



 Mari Smith

Facebook 2012 FAN PAGE CHECKLIST



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Note: to make it easier to fill out this document and read the extensive endnotes, packed with helpful tips, you may wish to print out a version of this document first!

Set up

Number of fan pages:ⁱ

Adminsⁱⁱ:

Featured page owners:ⁱⁱⁱ

Profile Picture & Cover Image

Profile Picture^{iv}:

Cover Image^v:

Basic Information

Category:^{vi}

Sub-category:

Name (title of your page):^{vii}

Official Page^{viii}:

Username^{ix}:

Address^x:

About section (small area under cover image):^{xi}

About section fields:

- **Company Overview:**
- **Description:**
- **Mission:**
- **Awards**
- **Products:**
- **Parking:**
- **Hours:**
- **Email:**
- **Phone:**
- **Website:**

Other fields:

Custom Apps^{xii}:

- **Purpose?**
- **How many?**
- **Title 1:^{xiii}**
- **Title 2:**
- **Title 3:**

- **Others:**
- **Ideas for Custom Tab Thumbnail designs:**

Import Feeds and other Social Channels^{xiv}

- FACEBOOK to TWITTER: <http://facebook.com/twitter> (this posts your Facebook updates as tweets)
- TWITTER to FACEBOOK (wall): <http://facebook.com/selectivetwitter> (this posts any tweets you end with '#fb' to your fan page wall)
- BLOG: <http://facebook.com/networkedblogs> (this pulls your blog feed into your Facebook page)
- GOOGLE+: <http://facebook.com/googleplustopages> (third party app to try, there may be others)
- YOUTUBE: <http://www.facebook.com/youtubeapp> (app by Involver; updates new videos to the app tab)
- LIVESTREAM: <http://apps.facebook.com/livestream/> (if you have a Livestream channel, you'll want to add this app to your fan

Other apps:

- **For your custom app needs, the following are good choices:**
 - Static HTML: http://apps.facebook.com/static_html_plus/
 - Tabsite: <http://tabsite.com>
 - Involver: <http://involver.com>
 - North Social: <http://northsocial.com>
 - Fan Page Engine: <http://www.fanpageengine.com/>
 - TabPress: <http://apps.facebook.com/tabpress/>
 - Lujure: <http://lujure.com/>

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- For CONTESTS, check out Wildfire <http://wildfireapp.com> or Strutta <http://strutta.com> or LikeOurBusiness <http://likeourbusiness.com>
- **Other:**

Other pages to like:

Featured likes (other pages):

Permissions:

- **Page Visibility^{xv}:**
- **Country Restrictions:**
- **Translations:^{xvi}**
- **Age Restrictions^{xvii}:**
- **Posting Ability:^{xviii}**
- **Post Visibility^{xix}:**
- **Tagging Ability:^{xx}**
- **Messages:^{xxi}**
- **Moderation Blocklist^{xxii}:**
- **Profanity Blocklist^{xxiii}:**

Settings and Notifications:

Post as page by default?^{xxiv}

Receive notifications by email?

Seven-Step Strategy for Facebook Marketing Success

(See Mari Smith's *Extreme Fanbase Growth™* course for in-depth training on this concept: <http://ExtremeFanbaseGrowth.com>).

1. Design
2. Content
3. Promotion
4. Engagement
5. Conversion
6. Track and Measure
7. Scalability

NOTES

i **Number of fan pages** – you’ll want a minimum of one fan page. But, depending on your goals, you may choose to have a separate page for different branches, a page for the brand, a page for the individual, and a page for each book. Just keep in mind that the more fan pages you have, the more resources it takes to manage. But, **fan pages and all page content get indexed on Google**, so there can be a strategic advantage to multiple pages.

For authors, I recommend adding a custom app to showcase your book to give away a sample chapter and share other pertinent information. For example, I have one on my page here:

https://www.facebook.com/marismith/app_231761200216679

If you are a large brand with multiple national or international branches, or you are a franchise with lots of franchisees, you’ll want to work directly with Facebook to set up what’s called a “**parent and child**” fan page. This is where you have a master fan page and as many sub pages as you need, which can easily be found on one tab of the main page.

ii **Admins** – select in advance **a minimum of TWO trusted Administrators**. Facebook allows any Admin the ability to add or remove other Admins. Ensure your page is protected by only allowing access to a limited number of designated staff. However, newsflash: at the recent Facebook Marketing Conference on February 29th, 2012, Facebook announced it would soon be unveiling five levels of Admin permissions. This is fantastic news! These new settings are coming online very shortly.

Also note: it is against Facebook’s Terms of Use to have more than one Personal Profile (Account) or to have a Personal Account and a Business Account. [A Business Account is a little-known feature designed for those individuals who wish to create fan pages and/or buy ads, but do not wish to have any kind of personal presence on Facebook.]

I don’t recommend having a Business Account or multiple accounts as dummy/fake accounts. If you do, you run the risk of having Facebook delete your accounts. You can easily adjust all your personal profile privacy settings to

“Friends Only” and then choose to be selective about who you add as a friend on Facebook.

iii **Featured Admins** – once your page is set up, you may decide to feature one or more of the Admins as the “Featured Page Owner.” This is in the Admin dashboard, under “Featured.” When Admins gets featured on the page, **their personal profile will show publicly** in the “About” section of the page.

iv **Profile picture** – Page profile pictures are square and, depending on the size of someone’s screen, display at 125x125 pixels or 150x150 pixels. However, the photo you upload must be at least 180px by 180px. (Previously, profile pictures could be a long banner shape of 180px by 540px). To humanize your business – unless you are a known brand, or your business is simply more known as your logo – I would **recommend having a person in your image**.

v **Cover Image** – this is now one of the most exciting pieces of real estate on Facebook. Image dimensions are 851 x 315 pixels. If you upload an image that's smaller than these dimensions, it will get stretched to this larger size. The image you upload must be at least 399 pixels wide. Facebook encourages you to **change your cover image as often as you wish** – this is good news as you can get very creative and showcase all kinds of aspects of your brand, products and services. Each time you change your cover image, a story goes out into the news feed of your fans. There are rules though as to what you can have on your Cover Images: Do not put contact info, calls to action, or arrows pointing to the Like or Share button on your cover image. See the Page Guidelines here: http://www.facebook.com/page_guidelines.php.

vi **Category** – it used to be that the category was much more important, plus it could not be changed. Now, **Facebook allows you to change your category on the fly**, if needed. The category and sub-category you choose determines the fields in your info section.

vii **Page name** – the name (title) of your page is fairly important. It used to be that you could not change your title once you had over 100 fans. However, now there is a new feature where you can request a name change if needed. Whether you use your own name or the name of your company/brand totally depends on your branding: **are you most known for your name or your**

company name? What would your target market most likely type into a search on Google? Plus, you may wish to consider SEO implications for your title. I'm not a big fan of long wordy titles; your name or the name of your business is just fine.

viii **Official Page** – this is a relatively new addition to fan page features. Facebook allows you to set up a “Community Page” about your “Official Page.” It can be confusing. For the most part, you'll want to leave this blank if you're setting up a new page for a business or brand or band.

Where you might use this field is when you want to have a separate page identity to act as the moderator to your main page. I've set this up for my team at <http://facebook.com/TEAM.marismith>, which is a “Team Mari” community page for my team to login and **post answers to questions on my main Mari Smith fan page** at <http://facebook.com/marismith>.

ix **Username** – some types of pages may require a minimum of 25 fans before you can **secure a username**. A username is also known as a “vanity URL.” It shortens the big long URL Facebook first assigns your page to something nice and short like <http://facebook.com/disney>. This is great for branding, SEO, and “findability.”

Plus, once you have your username, **Facebook users can become fans via their mobile phones simply by texting “like yourusername” to 32665 (FBOOK)**. The SMS method of joining fan pages may only work in some countries and the user must have their mobile phone registered with Facebook.

x **Address** – depending on the category and sub-category that you choose, you may or may not have an address field. Just know that if you do include a physical address, your page will most likely turn into a PLACE page. What this means is your page will then have a map app (supplied by Bing), details of check-ins, friend activity (check-ins of friends), and **Recommendations (which is a great feature for local businesses)**. This is all totally fine if you really do have a physical location for your business and customers come to see you there.

However, I would strongly discourage ever putting your own home address on a fan page. (If you have a page set up already and it's now a Place page and you

don't want it to be, just delete your street address and it should change back to a regular fan page).

^{xi} **About** – the About section appears on your main timeline page, just below your profile picture. You have limited characters to convey any message here. It's best to keep it concise, and **add a call to action and a URL**. For instance, on my main fan page at <http://fb.com/marismith>, I have the following which all fits in the small About section, and I managed to get two clickable links in! Social Media Thought Leader | Facebook Marketing Expert | Author, Speaker. Visit: www.marismith.com and let's tweet: www.twitter.com/marismith. However, when anyone clicks on the "About" link or anywhere in the shaded section itself, they will be taken to your more expanded About section with further details about your company (this was all previously under your "Info tab" prior to the recent timeline changes. The field labels in your About section will vary depending on the category and sub-category that you choose. Leave any field blank if you don't want it to show on your About section.

^{xii} **Apps** – you can have up to 12 custom apps but only three will display to the right of your Photos and the rest can be viewed when you or anyone else clicks the little down arrow to the right of the four apps. Facebook refers to its own native apps in this section as "Views" – they are Photos, Videos, Likes, Notes, Questions, Events, and Map for Place Pages. Everything else is called an app. We used to be able to direct visitors to what was called a "custom landing tab." However, now businesses and brands need to **get creative as to what to display with the app thumbnails**. Examples include: Welcome, About us, Be our Fan, Contest, Free Tips, Free Download, Free Stuff, Our Blog, etc. Good news: 1) You can add a Custom Cover Image – the dimensions are 111x74 pixels, and 2) Each app still has its own unique URL so you can drive fans/visitors to a specific app (e.g. for a contest) and also use these unique URLs in ad campaigns.

^{xiii} **App titles** – is better for app titles. There's very little room and you'll need to experiment to get just the wording you want. Study other fan pages to see what works.

^{xiv} **Import Feeds** – this is entirely a personal choice as to whether you wish to semi-automate some of your posting. I like to share my Facebook posts on to Twitter – but I choose not to do so through **my main @MariSmith account**.

Instead, I have a separate Twitter account - @SocialMediaMari - dedicated solely to the purpose of auto-tweeting my Facebook content.

I do like to take the permalink of popular posts on my fan page and craft a compelling tweet for my @MariSmith account, in order to **bring my Twitter followers over to my Facebook page**, at times. My other account is just for added SEO and visibility. With blog feeds, you may wish to auto-populate the NetworkedBlogs tab, but then manually share your posts on your wall – this may get you better news feed visibility.

^{xv} **Page visibility** – keep your page unpublished until you're ready to go live.

^{xvi} **Translations** – these happen by community members who install an app that allows them to translate content into their own language, or are machine translated by Microsoft Bing Translate. If you select this option, you'll be able to review and manage translations of your Page content. The default is unchecked. I leave mine unchecked but there may be benefits to checking this box and reviewing your translations.

^{xvii} **Age restrictions** – you may wish to select country and age restrictions, if appropriate. Just know that as soon as you select age restrictions, your page may not show up in Google searches.

^{xviii} **Posting ability** – the two choices are *Everyone can post to your timeline*, and *Everyone can add photos and videos to your timeline*. I recommend for sure having both checked. If your page ends up getting a lot of photo and video spam, you may wish to disable the second setting. But I highly discourage ever turning off the feature for users to post on your wall. You want your fans and visitors to be able to write on your wall. Starbucks – with over 28 Million fans – has its timeline wall enabled for fans. The Ellen DeGeneres Show – with over 7 Million fans – is also set so anyone can write on her timeline wall.

^{xix} **Post Visibility** – with the recent timeline change, the wall for Pages looks very different. This setting gives you two choices: *Show the box for "Recent Posts by Others" on the top of your page* and *Only show posts by [your page] and friend activity on your Page until reviewed by an admin*. I recommend you check the first one for sure, as that is a nice display of other people's activity showing that your page isn't all about you. I do not recommend checking the latter setting as it's similar to having blog comments moderated; unless you can

moderate lightening fast, sooner or later, visitors will stop coming to your fan page.

The way fan page walls look now, there are **four filters** (at the top middle of your timeline) which you and anyone else can select. The default is Highlights, then there is Friend Activity, Posts by Page, and Posts by Others.

^{xx} **Tagging ability** – like photo tags enabled, as every time someone tags one of your photos, that activity goes onto their personal timeline and into the news feed of their friends. But, if you get a lot of ‘spam’ tags then simply uncheck this one.

^{xxi} **Messages** – this is a very exciting new feature available for businesses. When you have this setting checked, a “Message” button will appear at the top right of your timeline (immediately below your cover image) visible to everyone on Facebook. Anyone – whether they are a fan or not – can click that button and send the page a private message. You’ll easily see when you have new messages via the **red notifications indicator on the Admin Panel button** at top right. Plus, if you’re viewing Facebook as your Page, the messages icon in-between the people icon (new fans) and globe icon (new activity) will show a number with new messages just like it does for personal profiles (timelines).

^{xxii} **Moderation Blocklist** – here, you can easily insert a running list of any spam/offensive words. When anyone’s post on your wall contains any of these trigger words, the post is automatically marked as spam and sent to “Hidden Posts.” NOTE: you’ll need to **moderate your Spam** (previously known as Hidden Posts); they moved with the recent Facebook changes and now take four clicks to get to vs. one click before! Phew, that’s Facebook for you! Click on Admin Panel > Manage > Use Activity Log > then on the drop down at top right, select Spam. Unfortunately, I’ve found that Facebook’s spam filters are already rather strong and every day I see a bunch of bona fide posts flagged as spam that my team and I have to unhide.

^{xxiii} **Profanity Blocklist** – your three choices are None, Medium, and Strong. I have mine set to none. But if you have a large community and they tend to get rowdy with their comments, then for sure make this filter tighter! Always remember to click the Save Changes button.

^{xxiv} **Post as Page** – for most all page owners, **posting as the page** will be the preference so you probably want to check the top box under “Your Settings.” Otherwise, if you leave unchecked, you then have the option to switch back and forth between posting as the page and posting as your personal profile.

I recently chose to uncheck the default setting and am experimenting with news feed visibility when I do a combo of making the post as my page, then switch to profile mode to like and comment on posts. This seems to **create more activity in the ticker of my friends and bring more visibility to posts**, which is a good thing! Keep in mind, though, if you make a post on your fan page as your personal profile, you are essentially acting like other fans and will not get visibility in your fans’ news feeds. So it’s always best to post on your fan page as your page.

See this blog post for a marked up screenshot of my own fan page and 21 key points to know about Facebook Timeline for Pages:

<http://marismith.com/facebook-timeline-for-pages-21-points>

I trust you've found this checklist handy as preparation for an excellent fan page, or as a review of your current fan page(s).

If you're serious about **building a large, loyal and profitable Facebook fanbase in 2012**, do check out my new course available now at:
<http://ExtremeFanbaseGrowth.com> <--- click here and come join over 1,300 professionals!



Cheers!
Mari

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