

YOUR FACEBOOK PAGE (SET UP) CHECKLIST



- Put your **website URL** in your "About" section

- Customized your three App **thumbnails** to match your branding
(use [TimelinemageTool.com](https://www.timelinemage.com) for a quick and easy way to customize)

- Changed the **names of your Apps** to create a call to action
and/or clearly described the App's purpose

- Uploaded your **profile photo** *(preferably using the same photo as your
other social media accounts)*

- Uploaded a **cover image**

- Filled in the **basic information** about your business *(founded date,
website(s), products, services, etc.)*

- Filled out your **company mission, overview, and description**. For a good
sample, visit www.facebook.com/getthedash.com and click on "About" under our photo

- Created your first **status update**

- Added a **company milestone or event** *(with a photo)*

- Found **pages to "Like"** as your page and liked them

- Posted your first **comment or wall post** as your page on someone
else's page

- Set up your **Hootsuite account** and scheduled your first posts in advance
