

Facebook Business Manager

https://www.facebook.com/business?ref=sem_smb&utm_source=GOOGLE&utm_medium=fbmbsem&utm_campaign=G_S_Beta_BusinessAds_Brand_CA_EN&kenid=e1b69b92-aacb-44ff-8888-6cb08c671ae8

Facebook Business Manager: The Ultimate Guide

<https://blog.hubspot.com/marketing/facebook-business-manager>

Facebook Creator Studio

Creator Studio brings together all the tools you need to effectively post, manage, monetize, and measure content across all your Pages. Creator Studio also helps you take advantage of new features and monetization opportunities that you may be eligible for.

Creator Studio helps you:

- **Track performance:** See how your content is performing, get metrics on your estimated earnings and discover advanced insights about your audience across all your Pages.
- **Manage your content library:** Explore all your content from across all your Pages. Get details, see insights and take actions on specific posts.
- **Simplify engagement:** Manage interactions across all your Pages. Includes Facebook Messenger and post comments, as well as Instagram comments.
- **Streamline video publishing:** Compose, schedule and publish content across multiple Pages that you own. You can also bulk upload videos to a single Page.
- **Protect your content:** Control where and how your original content appears with Rights Manager.
- **Monetize your videos:** Onboard eligible Pages to ad breaks, check your monetization status, manage block lists, get insights, edit your payout settings and view statements.
- **Unlock creative tools:** Access the latest video features, plus review and download royalty free music and sounds for your videos using Sound Collection.

Creator Studio is only available on your computer. To manage your Page and content from a phone, explore the Facebook Creator app.

Photos on Facebook

Facebook automatically resizes and format your photos when you upload them. To help make sure your photos appear in the highest possible quality, try these tips:

- **Resize your photo to one of the following supported sizes:**
 - Profile picture: 360px by 360px
 - Regular photos: 720px, 960px or 2048px wide
 - Cover photos: 851px by 315px
- To avoid compression when you upload your cover photo, make sure the file size is less than 100KB
- Save your image as a JPEG with an sRGB color profile