

Facebook Checklist

#1: Add A Profile Picture

- The main goal of having a Facebook organization page is to obtain as many likes and reshares as possible, thereby engaging people with your organization. You want to catch people's attention and persuade them to visit your page, so you must provide an eye-catching profile photo. It could be your organization's logo or a symbol that represents your organization. During your organization's active participation in One Call for All's Red Envelope campaign, change your profile picture to the appropriate icon from the resources available at www.onecallforall.org/agencies

2: Add A Cover Photo

- Don't forget your cover photo. It's one of the most essential pieces of any Facebook page as it can add more beauty to your page. Choose a cover that will remind your page visitors about the mission and impact of your organization.
- Make sure it doesn't pixelate. The size must be 850px in width and 315px in height. You can use a larger image and use the tools provided by Facebook to adjust the alignment of your cover photo before finalizing it and making it live and viewable. Remember that most people will only see the cropped cover photo; only those who take the time to click on it will view the entire image.
- Although a cover photo has a bigger image size, you must remember not to bury your content under your profile picture. Yes, there's a section there that won't come into sight without clicking on it, so keep that space clear. If you're using a large image, check to see what's covered by your profile picture and adjust as necessary before making your cover photo live.

#3: Complete Your Page Info

- Don't forget to add information about your organization on the "About" tab. It must contain every detail you want to make known to your visitors. This means that you must add your:
 - Organization Name – You cannot put any symbols and if you have more than 200 likes, you will not be able to change your name easily, you have to submit a request to Facebook.
 - Category – Choose an applicable category to let people know what your page is about.
 - Short Description – Craft a brief summary of your page in 155 characters. Include the reasons your organization is valuable to individuals and the entire community. If your mission statement is the right length and you feel it tells your story well, you could use that here. If there's room, this is a great place to mention your participation in One Call for All. Include your

website link to make it easier for your fans to access your site, and include a link to your One Call for All donation page to make it easier for people to donate to your organization.

- Organization physical address. If you aren't set up for in-person visitors, use "Bainbridge Island."
- Facebook Vanity (Custom) URL - You can only change this once. If your organization has a very solid name, you could choose that as your custom URL; if you're not sure, you can skip this step.
- Long Description - Tell your visitors everything that you want them to be acquainted with about your organization. Include the essential details about your organization, what you do, how you do it, and why. Mention your participation in One Call for All here, too.
- Email address – Include the best address for people to reach your organization.
- Website – Include a link to your own website, and make sure there's a link on your own website to your One Call for All donation page.
- Here's how you update your Page info: view your Facebook page > hit "Update Page info" button beside the "like" button.

#4: Modify Your Settings

- Facebook Settings
- Is your Facebook page actually published? Check if your Facebook page is visible to public. Remember that you want to encourage more likes and shares to your posts. If your settings are set to private, then people won't find your page. Turn it "on" so that people will see and find your company through Facebook.
- Is the "Messages" button turned "on"? If you're not sure, then go to Messages on the Edit Settings. Make sure to check the box next to "Allow people to contact..." Sometimes, people don't want to make their comments or message about your business in public. Turning this setting on will make it trouble-free for your fans to reach you.
- Is your comment replies turned on? To better communicate with your audience and enhance engagement, you should turn on the "replies" setting. This will give you the opportunity to answer back to your fans individually. It's also easier for them to interact with your other fans.
- Here's how you change your Settings: view your Facebook page > hit "Update Page info" button beside the like button > click "Settings"
- #5: Use Custom Tabs

- Use Custom Tabs Facebook
- Custom tabs can make a difference to your Facebook page. Choose tabs if they make sense for your organization and add value to page, encouraging people to follow you. They must provide value to your visitors and help convert them into fans and donors.
- Here are some apps you can add in to make your page a little more fun and interesting:
 - Social Networking Apps. Include social networking apps such as Instagram and YouTube. This will automatically pull the updates you make to those sites and will be displayed on your custom tabs.
 - Video App.
 - There are tons of video applications intended for Facebook. They allow you to create playlists or share videos about your organization with your fans.
 - Notes App. The notes can be about anything related to your organization. You can also upload a photo along with the notes and tag people/fans so they can view the note. This can be a space where you and your fans can interact about a particular subject.
 - RSS Feed App. Allow your fans to quickly know the latest blog post on your site directly from your fan page. This is a great way to drive more traffic to your site. Some great apps are: Social RSS / RSS Grafitti
 - Newsletter App. Gain more subscribers by adding a newsletter app.
 - Facebook page.
 - Custom iFrame tabs. This type of enhancement allows you to put together an irresistible fan page without the need of a much programming background. It's a great way to give your audience rich experience while visiting your page. Here are some great iFrame tabs you can use:
 - Thunderpenny (Static HTML), for instance, is a free app that you can add to customize the content of your page and make it more interesting. This free app is one of the easiest apps that let you use tabs for fans and another tab for non-fans.
 - To run some contests on your page, you may add a third-party app, like Woobox. It allows you to run different contests, such as coupons, sweepstakes, etc. This one is a paid app but its plans are affordable. But you can always use its basic functionality free of charge.
 - Pagemodo is another DIY fan page creation tool that you can make use of. It has a photo-upload feature making it easier to enlarge or shrink images to meet the Facebook template's requirements.

- Another premium DIY tool to add life to your fan page on Facebook is Heyo. It's a cheap tool yet offers tons of features to spice up your page. Plus, it delivers results as if professionals made them.

- To find more apps: go to facebook.com/appcenter/category/pageapps

#6: Add Featured Stuff

- Featured Likes and Pages

- This is another wonderful way for you to add personal touch to your Facebook fan page. Your organization get more publicity; which brings more likes and engagement with your audience.

- Page Likes - This will show up at the right side of your page under the 'comments' section. You can add up to 5 featured page likes on your page. You can add your other fan pages or your friends' fan pages. Or you can add other fan pages featuring organizations you collaborate with, etc; it's a way of showing your fans what interests you and how you work well with others to build a better community.

- Page Owners - You can also highlight the people who are behind your Facebook page. This is possible through the Featured Page Owners/Admins. It's a great opportunity for you to stress yourself and others as the owners of your Facebook fan page. But you must only use this feature if you want to publicly display the personal profiles of your admins. Otherwise, don't use this function.

- Here's how you update your Page info: view your Facebook page > hit "Update Page info" button beside the like button > click "More" > select "Featured" from the drop down menu.

#7: Add Interesting Content

- Before you put your page live, you must have at least 5-10 posts of content added. Even on your Facebook fan page, content is still the king. You want to increase interaction and engagement, so provide your visitors with useful, inspiration, and interesting information to keep them coming back. Return visitors on Facebook and engagement with your online content has a real world impact on our island when people discuss what you've shared and how it made them feel. In turn, this may inspire people to donate, to volunteer, or to otherwise engage with your organization in the real world. Use different types of content such photos, videos, and quotes to enhance engagement levels.

- But, you just don't post content; make sure to optimize each content you add to increase engagement

- Here's how:

- Use high-quality image that will grab your fans' attention
- Add a description to the caption part
- Add a question or call-to-action
- Add your link (if applicable)
- Use relevant #hashtags

By keeping your Facebook fan page visually interesting, you can make it shine like a star. But make sure that your content is genuine.. Do remember, however, that making your fan page more popular won't happen overnight. The process can be very slow, and it can feel lonely in the beginning. Experiment with a variety of content to develop a voice for your organization, keep posting content following your social media calendar, ask your friends to "like" and share it, then do that yourself with your own personal Facebook profile (you can "like" and share page content as yourself), and don't give up!