

FACEBOOK 101

CHECKLIST

- Familiarize yourself with your security settings.
- Enable two factor authentication.
- Turn on alerts for logins.
- Choose friends to be able to verify with in case of lockout.
- Make a spouse, family member, or business partner an admin on page.
- Set up a Facebook business page, choose type.
- Name your page. Choose an easy to type/say name.
- Add a profile picture.
- Add a cover photo.
- Adjust your settings.
- Set your username and URL if you have over 100 followers.
- Adjust your page visibility to published.
- Adjust your visitor post visibility.
- Adjust post and story sharing settings.
- Adjust your messaging settings, tagging ability, country, location, age.
- Adjust your page moderations, similar page suggestions, page updates.
- Adjust language settings, and live commentary.
- Adjust follow up messaging and auto message settings.
- Adjust page info if needed. Contact info. Hours of operation.
- Templates and tabs allows you to change business type.
- Add or adjust your tabs, notifications, and messenger platform.
- Adjust Facebook fan badge settings, page roles,
- Adjust groups, view other people/pages that like or need banned.
- Connect your Instagram if desired.
- Adjust crossposting settings.
- View page support inbox.
- Utilize the area on your homepage to view insights or edit page info.
- Utilize the area on your homepage to do a lot with groups, pages, etc.