

**You Can't Stop the INTERNET  
But You Can Learn to SURF**

# Facebook Clean-up & To Do List

**Things change, as do software/programs such as Facebook, so be sure your Facebook page includes everything it should and you are taking advantage of everything it has to offer!**

## 1. Review your About section

- Claim a custom Facebook Web Address/ URL (you can only change it once)
- Contact information – Address, Phone, Email, Website URL
- Short & Long Description – explains your business using keywords about your business

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## 2. Is your profile visually appealing?

- Be sure you have a profile photo - your logo, a professional headshot or the like
- You should have a cover photo that provides information about your business and looks nice.
- Add a short description to your profile and cover photos. Once uploaded, click on it and click on edit description.
- Unsure about the dimensions – be sure to check out [Post Planner's dimension chart](#).

## 3. Is your Personal page linked to your Business Page?

- Be sure that your friends can easily find your FB business page right from your personal page – don't make them work to find it. [Here's a great blog with video on that](#).

## 4. Posting to your Pages

- Consistency is Key!
- Post several times a day, every day!

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- Post motivational quotes, tips, fun pictures, industry specific information, videos, questions – be authentic, be honest, have fun and be you!
  - Engage as the business page
  - Reach out to other businesses, like them and engage on their page
  - It's not about YOU!
5. Review your Insights
- This helps determine which posts, days, times are working best for you
6. Pay to Play
- FB filters your posts so you will have to run ads for you to have even your followers seeing your posts. Use ads to increase following and use boosts to reach your followers, their friends and even a target market

Have questions or want to learn step by step – [Buy my FB Video Series today!](#) Contact Kristen Wilson of [A Visual Business](#) on [Facebook](#), [Twitter](#) or [Google+](#)