

Facebook business page checklist

Use this example and the strategies outlined below to help you create an engaging Facebook business page.

For illustrative purposes only.



Introduction

Provides a visual of your company with a way to navigate around your page and connect with you.

Add a cover photo that appropriately represents your brand.

Use your business logo as your profile picture.

Create a username for a direct way to find your page.

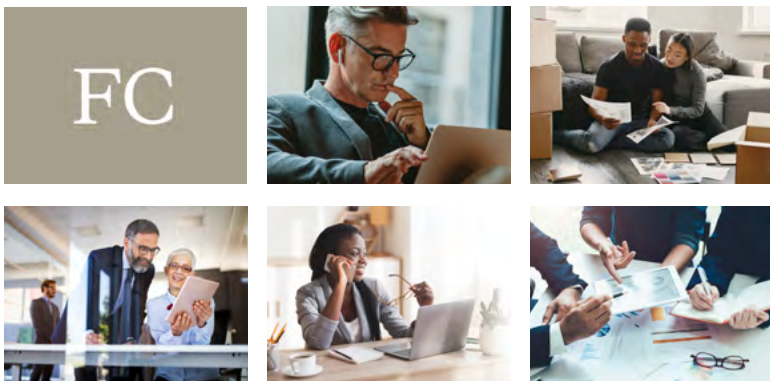
Add up to three primary services you offer for Facebook to categorize you.

Use a call-to-action button to encourage your audience to engage. "Learn more" and "Contact us" are the most used.

Add tabs to make it easy to navigate to each page section.

Photos

[See all](#)



Photos

Create brand familiarity with your audience by sharing photos that relate to your values.

Add photos that represent you, your company, and your brand.

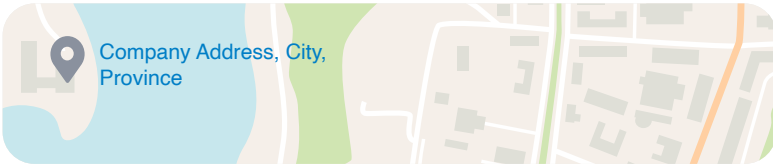
Describe each photo by explaining its purpose. Include 3-4 hashtags to help you target a specific ideal client group.

Receive the necessary approvals from people in your photos and to use any copyrighted material before sharing.

Use albums to focus your audience's attention on a theme.

About

[See all](#)



i You should dream of retirement rather than worry about it. We provide strategic planning services to help you feel confident today and move stress-free into the next stage of your life.

We work with professionals at all ages to put the appropriate plans in place for your retirement. Whether you have a plan that you're not confident in, or haven't started thinking about it, we can help you get on the right track. Relying on our diverse team of experts, and over 25 years in business, we'll help you build the future you've always wanted.



200 people like this



1-999-999-9999



120 people follow this



[Send message](#)



10 people checked in here



Hours of Operation



[website url](#)



Financial Services

About

Introduce the who, what, why and where of your company. Describe your brand and encourage visitors to explore other sections of your page.

Include your brand story your vision, mission, or value proposition in the description. This will show your audience what makes you unique.

Be clear about the target market that you serve.

Add your contact information to make it easy for prospects to ask about your services.

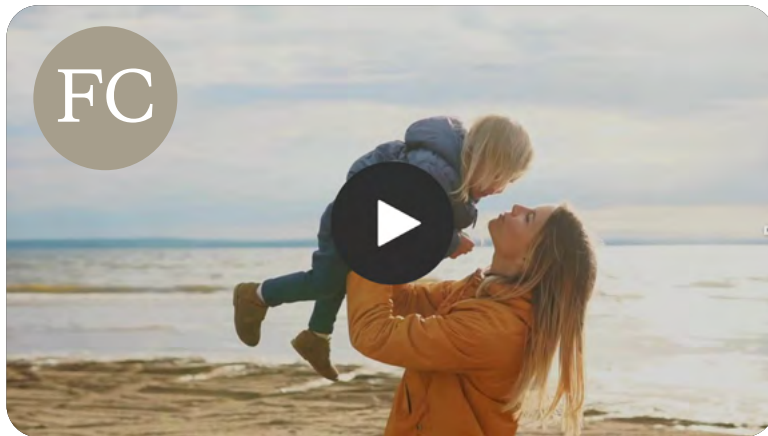
Provide links to your company's other social media accounts and your website to encourage visitors to stay connected.

Increase the number of likes and followers by inviting existing clients and business partners to your page.

Comply with your obligations under the Canadian anti-spam legislation (CASL).

Videos

[See all](#)



Finding the right advisor for your family is the most important ...

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Videos

Show your professionalism and credibility through videos.

Share videos that build brand familiarity and educate your audience. Ensure to gain all the necessary approvals before sharing.

Describe each video by explaining the content it covers. Boost your search engine optimization (SEO) and reach a larger audience by including 3-4 hashtags that capture the videos' purpose.

Use series and playlists to highlight a specific theme.

FC Financial Company

Winter snow or summer sun?

Imagine retiring in your ideal climate. Think this type of retirement is impossible? Today we are busting that myth! We can help make your money work for you to get you closer to your goals. Connect with us today to help make your retirement dreams a reality.

Comment below with your ideal retirement destination.

#retirement #advisor #dreamscometrue #financialwellbeing



19

Like

Comment

Share



Ellen Smith

I've always imagined retiring in Costa Rica. I enjoy the heat!

Like Reply 2 days ago



Write a comment...



Newsfeed

Interact with your audience on topics that interest them and humanize your brand.

Create posts that have an easy-to-read message that relates to your services and your brand.

Encourage your audience to interact with the content through leaving a like and/ or a comment.

Share content around your client engagement process to show your audience the stages they will go through.

Capture attention by combining text, videos, and photos.

Add hashtags and tag members of your team when appropriate to boost visibility.

Reviews

[See all](#)

Do you recommend Financial Company?



Sarah Gremon recommends Financial Company

A very knowledgeable group of individuals, that have provided me with holistic advice regarding my retirement plans. I've worried about my future. However, after working closely with the team, I feel much more on track and confident in my financial security!

Like Reply 3 days ago

Reviews

Reinforce trust and awareness with your audience through reviews.

Ask 5-6 clients if they would be open to sharing a Facebook review of their experience.

Engage with all reviews by leaving a comment and a like.

If you receive a negative review, reply that you will follow-up with them offline to correct the situation.

Sun Life | Consulting

We help. You grow.

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