

Facebook Page Effectiveness Checklist

- Claimed a username at facebook.com/username
Think carefully! This username can not be changed.

Promotional

- Have we linked our Twitter account so that our posts get tweeted? (facebook.com/twitter)
This is not always a good thing. Give thought to whether this is right for your brand or if you should post separate tweets.
- Have we added a Like Box to our web site? ([Edit Page](#) / [Resources](#) / [Social Plugins](#))

Avatar (Page Logo)

- Do we have an avatar?
- Are there out-of-date avatar images in our Profile Pictures photo album?
- Does it have URLs of our other platforms like Twitter?
- Is our thumbnail visually descriptive and appropriate?

Tabs

- What tab are people landing on when they first visit our page? Should it be another?
- Are we showing any tabs that we don't use (like Notes or Discussions)?
- Is our Info tab completely filled out? (Admin / "Basic Information" tab)
- Do we have custom tabs, like Yelp, installed? Do we want to?

Wall

- If our Wall is open for comments, are we replying to comments posted there?

Admin Page

- Do I receive email notifications any time anyone posts a comment? ("Your Settings" tab)
- Have we added industry-specific stopwords in the Moderation Blocklist? ("Manage Permissions")
- Have we turned the Profanity Blocklist to Strong? ("Manage Permissions")
- Are we exposing the names/photos of our Page administrators? ("Featured")
- Could we Like the Pages of our business friends? (First log in as your Page; "Featured" tab)