



With close to 2 billion monthly active users in 2016, Facebook is by far the biggest social media platform out there. And when it comes to establishing a serious business, you want people to easily find you. By using this checklist, you ensure that your Facebook business page is set up appropriately and portrays your business in the best way possible for both your prospects and your clients.

- #1 Choose a Facebook name that is consistent with your business name.** People need to easily identify who the page belongs to and what it stands for.

 - #2 Create a page username** that matches your other social media handles. This will help you stay consistent in your marketing efforts. To set it up, go to your About page, then look under General and Username. You will then be allowed to change your URL (e.g. Facebook.com/yourbusinessname) to make your business easily searchable.

 - #3 Brand your Facebook page** with a a logo, a header image and other media content that are consistent with your [business identity](#) and relevant to your audience.

 - #4 Complete the “About” page** with all relevant information that will help visitors learn about what you do and how you can help them. Don’t hesitate to add a personal twist to the story and description areas. Authenticity is always welcome!

 - #5 Verify your Facebook page** by going to Setting, General and “Verify Page”. The added ” ✓ ” will show people that your business is legitimate.

 - #6 Integrate your Facebook page link into your other marketing tactics**, including your website, your blog, your email signature and other social media profiles.

 - #7 Define what the goal of your Facebook page is going to be** (i.e. build your email list, promote/sell products, drive traffic to your website, interact with your community, etc..).

 - #8 Create a content schedule** so you always have valuable posts being sent out to your followers. This content should be aligned your business’s values and support your business identity as well as the goal you have set for your Facebook page.

 - #9 Schedule time each day** (e.g. 2 x 15 minutes) **to interact with your community** on Facebook. In that time, you can share, post, and/or comment, always keeping your business identity in mind and while providing as much value as your can to the people you interact with.
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Now that your Facebook business page is set up professionally, you have more chances of getting people interested in what you offer. By conveying your business identity authentically through your interactions with your community, you will slowly - but surely - build a strong and respectable brand.