

IMPORTANT:

Facebook has slowly been rolling out updates and not every page has the same layout. Unfortunately there is not a way to confirm, but rather you will have compare your page to the images below and find which is yours. We have included the step for both Classic and New.

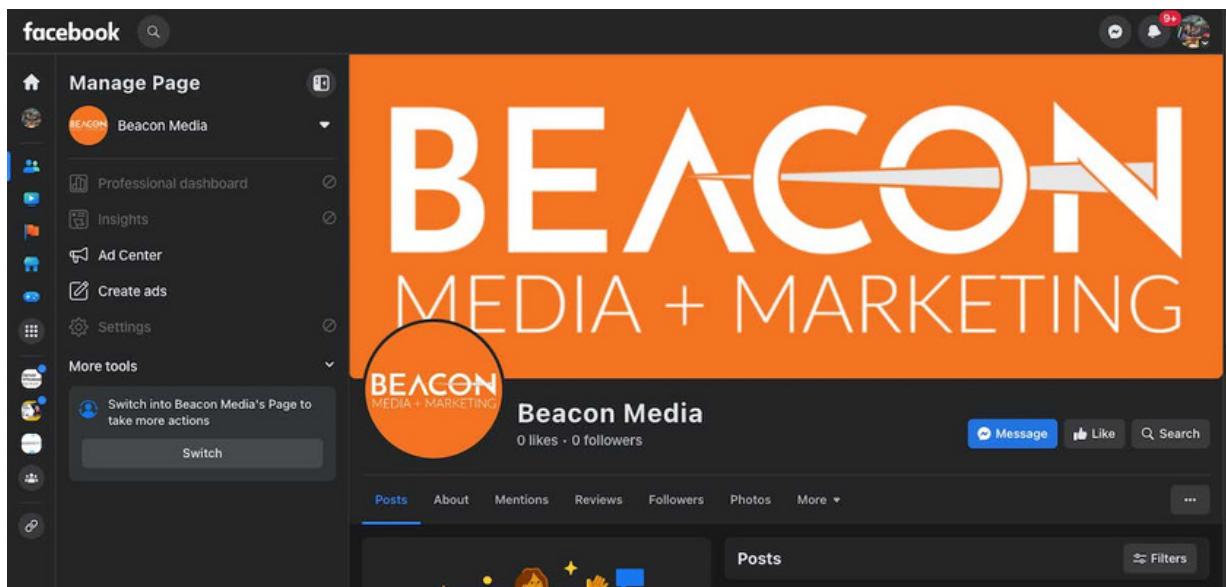
Adding Beacon With New Pages Experience

STEP 1

Go to www.facebook.com

STEP 2

Go to your FB Page



STEP 3

Check to see if you are switched into your FB page profile in the top right

- If you see your personal profile picture then you will need to switch
- If you see the profile picture for your page you may skip to Step #8



STEP 4

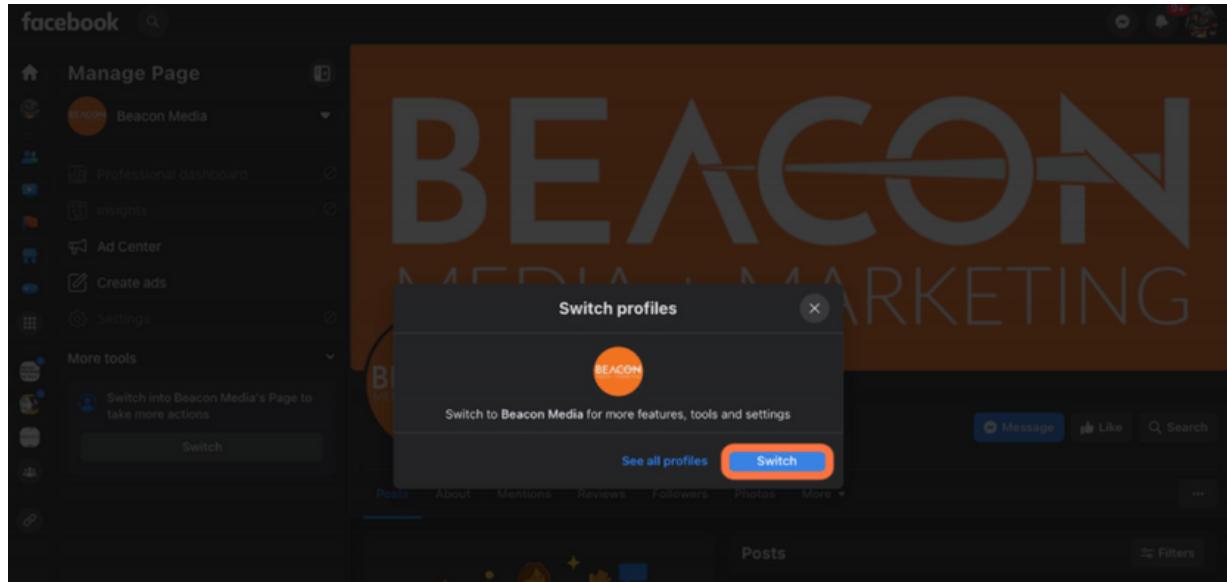
Click the switch button on the left side.

- If you do not see the switch button go to step #6



STEP 5

Click "Switch"
Go to Step #9



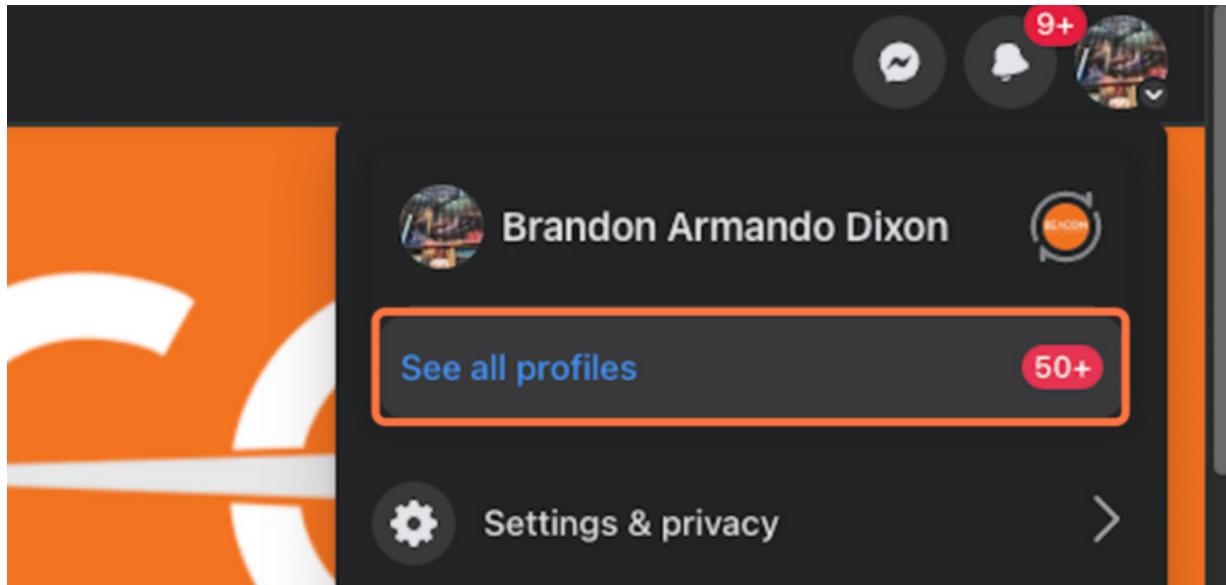
STEP 6

Click on your profile picture in the top right



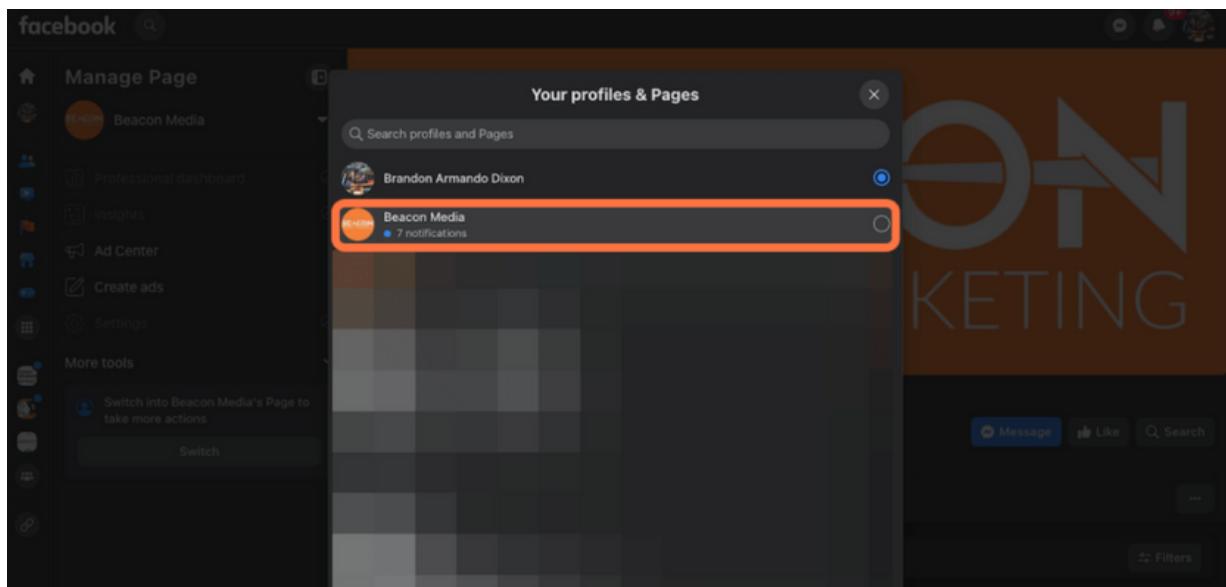
STEP 7

Click on "See all profiles"



STEP 8

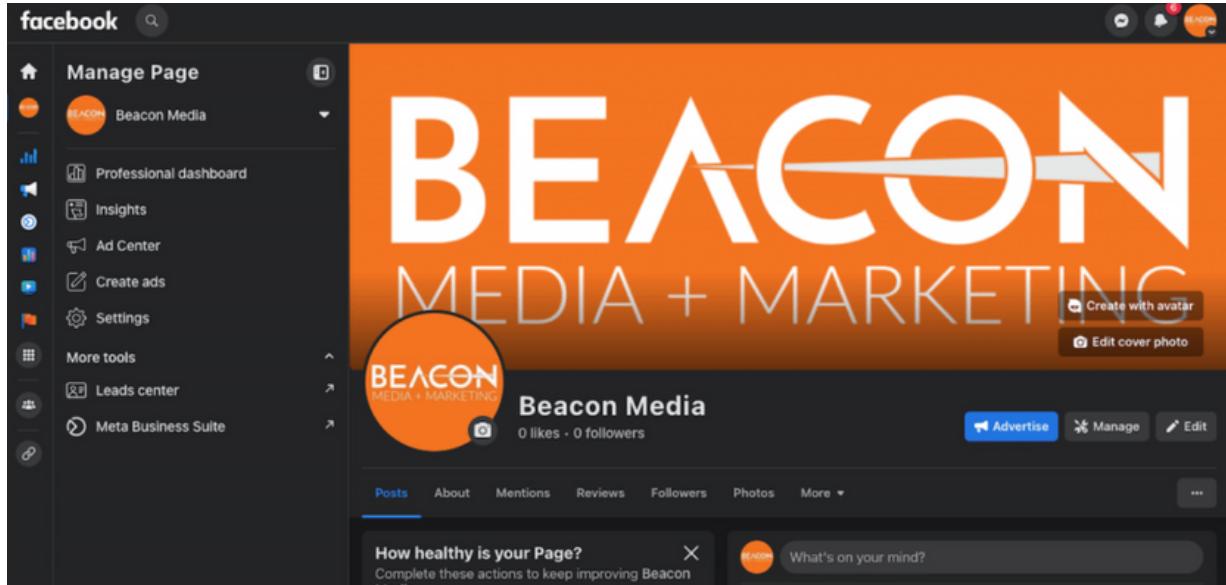
Click on your page



STEP 9

If you see settings on the left go to step #10

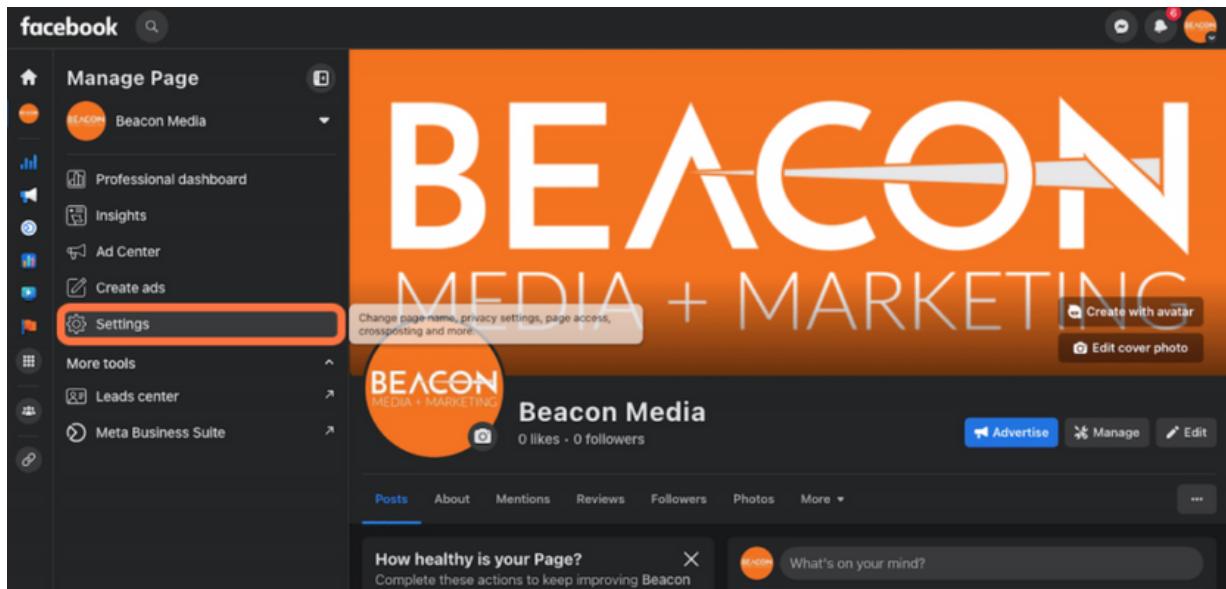
If you don't go to step #11



STEP 10

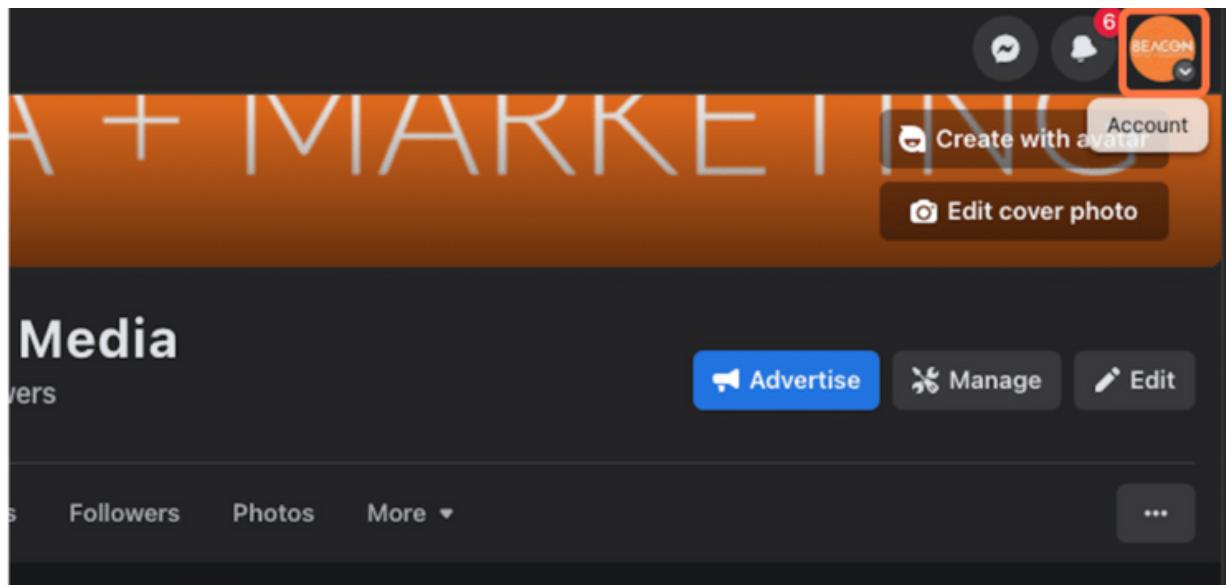
Click settings on the left hand side

Go to step #14



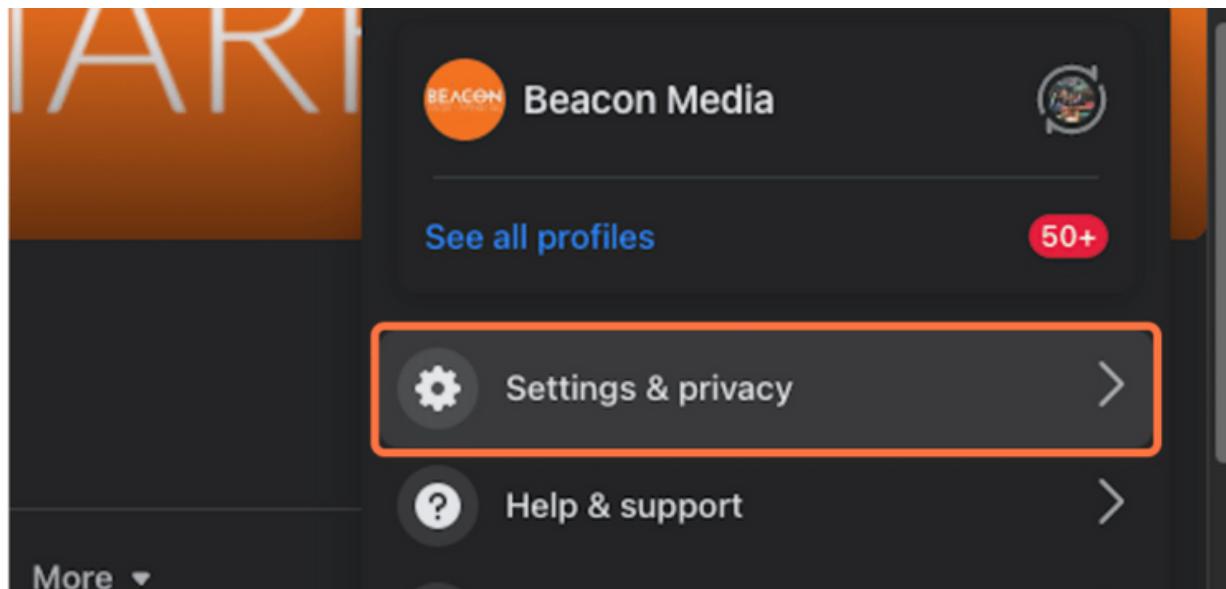
STEP 11

Click on profile picture in top right



STEP 12

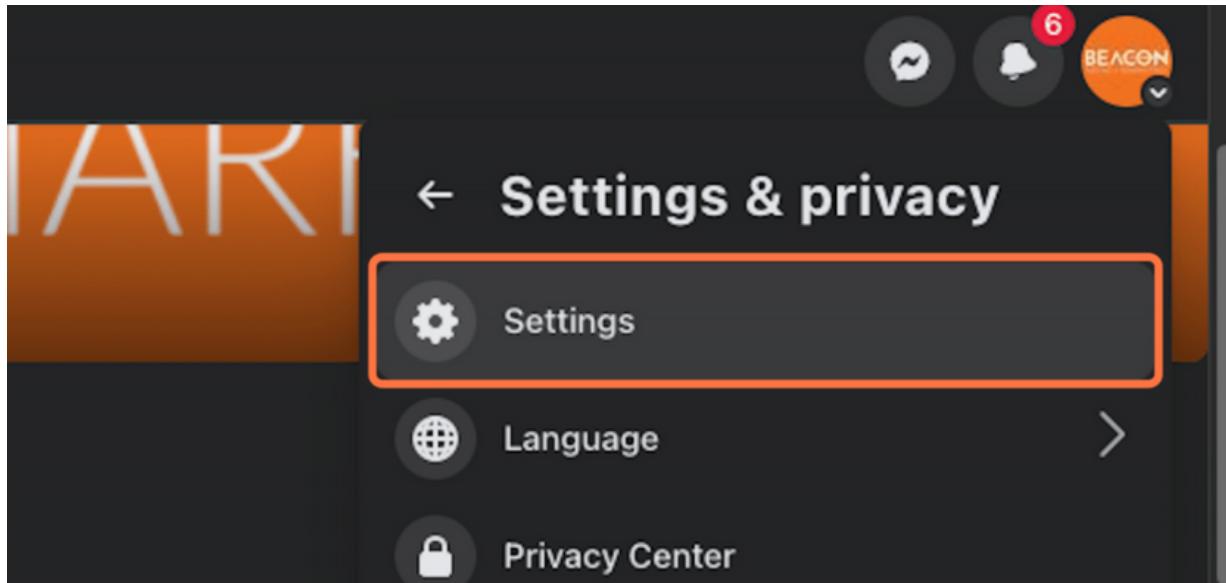
Click on "Settings & privacy"



STEP 13

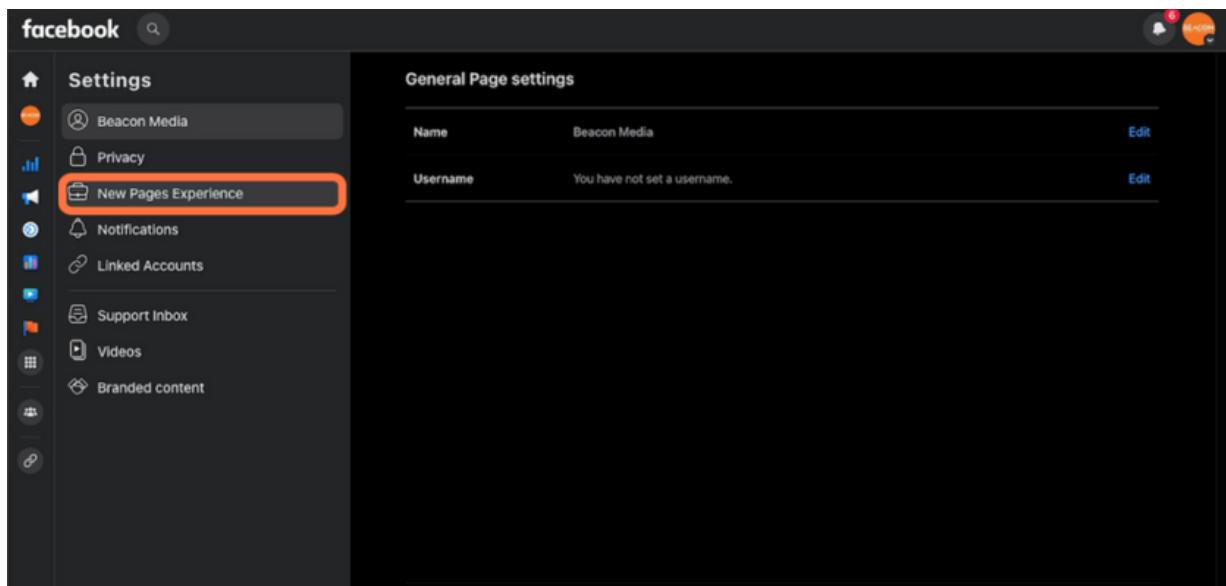
Click on "Settings"

Go to step #14



STEP 14

Click on "New Pages Experience"

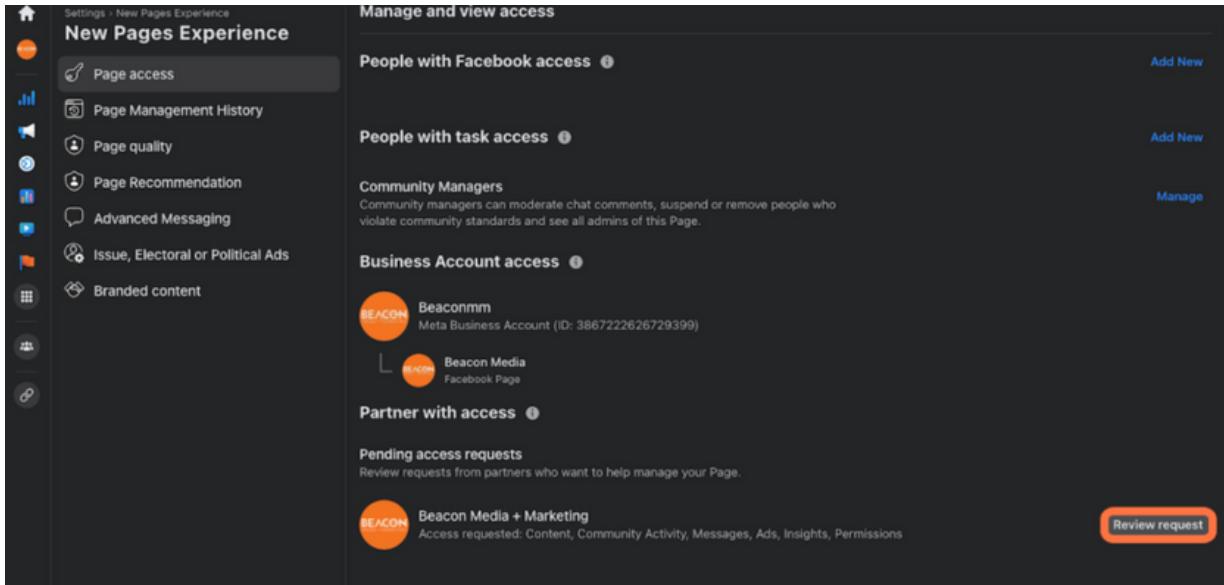


STEP 15

Find our request at the bottom and click review request.

If you don't see this request reach out to Beacon team

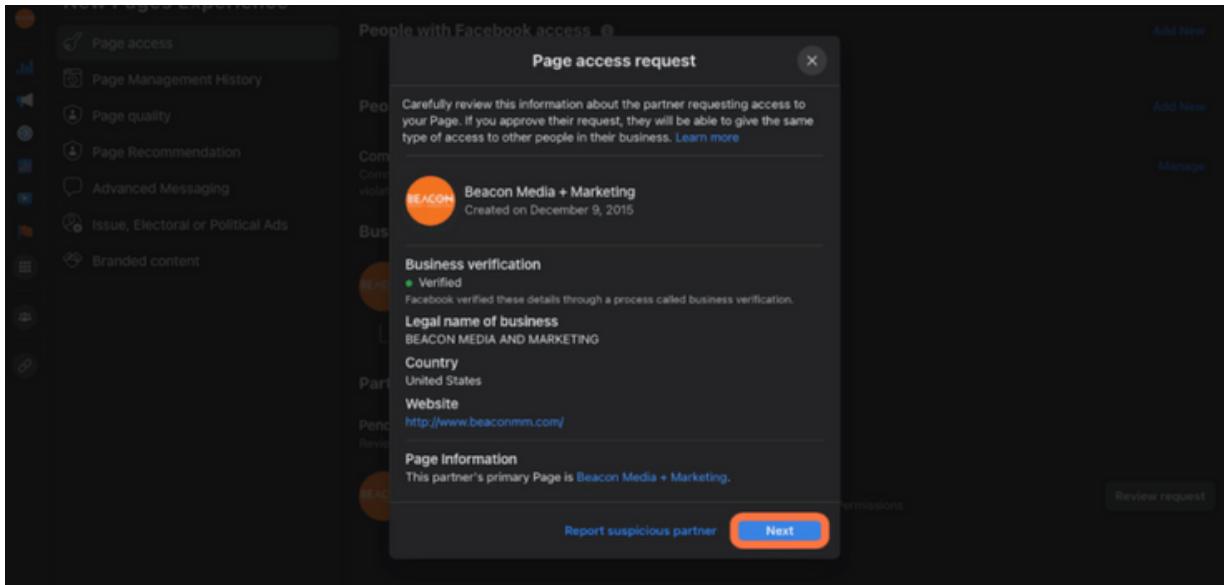
We will either resend the request or have you move forward to Step #19



The screenshot shows the 'Manage and view access' section of a Facebook page settings page. On the left, a sidebar lists various page management options. The main area shows 'People with Facebook access' and 'People with task access' sections, both with 'Add New' buttons. Below these is a 'Community Managers' section with a 'Manage' button. The 'Business Account access' section lists 'Beaconomm' (Meta Business Account) and 'Beacon Media' (Facebook Page). The 'Partner with access' section shows a pending request from 'Beacon Media + Marketing' with a 'Review request' button highlighted with a red box.

STEP 16

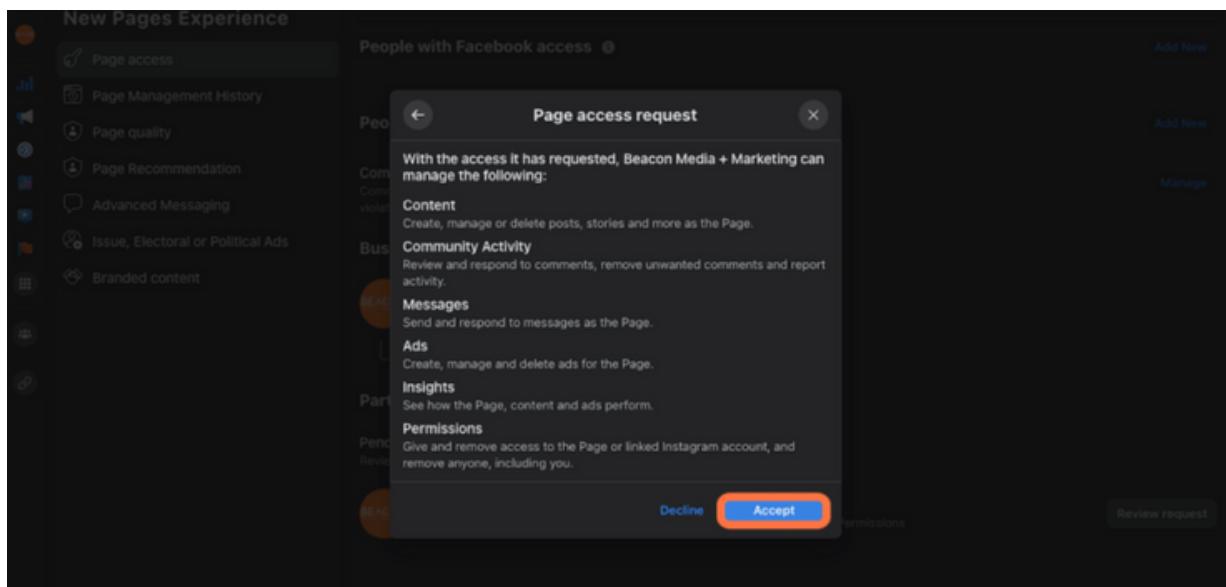
Click Next



The screenshot shows the 'Page access request' dialog box. It displays information about the requesting page, including its name ('Beacon Media + Marketing'), creation date ('Created on December 9, 2015'), and business verification status ('Verified'). It also shows the legal name of the business ('BEACON MEDIA AND MARKETING'), country ('United States'), and website ('http://www.beaconomm.com/'). At the bottom, there are buttons for 'Report suspicious partner' and 'Next', with 'Next' highlighted with a red box.

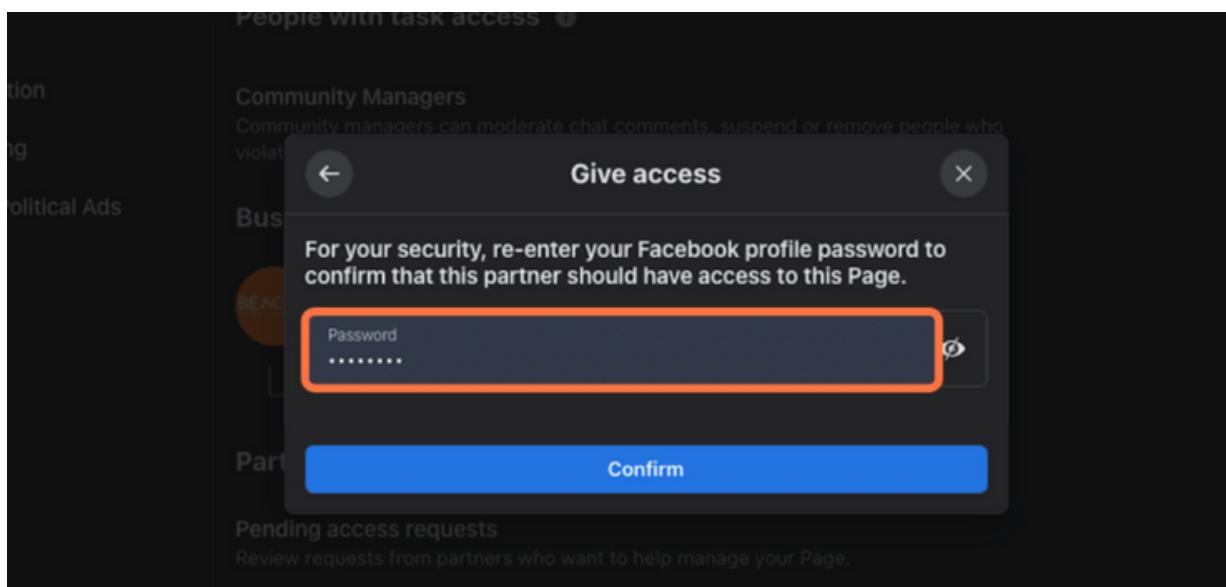
STEP 17

Click on "Accept"



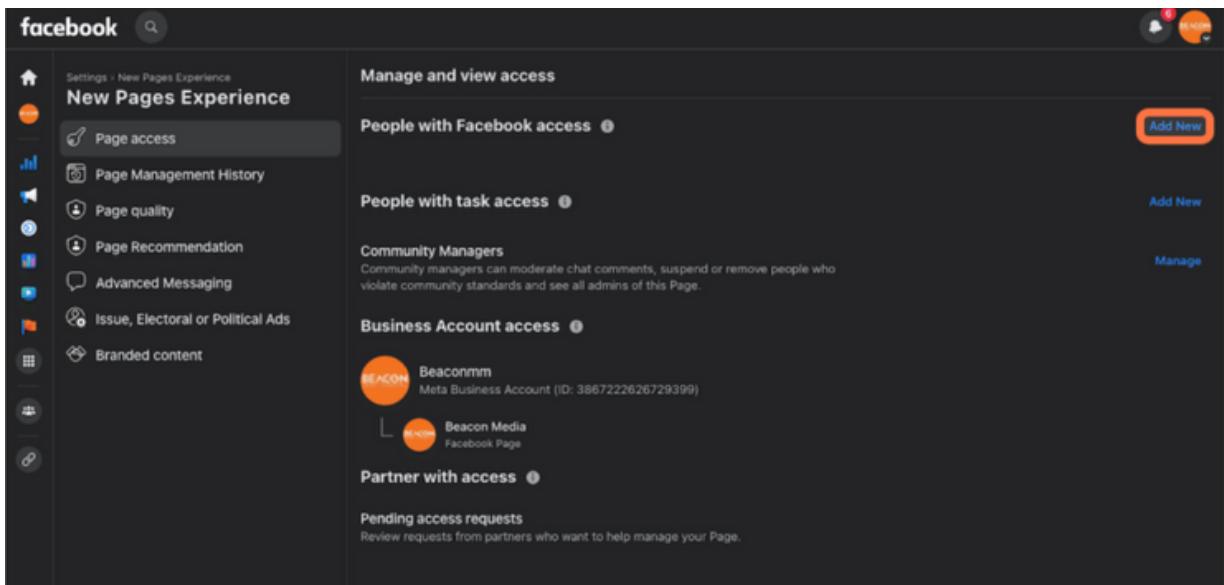
STEP 18

Type in password and click "Confirm"



STEP 19 – After reaching out to Beacon team

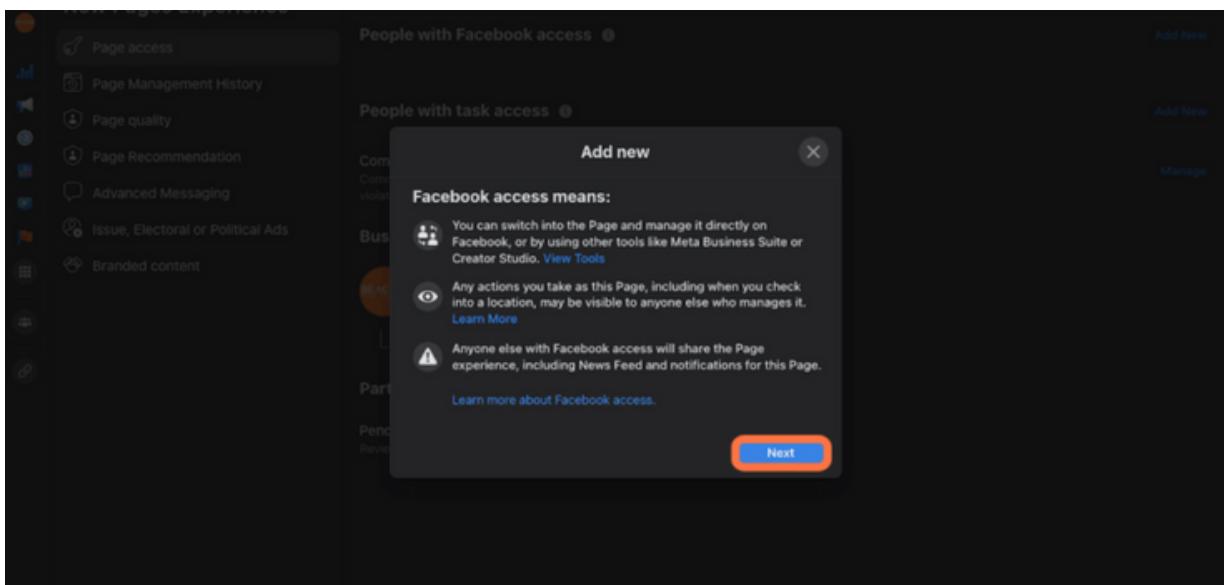
Click on "Add New" by "People with Facebook access"



The screenshot shows the 'New Pages Experience' settings for a Facebook page. The left sidebar has 'Page access' selected. The main area is titled 'Manage and view access' and shows 'People with Facebook access'. A red box highlights the 'Add New' button in the top right corner of this section. Below it are sections for 'People with task access', 'Community Managers', 'Business Account access' (listing 'Beaconcomm' and 'Beacon Media'), and 'Partner with access'. At the bottom is a 'Pending access requests' section.

STEP 20

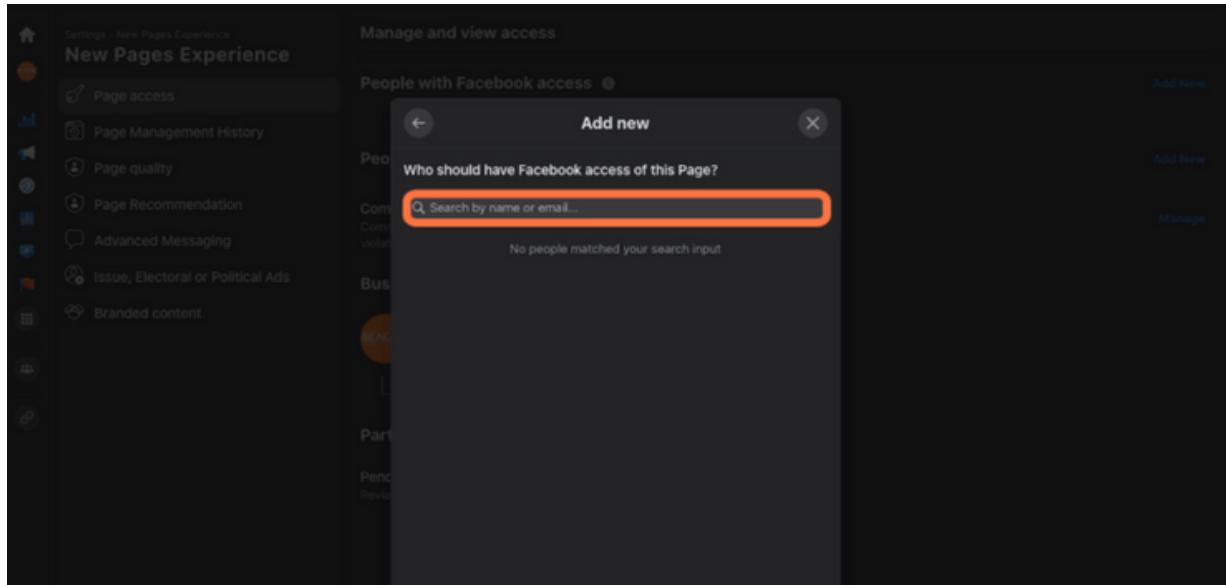
Click on "Next"



The screenshot shows the 'Add new' dialog box for 'People with Facebook access'. The title is 'Add new'. The first section is 'Facebook access means:' with a note: 'You can switch into the Page and manage it directly on Facebook, or by using other tools like Meta Business Suite or Creator Studio. [View Tools](#)'. Below it are two bullet points: 'Any actions you take as this Page, including when you check into a location, may be visible to anyone else who manages it.' and 'Anyone else with Facebook access will share the Page experience, including News Feed and notifications for this Page.' At the bottom is a 'Learn more about Facebook access.' link and a 'Next' button, which is highlighted with a red box.

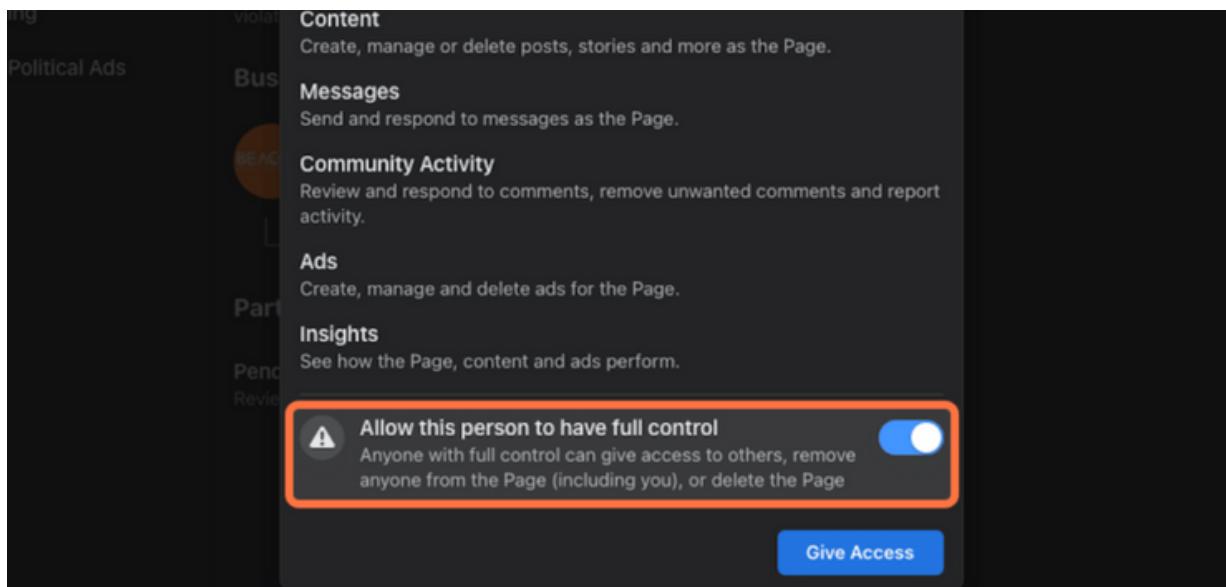
STEP 21

You will put in search info provided by Beacon into the text box.



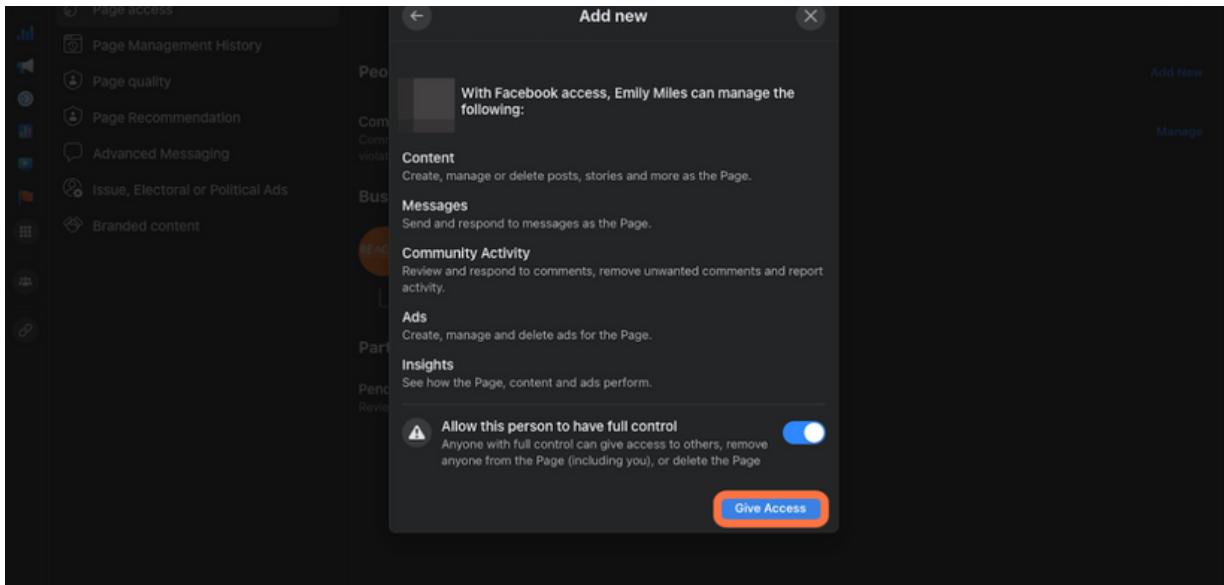
STEP 22

Make sure to turn on "Allow this person to have full control"



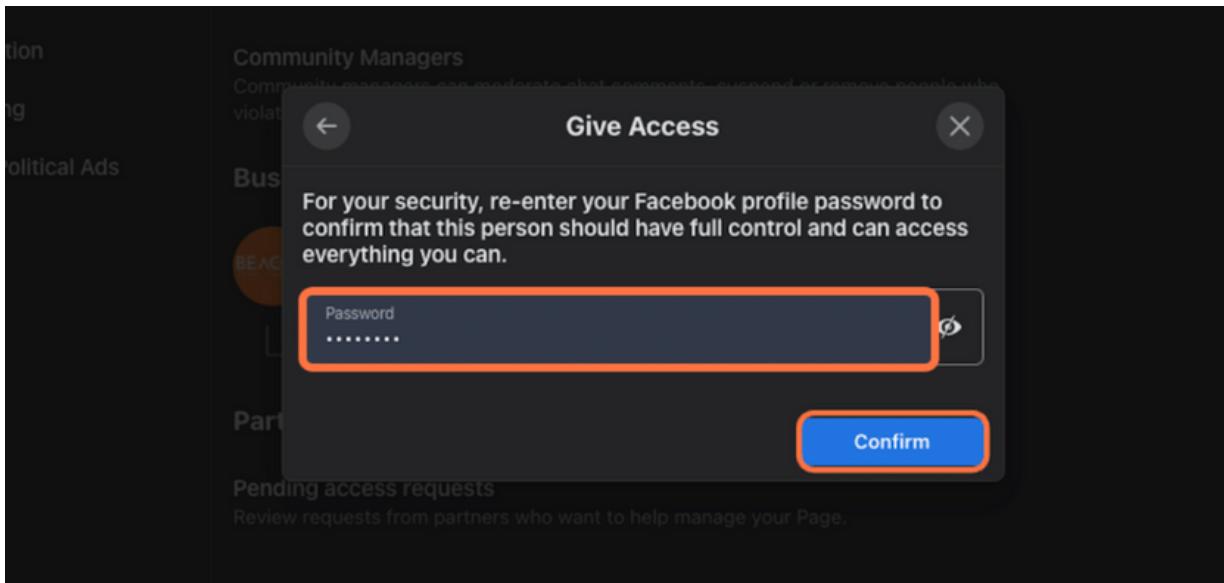
STEP 23

Click "Give Access"



STEP 24

Type in password and select confirm



You're all done!

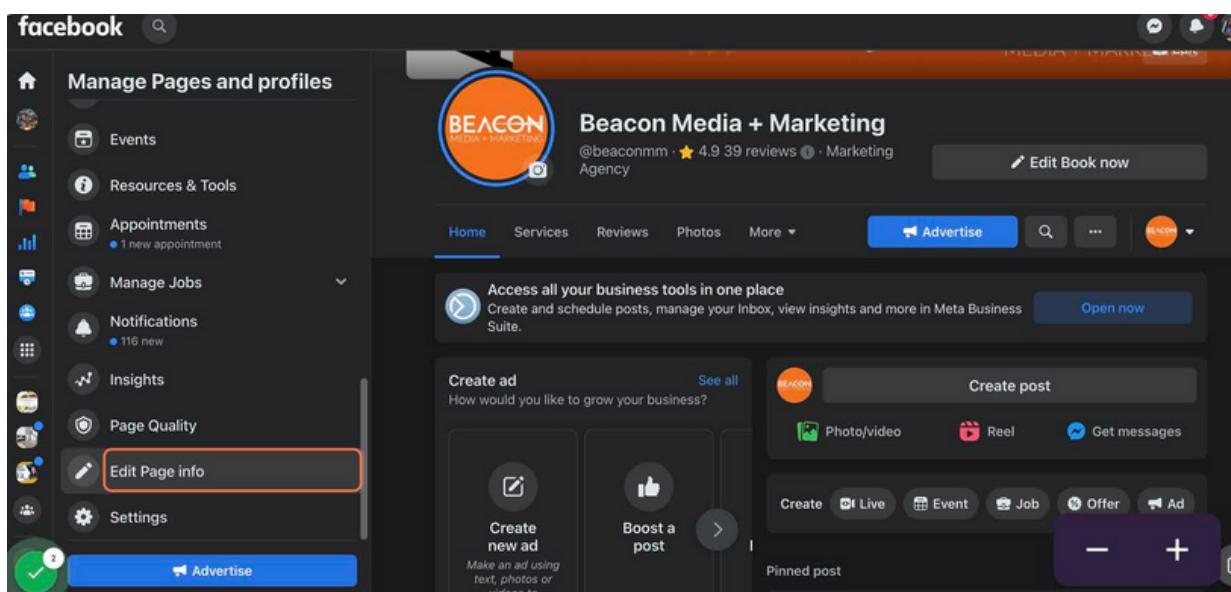
Adding Beacon on Classic Page Experience

STEP 1

Go to Facebook Page

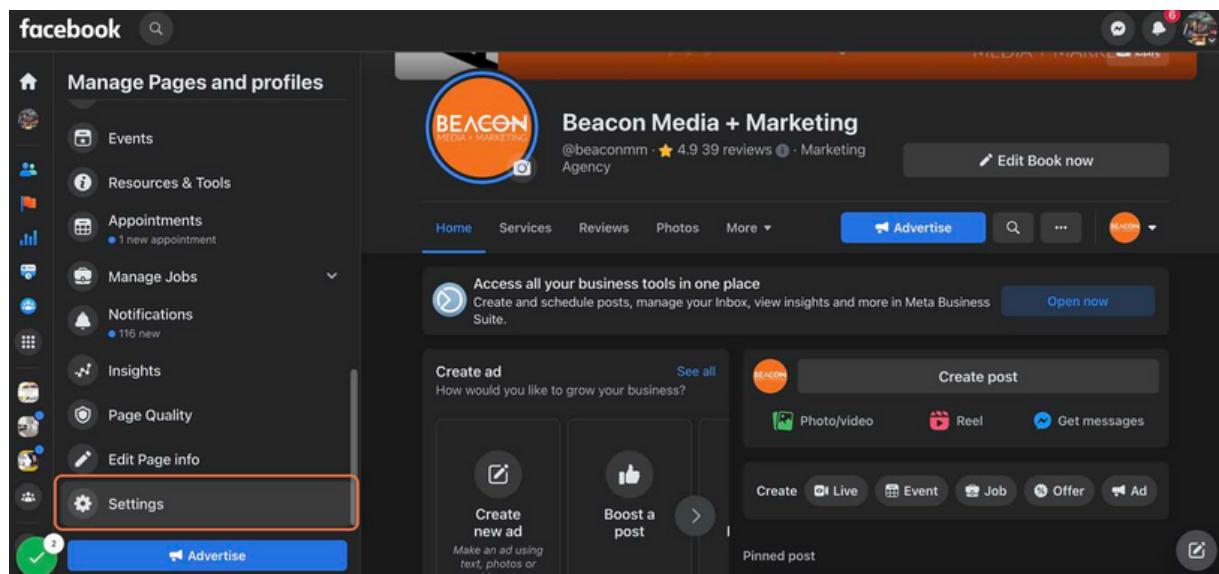
STEP 2

On the left scroll down to the bottom



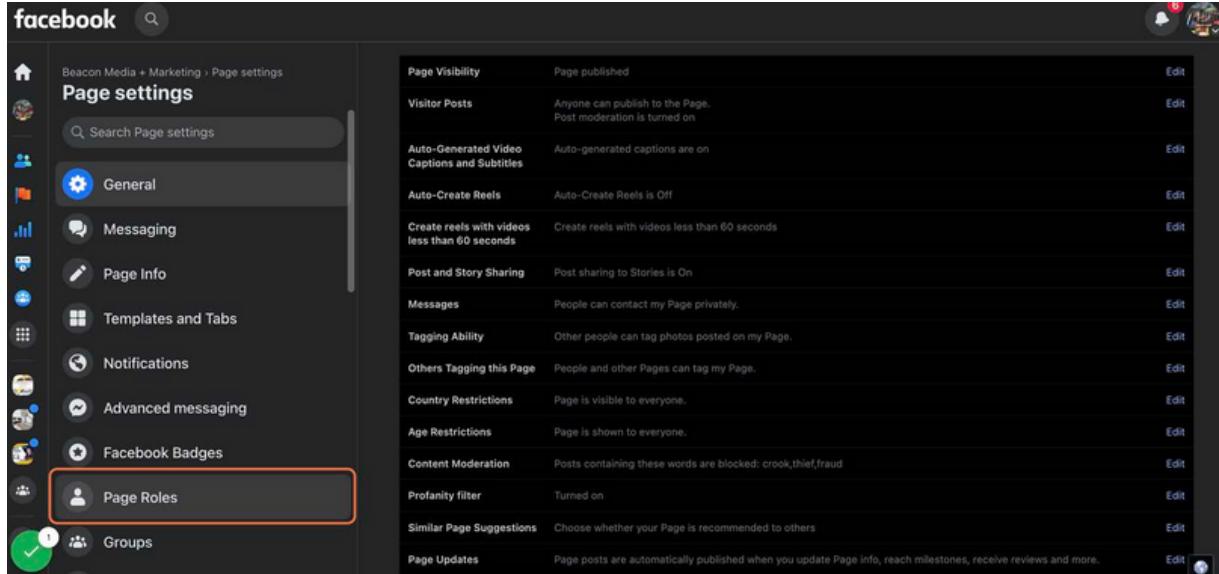
STEP 3

Click on Settings



STEP 4

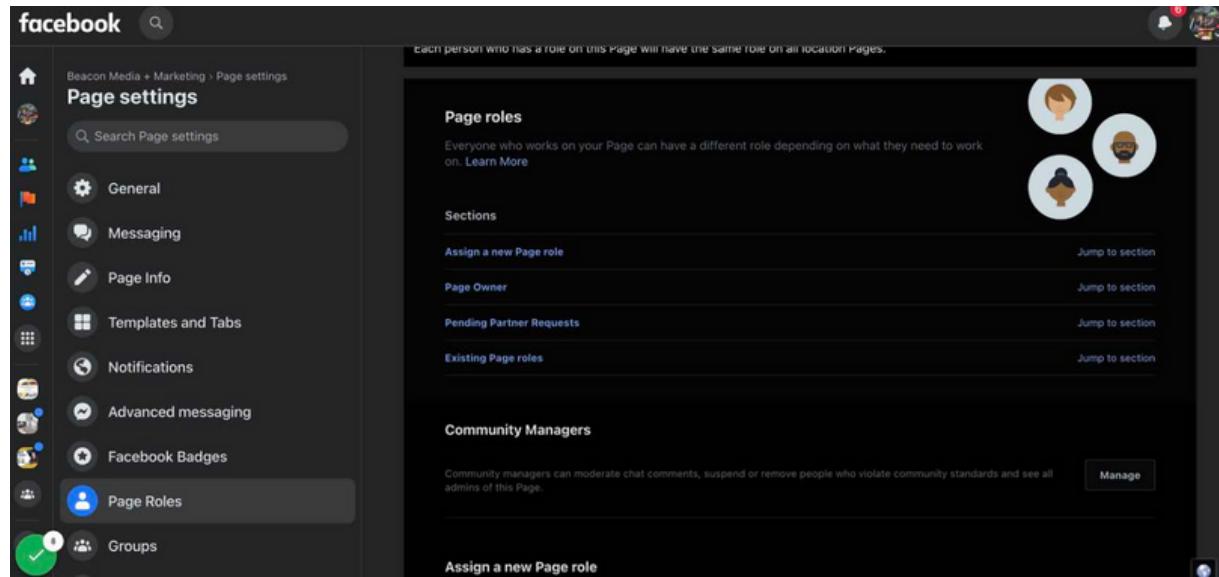
Click on Page Roles



The screenshot shows the 'Page settings' section of a Facebook page. The left sidebar lists various settings options: General, Messaging, Page Info, Templates and Tabs, Notifications, Advanced messaging, Facebook Badges, and Page Roles. The 'Page Roles' option is highlighted with a red box. The main content area displays various page visibility and sharing settings, each with an 'Edit' link. The 'Page Roles' section is not yet visible in this view.

STEP 5

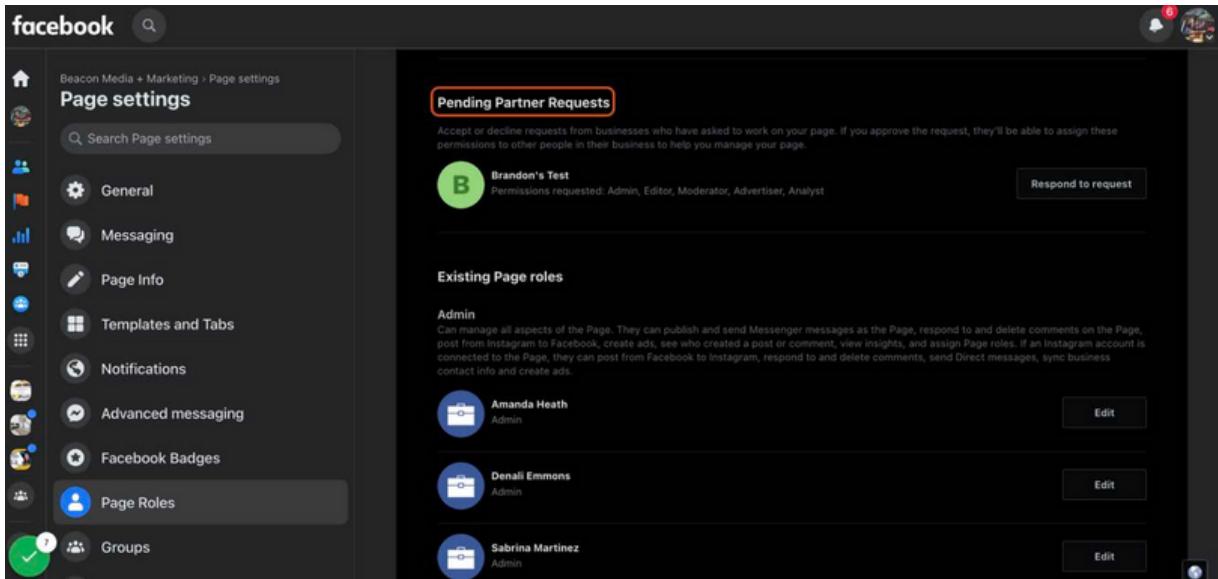
Should see current screen



The screenshot shows the 'Page roles' page. The left sidebar is identical to the previous screenshot, with 'Page Roles' selected. The main content area has a header stating 'Each person who has a role on this Page will have the same role on all location Pages.' It features sections for 'Page roles', 'Sections' (with links to 'Assign a new Page role', 'Page Owner', 'Pending Partner Requests', and 'Existing Page roles'), 'Community Managers' (with a 'Manage' button), and 'Assign a new Page role' (with a text input field and a 'Next Step' button). The 'Assign a new Page role' section is the current focus.

STEP 6

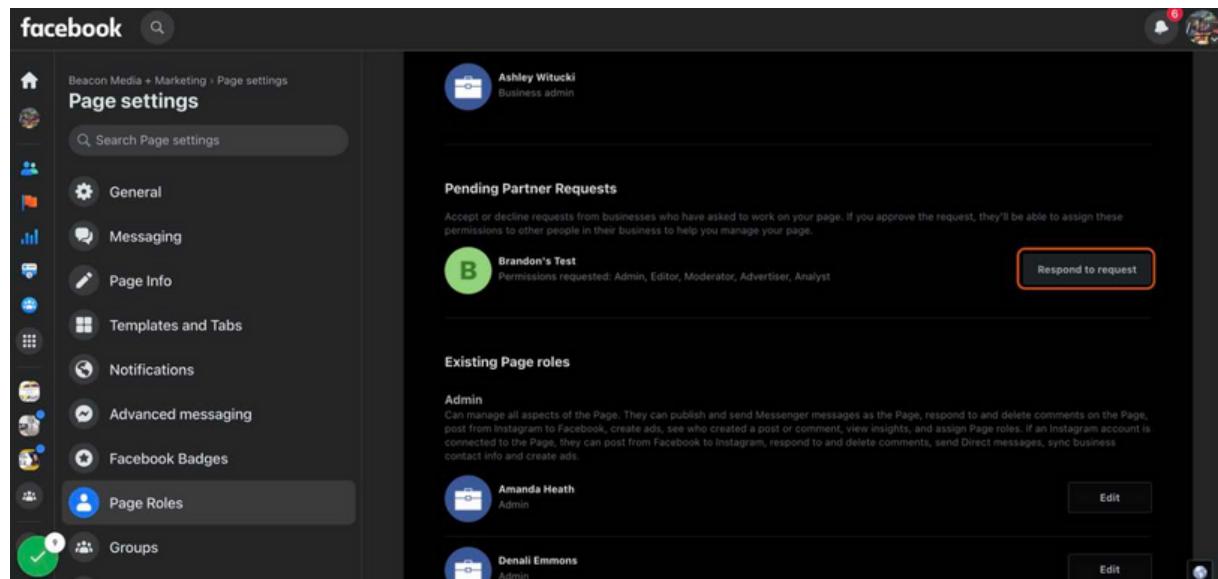
Scroll down to pending partner requests



The screenshot shows the Facebook 'Page settings' interface for the 'Beacon Media + Marketing' page. The left sidebar lists various settings: General, Messaging, Page Info, Templates and Tabs, Notifications, Advanced messaging, Facebook Badges, Page Roles (which is selected), and Groups. The main content area is titled 'Pending Partner Requests' and contains a sub-section titled 'Existing Page roles'. It lists three Admin roles: Amanda Heath, Denali Emmons, and Sabrina Martinez, each with an 'Edit' button. A note above the roles states: 'Accept or decline requests from businesses who have asked to work on your page. If you approve the request, they'll be able to assign these permissions to other people in their business to help you manage your page.' A 'Respond to request' button is located at the top right of the 'Pending Partner Requests' section.

STEP 7

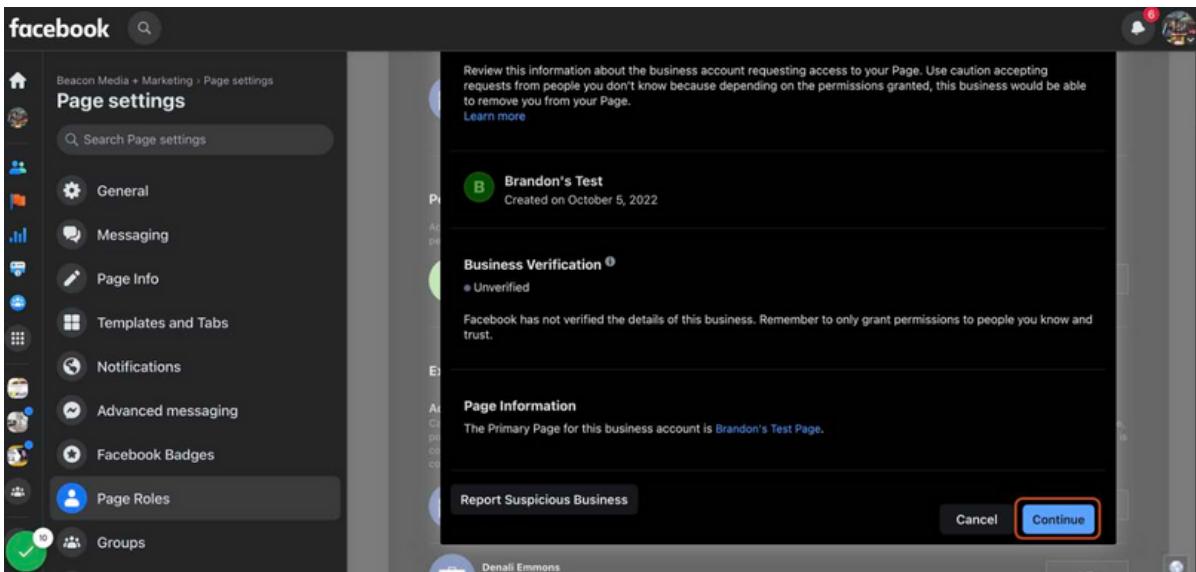
Click respond to request



This screenshot is identical to the one above, showing the 'Pending Partner Requests' section. However, the 'Respond to request' button has been highlighted with a red box to indicate the user action required.

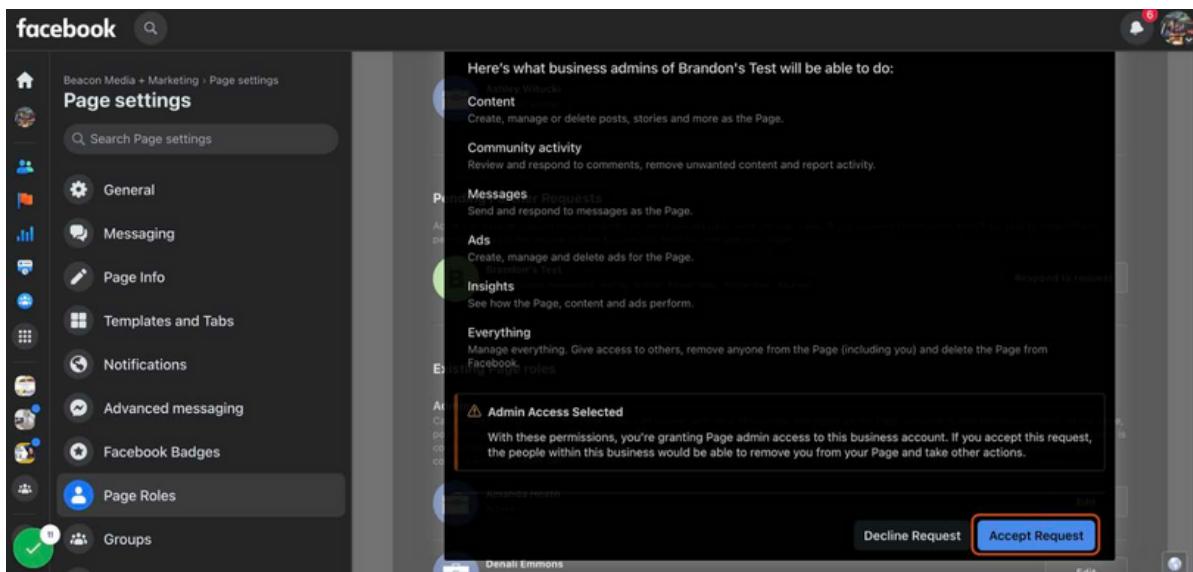
STEP 8

Click continue



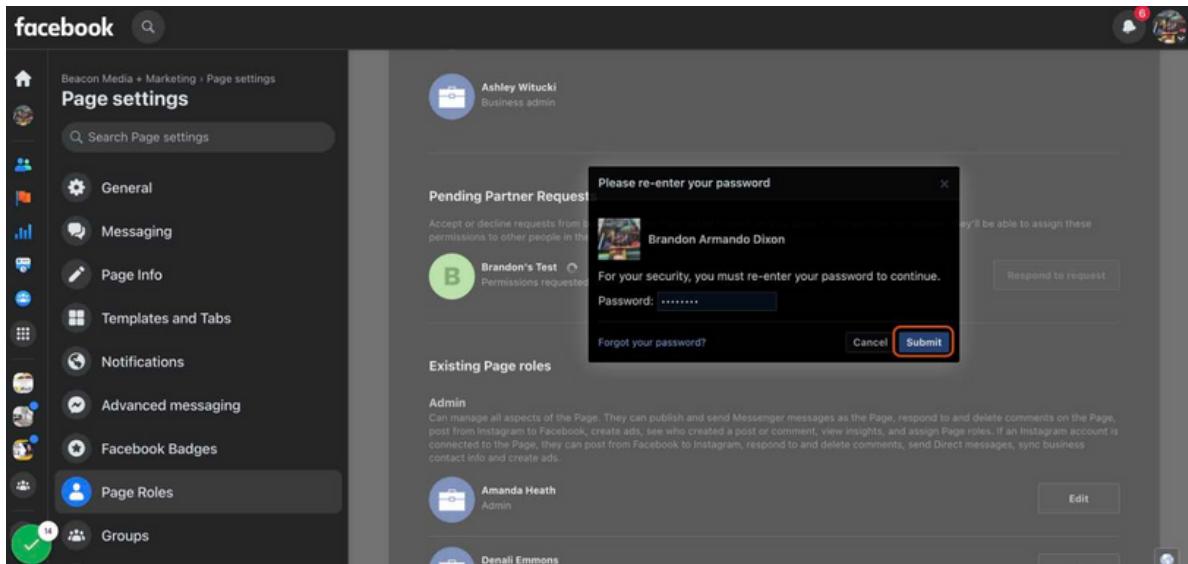
STEP 9

Click accept request



STEP 10

Type in password and hit submit



You're all done!

Adding our Social Media Strategist to Your LinkedIn

STEP 1

Start on your company's home page.

The screenshot shows the LinkedIn homepage with the user's profile on the left. The profile is for Ashley Witucki, Lead Social Media Strategist at Beacon Media + Marketing. The page includes a 'Start a post' button, a news feed with items from Jennifer Christensen and Brittany Baymon, and a sidebar for LinkedIn News. The LinkedIn News section lists several articles with their titles and reader counts.

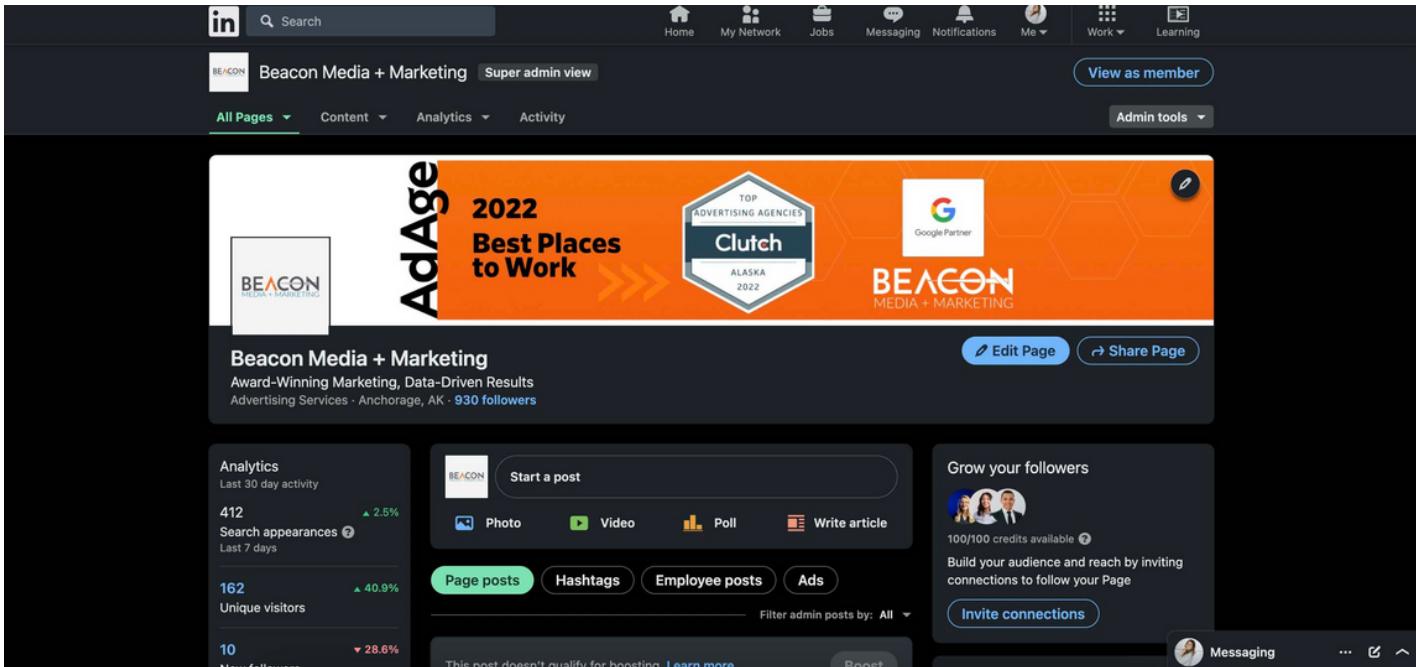
STEP 2

Search and connect with our Lead Social Media Strategist, **Ashley Witucki**

The screenshot shows the LinkedIn search results for 'Ashley Witucki'. The search bar at the top contains the query 'Ashley Witucki'. Below the search bar, four profile matches are listed, each with a magnifying glass icon and the name 'ashley witucki'. The profiles are: 'ashley witucki · You · Lead Social Media Strategist at ...', 'ashley witucki · 3rd+ · Aspiring Physician's Assistant, ...', 'ashley witucki · 3rd+ · Registered Nurse at Self-empl...', and 'ashleigh witucki · 3rd+ · CMM Supervisor at Aerotek'. The LinkedIn interface includes a 'Home' button, a 'My Network' button, and a 'Job' button. The bottom of the screen shows a news feed with a post from 'Excellence In Health' about regaining movement after an injury.

STEP 3

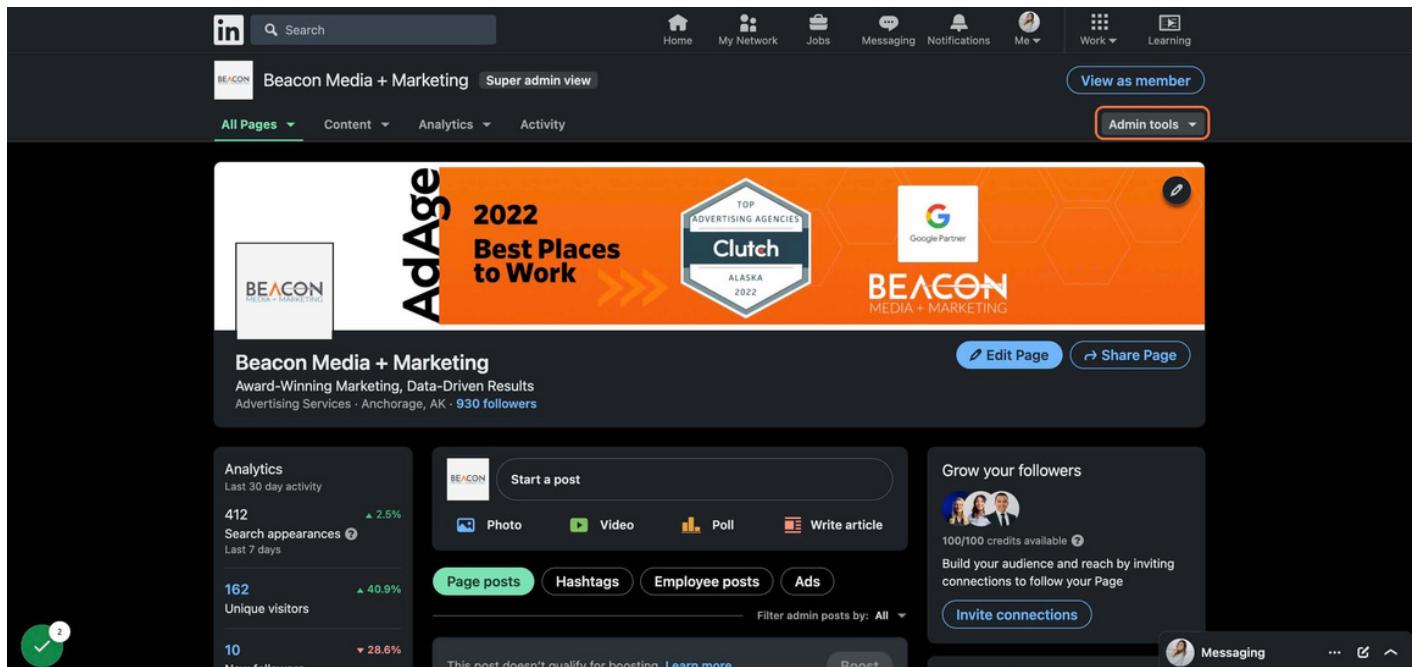
Once you've connected with Ashley, head to your **company's profile page**



LinkedIn company profile page for Beacon Media + Marketing. The page features a banner for AdAge 2022 Best Places to Work, a Clutch award for Top Advertising Agencies in Alaska 2022, and a Google Partner badge. The main content area includes a 'Start a post' button, analytics (412 search appearances, 162 unique visitors, 10 new followers), and a 'Grow your followers' section.

STEP 4

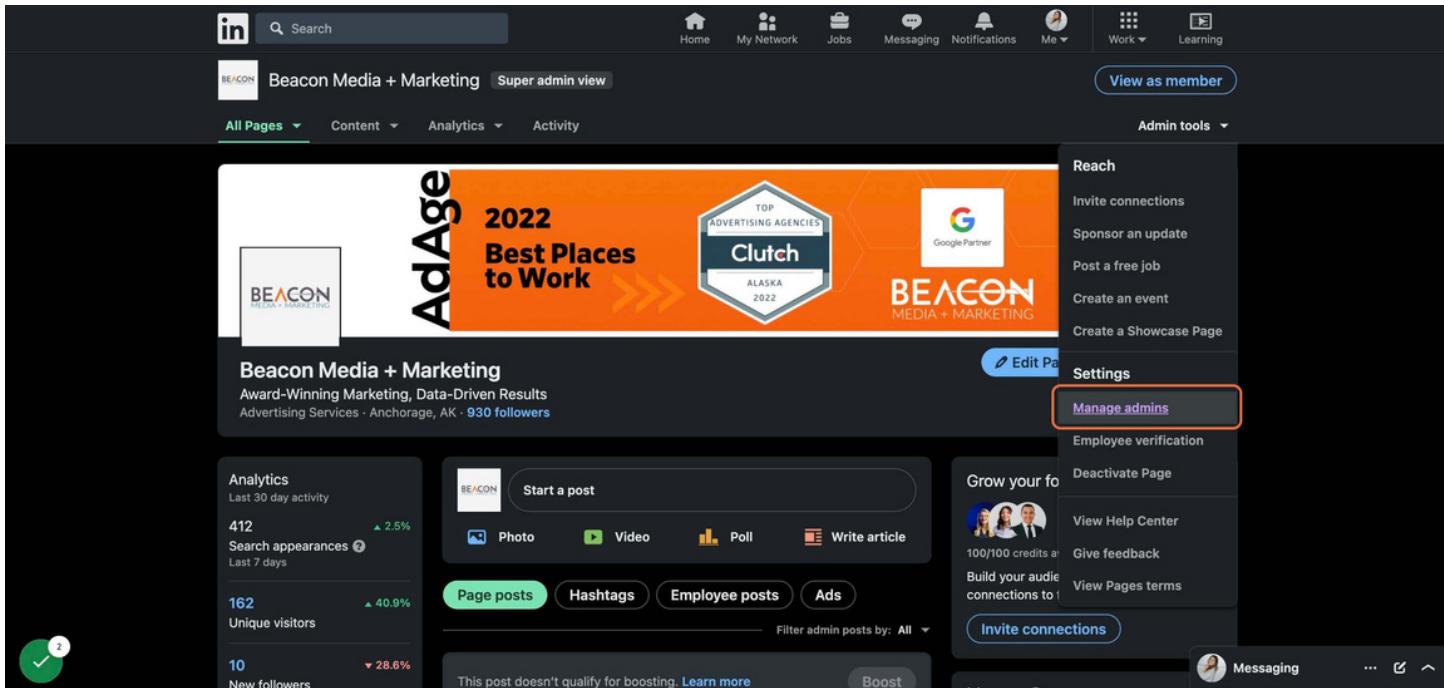
Click on **Admin Tools** in the top right.



LinkedIn company profile page for Beacon Media + Marketing. A green checkmark icon with a '2' is visible in the bottom left corner, indicating a completed step. The page features a banner for AdAge 2022 Best Places to Work, a Clutch award for Top Advertising Agencies in Alaska 2022, and a Google Partner badge. The main content area includes a 'Start a post' button, analytics (412 search appearances, 162 unique visitors, 10 new followers), and a 'Grow your followers' section.

STEP 5

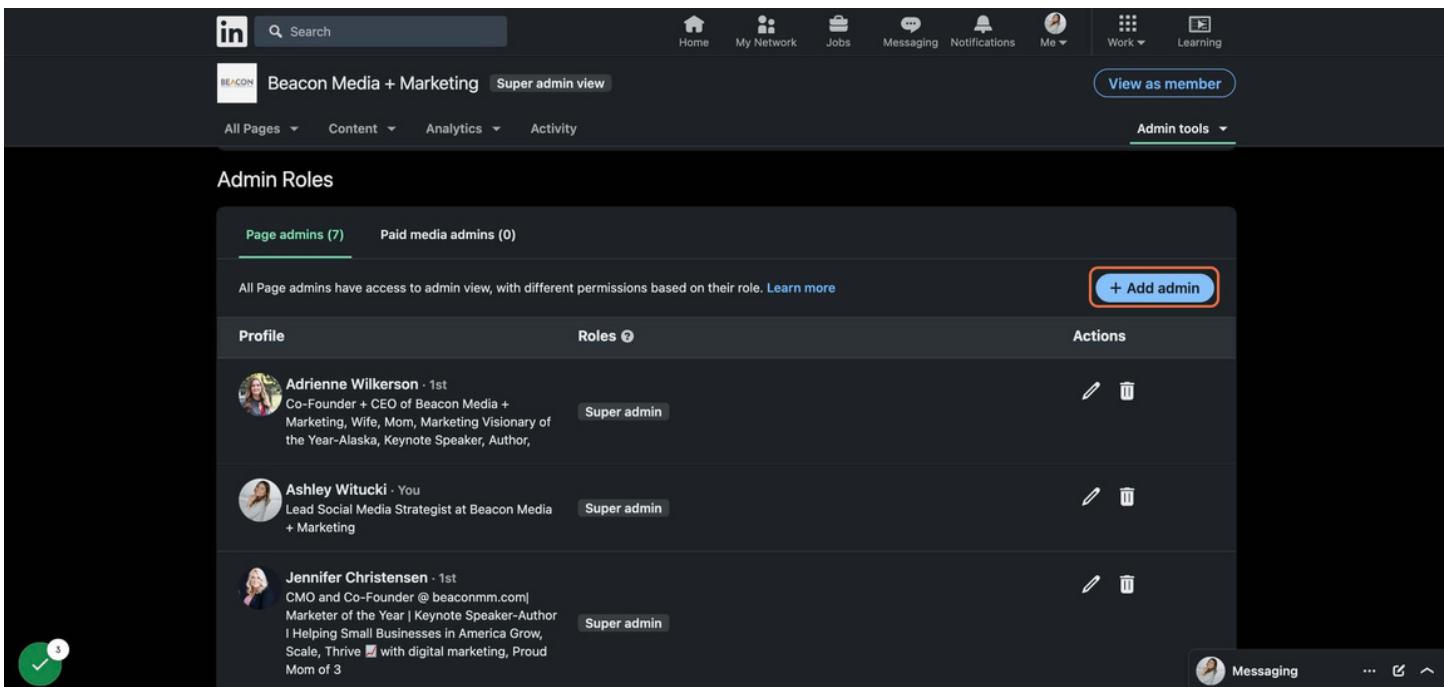
Click on **Manage Admins** in the dropdown menu.



The screenshot shows the LinkedIn interface for a page named 'Beacon Media + Marketing'. The top navigation bar includes 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', 'Work', and 'Learning'. Below the navigation is a sub-menu for 'Admin tools' with options like 'Reach', 'Settings', and 'Manage admins'. The 'Manage admins' option is highlighted with a red box. The main content area shows a banner for 'AdAge 2022 Best Places to Work' and 'Clutch Top Advertising Agencies Alaska 2022'. Below the banner, there's a summary of page activity: 'Analytics' (Last 30 day activity), '412 Search appearances' (Last 7 days), '162 Unique visitors', and '10 New followers'. A 'Start a post' section is also visible.

STEP 6

Click on **Add Admin**.

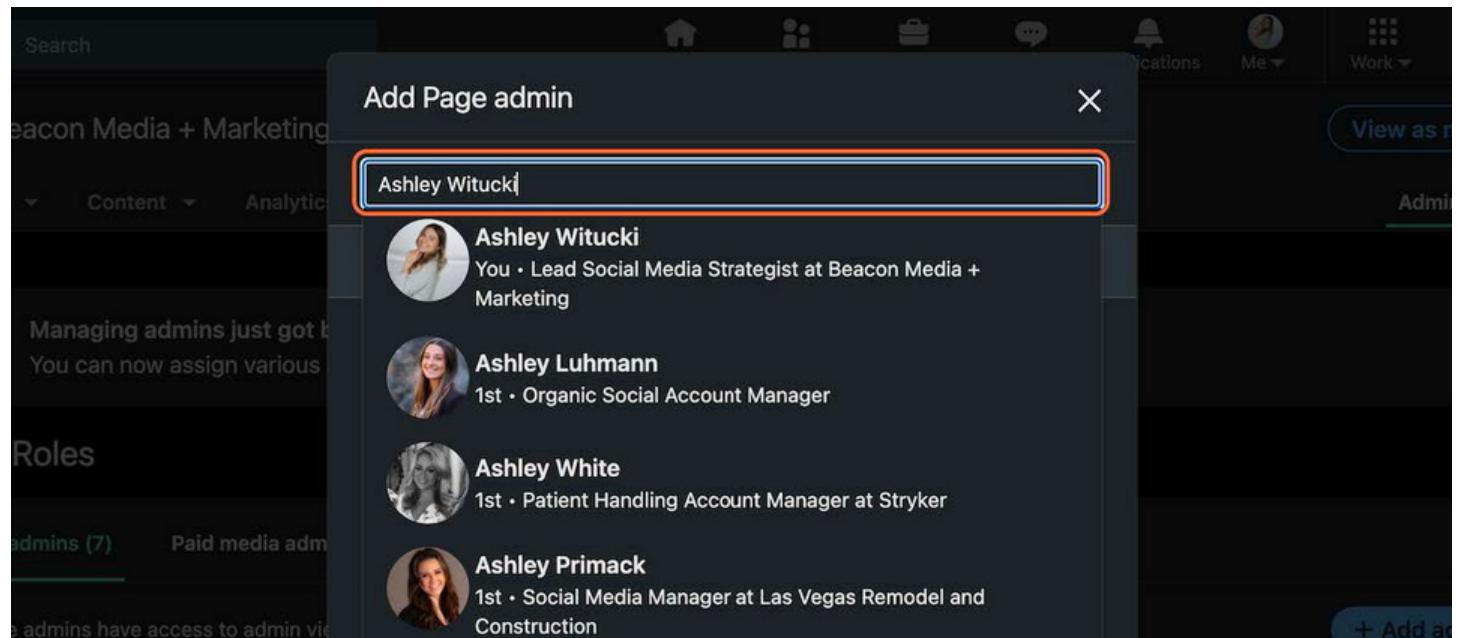


The screenshot shows the 'Admin Roles' section of the LinkedIn page. It lists 'Page admins (7)' and 'Paid media admins (0)'. A note states that all page admins have access to admin view. A red box highlights the '+ Add admin' button. Below the button is a table with three rows, each showing a profile picture, name, title, and role (all listed as 'Super admin'). Each row has edit and delete icons in the 'Actions' column.

Profile	Roles	Actions
Adrienne Wilkerson · 1st Co-Founder + CEO of Beacon Media + Marketing, Wife, Mom, Marketing Visionary of the Year-Alaska, Keynote Speaker, Author,	Super admin	 
Ashley Witucki · You Lead Social Media Strategist at Beacon Media + Marketing	Super admin	 
Jennifer Christensen · 1st CMO and Co-Founder @ beacomm.com Marketer of the Year Keynote Speaker-Author Helping Small Businesses in America Grow, Scale, Thrive with digital marketing, Proud Mom of 3	Super admin	 

STEP 7

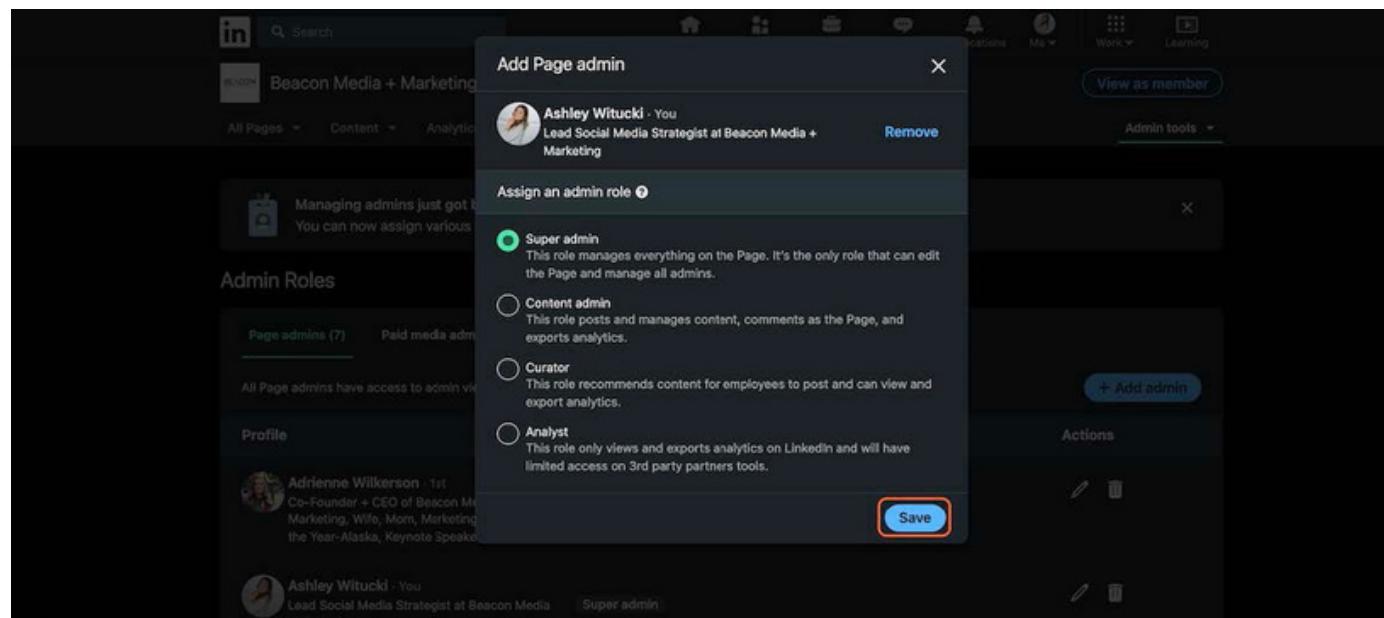
Type in our Social Media Strategist's name, **Ashley Witucki**.



STEP 8

You'll need to add her as a **Super Admin**.

Once complete, press save and you're done!



You're all done!

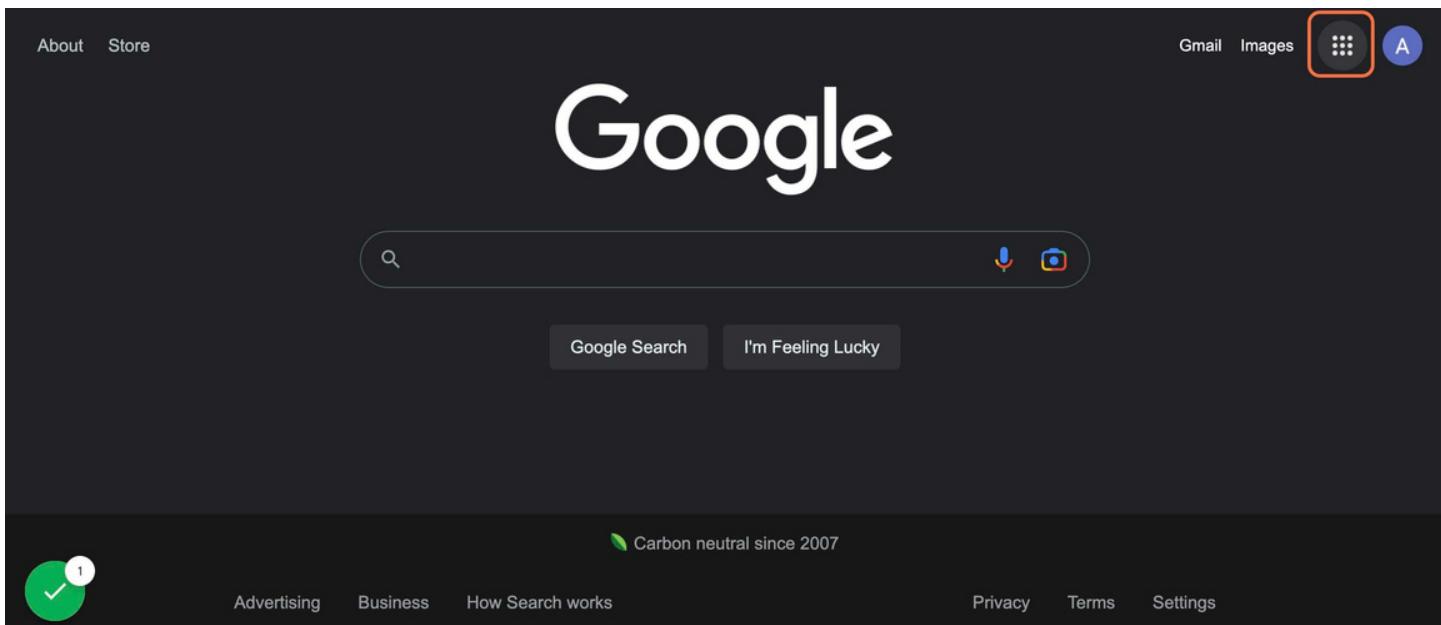
Adding Beacon to Your Google Business Profile (GBP)

STEP 1

Start on your company's **Google homepage** and make sure you are logged into your gmail account!

STEP 2

Next, **find the 9 dots** in the top right



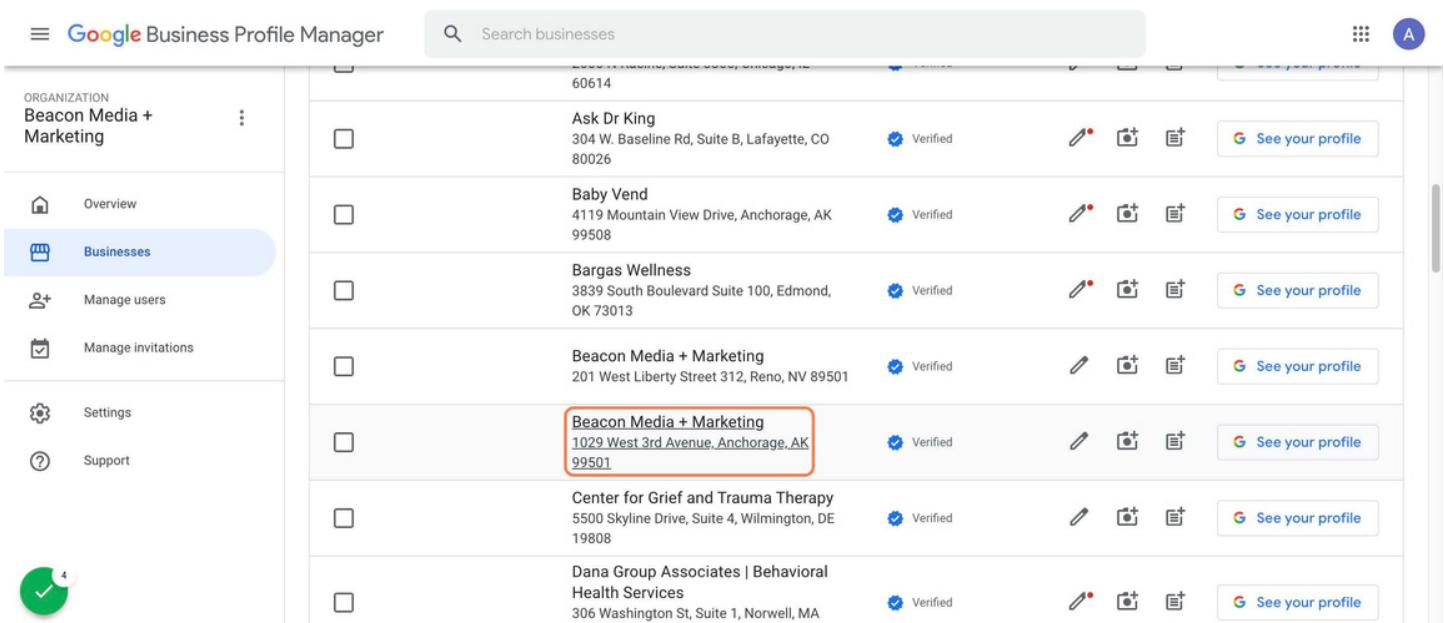
STEP 3

Click on **Business Profile**.



STEP 4

Locate your company's **Google Business Profile (GBP) listing**.



Google Business Profile Manager

Search businesses

ORGANIZATION: Beacon Media + Marketing

Overview Businesses Manage users Manage invitations Settings Support

Beacon Media + Marketing (1029 West 3rd Avenue, Anchorage, AK 99501) is highlighted with a red box.

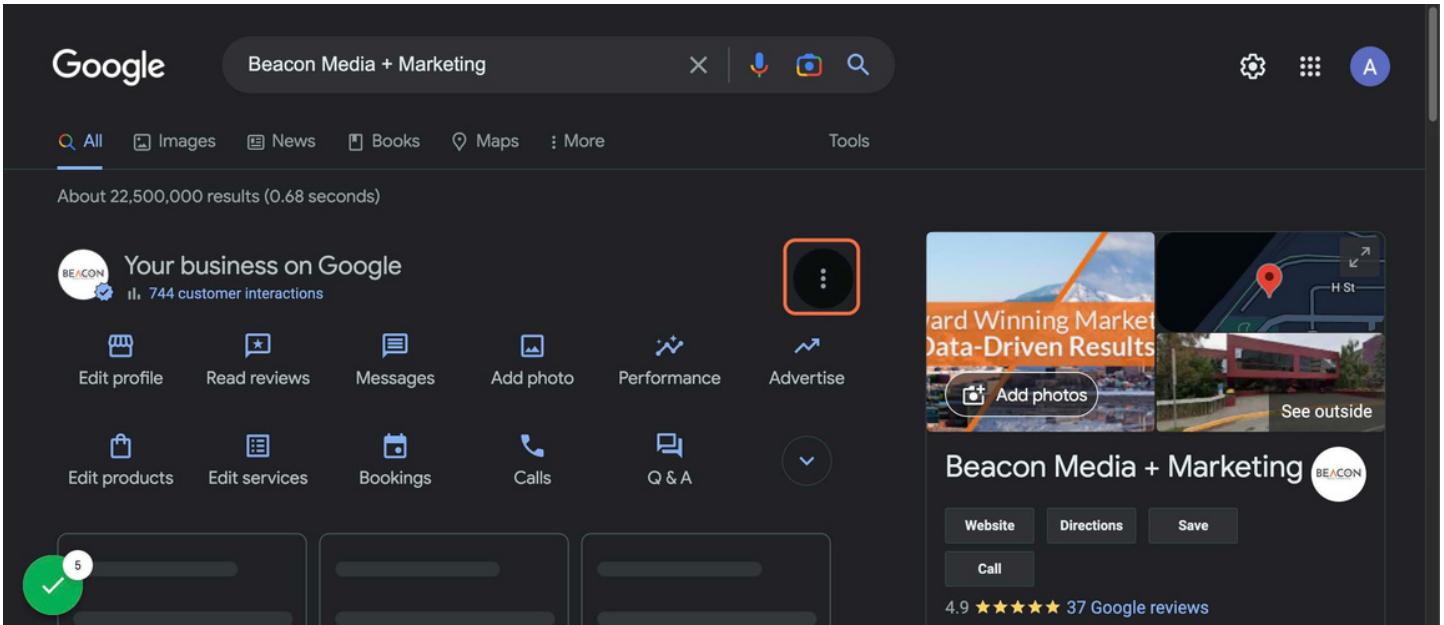
Ask Dr King, Baby Vend, Bargas Wellness, Beacon Media + Marketing, Center for Grief and Trauma Therapy, Dana Group Associates | Behavioral Health Services

Verified status and edit, camera, and more icons are shown for each listing.

STEP 5

Your company's profile should pop up and should see a section labeled "**Your business on Google**." Click on the **3 dots**!

If you do not see the "Your business on Google" section at first, you might have to **scroll a little bit further down the page** past the ads.



Google

Beacon Media + Marketing

All Images News Books Maps More Tools

About 22,500,000 results (0.68 seconds)

Your business on Google 744 customer interactions

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Edit services Bookings Calls Q & A

3 dots menu icon

Hard Winning Market Data-Driven Results Add photos See outside

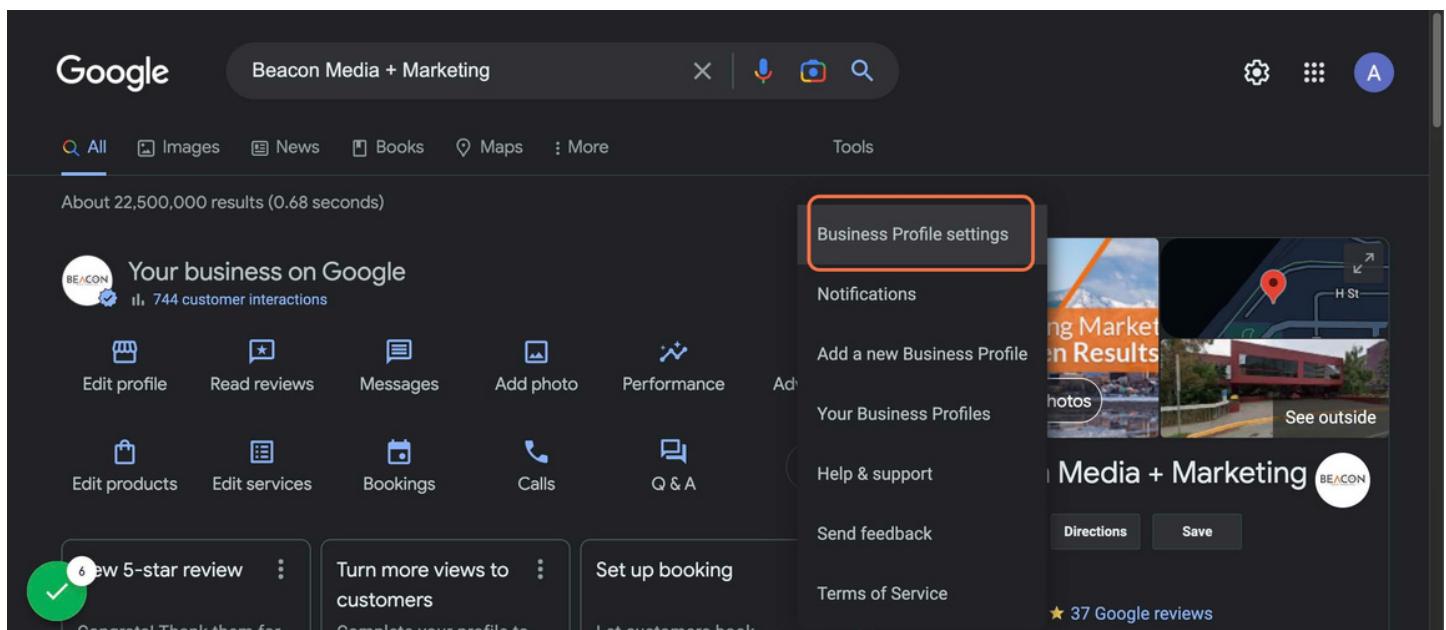
Beacon Media + Marketing BEACON

Website Directions Save Call

4.9 ★★★★★ 37 Google reviews

STEP 6

Click on **Business Profile settings**



Google

Beacon Media + Marketing

All Images News Books Maps More Tools

About 22,500,000 results (0.68 seconds)

Your business on Google 744 customer interactions

Edit profile Read reviews Messages Add photo Performance

Edit products Edit services Bookings Calls Q & A

New 5-star review Turn more views to customers Set up booking

Business Profile settings

Notifications Add a new Business Profile

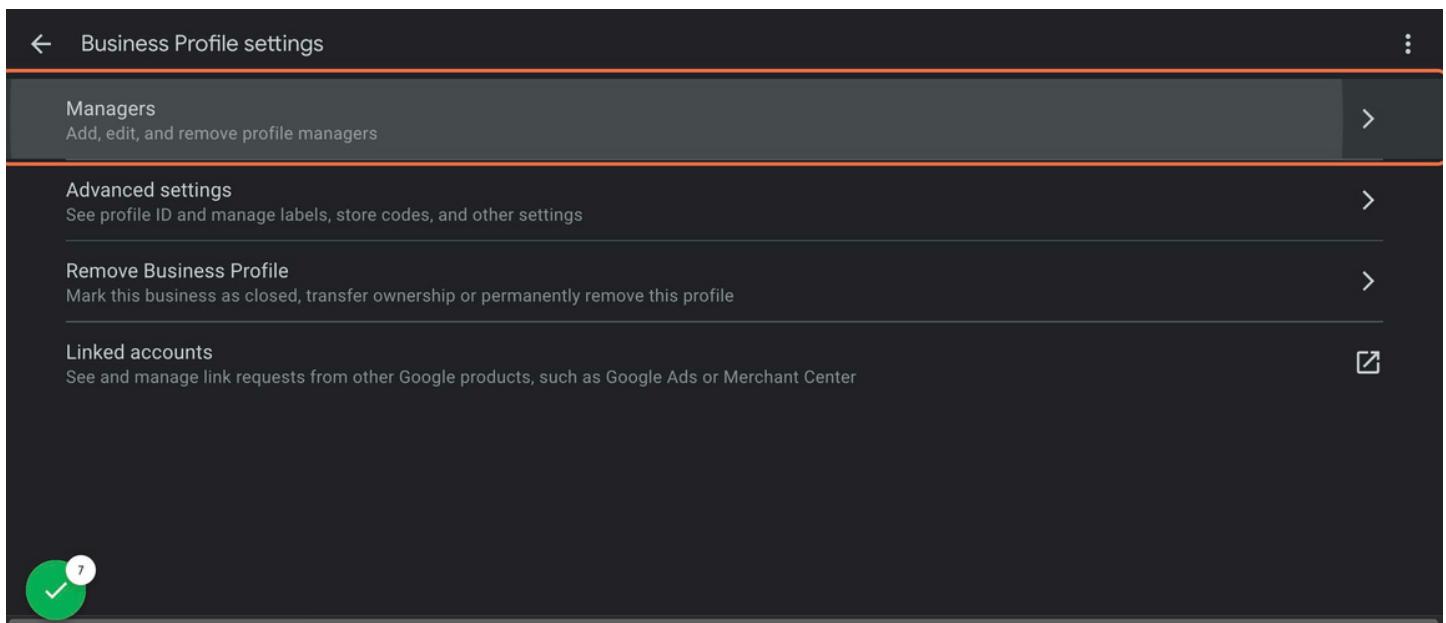
Your Business Profiles Help & support

Send feedback Terms of Service

Directions Save ★ 37 Google reviews

STEP 7

Click on **Managers**



← Business Profile settings

Managers Add, edit, and remove profile managers

Advanced settings See profile ID and manage labels, store codes, and other settings

Remove Business Profile Mark this business as closed, transfer ownership or permanently remove this profile

Linked accounts See and manage link requests from other Google products, such as Google Ads or Merchant Center

You're all done!