

10 Facebook Page Basics

Set Up or Existing Page

1. Ensure you create a Business Page and not a Personal Profile to run your business from. It is against Facebook TOS and your page will be shut down with no warning!
2. If your audience is national and you are a Company select a company page. If you are a sole trader and you're a local business select a Local Business Page.
3. Add images (shop front, products, staff, etc) as soon as possible. Add your logo to every image to protect it and create branding.
4. Get a Facebook URL straightaway. It makes it easier to share your page and you can add it to all of your promotional material that much easier.
5. Ensure all images are correctly sized.
6. Complete all sections of your page, it is ALL part of the algorithm and will make it possible to have some unpaid reach if you use it properly.
7. Facebook Insights will only be possible to see after you have got over 30 Likes on your page.
8. Insights gives you a better idea of your demograph and where they are based and when online.
9. Post a minimum of once a day and don't be afraid to post unrelated things to your page that would have an impact on your client profile.
10. Post as your page on other pages and Like and share other peoples content.