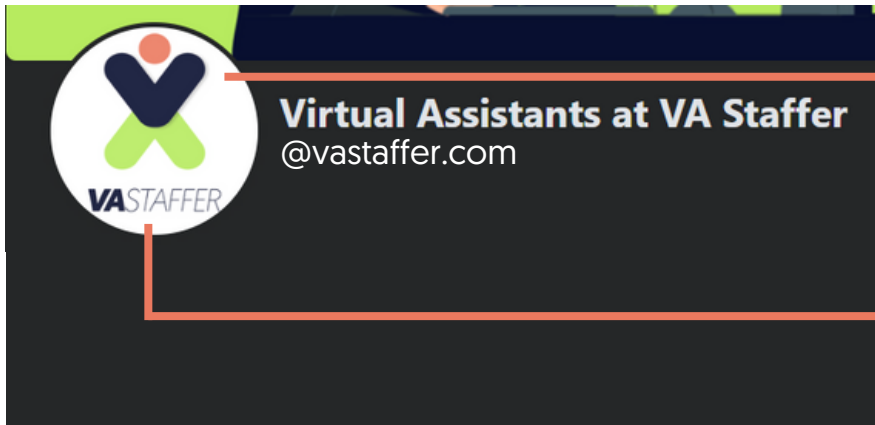


How To Optimize Your FB Page



1 WORK ON YOUR PAGE DETAILS

🎯 PROFILE PICTURE



1080 x 1080 px

The profile picture should be readable when viewed at 40 x 40 pixels (which is what it looks like in the newsfeed)

It's much more important than your cover image because it will accompany every page update, even when its shared to someone else's timeline.

🎯 COVER PHOTO



Change your cover photo seasonally or when your business has important news.

Try using Cover Video. It can be 20 to 90 seconds and should be at least 820 x 312 pixels.

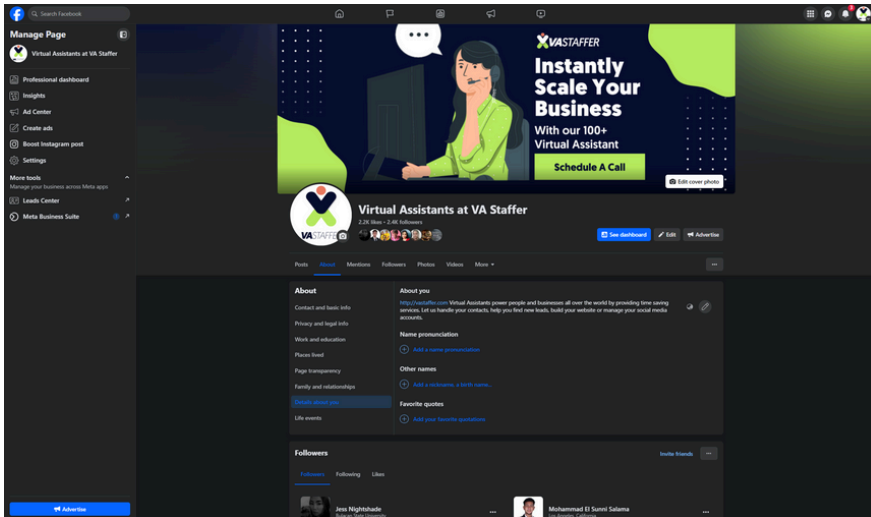
🎯 CUSTOM URL

Enable a custom URL or "username" for your page. A username helps people find and remember your page.

When you create a username, it appears in a customized web address (for example, facebook.com/your company) for your page which makes it easy for people to type in the URL. It also helps a page rank higher for that username.

Your username should match the name of your page as much as possible.

COVER PHOTO



BE AS DESCRIPTIVE AS POSSIBLE!

[Don't forget to paste your website URL]

Always complete your “Description” field, making sure you use all the allowed 250 characters for original content. Original content helps your page rank higher.

DESCRIPTION TIPS

Elaborate on that last thing on the list in more detail.

- ✓ Add legal disclaimers
- ✓ Describe your processes and services
- ✓ Add a short business FAQ
- ✓ Tell your founder’s story

2 SELECT THE BEST TEMPLATE

Facebook offers premade page templates to help you optimize your page for the types of the business you are running, including:

- ✓ Services
- ✓ Business
- ✓ Non-profits
- ✓ Restaurants and Cafés
- ✓ Shopping
- ✓ Venues
- ✓ Politicians

The template simply dictates the layout of buttons and tabs that have been found most efficient for specific business types. You can edit and customize them as much as you like after you pick one.

3 UPDATE AND ENGAGE

Audience-building hacks you can try:

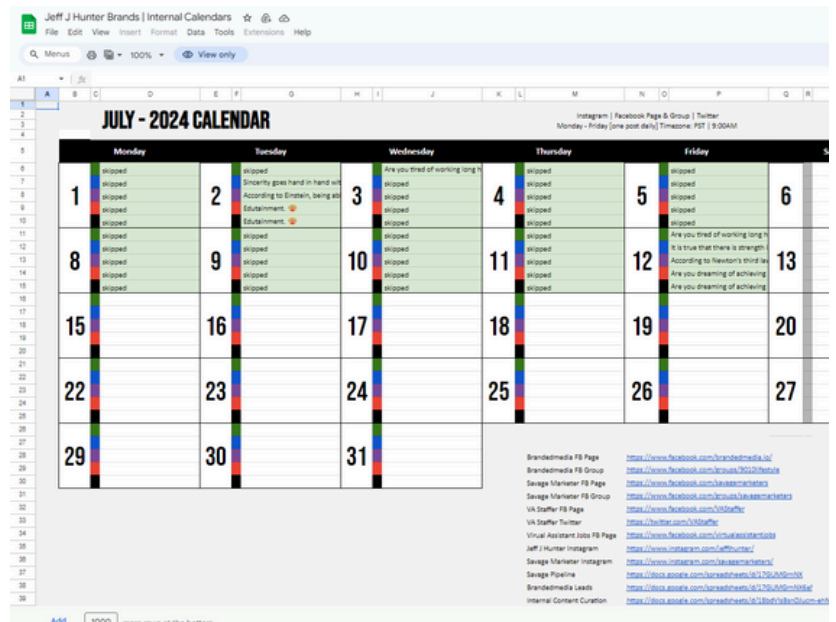
- ✔ Engage with your followers in discussion section
- ✔ Post curated content
- ✔ Upload short, well-annotated videos
- ✔ Stream live videos from [virtual] events
- ✔ Tag other business pages
- ✔ Upload images (quotes, team photos, etc.)

No optimization tactic can save your Facebook page unless you update it often and engage with your audience.

4 SOCIAL MEDIA CALENDAR

- ✔ Visualization and Organization
- ✔ Consistency
- ✔ Reporting
- ✔ Team Collaboration
- ✔ Storage & Tracking

Having a central place for different teams across your organization to manage social media content allows for a much smoother implantation of your social media marketing agenda.



🎯 BONUS TIPS

- ✔ Post consistently
- ✔ Post when your fans are online
- ✔ Create specifically for Facebook
- ✔ Try videos
- ✔ Go live
- ✔ Share curated content
- ✔ Ask for opinions
- ✔ Boost your top posts
- ✔ Recycle your top posts
- ✔ Watch other Facebook Pages
- ✔ Experiment with new content
- ✔ Reply comments
- ✔ Host giveaways (occasionally)
- ✔ Create a linked Facebook Group

**SCAN
CALENDAR**



BOOK A STRATEGY CALL

Jeff J Hunter

*Founder VA Staffer
Pre-Trained, Pre-Vetted Executive
Assistants*