

Steps To Optimize Your **facebook** Business Page



Use these steps to keep your Facebook Business page looking fresh and up to date.

- ✓ Update Profile Picture with current logo. Make sure to use a square image file so it appears correctly, about 800 x 800 px for good image clarity.
- ✓ Update Cover Image. Make sure image is at least 828 x 315 px.
- ✓ Under Settings > General, Turn off Messages and Update Visitor Posts to "Review posts by other people before they are published to the Page" for compliance purposes.
- ✓ Select "Edit Page" in the left settings column and reorder tabs so "About" is at the top and "Posts" second.
- ✓ Select "Reviews" settings and turn off for compliance.
- ✓ Turn off "Groups".
- ✓ Add "Events" tab if you anticipate hosting events in the future.
- ✓ Click "Page" in the top left to go back to the main page.
- ✓ Under the Cover Image, hover over the blue Call To Action button and select "Edit Button" from the drop down.
- ✓ Select "Contacts Us" paste the URL for the Contact page on your main website, then Finish.
- ✓ Select "About" in the left menu.
- ✓ Update all contact info and fill in all fields that apply.
- ✓ Add a short company description or mission statement in the About field.
- ✓ Create @Username - use either full business name or replicate your main website URL.
- ✓ In the right column, click "Our Story" and add a cover image and full About text from your website About page. Add disclosures here if required by your compliance department.
- ✓ Click on the Profile Photo and Cover Image and add a short sentence, with an invitation to Learn More and your website link.
- ✓ Click "Home" in the left column and for each post you see announcing and update to your page, click the ... in the top right corner of the post and select "Hide from Timeline"
Review entire page and make any final adjustments as necessary.
- ✓ Revisit this process annually to make sure your summaries and contact info are up to date.

Need help? We'll set up and optimize your social profiles for you. Go to
indigomarketingagency.com/social
to get started today!