Your Biz on Facebook

Is your Facebook Business page setup for success. Complete this checklist to create a page that represents your business.



Getting Started

- [ ] Create a Facebook business or fan page. HINT: Select a name that you will use for a long time. You can only change it once.

Complete these critical steps to set up your Business Page

- [ ] Add your profile picture. This should be a good picture of YOU. It should be a good resolution, warm smile, welcoming. Do not put our logo here. People want to hear from people on Social Media, not businesses.
- [ ] Add your banner picture. This is your area to create a "Billboard" for your business. Make sure when people are coming to your FB Business / Fan page, they know what you are about and WHY they want to follow you.
- [ ] Complete the ABOUT section. This is key, be authentic. This is your chance to tell people about you and about your business. Do NOT use this area as a sales pitch! Add a photo or quote (different from the banner)
- [ ] Edit your tabs so that you are only displaying the tabs you will use.
- [ ] Go to your "edit page info" area and complete all the information.
- [ ] Add a button to your page and set it to where you want to direct people.

Show Up - Follow these easy steps to stay consistent

- [ ] Schedule your posts to stay consistent. Break your schedule down by month, then week, then day.
- [ ] Add to your posts through out the month as life happens. When you are at an event or if you see an interesting article, just share it.

- [ ] Get Social - it is Social Media after all, so put the social back into Social Media and connect with your customers. Message with them and interact as they like or comment on your page.
- [ ] HAVE FUN!!!

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