Tab** - Click on the tab and move up or down to rearrange how it will appear on your business page

The screenshot shows the Facebook Page settings interface for Traci Gurney. The 'Page settings' menu is on the left, with 'Templates and tabs' highlighted and a red arrow pointing to it. The main content area on the right is divided into two sections: 'Templates' and 'Tabs'. The 'Templates' section shows the current template is 'Business' with an 'Edit' button. The 'Tabs' section lists various tabs with toggle switches: Home, Offers (on), Reviews (on), About, and Services (on). A 'Reset to Default' link is visible at the top right of the Tabs section.

# Step 9

## Notifications

Select Notification on the left sidebar and choose the items you want to be notified for.

Be selective as you don't want notifications for every event.

The screenshot shows the Facebook Page settings interface for Traci Gurney. The left sidebar contains the following menu items: General, Messaging, Page info, Templates and tabs, Event ticketing, Notifications (highlighted), Advanced messaging, Page roles, People and other Pages, Preferred Page Audience, issue, electoral or political ads, Branded content, and Instagram. The main content area is titled 'Page settings' and includes a search bar for 'Page settings'. The 'On Facebook' section is expanded, showing notification preferences for various activities. The 'Messages' section is also visible, showing notification preferences for messages sent to the page.

Traci Gurney › Page settings  
**Page settings**  
Search Page settings

- General
- Messaging
- Page info
- Templates and tabs
- Event ticketing
- Notifications**
- Advanced messaging
- Page roles
- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Branded content
- Instagram

**On Facebook**

- Get a notification each time there is activity on your Page or an important Page update.
- Get one notification every 12–24 hours on all activity and updates on your Page during that time.
- Off

**Edit your notification settings for:**

New Page mention	Turn On
New Page review	Turn Off
New post comment	Turn Off
Edits to Comments you have written	Turn On
New Subscribers to events	Turn On
New followers of Page	Turn On
New Likes on Page post	Turn Off
New Likes	Turn Off
Edits to Posts you have written	Turn On
New shares for Page posts	Turn On

**Messages**  
Get a notification when someone sends your Page a message on Messenger or Instagram Direct. Push notifications for the Pages Manager app can be managed on the app.

- On
- Off

**Email**

- Get an email each time there is activity on your Page or an important Page update.
- Off

**Text Messages**

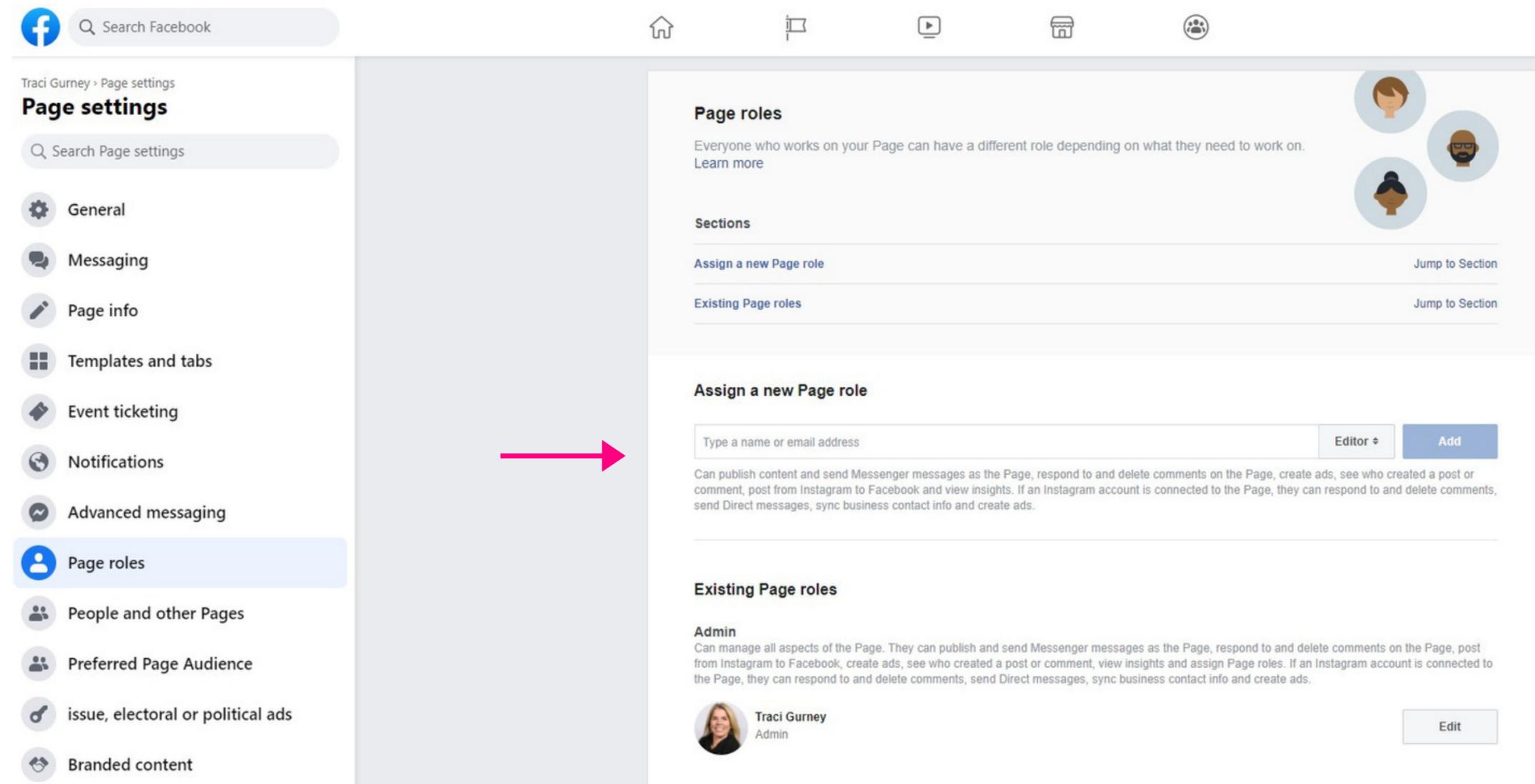
- On
- Off

# Step 10

## Page Roles

Add other people to help manage your page. Enter name or email address into Assign a new Page role. User must have a Facebook account. Click on add and an invitation will be sent to them. You have several options to choose from:

- **Admin**- They have all the same permissions that you have to make changes to the page. Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights and assign Page roles. If an Instagram account is connected to the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.



The screenshot shows the Facebook Page settings interface for Traci Gurney. The left sidebar contains a list of settings categories: General, Messaging, Page info, Templates and tabs, Event ticketing, Notifications, Advanced messaging, Page roles (highlighted), People and other Pages, Preferred Page Audience, issue, electoral or political ads, and Branded content. A pink arrow points from the 'Page roles' menu item to the main content area. The main content area is titled 'Page settings' and includes a search bar. Below the search bar, there are sections for 'Page roles' and 'Assign a new Page role'. The 'Page roles' section includes a description, a 'Learn more' link, and two links: 'Assign a new Page role' and 'Existing Page roles', both with 'Jump to Section' links. The 'Assign a new Page role' section features a text input field with the placeholder 'Type a name or email address', an 'Editor' dropdown menu, and an 'Add' button. Below this is a detailed description of the Admin role. The 'Existing Page roles' section lists 'Traci Gurney' as an Admin with an 'Edit' button.

# Step 10

## Page Roles

- Editor - Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook and view insights.
- Moderator - Can send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment and view insights.
- Advertiser - Can create ads, see who created a post or comment and view insights. If an Instagram account is connected to the Page, they can create ads.
- Analyst - Can see which admin created a post or comment and view Insights.

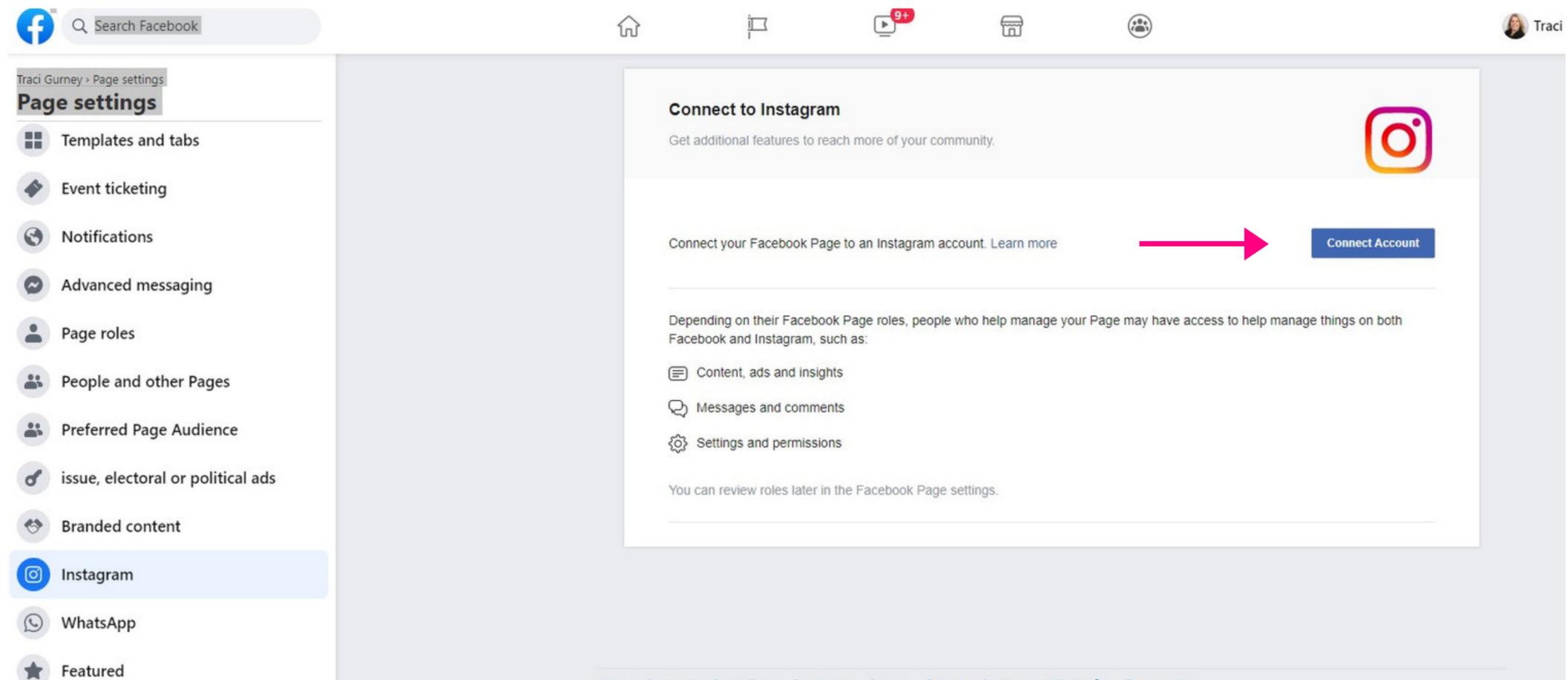
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# Step 11

## Instagram

Connect your Instagram account to your Facebook page. You must be an admin or editor to connect or disconnect your pages.

- Click on Connect Account
- Enter Instagram login credentials
- Click on Login
- Your Instagram is connected
- Go to bottom of page to disconnect



The screenshot shows the Facebook Page settings interface for a user named Traci Gurney. The left sidebar lists various settings categories, with 'Instagram' highlighted in blue. The main content area displays the 'Connect to Instagram' section, which includes the Instagram logo, a 'Connect Account' button, and a list of permissions that will be granted upon connection. A pink arrow points to the 'Connect Account' button.

Traci Gurney > Page settings

**Page settings**

- Templates and tabs
- Event ticketing
- Notifications
- Advanced messaging
- Page roles
- People and other Pages
- Preferred Page Audience
- issue, electoral or political ads
- Branded content
- Instagram**
- WhatsApp
- Featured

**Connect to Instagram**  
Get additional features to reach more of your community.

Connect your Facebook Page to an Instagram account. [Learn more](#) **Connect Account**

Depending on their Facebook Page roles, people who help manage your Page may have access to help manage things on both Facebook and Instagram, such as:

- Content, ads and insights
- Messages and comments
- Settings and permissions

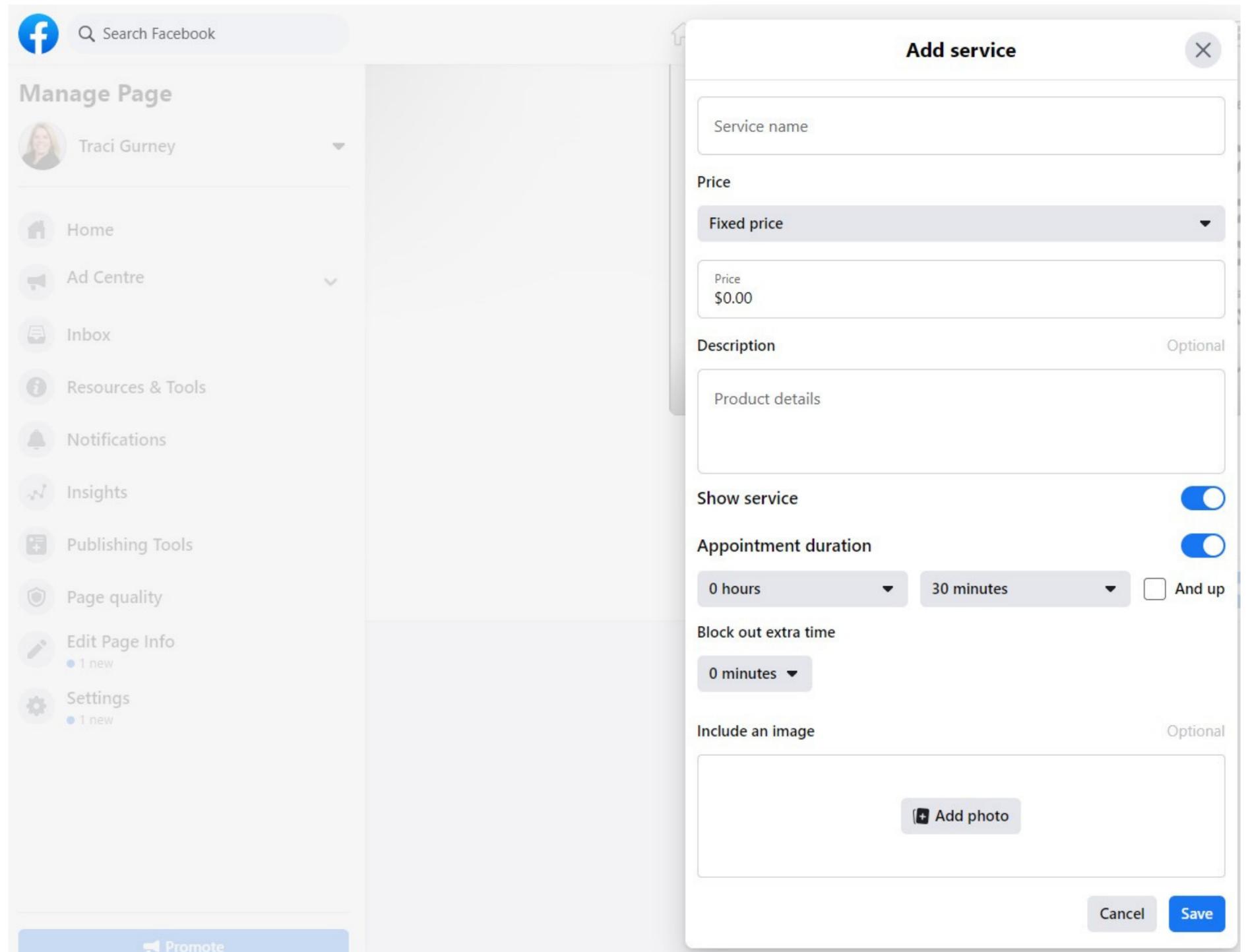
You can review roles later in the Facebook Page settings.

# Step 12

## Services

Go to your Business Page and click on Service Tab. If you don't see it go back to the Template & Tab Section and toggle it on.

- Click on Add a Service
- Enter Service Name
- Enter Price - it can be fixed or a variable
- Product Details - enter descriptions
- Click on Show Service in order for it to appear in the Services section
- Add appointment duration if applicable
- Add an image by clicking on add photo
- Click on Save
- Edit or Delete Services by going to the Service tab, click on the 3 dots at the right top of the service item and choose either edit or delete.
- You can rearrange services by click on them and moving them up or down



The image shows a screenshot of the Facebook 'Add service' dialog box. The background is the 'Manage Page' interface for Traci Gurney, with a sidebar containing navigation options like Home, Ad Centre, Inbox, Resources & Tools, Notifications, Insights, Publishing Tools, Page quality, Edit Page Info, and Settings. The 'Add service' dialog box is open on the right, featuring the following fields and controls:

- Service name:** A text input field.
- Price:** A dropdown menu set to 'Fixed price' and a text input field showing '\$0.00'.
- Description:** A text area labeled 'Product details' with the word 'Optional' to its right.
- Show service:** A toggle switch that is currently turned on.
- Appointment duration:** A dropdown menu set to '0 hours', another dropdown menu set to '30 minutes', and a checkbox labeled 'And up' which is currently unchecked.
- Block out extra time:** A dropdown menu set to '0 minutes'.
- Include an image:** A text area with a button labeled 'Add photo' and the word 'Optional' to its right.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom right of the dialog.

# Step 13

## Offers

Go to your Business Page and click on Offers Tab. If you don't see it go back to the Template & Tab Section and toggle it on.

- Click on Create Offer
- Choose what type of discount your offer is
- Enter Value in the price field
- Enter Item or Services
- Enter description
- Add photos - don't use text on your image
- Add expiry date
- Add where the offer is available
- Create a button
- Add Terms & Condition
- Add promo code if required
- Click on Publish
- Edit or Delete Offers by going to the Publishing Tools on the left side panel
- Click on the offer to delete or edit
- Click on the dropdown Actions button

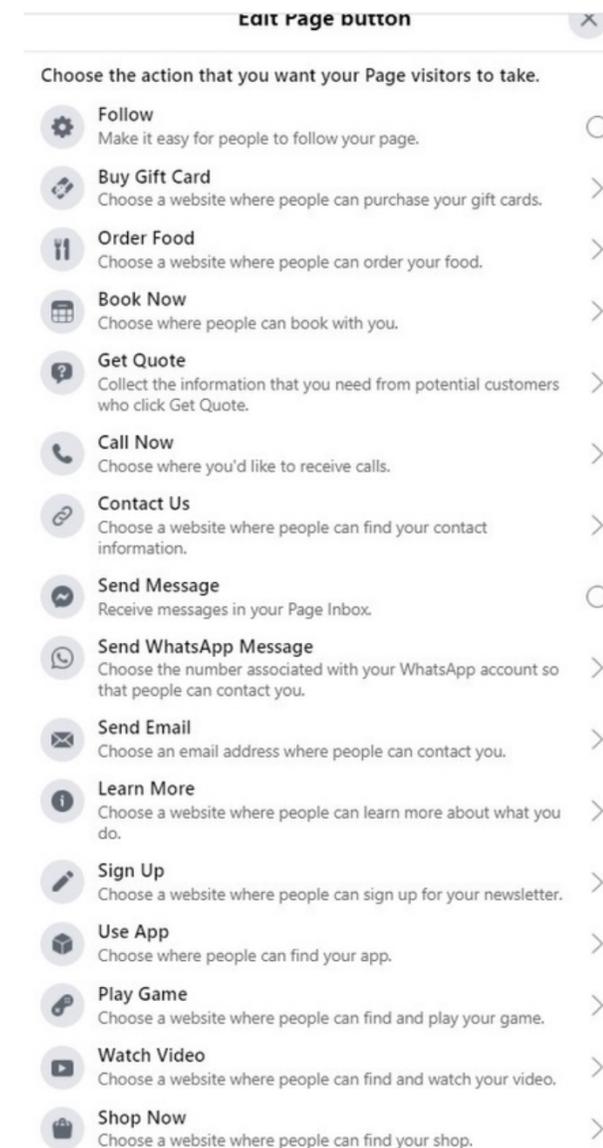
The screenshot shows the Facebook 'Add service' dialog box. The background is the 'Manage Page' interface for Traci Gurney, with a search bar at the top and a navigation menu on the left. The 'Add service' dialog has a title bar with a close button. It contains several input fields and options: 'Service name' (text input), 'Price' (dropdown menu set to 'Fixed price'), 'Price' (text input showing '\$0.00'), 'Description' (text area with 'Optional' label), 'Show service' (toggle switch, turned on), 'Appointment duration' (toggle switch, turned on), '0 hours' (dropdown), '30 minutes' (dropdown), and 'And up' (checkbox), 'Block out extra time' (dropdown showing '0 minutes'), 'Include an image' (text area with 'Optional' label and 'Add photo' button), and 'Cancel' and 'Save' buttons at the bottom right.

# Step 14

## Call To Action

Create a Call to Action Button on your Facebook Business Page

- Click on Add Button
- Choose Option and enter information required

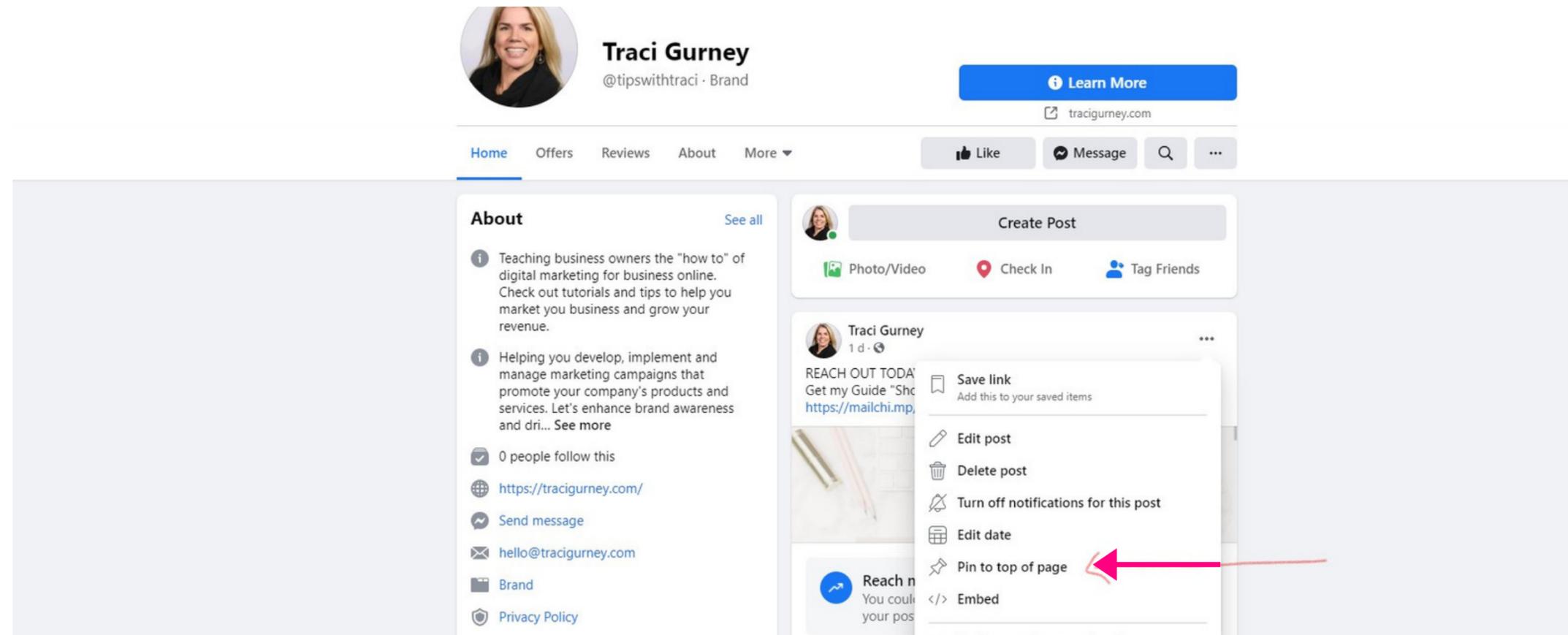


# Step 15

## Pinned Post

Create a post and pin it to the top of your page.  
Choose an marketing option rather than allowing for random updates.

- Create Post
- Click 3 dots on post
- Click on Pin at top of Page
- If you pin another post it will remove the last one.
- Unpin a post in the same when you want to remove the pinned post.



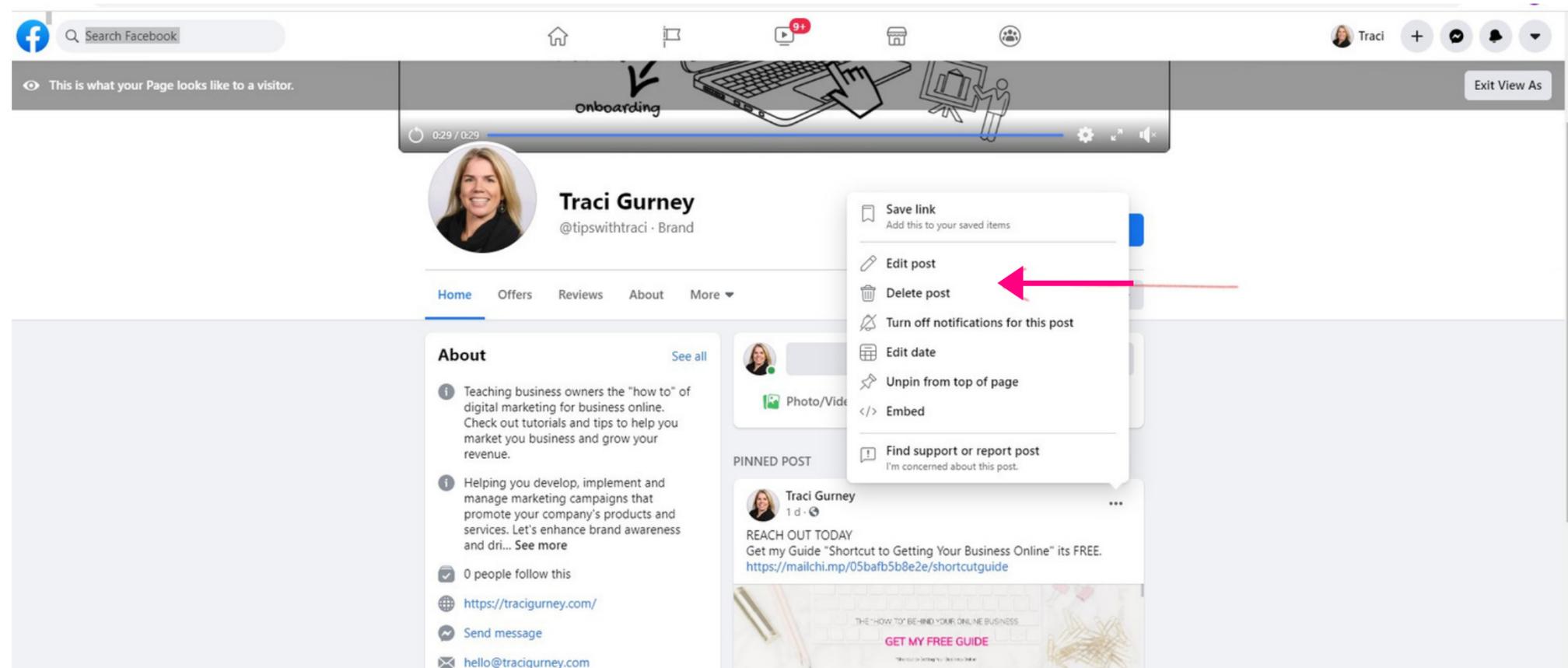
The screenshot shows the Facebook profile page for Traci Gurney (@tipswithtraci). The profile header includes her name, brand name, and a 'Learn More' button. Below the header is a navigation bar with 'Home', 'Offers', 'Reviews', 'About', and 'More'. The main content area is divided into two columns. The left column is the 'About' section, which includes a description of her business, a link to her website, and contact information. The right column shows a 'Create Post' button and a list of posts. The top post is by Traci Gurney, dated 1 day ago, with the text 'REACH OUT TODAY! Get my Guide "Sho...' and a link to 'https://mailchi.mp...'. A context menu is open over this post, listing options: 'Save link', 'Edit post', 'Delete post', 'Turn off notifications for this post', 'Edit date', 'Pin to top of page', and 'Embed'. A red arrow points to the 'Pin to top of page' option.

# Step 16

## Remove Status Update Posts

Every update creates a post to your timeline.  
Remove any posts that shouldn't be there.

- Click on the 3 dots on the post and click delete
- For Cover Photo and Profile Pic click on 3 dots on the post and choose hide from timeline



# Step 17

## Add descriptions to Photos & Create More Content

Add relevant information to your photos and/or videos by going to the Photo tab. Do not keyword stuff.

- Click on an image
- Click on edit and add description
- Click on Finished editing

Add more content to you page to make it more interesting to your visitors and keep it up.

Continually post comapny updates, videos or new articles from you website.

The screenshot shows the Facebook settings interface for a page named 'Traci Gurney'. The left sidebar contains navigation options: 'Inbox', 'Messages' (with sub-options for 'All messages', 'Messenger', and 'Instagram Direct'), 'Comments & More' (with sub-options for 'Facebook' and 'Instagram'), and 'Automated Responses' (highlighted in blue). The main content area is divided into two sections. The top section, 'Automated responses', includes settings for 'Greet people', 'Instant reply' (turned on), 'Away message' (set to 'Off'), 'Share and get information', 'Frequently asked questions' (turned on), 'Contact information', 'Location', 'Send confirmations', 'Job application received', and 'Follow-up'. The bottom section, 'Away message', shows the 'Off' status and provides instructions on how to set an away message. Below this, a 'Schedule' section lists days of the week with corresponding times, all currently set to 'None'. A blue 'Edit' button is located at the bottom of the 'Away message' section, with a pink arrow pointing to it from the right. On the far right, a mobile phone mockup displays a text message that reads: 'Thanks for your message Traci . We're away and can't respond at this time. We appreciate you getting in touch.'

# FOR MORE INFORMATION

Contact me at [www.tracigurney.com](http://www.tracigurney.com)

Also check out my YouTube Video Tutorial

<https://youtu.be/ksUiuPcKi00>