


Facebook Timeline Checklist for Business

Does your business have a high performing Facebook Page? Are you making the most of the opportunities that exist on Social Media? Hallam Internet has created this checklist to use in discussions with your team. This checklist accompanies our article here:

<http://www.hallaminternet.com/2012/facebook-business-page-checklist/>

- Take a look at what competitors are doing
- Create a Facebook Page for your company
- Create and upload a cover image
- Claim your unique (vanity) URL
- Upload a profile picture (your logo)
- Complete the "About" section, including address & website
- Add a description of your company, including SEO keywords
- Make sure the map pin is in the correct location
- Create photo albums & upload photos
- Link to your Facebook page from your website
- Link to your Facebook in your email signature
- Add your Facebook page URL to your printed marketing materials
- Populate your page with useful content for your new fans
- Develop a schedule for your Facebook posts
- Enable alerts for competitor pages
- Start liking other pages in your niche and engaging with your fans

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Hallam Internet runs successful Facebook campaigns for businesses like yours. We can manage your entire Facebook presence for you, saving you the daily commitment of having to engage with your Facebook community. Or, if you just need help developing your strategy, putting together your plan, or training your team, our experienced Social Media marketing consultants can help your company to use Facebook more effectively. Call us now to discuss your needs.