



Checklist 16 - Facebook Content Creation

Project Name: _____ Date: _____

Before you begin connecting with people on Facebook you need to add some interesting and entertaining content to your profile page as this is where someone will visit to find out more about you and see what kind of posts you are sharing.

If they visit your profile and you have no profile image or banner and very few posts that aren't related to anything they like then why would they be interested in connecting with you?

If your profile has a nice picture of you, a banner and you have a number of posts that interest them and they can see that you provide value, then they are more likely to feel that it's worth becoming Facebook friends and following you.

Start by creating several different posts to add interesting, eye-catching and entertaining content to your profile so that when you start connecting with other people your profile looks good and you look like someone they would like to follow and connect with.

	Yes	No
1 Click on compose post and add a text post	<input type="checkbox"/>	<input type="checkbox"/>

maybe you want to introduce yourself and let them know that you're new to Facebook and what you plan on sharing with them or anything else you can think of that they may enjoy reading

2 Add a photo or several photos	<input type="checkbox"/>	<input type="checkbox"/>
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share some photos of yourself with your friends or family or photos of you doing things you enjoy, if these are photos are related to your target audience's interests and the niche you are in then they will be more likely to follow you

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3 Upload a video

This could be one of your own or one that you may have downloaded

4 Record a Facebook Live Video

If you feel confident enough then create a live video, all of your friends will be notified that you are live and some may jump on and interact with you. Before you do a live video it's best to have an idea of what you will be talking about, you could make a few bullet points on a notepad so you have something to refer to if you get lost or you can't think what to talk about

5 Create a life event

you can choose from several different types of life events or you can create a new one of your own.

6 Click on the 3 dots next to the feeling/activity tab for more post options

7 Post a GIF

Search for and post an amusing GIF related to your niche/interests

8 Answer a Question

or create your own question and answer it to share something with your friends that they didn't know about you

9 Create a Poll

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Ask your friends and followers for their opinions or feedback on something that you may need help with.

When you post something, you can choose who you want to see it before you share it, such as;

All of your Facebook friends

Friends except certain people in particular

Friends or Friends

Only specific friends

Only yourself

A custom audience that you create

Whenever you create a post aim to create an attention grabbing, intriguing, controversial, emotional headline. Something that grabs someone's attention within the first few words

10 Add emojis

Sometimes emojis can help your post stand out but be aware that some people love emoji's whilst some people can't stand them. If you're on a computer and want to easily add emojis then go to <https://www.emojicopy.com/>

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