

THE FACEBOOK PAGE

✓ Checklist

Facebook isn't just post and go. Without the proper content and information, potential clients will land on your page and not know who you are or what it is you do. With this simple checklist, your page will have all the necessary items to ensure a successful Facebook Page.

About

1. THE 'ABOUT' SECTION

- Is your website's URL entered and working?
- All contact information is entered and updated
- Add social handles for all social channels



2. PROFILE PHOTO

- Is this image a representation of your brand?
Ex: Company Logo
- Is this image used across all social channels?



3. COVER PHOTO

- Are you using FB guidelines?
- Is your image getting cut around the edges due to improper image specs (FB specs: 828 x 315 pixels)?
- Are you adding a CTA with URL to a landing page in the image description?

Tabs

4. TABS

- Remove nonessential tabs
- Rearrange according to importance



5. CONTENT POST

- Are you posting regularly?
- Are posts related to your industry?
- Do you have a content schedule in place?
- Are you responding to comments in a timely manner?



6. MESSENGER

- Set up auto-response letting customers know you'll be with them shortly
- Are you responding to your messages?