



Checklist 9 - Facebook Setup Checklist

Project Name: _____

Date: _____

Create your Facebook account

Yes No

1 Go to Facebook.com

*Before you begin entering your details, decide whether you are creating a new personal profile or creating a Facebook page for a brand or business.
If you are creating a new Facebook profile then you will need to enter the following details:*

2 Enter your first and last name

3 Enter your mobile phone number or email address

(If you do not want to use your primary email address to register your Facebook account then you can easily create a new Gmail or Hotmail account)

4 Create a new password and save your registered email address and password somewhere safe

5 Enter your date of birth Day/Month/Year

6 Enter your gender Female or Male

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7 Click the Create Account Button

8 If you already have a Facebook account then you may choose to create a Facebook page for a brand or business. After clicking on the Create a Page link, you will see a number of options to choose from. These are;

Local Business or Place

Company, Organisation or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

Pick which ever best suits your needs and fill in the required details such as;

Category and name

And then click Get Started

9 Confirm your email address

10 Search for your friends already on Facebook

11 Upload a profile photo

Profile photos must be at least a minimum size of 180 x 180 pixels. The optimal size for a Facebook cover photo is 828 x 465 pixels.

You can use Canva again to easily create a profile image the correct size.

It is advisable to upload a high-quality profile image of yourself. Remember Facebook is a social platform and other people want to connect with and get to know YOU.

Do not upload an image of a Celebrity or a photo of your pet or do not leave your profile image blank as people may feel that you may be hiding something or not want to reveal yourself for some reason which may seem untrustworthy.

Your main aim should be to connect with other people, provide value and get people to know, like and trust you by just being yourself.

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12 Search for people you know by name or email address

13 Click on your name at the top of your screen and you will be taken to your profile page/your wall

14 If you have not yet done so, add your profile pic

15 Add a cover photo

You will find ready-made Facebook cover/banner templates on Canva. These are already set to the correct dimensions, so you can simply edit them by changing the text, font, colour and images to suit your profile or page.

Once you have your cover/banner looking just how you want it, then simply download it and upload it to your Facebook page by clicking on the upload cover photo link found in the top left corner of your banner.

Visit <https://www.canva.com/create/facebook-covers/>

16 Complete your background info - Include details in your About section, such as the city you live in and where you work.

17 Add a description for your profile or page and let people know what to expect and how they will benefit from following you on Facebook. Remember this is one of the first things people will check when they find your page so rather than talking all about yourself or your brand, make them feel like they will be missing out if they do not follow you and keep checking your posts. This way they will visit your profile or page more and be more interactive which will then also attract more followers.

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18 Click on what are your hobbies and let people know what you like doing in your spare time

19 Add featured photos

These could be your favourite photos of you with your favourite people or doing things that you enjoy the most

20 Add info about you by clicking the link and you may need to click the update information link

You can also edit these details anytime by clicking on the more tab in your profile (These are optional)

21 Add your workplace

22 Add a school/university your attended

23 Add your current city

24 Add your hometown

25 Add your relationship status

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- 26 Add any skills you have
- 27 Add your contact info
- 28 Add links to your blog, website/s and other social media pages
- 29 Add who you are interested in
- 30 Add your religion & political views
- 31 Add your nickname
- 32 Add your favourite quotes
- 33 Add a life event

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34 Add things that you like most in various categories such as;

Sports, Music, Films, TV Programmes, Books, People and more

35 Click Settings > Privacy Settings & Tools & Edit Your Preferences

- a. *We recommend set Who can see your future posts to "Public".*
- b. *We recommend set Who can see your friends list to "Friends".*
- c. *We recommend set Who can send you friend requests to "Everyone"*

36 Edit your profile by clicking the Pencil icon under Intro on your profile page.

- a. *Profile details of where you've worked in the past (optional)*
- b. *Profile details about your education*
- c. *Profile details about where you currently live.*
- d. *Provide details about your relationship status*
- e. *Profile details about your hometown.*

37 Upload a cover photo.

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38 Create your first Facebook Post.

To create your first Facebook post, you have a few options to choose from. You could add a post which just includes text. You may want to upload and share an image or a video? You could post a link from your own blog, website, other social media account or from someone else's website.

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You could share a Facebook post that you have found on someone else's Facebook profile, page or group.

Either way you should aim to use attention grabbing headlines or eye-catching graphics or images. Something that makes someone stop scrolling through their newsfeed and check out what you have to say and always aim to create some kind of interaction.

Your posts could be;

Informative and useful, helping to solve a problem they might have.

Funny or entertaining

Emotional or thought provoking

Motivational

Controversial

Anything that makes someone want to like, share or react and leave a comment. These will all help provide more exposure to your posts and therefore your profile, company or brand.

You might even kick things off with a Facebook live video?!

Even though in the early stages you may not have many Facebook friends or followers, doing live videos can be seen by people who aren't following you yet and this could lead to gaining more new followers fast.

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