

A SIMPLE CHECKLIST

To Help You Evaluate Your Facebook Page

Facebook Page Checklist:

1 "ABOUT" SECTION

Is your URL the first thing listed?



2 ADDITIONAL "ABOUT" SECTION

Are you providing links to your social media channels?



3 COVER PHOTO

Is it well designed? Does it meet Facebook Guidelines?



4 COVER PHOTO DESCRIPTION

Does it have a photo description with information, a call to action or links when clicked?



5 PROFILE PHOTO

Does it clearly reflect your brand?



6 APP THUMBNAILS

Does your design include a call to action? Are your three most important apps featured on your Timeline?



7 "TALKING ABOUT THIS" NUMBER

Is your Page engagement at least 2%?



8 CONTENT STRATEGY

Have you asked the following five questions?

1. What type of content is my brand sharing?
2. Am I using photos or another type of media to accompany each status update?
3. Am I sharing valuable, relevant info?
4. Am I implementing the 70/20/10 rule?
5. Does my content speak directly to my target audience??

9 EXCLUSIVE CONTENT

Are you offering your fans content they can't get elsewhere – like an eBook or tips and tricks?



10 BRANDING

How does your page identify with your users and fans?



11 COMMENTING

Are you engaging back with your fans? You should be Liking their comments and responding to all their questions.



12 INDUSTRY OPPORTUNITIES

What opportunities does your industry present? Are you taking advantage of these opportunities through your content-sharing strategy?

Read the full article at **SOCIALLYSTACKED**
<http://www.shortstack.com/2012/12/how-to-evaluate-your-facebook-page-checklist/>