

Week 1 Checklist

Connect People to Your Page



- Start by **considering who are the essential connections** for your business. Who are your advocates? Set goals for who you would like to connect to your business.
- If you have a physical location, **claim your Facebook Place** by searching for it on Facebook. You may have fans already waiting. This is now your Facebook Page.
- If you don't have a Page already, **create your Page** at facebook.com/page, fill out as much information as possible and add photos.
- Make your first post.** Create a schedule to track what and when you will post. Post at least twice per week.
- Add other administrators** to your Page, so they can post, respond, and advertise for your Page.
- Invite your** employees, **friends**, and customers to like your Page.
- Get a personalized link for your Page** by visiting facebook.com/username. (You'll need at least 25 fans).
- Put your** Facebook Page's **personalized link in** all of your **marketing materials** (business cards, receipts, e-mails, chalk boards, signs) and promote it to customers who come to your store/website.