

FACEBOOK PAGE ASSESSEMENT

	Y	N
1) About section Is your URL the first thing listed		
2) Additionnal about section, Are you providing links to your social media channels?		
3) Cover photo Is it well designed? Does it meet Facebook Guidelines?		
4) Cover photo description Does it have a photo description with information, a call to action or links when clicked?		
5) Profile photo Does it clearly reflect your brand?		
6) App thumbnails Does your design include a call to action? Are you three most important apps featured on your timeline?		
7) Talking about this number Is your page engagement at least 2%?		
8) Content strategy Have you asked the following five questions? What type of content is my brand sharing? Am I using photo or another type of media to accompany each status update? Am I sharing valuable, relevant info? Am I implementing the 70/20/10 rule? Does my content speak directly to my target audience?		
9) Exclusive content? Are you offering your audience content they can't get elsewhere? (like an ebook or tips...)		
10) Branding How does your page identify with your users and audience?		
11) Commenting Are you engaging back with your fans? You should be liking their comments and responding to all their questions		
12) Industry opportunities What opportunities does your "industry" present? Are you taking advantage of these opportunities through your content-sharing strategy?		

Explain for each item what is good and what we can improve?

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