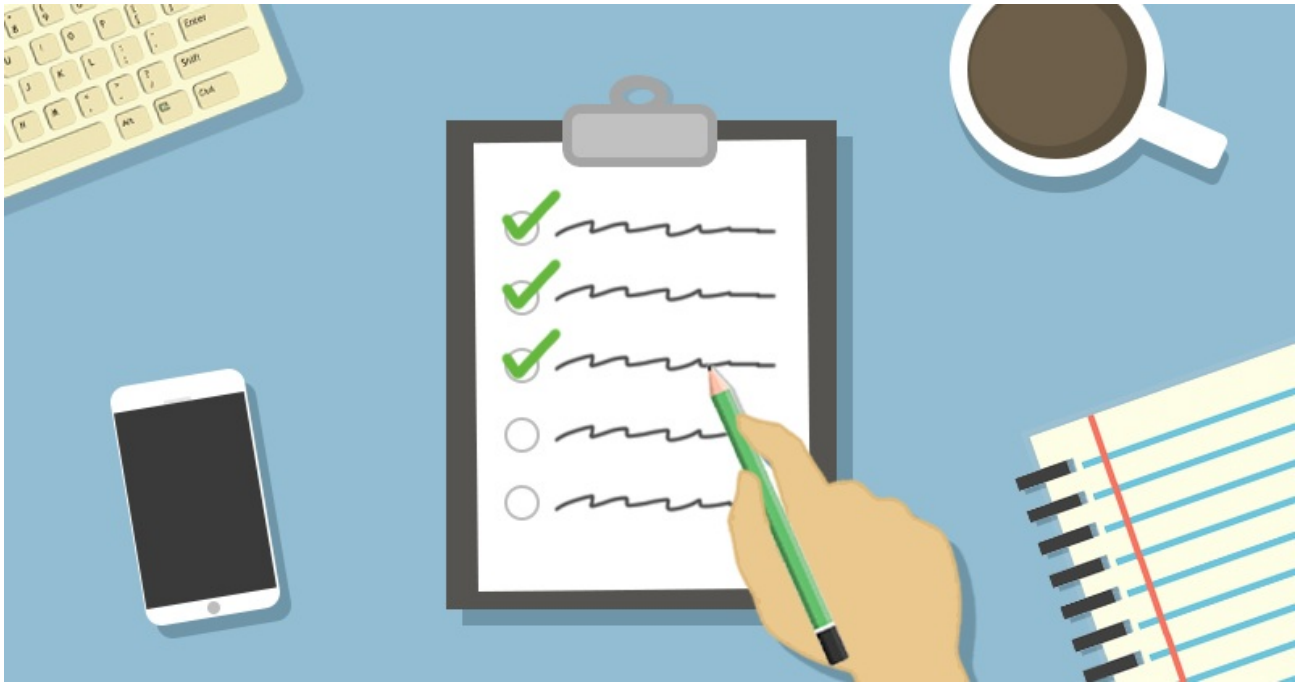
# Facebook Business Account Checklist

Things to remember when setting up your Facebook business account:



## Preparation:

- [ ] Set up two-factor authorization. This way, if you lose control of your business page (i.e. its hacked or you forget the password), you can have it turned back over to you quickly.
- [ ] Choose an appropriate Facebook business account classification – you will be presented with six business classifications, make sure that you pick the one most suited to your business.
- [ ] Get your business name right the first time around – you can change your business name, but it's a real hassle.
- [ ] Upload a profile picture – This will be the face of your organisation

## To Start Off:

- [ ] Learn how to use the admin panel to access notifications and fill in page fields.
- [ ] Fill in your about section – try to be informative but not longwinded. 2-3 sentences should suffice.
- [ ] Create a Facebook cover photo – this will make your page immediately recognisable to your followers.
- [ ] Include an email address and a phone number that customers can use to contact you.
- [ ] Give other members of your company roles on the Facebook business page if desired.
- [ ] Add to favourites – add your business account to your sidebar for easy access
- [ ] Invite friends, colleagues and family to like your page before adding customers. This way your page will have some initial activity.

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