

# FACEBOOK FACELIFT CHECKLIST



- ENSURE YOU'RE USING A BUSINESS PAGE*
- CLAIM A UNIQUE AND SIMPLE USERNAME/URL*
- MONITOR MESSAGES AND REVIEWS, AND BE SURE TO CHECK MESSAGE SETTINGS!*
- BAN "BAD WORDS", AND EDIT YOUR PAGE MODERATION SETTINGS*
- RE-VAMP YOUR COVER PHOTO AND PROFILE PIC*
- ADD CALLS-TO-ACTION EVERYWHERE!*
- USE YOUR INSIGHTS*
- BEWARE GENERIC CONTENT*
- SCHEDULE 3-4 POSTS A WEEK*
- TRY TARGETED ADS*