



FACEBOOK PAGE SET-UP CHECKLIST

Everything you need to know to create a business Facebook Page.
Checklist here. Extra tips on the next page.

- Research
- Goals
- Profile Picture
- Heading Picture
- Call-to-Action Button
- About Page
 - Terms you want to include
 - About Section
- Claim your url
- Turn on your messenger
- Complete your tabs
- Organize your tabs
- Pin a Show-stopper



FACEBOOK PAGE CHECKLIST KEY & TIPS

Begin with some research.

Who are the influencers in your market? Check out their pages. Notice what apps they use, the posts they post, and general layout and content of their tabs on their page.

What pages speak to you? What about those pages speak to you?

What does your target market want to see, or know from being on your page? This is probably the most important. Don't be afraid to ask some people in your target market what their favorite pages are and why.

Make goals.

Put together what you want your goals to be. It may seem odd but there are many different reasons a business may want a Facebook Page: getting seen, brand recognition, attracting new clients, engaging current clients, launching new products, getting more website traffic, selling more products - the options are endless.

Get clear on what your why is. Remember that quality likes and followers are tons better than having a ton of followers and likes that aren't interested in what you sell. So why on you using social media and what will success look like?

Starting with page set-up:

Create a Page for your business, not a personal profile. I could go on and on about it, but really, just create a Facebook Page. Your business needs one and is more accessible than your personal profile in the end. TRUST ME.

Here are the first pieces to complete:

Profile image

This should be an image people are going to recognize because all your social profile images will remind them of your brand. If you are your brand, use an image of you. If it's a company-wide page, use a logo or even a fun unique caricature.

Header image

Go to [Canva.com](https://www.canva.com) and create one already pre-sized in their ready to go templates. Get something catchy that your market likes (this is where all that research starts to come in handy).

Call-to-Action Button

These are great and you can choose from many different options of what you want them to do next. If you have an online store, it could be shop now. If you are offering a freebie it could go to a sign-up list. You name it and you can pretty much get around the options Facebook offers.



FACEBOOK PAGE CHECKLIST KEY & TIPS

Complete your About Page.

Fill in each piece as much as you can. Remember that this is SEO friendly, so you want to use this like you would searchable content.

Specific notes:

Choose your business name for your Facebook name. You can change the URL, just keep in mind there is a limit to how many times Facebook will change it so be pretty solid on the name.

You can use a lot of the same info off your website About page if you have one. Remember, this isn't really about you. It is about them. Your about you is basically how who you are or what your business stands for will help them. Use keywords.

Add milestones for your business: when it was founded, growth spurts, major changes, service or product launch dates.

Turn your messaging on.

This is a choice, but I think it's a no-brainer if you want people to connect to you that you give them the ability to message your page. This is in Settings.

Configure Tabs.

There's a list of tabs on the left side. Fill in as much as you can in them, because they offer interested people a look at what you offer. Choose the ones that fit for you. Specifically the following at least:

Offers: Add Services or Products

There's a tab called Offers. This is a great place to put all your services or products - or at least the most popular.

Organize your tabs by going to Settings at the top of the page and then Edit Page. You can move the tabs up and down to arrange them in order that you want people to see them. I recommend keeping About towards the top so people can find it easy if they want to learn more.

Pin a Show-Stopper to the top

Choose the post that either does the best or more importantly gives them the next action you want them to take to the top. This is something they will see every time they come to your page.

Now you are all set up! The Next Step is Promoting & Posting.

That checklist is coming soon. Since you're on the list now, you'll get it as soon as it is off the presses!