

The Ultimate Facebook Pages Checklists

Fan Page Checklist

Use this checklist to audit your Fan Page or that of your clients' to make sure everything is relevant and up to date.

- ☐ Are you About Sections and Profile information up to date?
- ☐ Do you have an engaging and professional cover photo? (851x315 pixels)
- ☐ Do you have a tagline or display of benefits on your cover photo?
- ☐ Does your cover photo contain a description with a link leading to your website?
- ☐ Do you have an engaging, professional and clear profile picture? (180x180 pixels)
- ☐ Is your "About Short Description" comprehensive and compelling and contains the URL to your website?
- ☐ Is your "About" section written to include all the benefits you offer and does it contain relevant keywords?
- ☐ Have you checked to make sure that the current engagement of your page is over 2%?
- ☐ Is your website easily visible or prominently featured on your Facebook page?
- ☐ Do you post at least once a day, every day?
- ☐ Are people liking or commenting on your posts?
- ☐ Are you asking questions in your posts as a way to have interaction?
- ☐ Are your posts varied in terms of text, images, videos and links?
- ☐ Does your timeline contain spam or unanswered posts?
- ☐ Are your posts useful for your audience?
- ☐ Are you regularly sending traffic to your website via your Fan Page?
- ☐ Are you posting information about your business in your personal profile?
- ☐ Is your personal profile linked properly to your Fan Page in the "Work" section?
- ☐ Does your page have a custom URL?
- ☐ Are you investing on Facebook ads at least once a month?
- ☐ Is the URL of your Facebook page prominently displayed on your website?
- ☐ Do you have a Facebook app installed that is also a lead generation tool?
- ☐ Have you tried doing Facebook contests at least 2x a month?

Facebook Marketing Checklist

This checklist will help you to keep your page updated – so it won't get lost and ignored in a sea of information and conversation forever taking place in the biggest social media platform.

- ☐ Become a Page, not just a Profile
- ☐ Keep everything up to date – from your About to your daily posts
- ☐ Always post the latest photos about your products or your business – in your timeline, cover photo or profile pic
- ☐ Always check Facebook data/ reports to gain insights to how effective your strategy is
- ☐ Test to see when it's the best time to post or engagement with your niche
- ☐ Be up to date with the rules of Facebook Marketing
- ☐ Invest in sponsored search results and/or ads
- ☐ Use Facebook Power Editor to create custom audience so you can sort users based on email, phone number and other user-submitted information
- ☐ Integrate your fan page with your website
- ☐ Make sure everything you post are mobile friendly
- ☐ Update, share, engage!
- ☐ Hold contests at least 2x a month
- ☐ Apply a content schedule or a Content Calendar to your Facebook posting efforts

Facebook Contests Checklist

It's not enough to give away an iPad or a \$1000 coupon to make your contests more effective or in alignment with your overall marketing strategies. This checklist will help you get the most out of your promotional efforts.

- ☐ Set goals – What do you want to achieve? Don't just run a contest just because everyone else is doing it!
 - Increase awareness about your business or brand
 - Feature a new product or service
 - Increase number of likes on your page
 - Bring a dormant fan page back to life
 - Boost engagement
 - Gather user feedback
 - Gather advocates for your brand
 - Fundraising
- ☐ Determine which type of contest will help you achieve your goals
 - Sweepstakes
 - Photo caption contests

- Photo contests
- Trivia contests
- Be creative!
- Learn more about Facebook Contests policies and guidelines
- Choose a third party app to run the contest – ZoSocial is your best option
 - It's flexible
 - The price is just right
 - It is MOBILE FRIENDLY
- Choose a prize that works for you
 - Showcase your own products or services
 - Give away prizes that's relevant to your business
 - The value of your prize should reflect the effort participants need to enter
- Don't make it complicated
 - Make it easy to participate
 - Avoid asking too much information such as job title, marital status, 3 different contact numbers if you're just giving away a CTA button
 - It's best to ask for name, age and email address in any contest
- Promote your contest – it's Facebook so make it social
 - Keep posting about it on your page – at least once a day – to generate awareness and more participants
 - Promote on your blog and other social media platforms
 - Include contest info and links in your emails, newsletters and send out reminders
 - Promote your business as you promote your contest and include some useful information
 - Include share buttons on your contest
 - Promote your contest in traditional advertising if you're doing them and any other offline marketing collaterals
- Advertise your contest on Facebook – it's affordable and an effective way of increasing the reach of your promotion
 - Make sure your ads are easy to get and attention-grabbing
 - Target users who share your interest and demographics so you can reach those who haven't liked your page yet
- Don't say you're done once the contest is over!
 - Cook up another contest
 - Check if you've achieved your goals
 - Analyze the information you've gather and make use of what you've learned
 - Use valuable information to improve your product or service
 - Take suggestions into consideration to improve customer relations
 - Follow up, get in touch with them to let them know you're listening