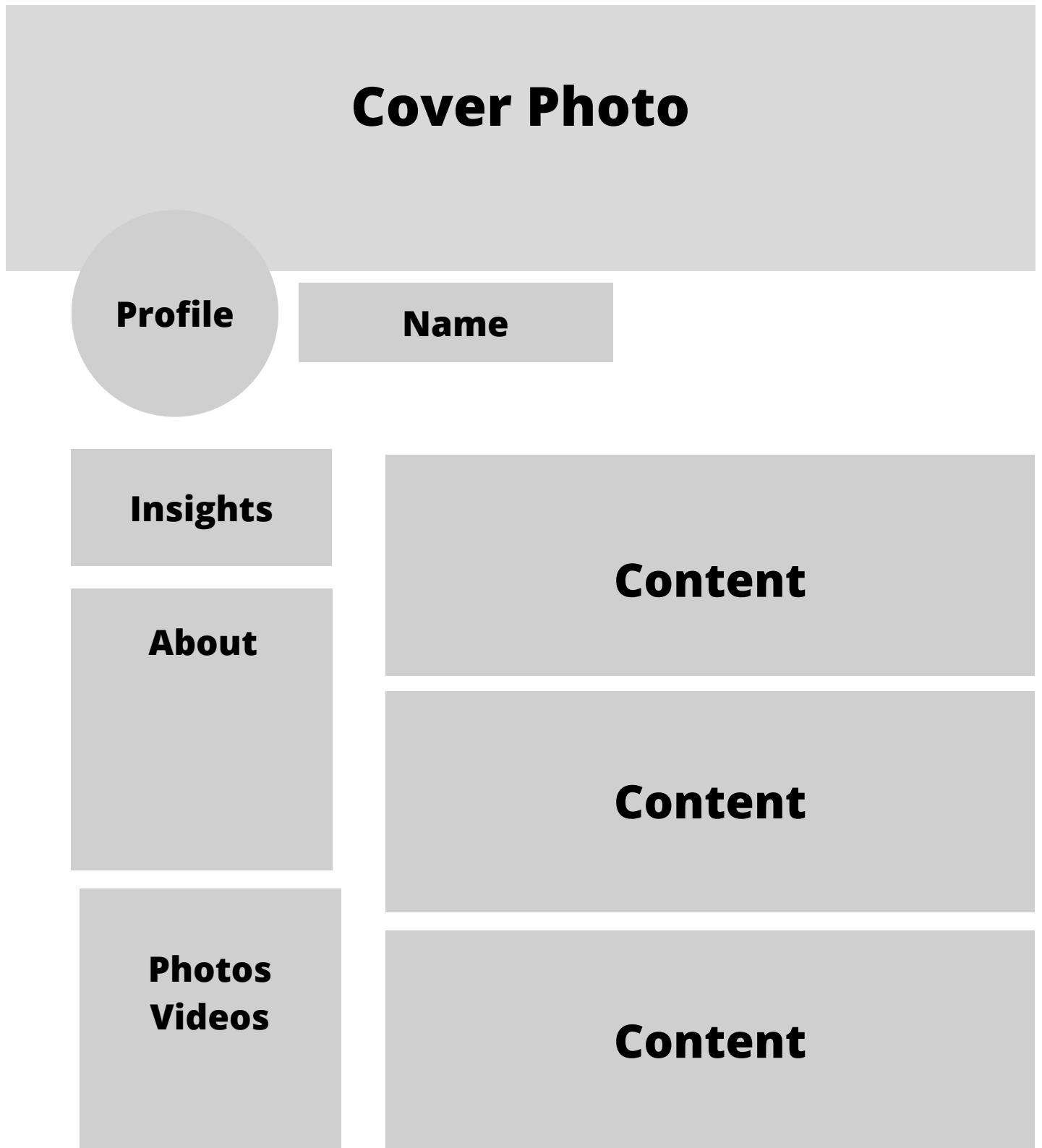


Putting Your Facebook Page to Work for You



Cover Photo

Think of this as "Prime Real Estate!"

This is where you will make your first impression when someone lands on your page, so make this good!

Things to Remember:

- This should be an engaging photo that resonates with your ideal customer and tells them what it is that you do.
- Think of this as a "headline" that will make them want to check out your page and spend time there.
 - Use a strong graphic but minimal text to draw them in.
- Size it correctly. That size will differ from what works on a computer and what works best on a mobile device. More people use their phones to view Facebook so you keep that in mind. Here are both sizes:
 - Desktop: 820 pixels wide by 312 pixels tall
 - Mobile: 640 pixels wide by 360 pixels tall
 - Use a program, such as Canva, to create these perfectly sized.



Profile

Profile Picture

Your Profile Picture could be a picture of yourself or your company logo.

Which should you pick?

There are a couple of schools of thought on this so pick the one that sounds right for you.

1. Choose a picture of yourself if you are a solopreneur promoting your services, i.e. a consultant. If your brand is built around you then this is a good choice.
2. Choose your company logo if you are promoting the business, rather than yourself. You would choose this when the focus is not on you as an individual, but rather what your business has to offer.

Size it correctly

- On a computer it will be 170 pixels by 170 pixels. On mobile it will be 128 pixels by 128 pixels. The picture will be square when you create it, but will be cropped to a circular shape when applied to your page.

Name

Your Name

This will seem obvious, and it is, with a few exceptions.

- For your business page this will be the name of the business.
- If you decide to add a group, private or public, this is where you will use the name of the group.

It will also include your Facebook Page ID and the category that identifies the type of business you are in or the topic your page represents. You can choose up to 3 categories if you feel that works best for you.

About

All the Important Details

This section serves a lot of purposes and the more information you can include here, the easier it will be for your ideal customer to know you are the right one for them and exactly how to contact you. This is a section that should be checked on a regular basis to make sure everything is accurate.

- Location- enter this if you are a business with a physical address or a geographical area that you are serving.
- Business hours- enter the hours your business is open or the times that you are available to be contacted.
- Price Range- Use this to give potential customers an idea of what your products or services range in. It ranges from "Cheap" to "Splurge" and this can help you weed out the wrong customer.
- Additional Contact Info- Include as many different ways that you are available here.

"About" and "More Information"

- About- This is where you include your *Mission Statement*, but worded in a way that it talks about how you will meet your ideal customers needs. This is limited to 255 characters so you must be concise in telling your story.
- Additional Info- Here you can expand on your story and you have 50,000 characters allotted here.

Content

Content is King!

All of the components of your page are important, but they will not mean anything if you don't have content that you post on a regular basis that engages with your ideal customer. At a minimum you should be posting at least once a day- every day! While that might seem impossible right now there are tips and tricks to make this possible- and even more!

When you are first setting up your page you want to make sure that you have got content posted there that shows the value your page is bringing to the reader. It should be speaking directly to them and their needs so that they want to "Like" and "Follow" your page. That is how you grow your audience and that is how you can grow your business!

Your initial content could include a "Welcome" to your readers. This is a great time and place to introduce yourself and your business. Tell them why you started your business. Tell them about what your plans are for this page. Give them a Call-to-Action and ask them to follow you and share with their friends. Have these posts on your page so that when you launch the page there is something for people to see to get to know you better.