

ULTIMATE SOCIAL MEDIA CHECKLIST FOR FACEBOOK

Here is the Ultimate Social Media Marketing and Optimization Checklist for Facebook to make your blogs and online business more engaging.



- ☐ Cover image
- ☐ Call to action button
- ☐ Complete Profile
- ☐ About section
- ☐ Facebook page of your niche
- ☐ Page should have custom url
- ☐ Post 100% about product or service
- ☐ Promote email database on your page
- ☐ Send people to website once in week through links
- ☐ Have facebook like box on website
- ☐ Check facebook insights
- ☐ Put Logo on posts
- ☐ Share business posts on your personal profile
- ☐ Engagement with posts
- ☐ Share, comment and like other business posts
- ☐ Use of videos

- ☐ Mention business goals every week
- ☐ Use of facebook ads.
- ☐ Define your Audience
- ☐ Consistency of content posts
- ☐ Use trendy things and new features
- ☐ Response to followers

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