

FACEBOOK 101 Checklist



This beginning checklist is meant to help you work through the Facebook 101 Beginner Video Series. As you watch the videos, you can keep track of the steps you've taken to learn about and/or set up your Facebook Page.



Cheers from my cup of coffee to yours!
--Ashley Raetz



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GO TO THIS LINK TO VIEW ANSWERS FOR ALL THE FACEBOOK SETTINGS. KEEP THIS TAB OPEN WHILE YOU SET UP FACEBOOK.

Setup your security settings for your page. Use 2 factor authentication. Dive into the security settings.

Create a Facebook page.
Choose type, add page name, category.

Upload a profile picture. Ashley recommends a picture of you with your product.

Upload or create and upload a cover photo using Canva if desired.

Create your username. (This may not be possible until you have 100 followers)

Adjust settings: General settings are usually auto defaulted to good settings. Read through. Click question marks to get more info.

Adjust your audiences and who is able to see your posts.

Page info can be accessed in a couple of ways. Including your About and description. Fill everything out that you can. I recommend a shopping page.

Add your email, phone number, physical address, parking info and hours if you are a brick and mortar.

Adjust your page attributions. Who will you be posting as? Your page or yourself? Adjust your notifications settings. Review messenger settings.

Assign Page Roles: Ashley recommends that you add someone close to you or to your business as an ADMIN, too. Read and decide the roles.

Connect your Instagram to your Facebook.

Create a button for your page. Ashley recommends a shop now button.