

# Adding Beacon With New Pages Experience

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## STEP 1

Go to [www.facebook.com](http://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

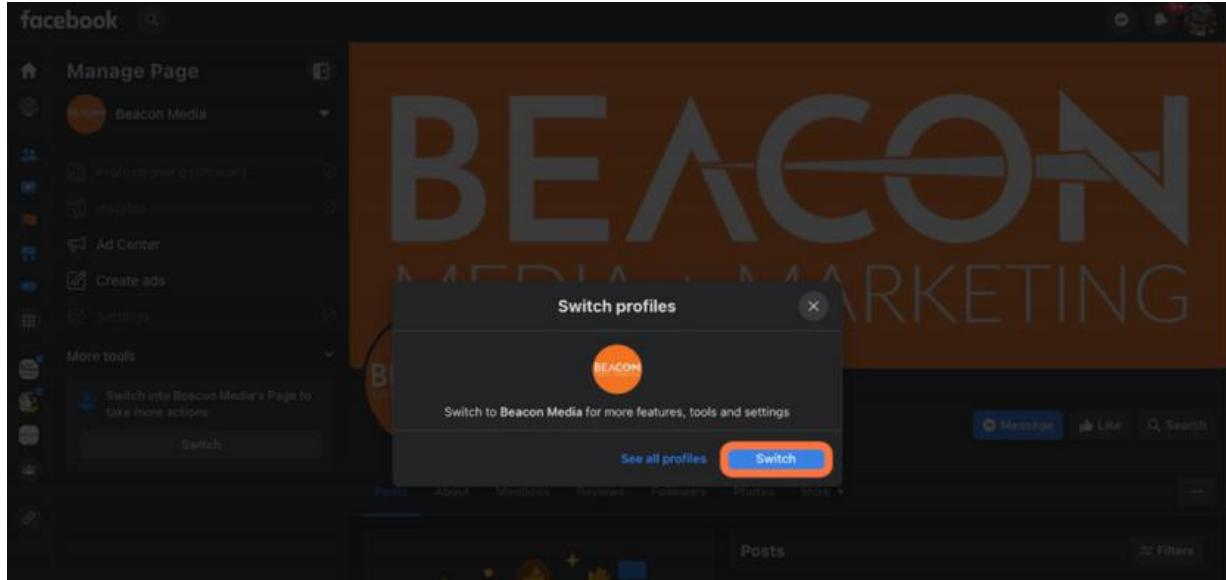
Click the switch button on the left side.

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



## STEP 5

Click "Switch"  
Go to Step #9



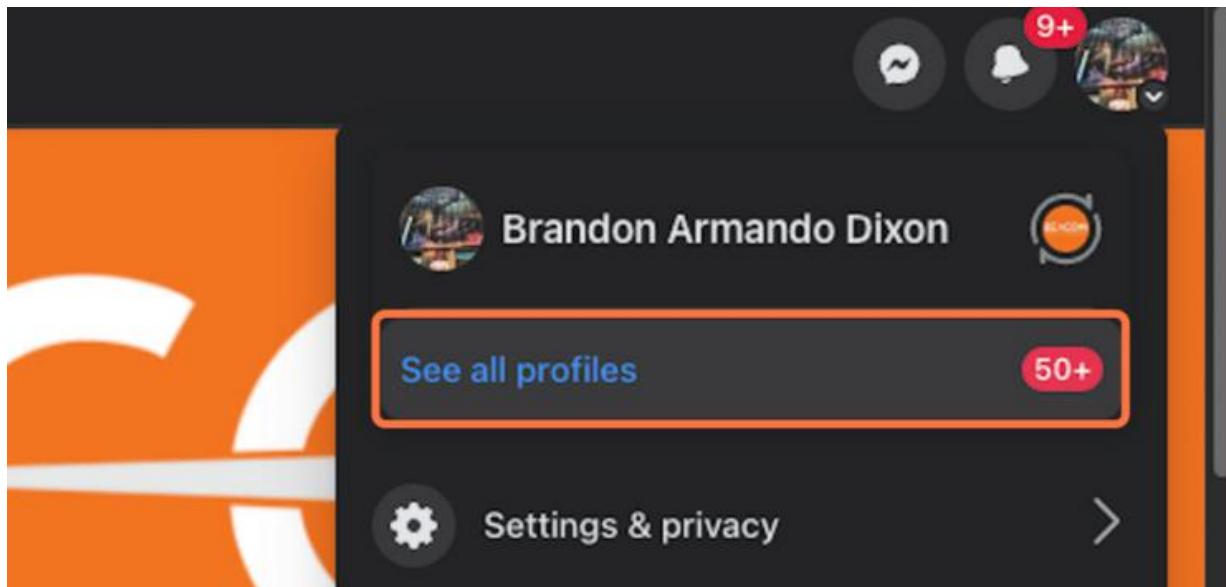
## STEP 6

Click on your profile picture in the top right



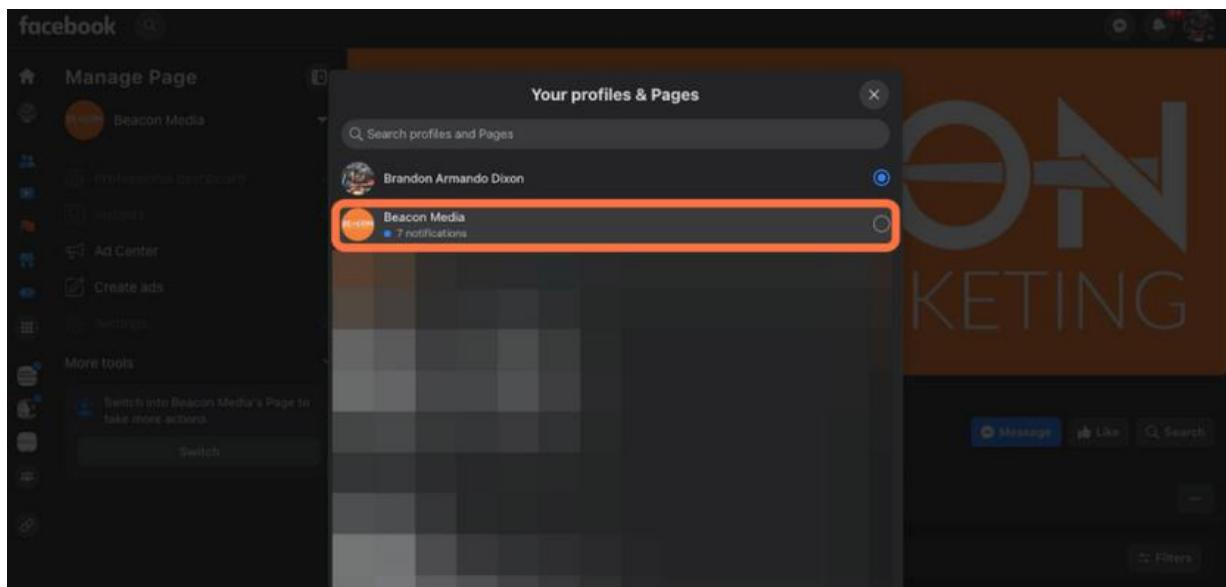
## STEP 7

Click on "See all profiles"



## STEP 8

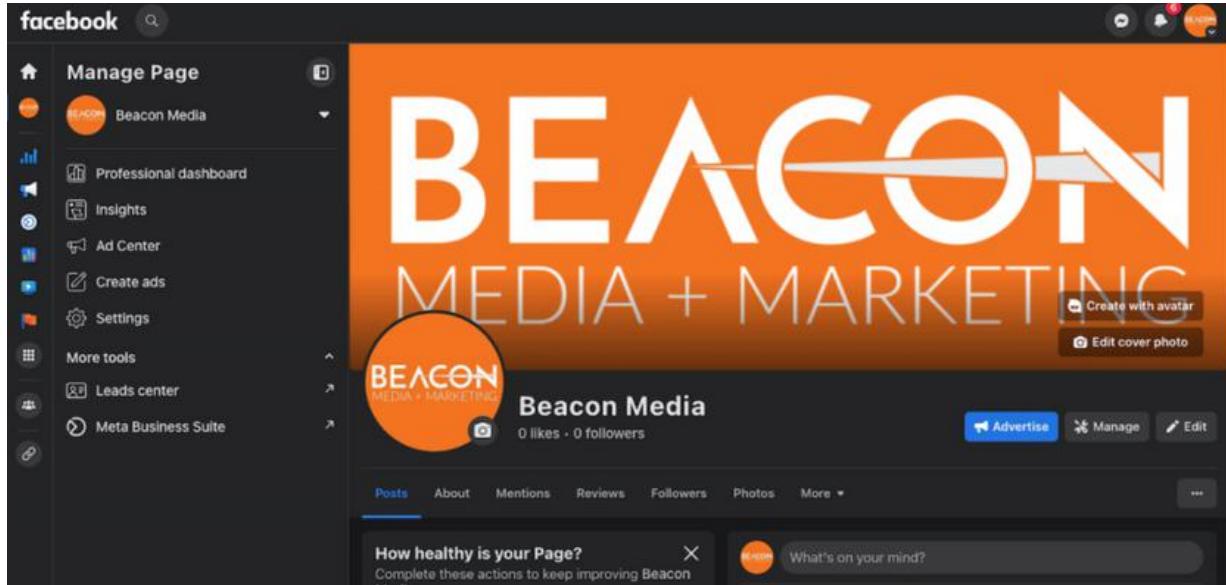
Click on your page



## STEP 9

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

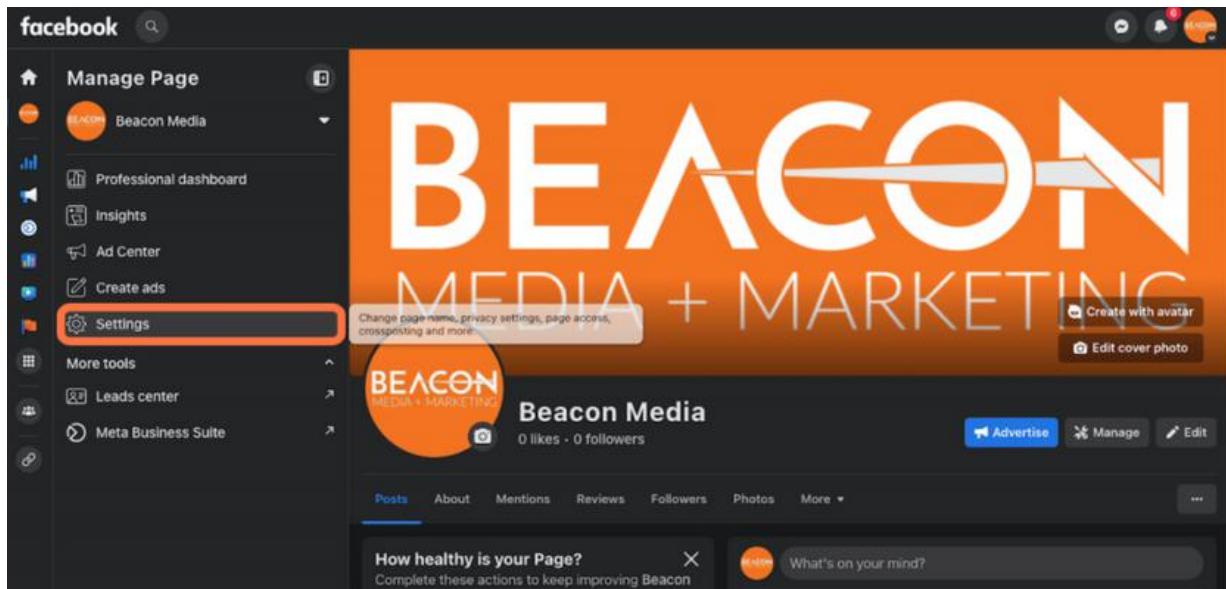
If you don't go to step #11



## STEP 10

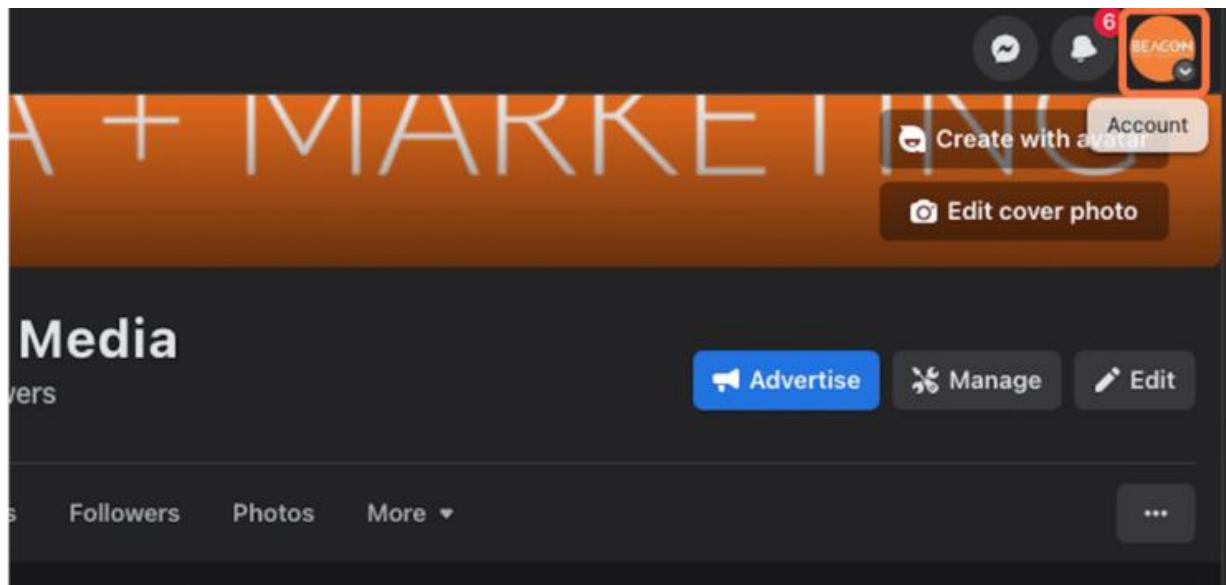
Click settings on the left hand side

Go to step #14



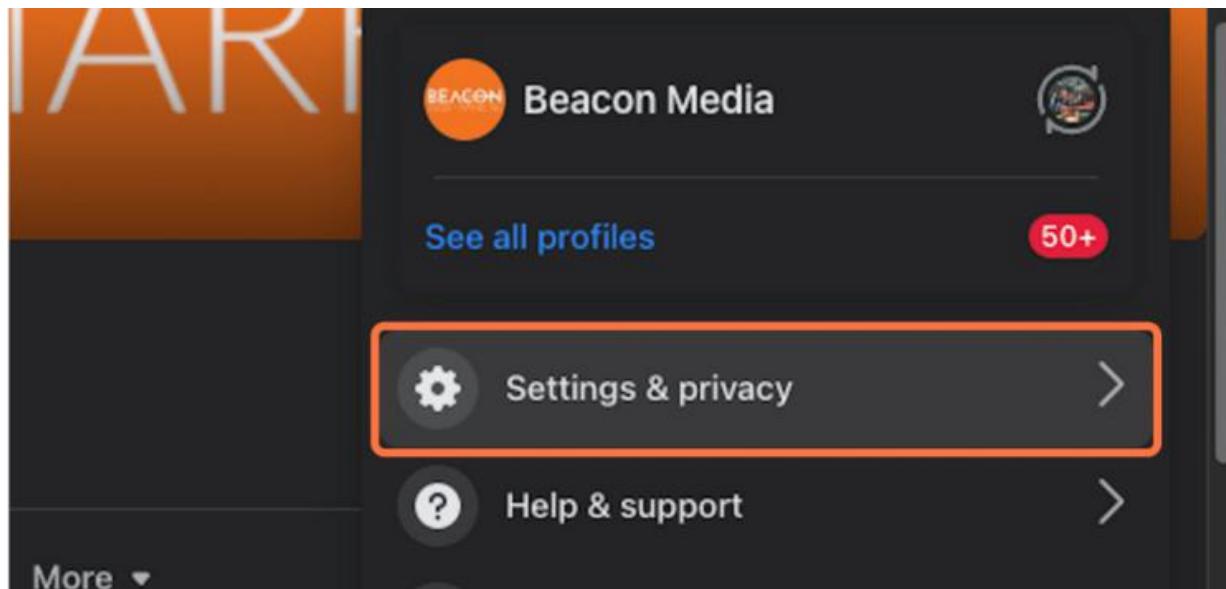
## STEP 11

Click on profile picture in top right



## STEP 12

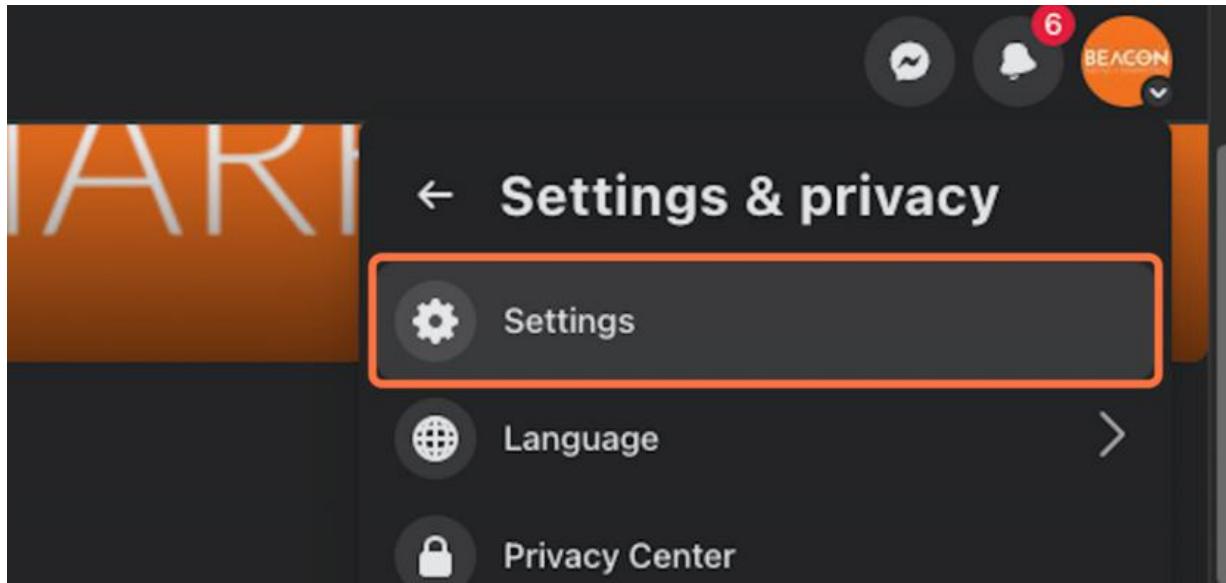
Click on "Settings & privacy"



## STEP 13

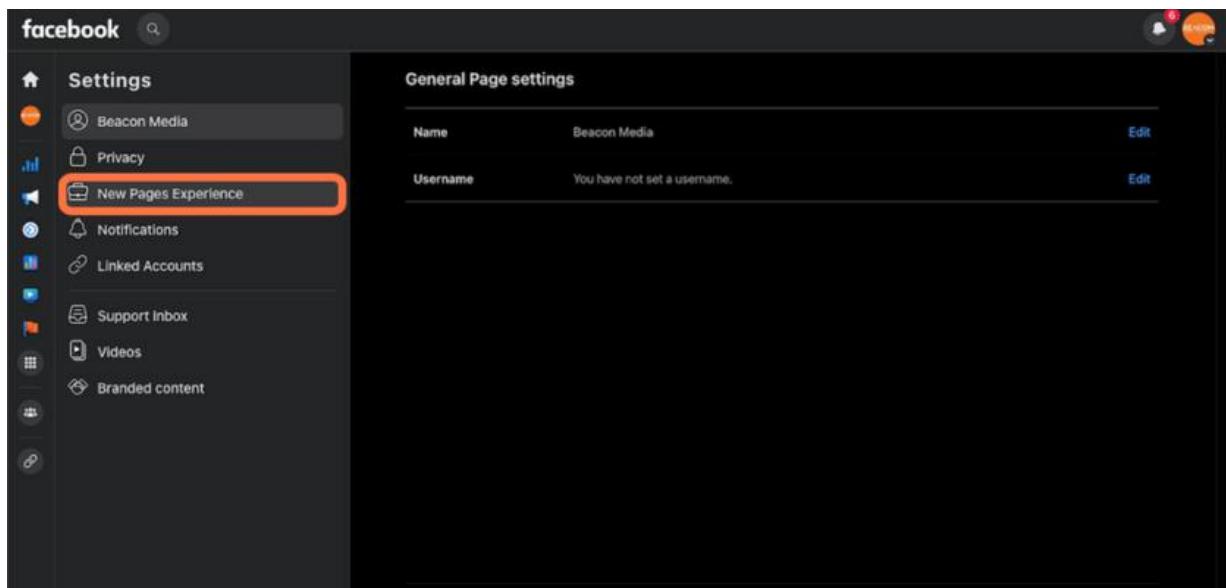
Click on "Settings"

Go to step #14



## STEP 14

Click on "New Pages Experience"

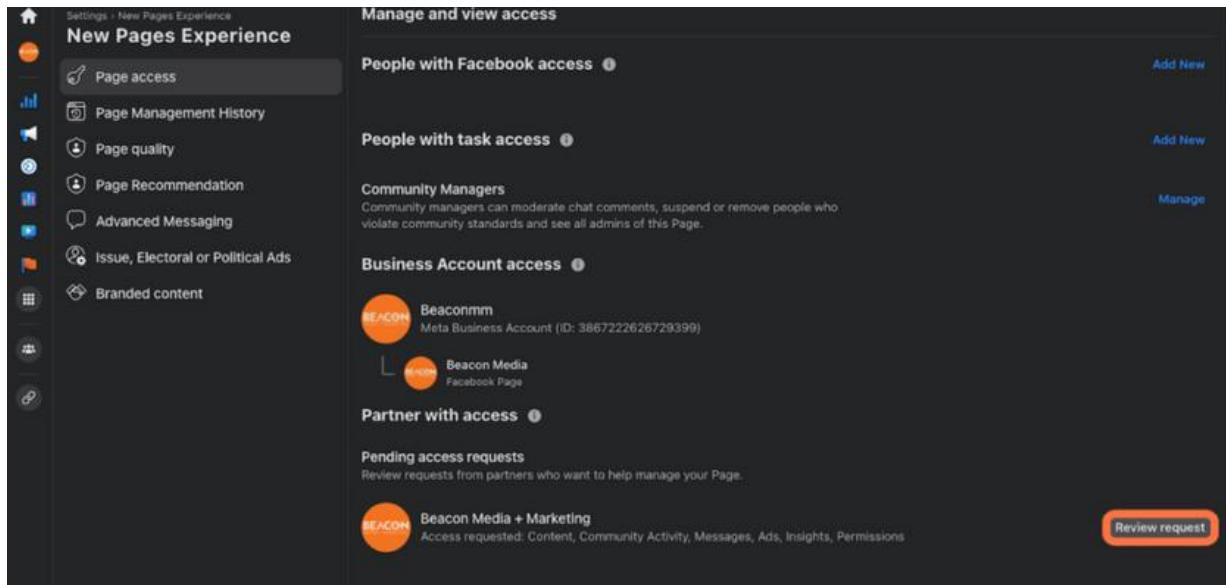


## STEP 15

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



Settings : New Pages Experience

### New Pages Experience

Manage and view access

Page access

Page Management History

Page quality

Page Recommendation

Advanced Messaging

Issue, Electoral or Political Ads

Branded content

People with Facebook access

Beaconcomm

Meta Business Account (ID: 3867222626729399)

Beacon Media

Facebook Page

Community Managers

Business Account access

Beacon Media + Marketing

Access requested: Content, Community Activity, Messages, Ads, Insights, Permissions

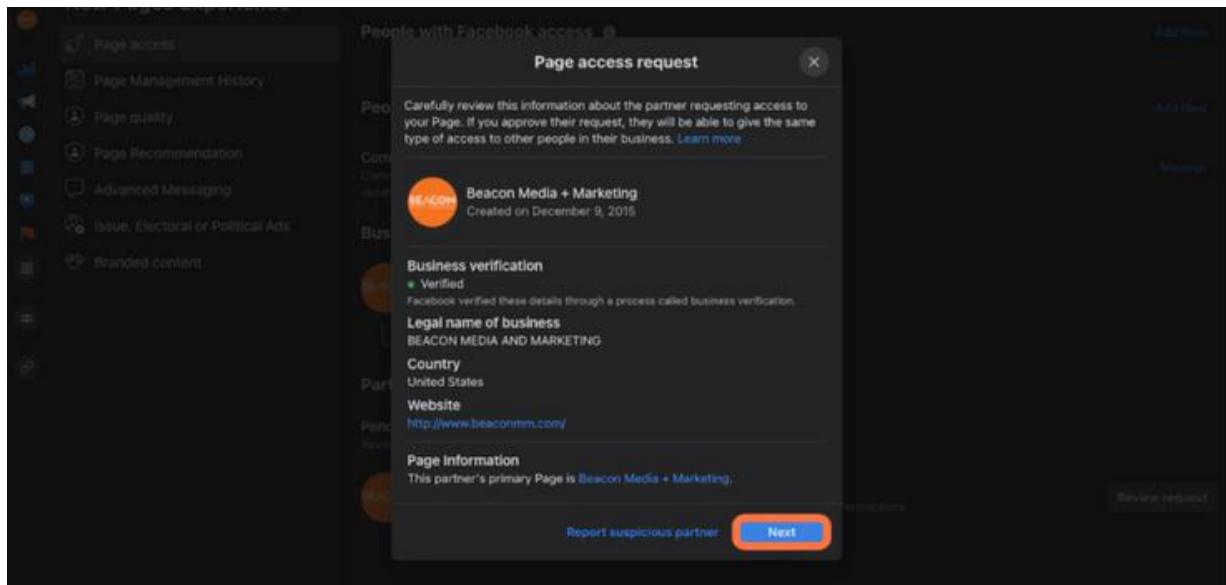
Pending access requests

Review requests from partners who want to help manage your Page.

Review request

## STEP 16

Click Next



Page access

Page Management History

Page quality

Page Recommendation

Advanced Messaging

Issue, Electoral or Political Ads

Branded content

People with Facebook access

Beacon Media + Marketing

Created on December 9, 2015

Business verification

Verified

Facebook verified these details through a process called business verification.

Legal name of business

BEACON MEDIA AND MARKETING

Country

United States

Website

<http://www.beaconcomm.com/>

Page information

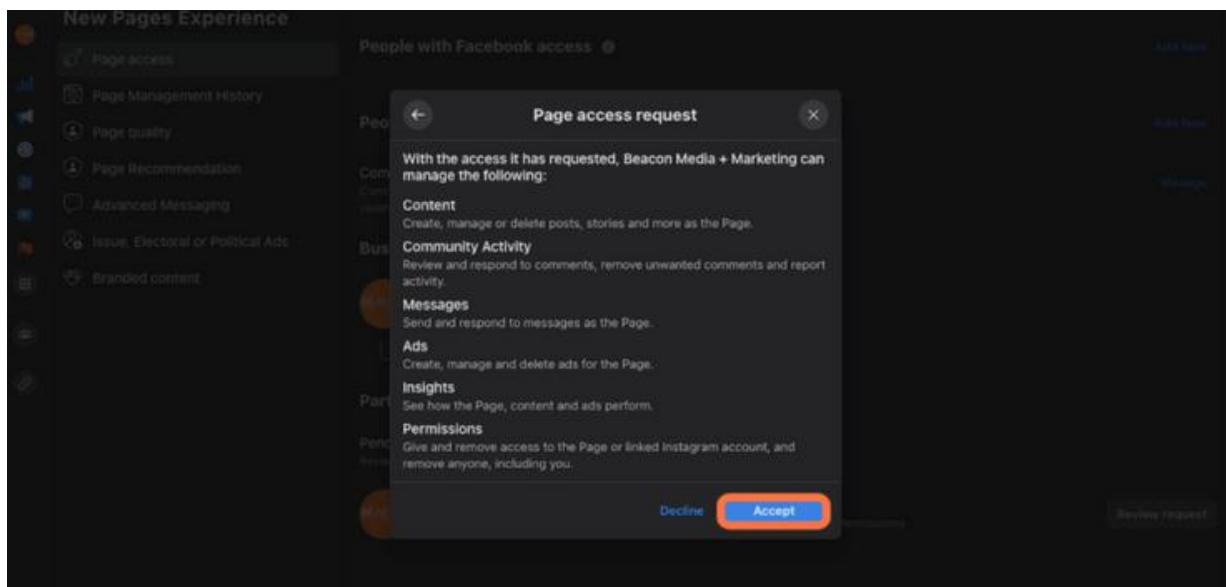
This partner's primary Page is Beacon Media + Marketing.

Report suspicious partner

Next

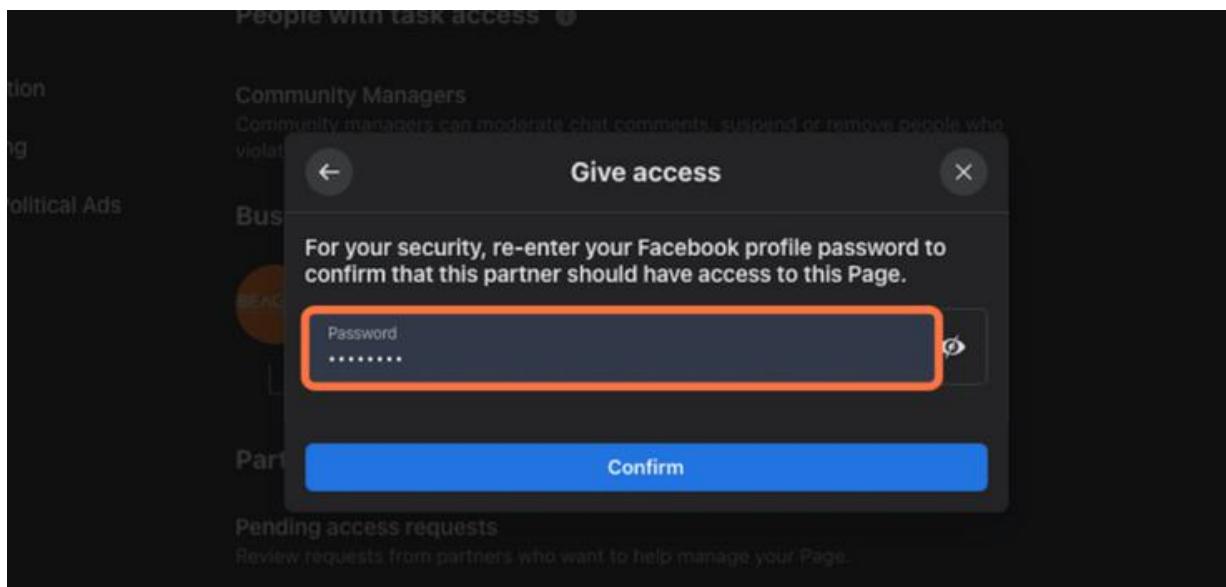
## STEP 17

Click on "Accept"



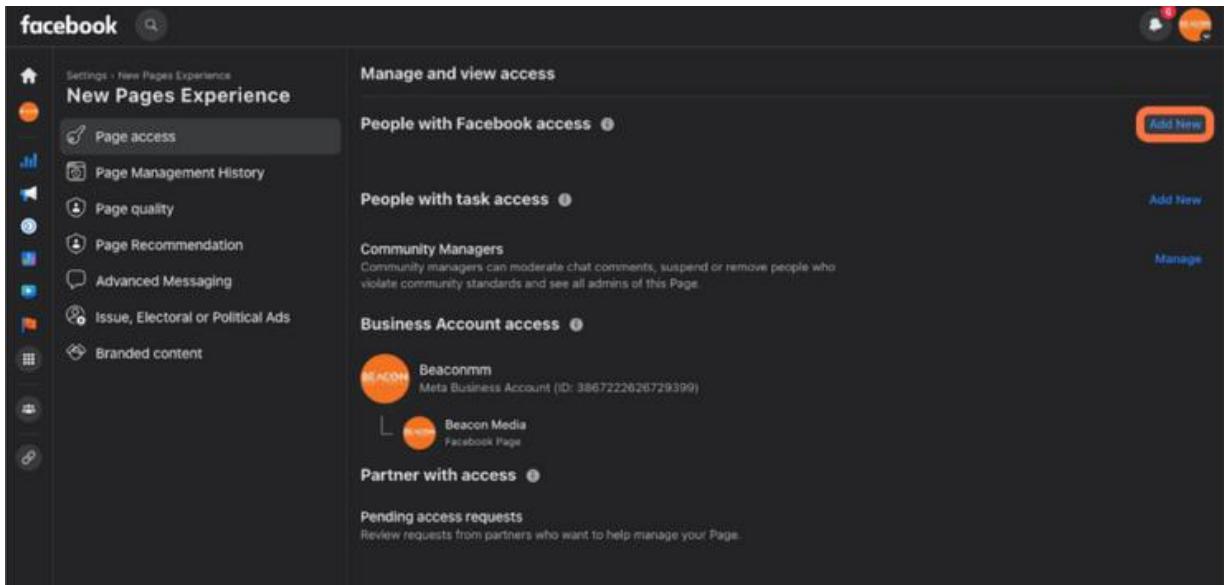
## STEP 18

Type in password and click "Confirm"



## STEP 19 – After reaching out to Beacon team

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



facebook

Settings - New Pages Experience

New Pages Experience

Page access

Page Management History

Page quality

Page Recommendation

Advanced Messaging

Issue, Electoral or Political Ads

Branded content

Manage and view access

People with Facebook access

Add New

People with task access

Community Managers

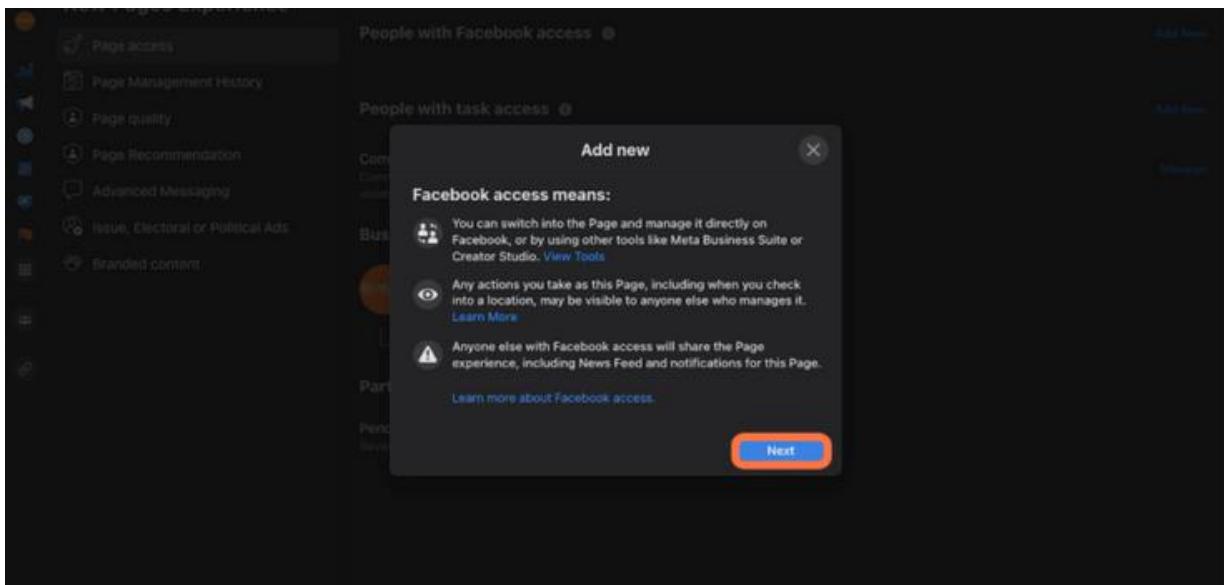
Business Account access

Partner with access

Pending access requests

## STEP 20

Click on "Next"



Page access

Page Management History

Page quality

Page Recommendation

Advanced Messaging

Issue, Electoral or Political Ads

Branded content

People with Facebook access

Add New

People with task access

Add New

Community Managers

Business Account access

Partner with access

Pending access requests

Add new

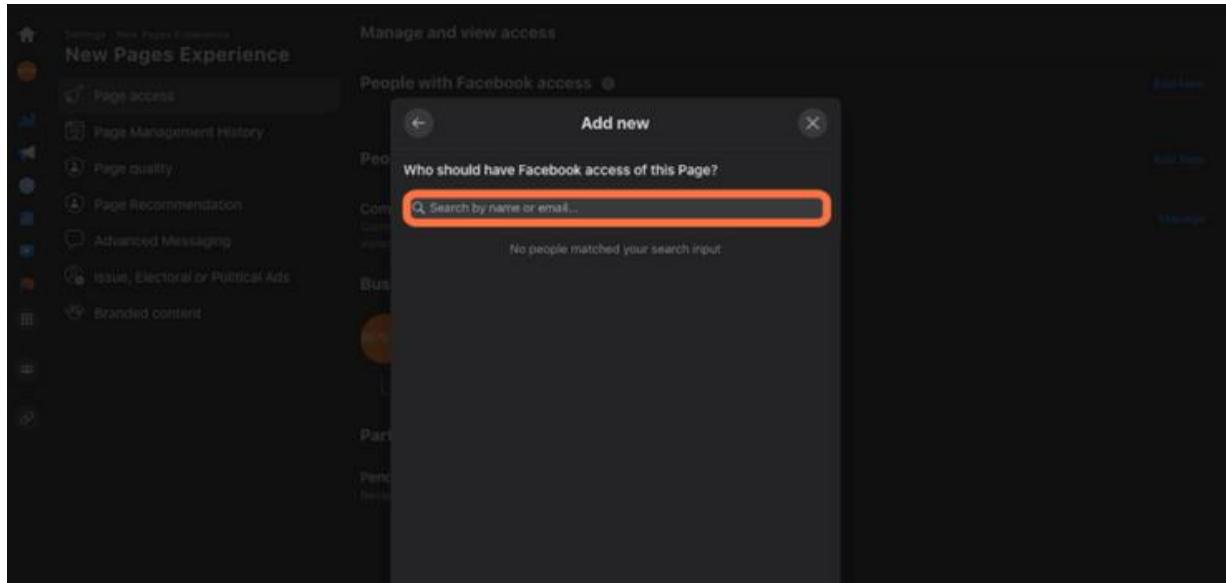
Facebook access means:

- 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](#)
- Any actions you take as this Page, including when you check into a location, may be visible to anyone else who manages it. [Learn More](#)
- Anyone else with Facebook access will share the Page experience, including News Feed and notifications for this Page. [Learn more about Facebook access](#)

Next

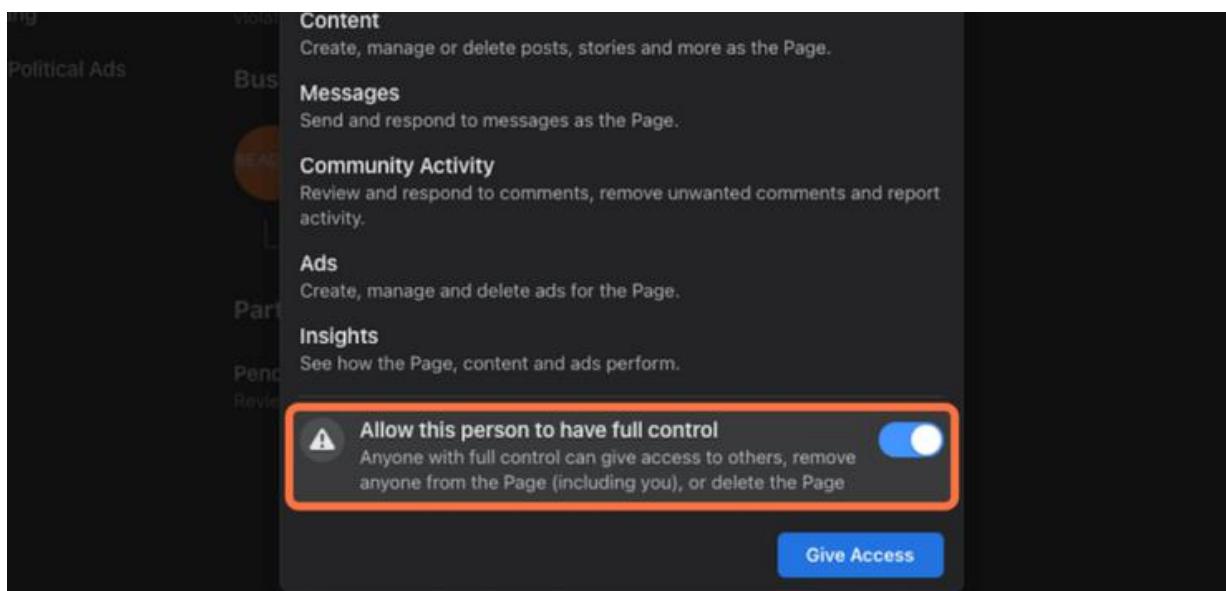
## STEP 21

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



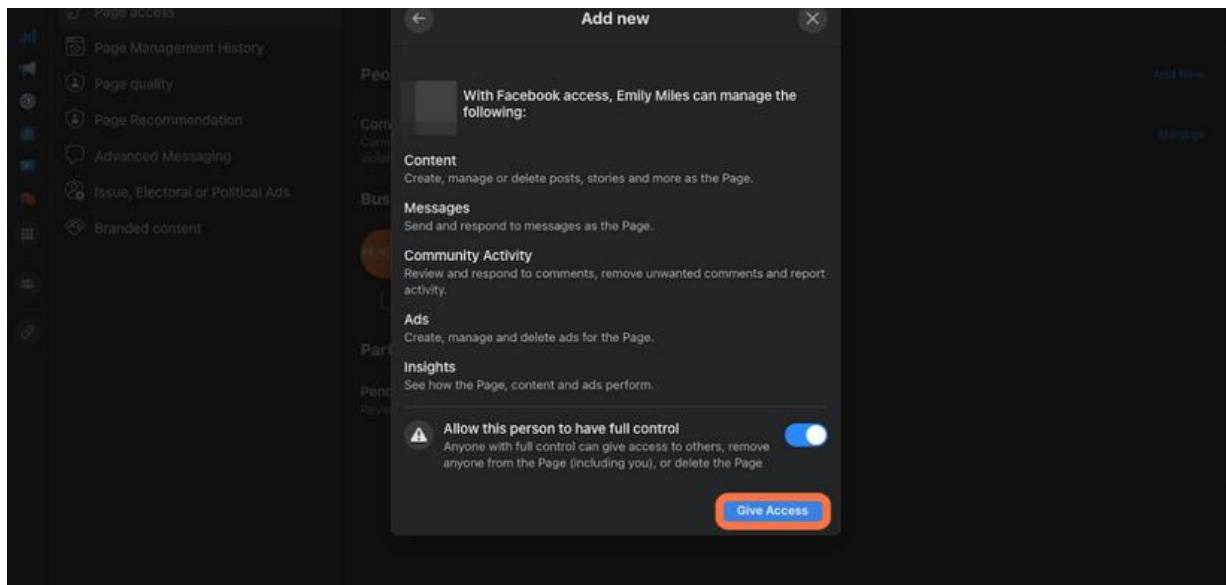
## STEP 22

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



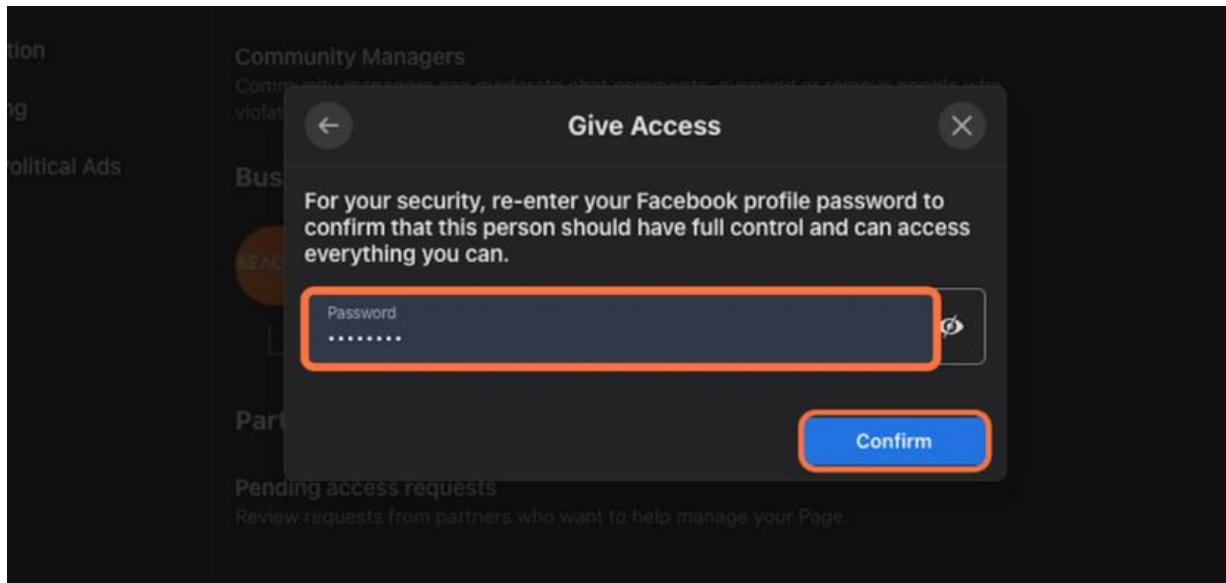
## STEP 23

Click "Give Access"



## STEP 24

Type in password and select confirm



You're all done!

# Adding 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 homepage features a 'Start a post' button and a news feed with various posts from other users. A sidebar on the right displays 'LinkedIn News' with several articles. The bottom of the page includes a 'Learn more' button for a Semrush advertisement.

## 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. Below the search bar, four profile suggestions are listed, each with a magnifying glass icon and the name 'ashley witucki'. The suggestions 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'. At the bottom of the search results, there is a 'See all results' link. The bottom of the page shows a news feed with a post from 'Excellence In Health' about regaining movement after an injury.

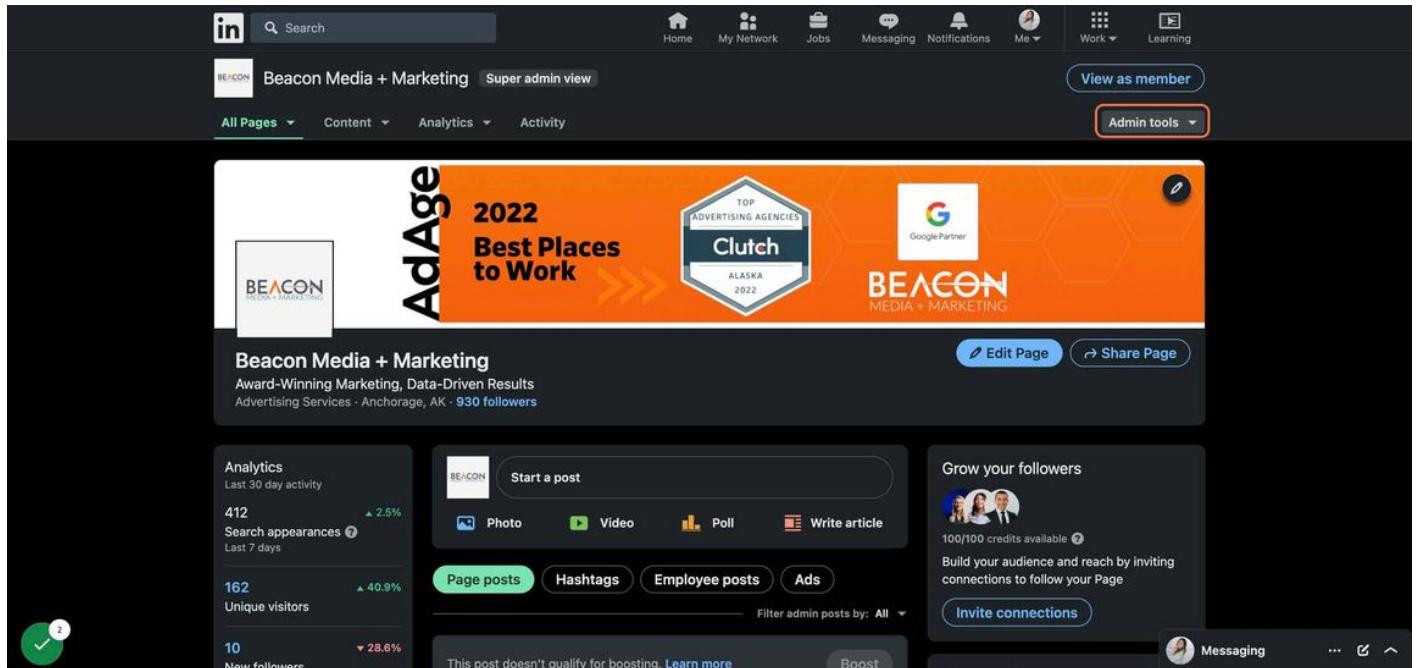
## STEP 3

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



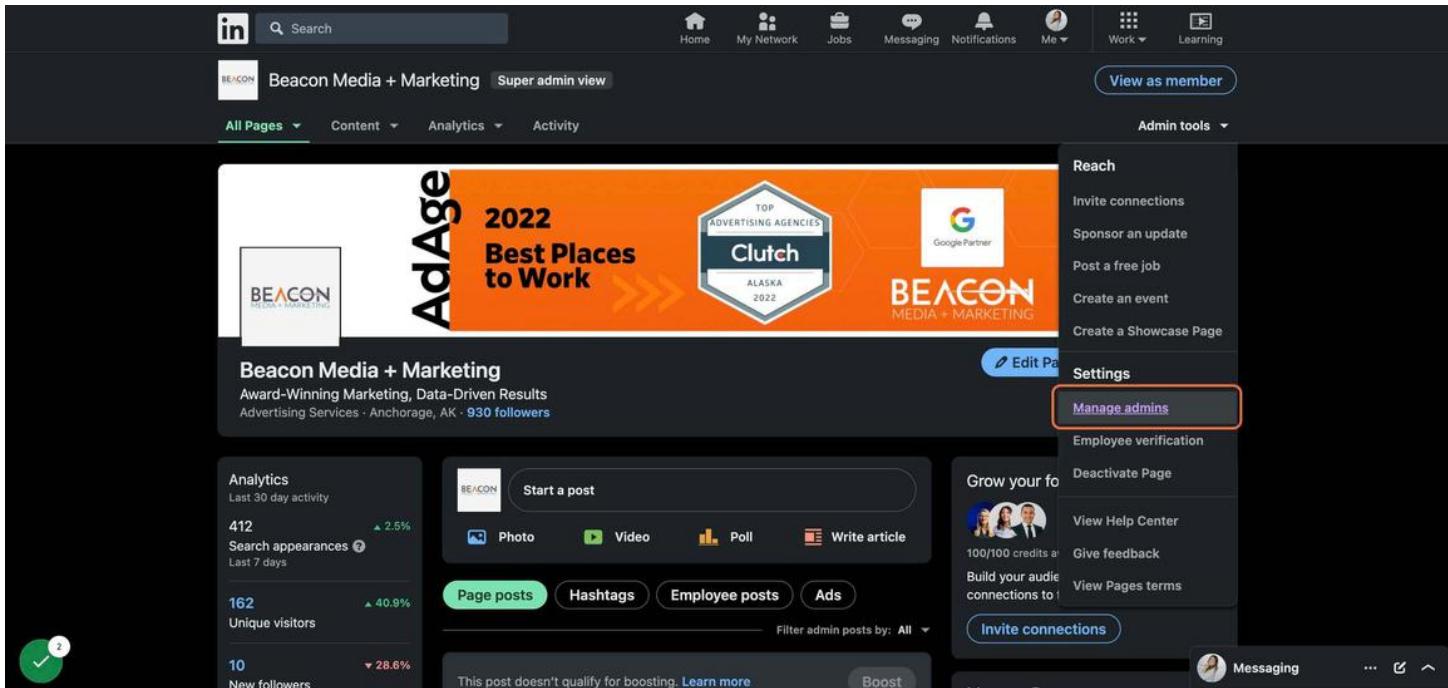
## STEP 4

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



## STEP 5

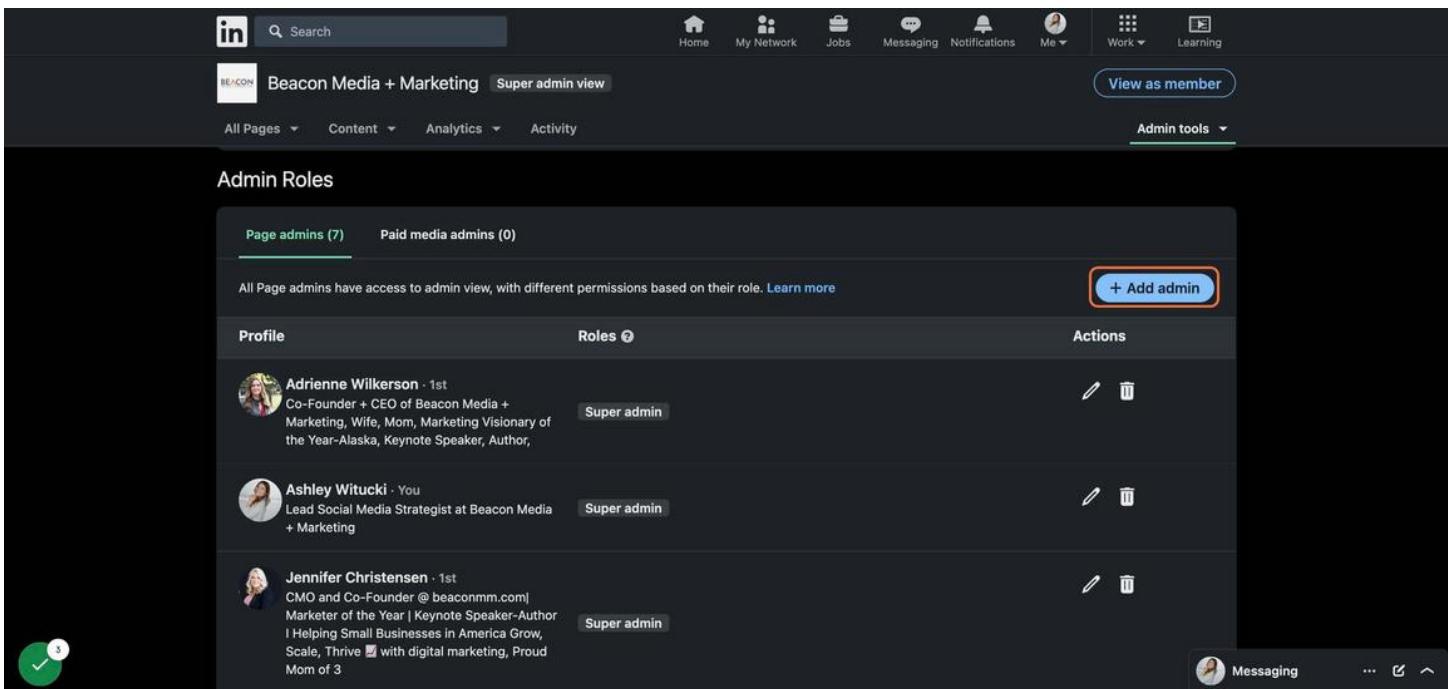
Click on **Manage Admins** in the dropdown menu.



The screenshot shows the LinkedIn interface for a page named 'Beacon Media + Marketing'. The 'Admin tools' dropdown menu is open on the right side. The 'Manage admins' option is highlighted with a red box. Other options in the menu include 'Reach', 'Settings', 'Employee verification', 'Deactivate Page', 'View Help Center', 'Give feedback', 'Build your audience connections to', and 'Invite connections'.

## STEP 6

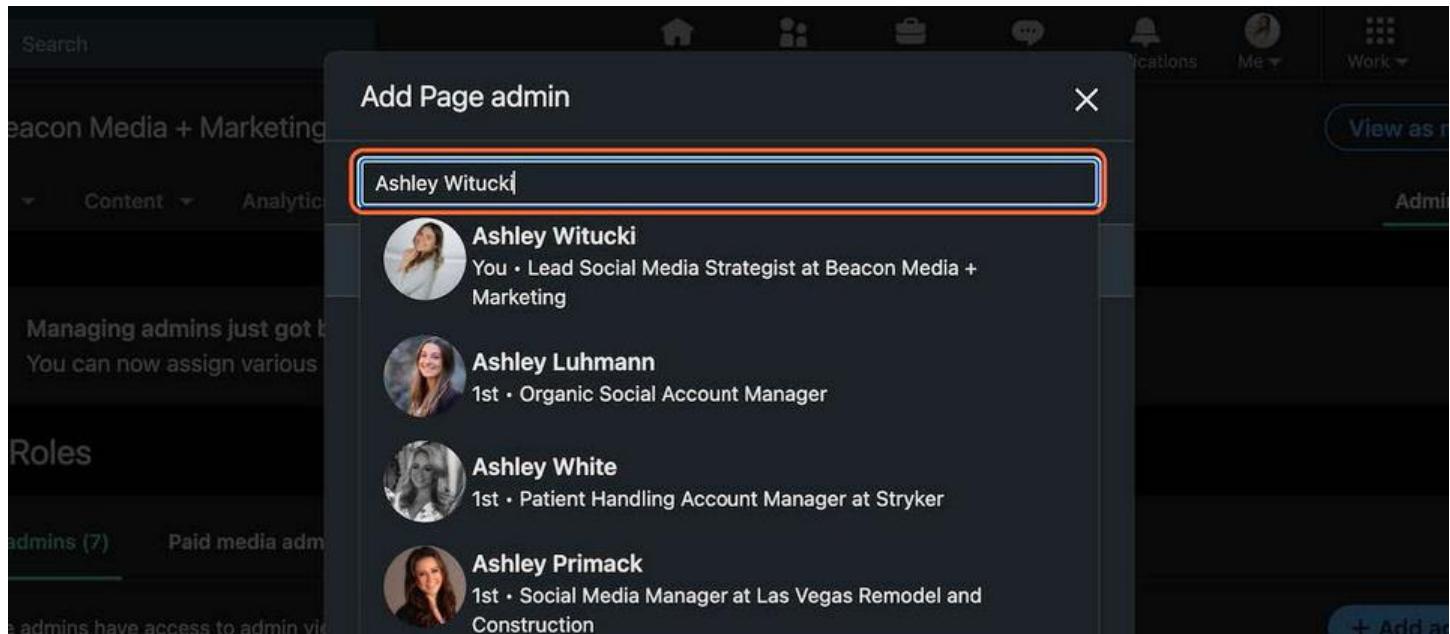
Click on **Add Admin**.



The screenshot shows the 'Admin Roles' section of the LinkedIn page settings. It lists 'Page admins (7)' and 'Paid media admins (0)'. A button labeled '+ Add admin' is highlighted with a red box. Below the button, a note states: 'All Page admins have access to admin view, with different permissions based on their role. [Learn more](#)'. The table lists three page admins: Adrienne Wilkerson, Ashley Witucki, and Jennifer Christensen, each with a 'Super admin' role and edit/delete icons.

## STEP 7

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



Search Home People Jobs Notices Me Work View as Admin tools

Beacon Media + Marketing

Managing admins just got better. You can now assign various roles to your admins.

Roles

Page admins (7) Paid media admins

7 Page admins have access to admin view.

Add a page admin

Ashley Witucki

You • Lead Social Media Strategist at Beacon Media + Marketing

Ashley Luhmann

1st • Organic Social Account Manager

Ashley White

1st • Patient Handling Account Manager at Stryker

Ashley Primack

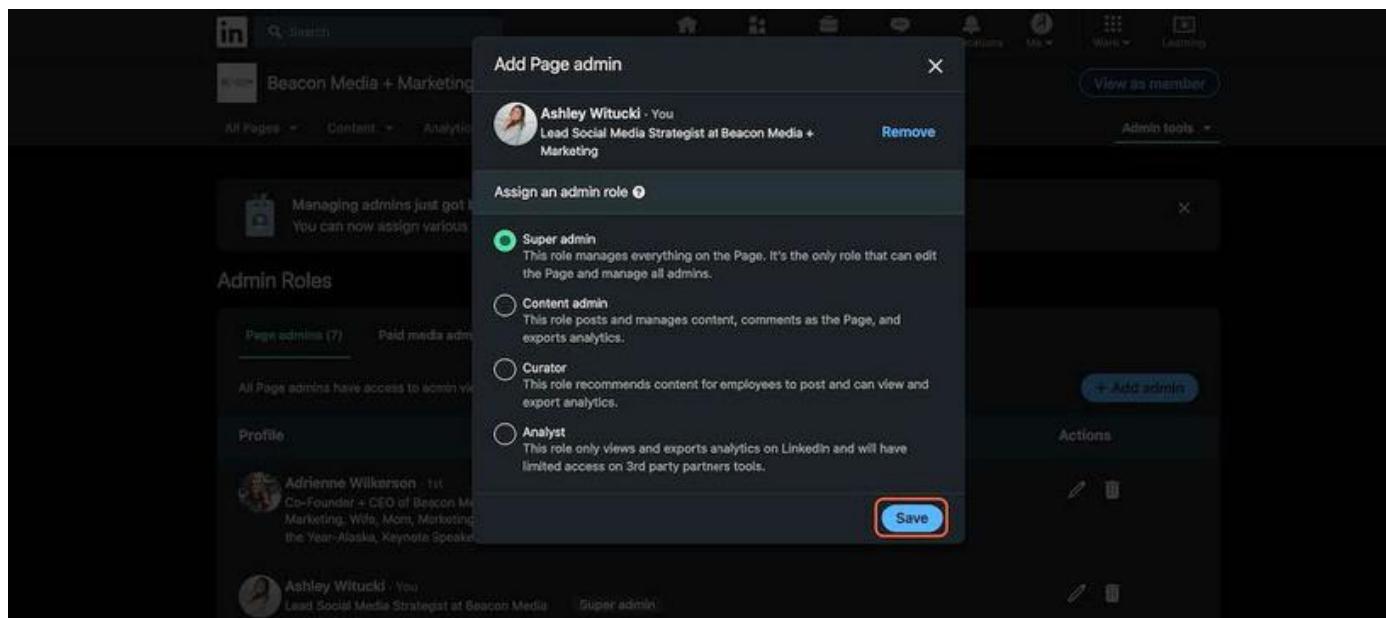
1st • Social Media Manager at Las Vegas Remodel and Construction

+ Add another

## STEP 8

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

Once complete, press save and you're done!



Search Home People Jobs Notices Me Work Learning View as member Admin tools

Beacon Media + Marketing

All Pages Content Analytics

Managing admins just got better. You can now assign various roles to your admins.

Admin Roles

Page admins (7) Paid media admins

All Page admins have access to admin view.

Profile

Adrienne Wilkerson 115 Co-Founder + CEO of Beacon Media + Marketing. Wife, Mom, Marketing, the Year-At-A-Glance, Keynote Speaker

Ashley Witucki 10 Lead Social Media Strategist at Beacon Media + Marketing

Super admin

Assign an admin role

Super admin This role manages everything on the Page. It's the only role that can edit the Page and manage all admins.

Content admin This role posts and manages content, comments as the Page, and exports analytics.

Curator This role recommends content for employees to post and can view and export analytics.

Analyst This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partner tools.

Actions

Save

You're all done!

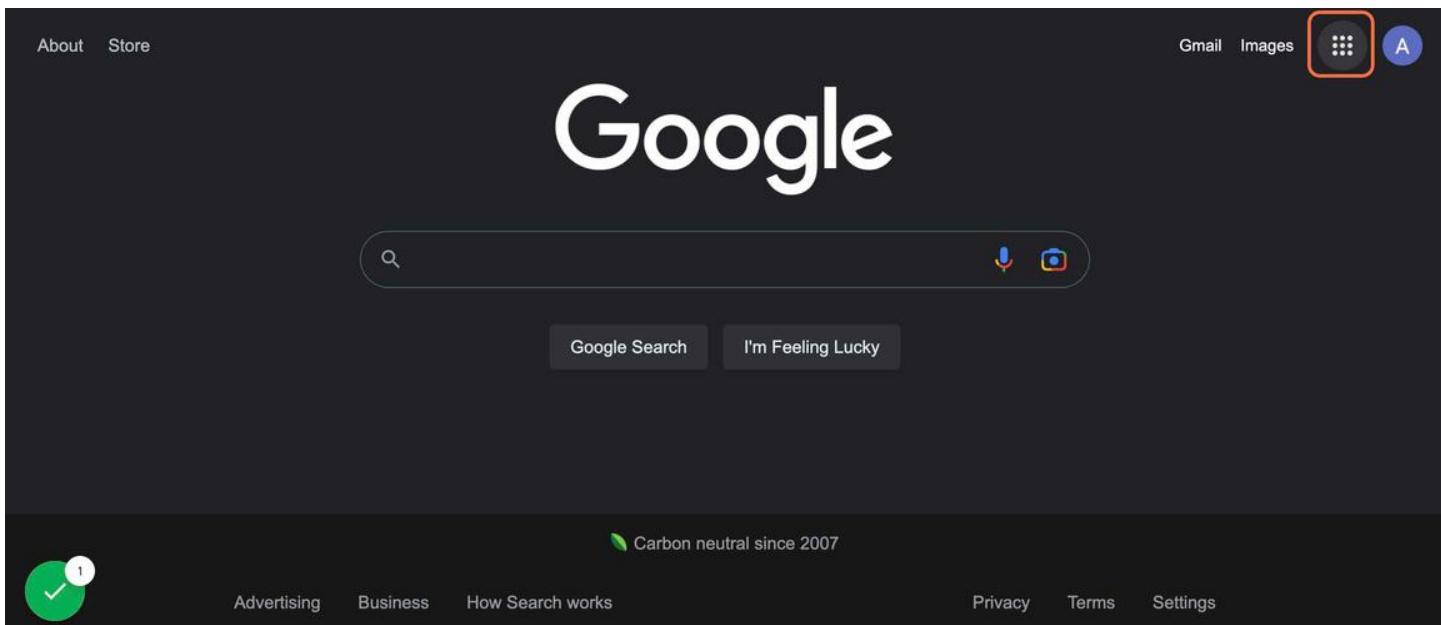
# Adding Beacon to Your Google Business Profile (GBP)

## STEP 1

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

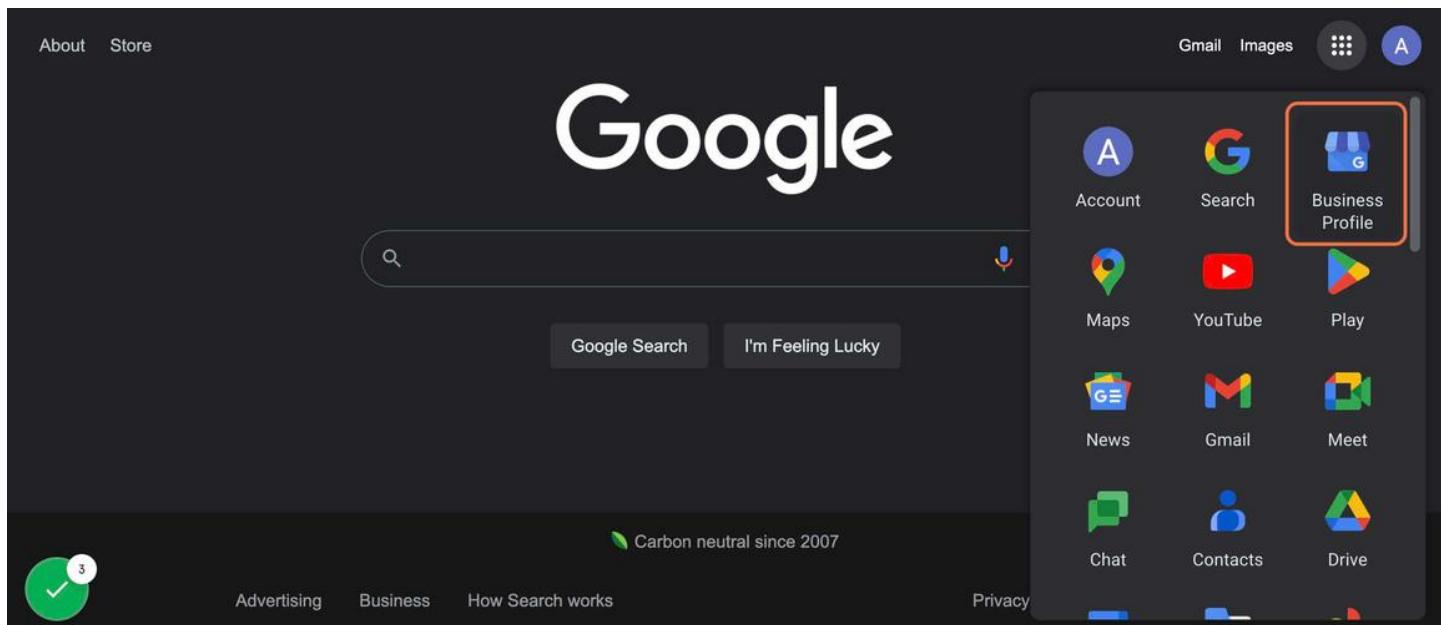
## STEP 2

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



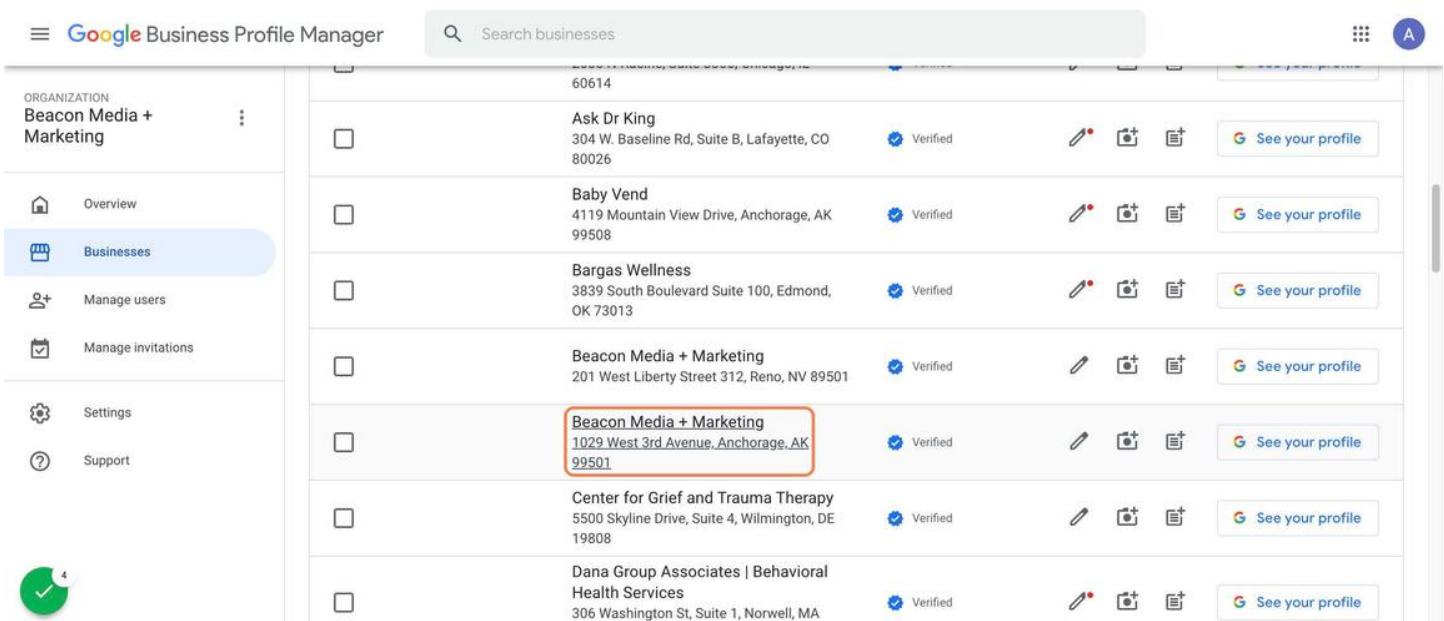
## STEP 3

Click on **Business Profile**.



## STEP 4

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

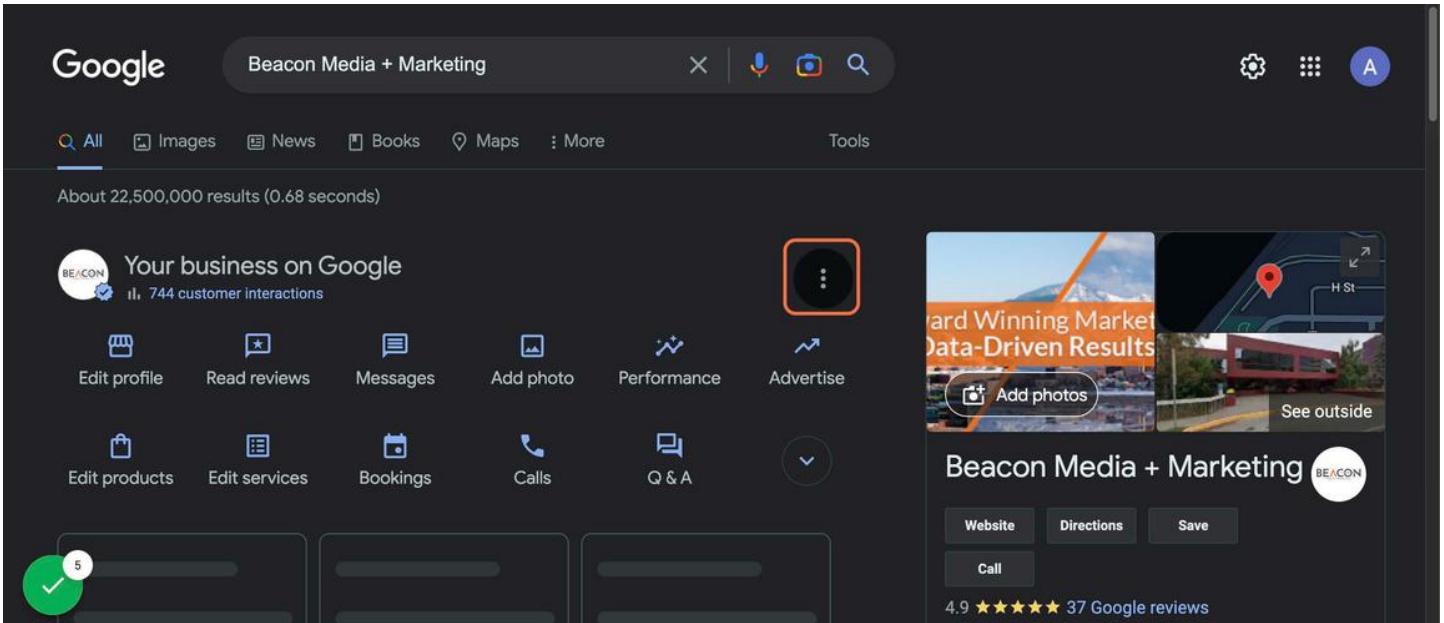


The screenshot shows the Google Business Profile Manager interface. On the left, a sidebar menu includes 'Overview', 'Businesses' (which is selected and highlighted in blue), 'Manage users', 'Manage invitations', 'Settings', and 'Support'. A green circular icon with a checkmark and the number '4' is in the bottom left. The main area lists business profiles with columns for name, address, verification status (verified with a blue checkmark), edit and photo icons, and a 'See your profile' button. One profile, 'Beacon Media + Marketing' with address '1029 West 3rd Avenue, Anchorage, AK 99501', is highlighted with a red box. The address is also underlined.

## STEP 5

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

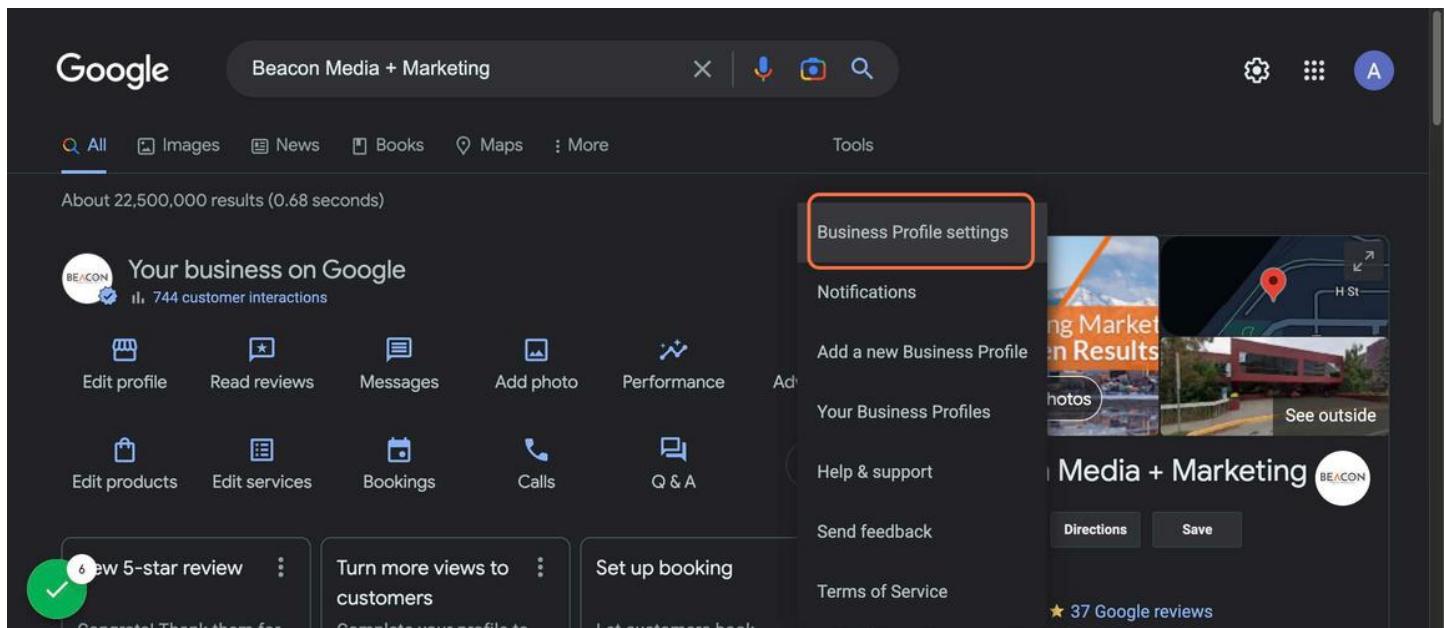
If you do not see the "Your business on Google" section at first, you might have to **scroll a little bit further down the page** past the ads.



The screenshot shows a Google search results page for 'Beacon Media + Marketing'. The search bar at the top has the query 'Beacon Media + Marketing'. Below the search bar are filters for 'All', 'Images', 'News', 'Books', 'Maps', and 'Tools'. The results section shows 'About 22,500,000 results (0.68 seconds)'. On the left, there's a 'Your business on Google' section with a profile picture, a blue checkmark, and '744 customer interactions'. It includes links for 'Edit profile', 'Read reviews', 'Messages', 'Add photo', 'Performance', 'Advertise', 'Edit products', 'Edit services', 'Bookings', 'Calls', and 'Q & A'. On the right, the company's Google Business Profile is displayed with a 'Beacon Media + Marketing' logo, a 'BEACON' badge, and a '5' in a green circle. The profile shows 'Hard Winning Market Data-Driven Results', an 'Add photos' button, a map pin, and a 'See outside' button. Below the profile are buttons for 'Website', 'Directions', 'Save', and 'Call'. A '4.9 ★★★★☆ 37 Google reviews' rating is also shown. A red box highlights the three-dot menu icon in the GBP listing.

## STEP 6

Click on **Business Profile settings**



Google Beacon Media + Marketing

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

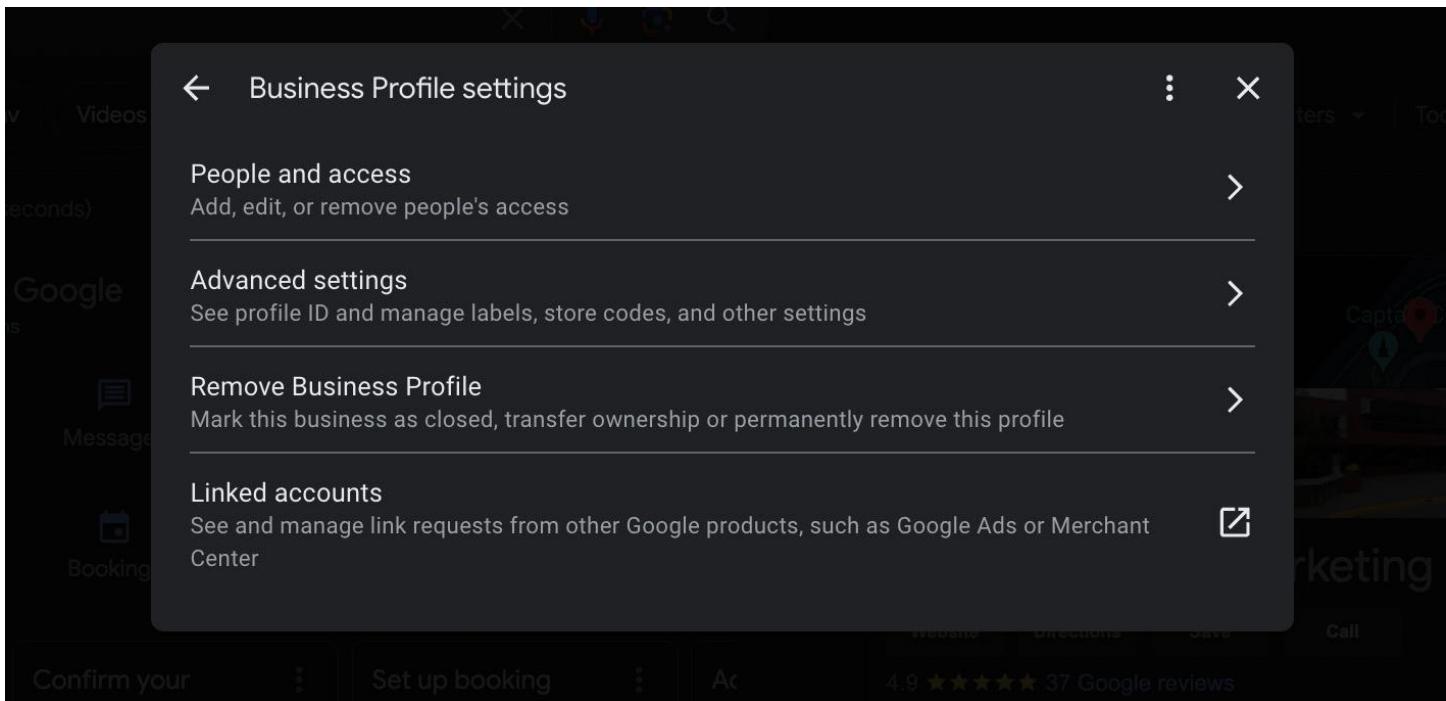
Business Profile settings

Notifications Add a new Business Profile Your Business Profiles Help & support Send feedback Terms of Service

Media + Marketing 37 Google reviews

## STEP 7

Click on **People and access**



Business Profile settings

People and access >  
Add, edit, or remove people's access

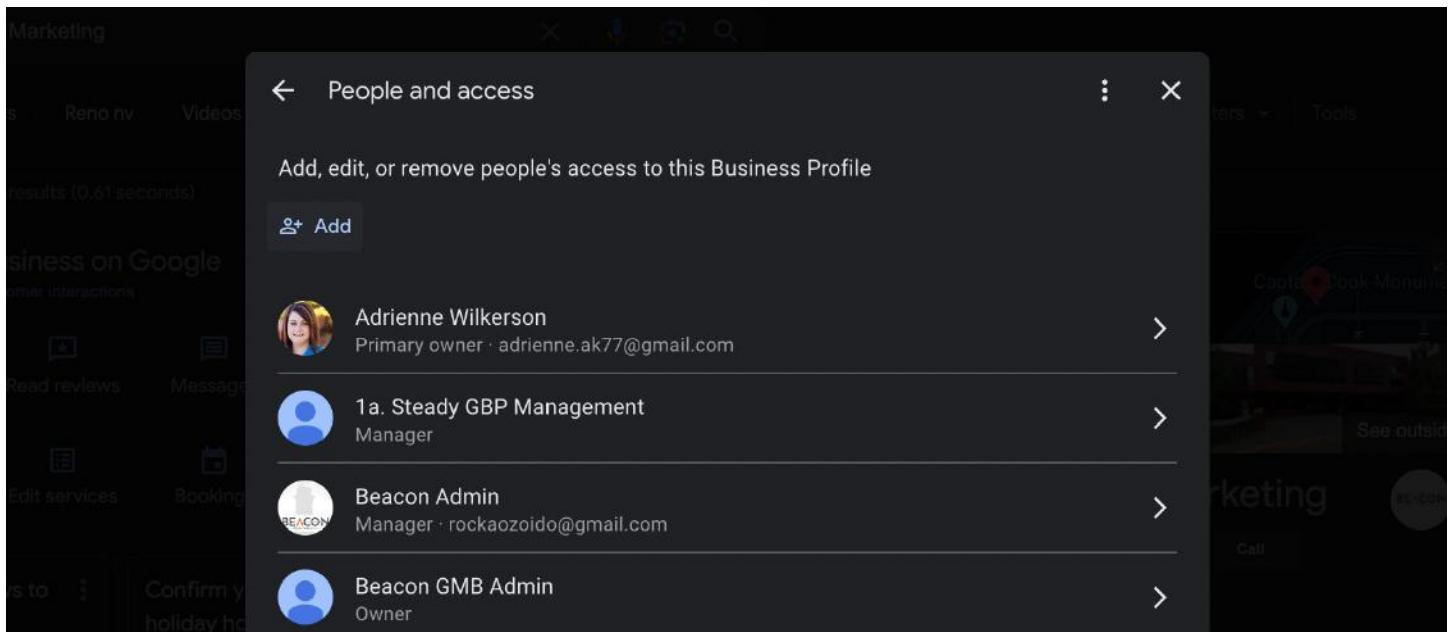
Advanced settings >  
See profile ID and manage labels, store codes, and other settings

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

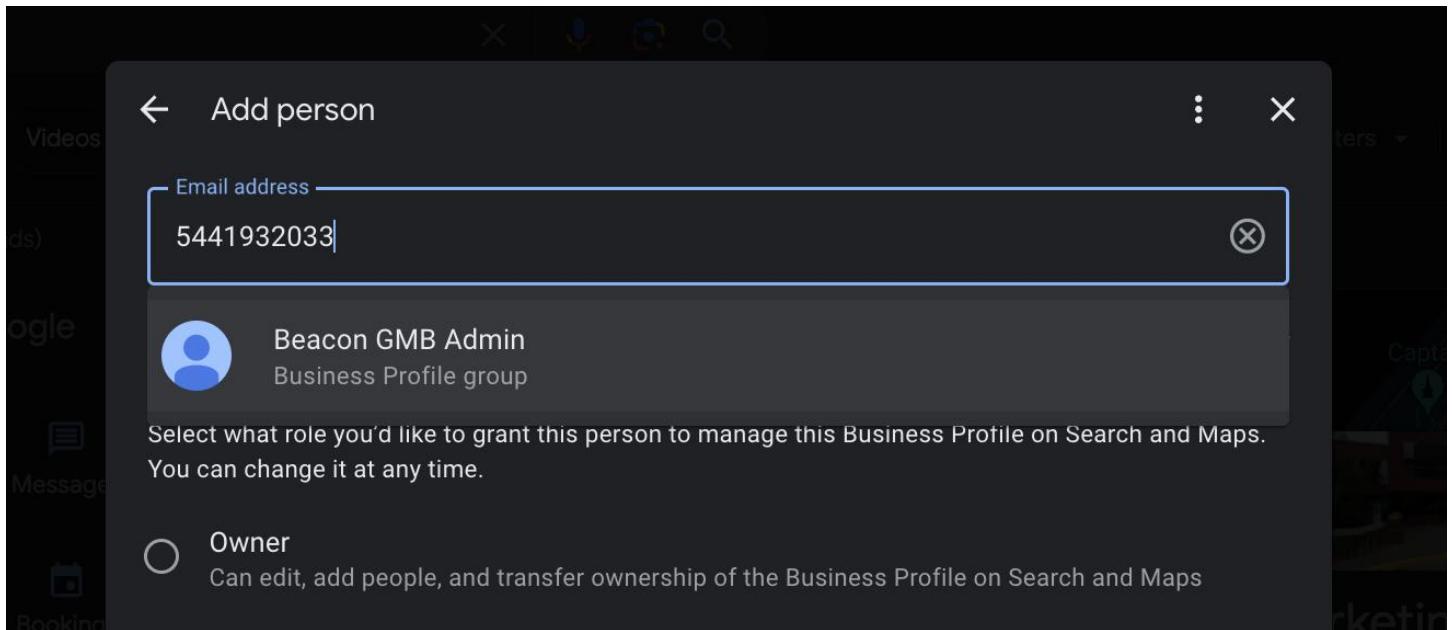
## STEP 8

Click **Add**



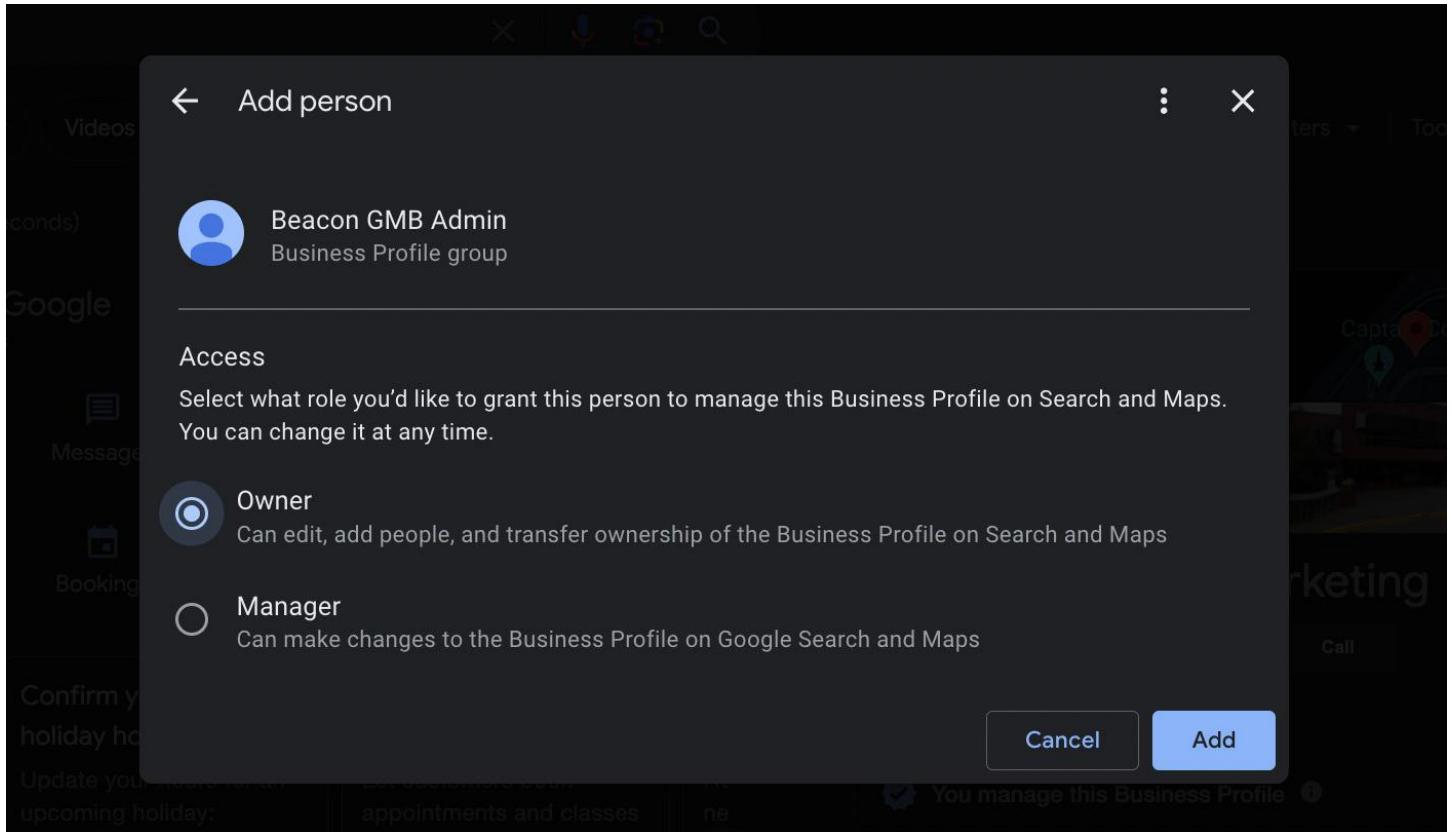
## STEP 9

For Non-Ellie clients, paste the code “**5441932033**” into the search bar.  
“**Beacon GMB Admin**” should pop up within a few seconds



## STEP 10

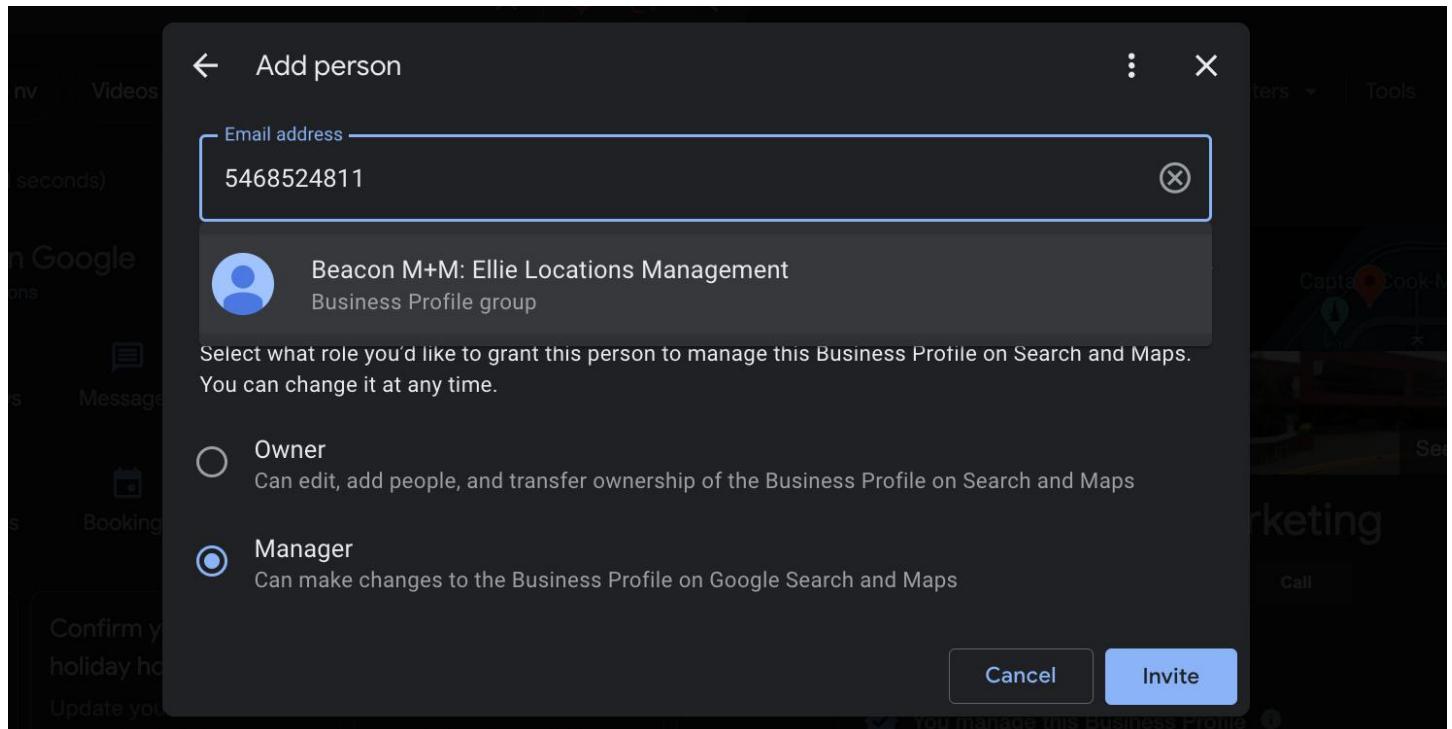
Please be sure to add us as “**owner**”



## STEP 11

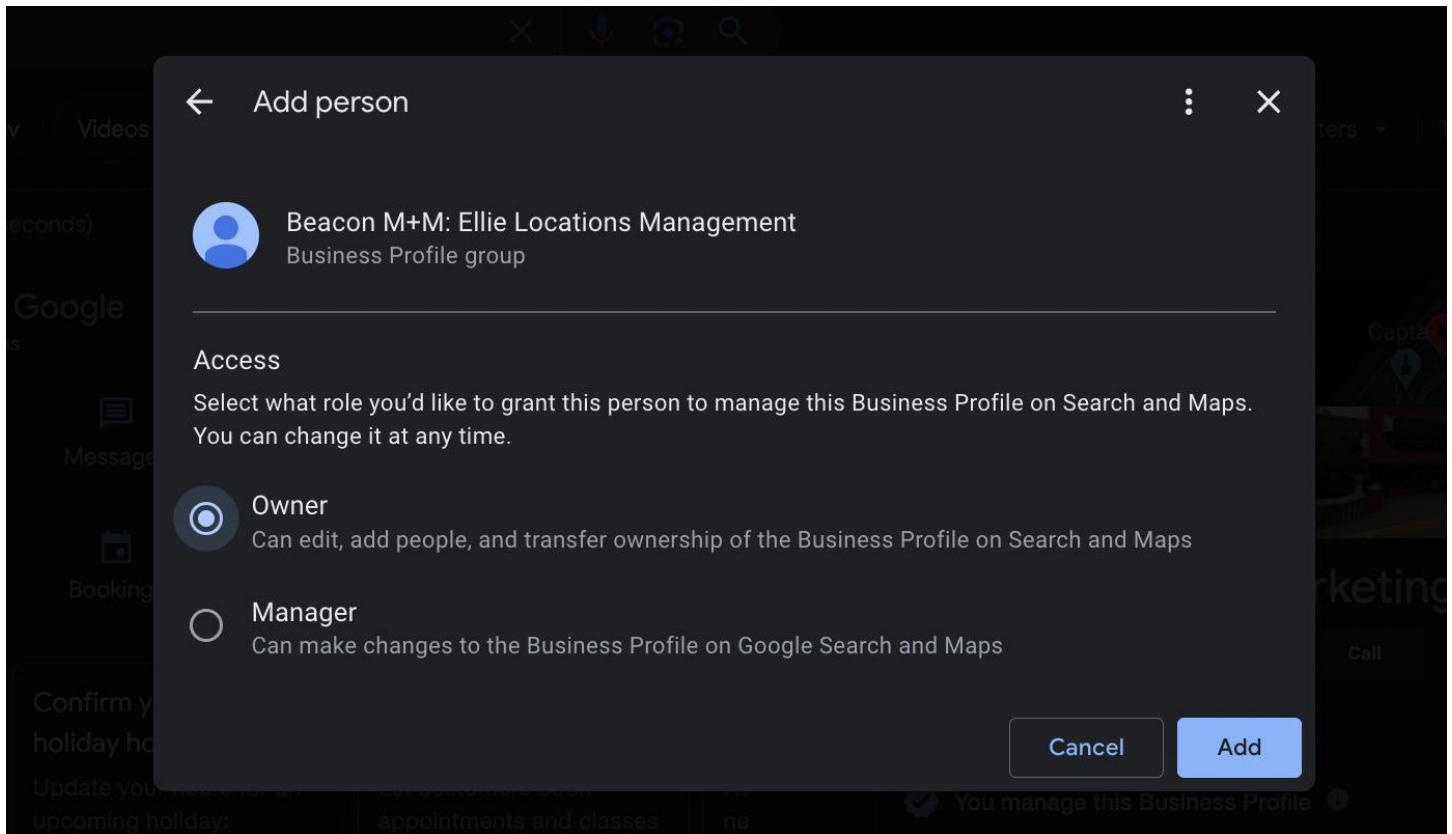
For Ellie Zee's, paste the code “**5468524811**” into the search bar.

“**Beacon M+M: Ellie Locations Management**” should pop up within a few seconds



## STEP 12

Please be sure to add us as “**owner**”



# You're all done!