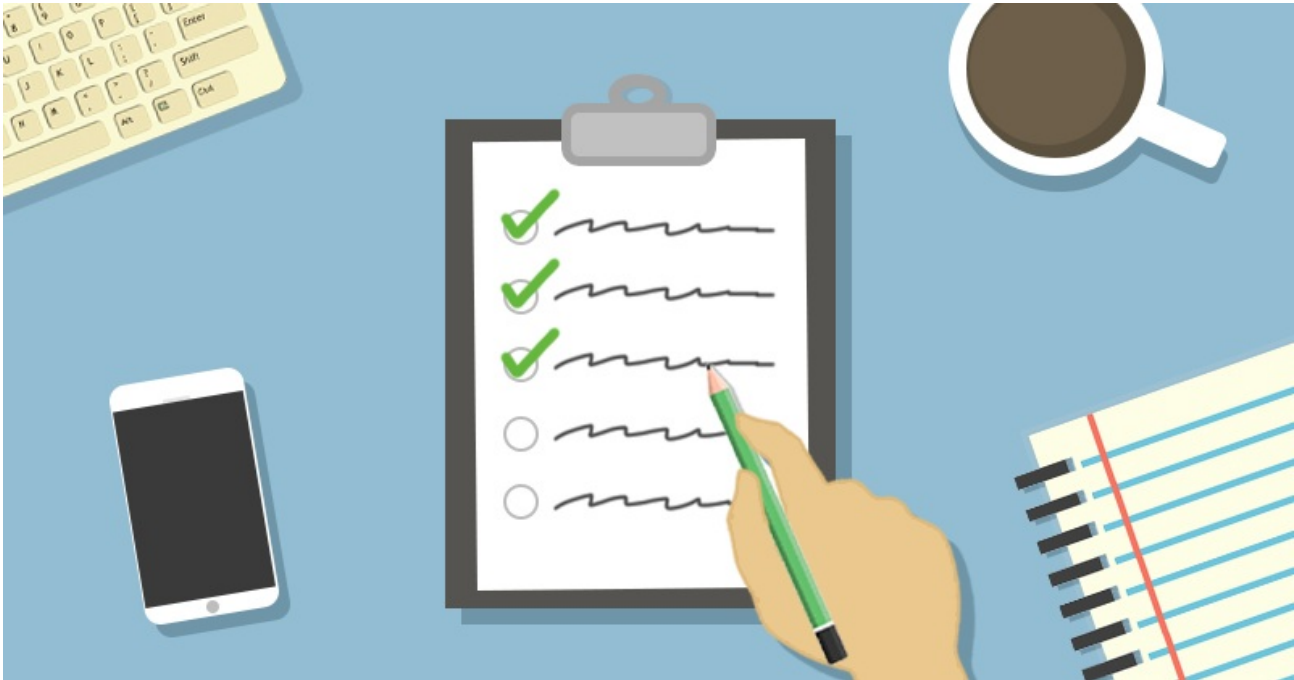


Facebook Business Account Checklist

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.
-

Make and Share Free Checklists

checkli.com