facebook

COMPANY PAGE

SETUP CHECKLIST

goingsocial

www.goingsocial.net

Step 1: Create Personal Account

Do you have a personal account setup? YES ☐ NO ☐

If yes, go to step 2
If no, go to www.facebook.com to sign up for an account

Step 2: Convert Personal Account to Business Page

Does your personal account represent your business? YES ☐ NO ☐

If yes, you must convert your personal page to a business page:
(https://www.facebook.com/help/116067818477568)

If no, go to step 3

Step 3: Create Your Business Page

1. Go to www.facebook.com/pages/create

2. Login in your personal account

3. Choose a page category

4. Fill out the required information

5. Click "Get Started" and follow the on-screen instructions

Step 4: Setup Your Business Page

1. Have you included your business category? YES ☐ NO ☐

2. Have you added a page description? YES ☐ NO ☐

To increase your online visibility, it is recommended that you include some keywords that are related to your business in your page description. For example, a catering business could use the words "caterer", "food", "event", and "catering" to describe their business.

3. Have you included your website URL? YES ☐ NO ☐

4. Have you claimed your unique web address? YES ☐ NO ☐

**Note: by filling out the details above the ranking of your page in search will improve.*

5. Is your business as a real establishment, business, or venue? YES ☐ NO ☐

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info@goingsocial.ca

6. Have you uploaded a profile picture (180 x 180 pixels)? YES ☐ NO ☐

7. Have you uploaded a cover photo (851 x 315 pixels) YES ☐ NO ☐

Tip: change up your cover photo on a monthly basis based on monthly promos, contests, and/or giveaways.

Step 5: Getting Started

1. Have you added photos to your business page? YES ☐ NO ☐

   If yes, are these photos organized by album category? YES ☐ NO ☐

2. Are your uploaded photos of professional quality? YES ☐ NO ☐

3. Do you have photos of your products/services? YES ☐ NO ☐

4. Have you added additional tabs to your page? YES ☐ NO ☐

Facebook tabs allow third-party content to be displayed as separate pages within your Facebook page. We suggest including feed tabs for your other social media channels such as Twitter. Add the Twitter tab to your Facebook page by installing it here https://apps.facebook.com/twitter-tab-app/?fb_source=search&ref=br_tf.

5. Have you posted content to your page? YES ☐ NO ☐

Note: we suggest posting at least one week's worth of content before promoting your page. A user will "like" your page for its content – a blank Facebook page is not attractive to users.

Step 6: Review Settings

1. Have you completed all details (when applicable) in your Page Info Settings? YES ☐ NO ☐

2. Have your reviewed your Notifications Settings to ensure you get a notification each time there is activity on your page? YES ☐ NO ☐

Note: if you're on Facebook daily, you may want to turn OFF your email notifications.

3. Have you added Page Admins? (allows other users to manage your page) YES ☐ NO ☐

4. Have you reviewed your Suggested Edits? YES ☐ NO ☐

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Step 7: Build Audience

1. Have you invited your friends to "like" your new page? YES ☐ NO ☐

2. Have you uploaded your email list directly to Facebook? YES ☐ NO ☐

Note: by importing your email list, Facebook will search for users within your contact list and prompt them to "like" your page. To learn how, go to (https://www.facebook.com/help/212291088790957).

3. Have you considered paid advertising to further promote your page? YES ☐ NO ☐

Note: we highly recommend trying out Page Like Facebook Ads. You can spend as little as 5 dollars/day and get a high rate of return. For more information go to https://www.facebook.com/advertising

***Bonus Options**

Add Social Plugins

Social plugins give your business greater distribution across the web. The most powerful plugin, the "Like" button can be placed on any object (your web page, an image, or a blog post) so that people who visit your website can interact with it and share it with their Facebook friends.

For more information on social plugins and how to add them to your website, visit https://developers.facebook.com/docs/plugins.

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