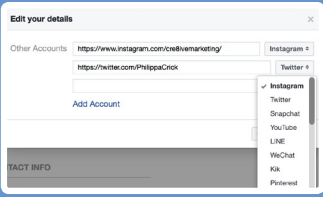


1 ABOUT & DESCRIPTION

Keep your key selling points near the start and write copy that includes keywords, as if you're writing copy for Google to "crawl". Ensure you use appropriate language - don't be too formal.

2 ADDITIONAL INFO

Have you added a menu if you are a café?
Have you included milestones?
Are you providing links to your other social media channels?

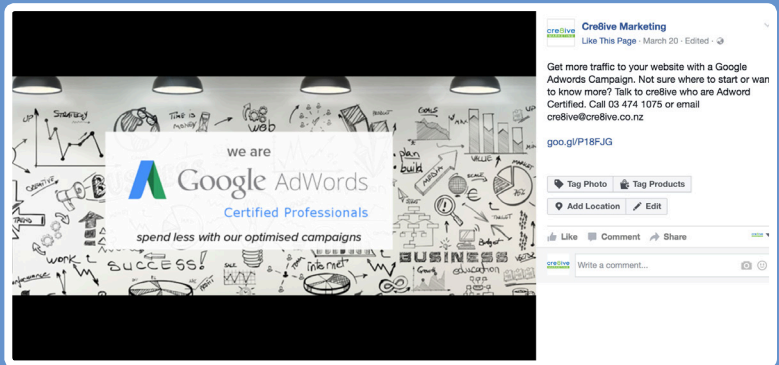


3 COVER PHOTO

Reflect your organisation's current initiatives and change from time-to-time; Check Facebook's guidelines regarding what you can/can't use here.

4 COVER DESCRIPTION

Ensure you add a description to your cover photo with any relevant links and calls to action.



5 PROFILE PHOTO

Ideally use your logo or some form of your logo here that works in this small space.



Profile Picture
160px x 160px
Must be uploaded
180px x 180px

6 EVENTS

Make the most of this tool as it allows you to share your event.



7 ENGAGING POSTS

It's not all about the number of Likes but rather how much your audience like, share and comment on your Posts. Create engagement by putting an interactive spin on your posts and write well-composed, interesting copy.

8 RESPOND

Monitoring and responding to reviews/comments is an important part of managing customer relations and protecting your brand reputation. 78% of consumers say responding makes them believe that the business cares more about them.



9 FACEBOOK TOOLS

Make sure you take the time to learn about the tools so you can maximise your Page: such as poste scheduling, moving your tabs, pinning your posts, use the Notes feature for your social media disclaimer and Ts & Cs if you run a contest.

10 FACEBOOK CHANGES THE RULES OFTEN

Make sure you keep up to date www.facebook.com/page_guidelines.php