Facebook Page Checklist:

1. **“ABOUT” SECTION**
   - Is your URL, the first thing listed?

2. **ADDITIONAL “ABOUT” SECTION**
   - Are you providing links to your social media channels?

3. **COVER PHOTO**
   - Is it well designed? Does it meet Facebook guidelines?

4. **COVER PHOTO DESCRIPTION**
   - Does it have a photo description with information, a call to action or links when clicked?

5. **PROFILE PHOTO**
   - Does it clearly reflect your brand?

6. **APP THUMBNAILS**
   - Does your design include a call to action? Are your three most important apps featured on your Timeline?

7. **“TALKING ABOUT THIS” NUMBER**
   - Is your Page engagement at least 2%?

8. **CONTENT STRATEGY**
   - Have you asked the following five questions?
     - 1. What type of content is my brand sharing?
     - 2. Am I using photos or another type of media to accompany each status update?
     - 3. Am I sharing valuable, relevant info?
     - 4. Am I implementing the 70/20/10 rule?
     - 5. Does my content speak directly to my target audience?

9. **EXCLUSIVE CONTENT**
   - Are you offering your fans content they can’t get elsewhere – like an eBook or tips and tricks?

10. **BRANDING**
    - How does your page identify with your users and fans?

11. **COMMENTING**
    - Are you engaging back with your fans? You should be liking their comments and responding to all their questions.

12. **INDUSTRY OPPORTUNITIES**
    - What opportunities does your industry present? Are you taking advantage of these opportunities through your content-sharing strategy?

Read the Full Article: SOCIALY STACKED

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