

FACEBOOK CHECKLIST

Set up and manage your Facebook Business page with ease.

- Do you have an engaging and professional page cover? (820px x 340px)
- Do you have a tagline/description on your cover image and does it link to your site?
- Do you have an eye-grabbing profile picture that fits correctly? (Size is 180 x 180)
- Is your Facebook About description clear and interesting?
- Do you have your business benefits and keywords listed in your About Description area?
- Do you have Facebook Apps installed? How many?
- If you do have Facebook Apps installed do you have an app that will collect emails?
- What is your current Facebook engagement? Is it over 2%?
- Are you posting valuable content at least once a day?
- Are you mixing up your posts? (One day have an eye-grabbing picture, Next day ask a question, post a blog or video, links back to your website, etc.)
- Are you monitoring if other people are posting to your page? (Posts, Comments, Recommendations)
- Does your page have a custom URL? (Ex. www.facebook.com/TheBIMSTeam)
- Are you using Facebook ads or promoted posts on a regular basis?
- Do you have a link on your website to your Facebook page?
- Are you liking other pages as your page and starting conversations?
- Have you created customized tabs on your page?