

FACEBOOK PAGE TUNE-UP GUIDE

Key items every Facebook Page Admin should Review on their Page



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INTRODUCTION:

With over 1.15 billion users, Facebook is the world's largest community center!

It offers businesses a valuable opportunity to connect with and be seen by their ideal potential customers. Facebook is used across all demographics and age ranges, and its users are spending an average of 20 minutes per Facebook visit. This means your company has an opportunity to connect with your target audience where they are spending the most amount of time online!

Is your company Facebook Page ready? How long has it been since you've reviewed your Facebook Page to make sure it is up-to-date and not missing out on the latest Facebook features?

Facebook moves fast!
You've got to keep current.



It's critical that Facebook Page managers **take time to regularly audit** their Page and ensure that they are not missing out on key features.

This Facebook Page Tune-up Guide outlines keys that every Page Admin should go through to ensure their Page is current, maximized and performing well. I'll review 12 key items and give you specific tips on each to help you get the most out of reach tool and update.

Let's dive in!



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Let's Dive in to the 12 Tip Tune-up Guide...

1. Maximize Use of your Page Cover Image

A key change from Facebook was the shift that removed the **20% text limit policy** on Cover Photos. This is the prime real estate and first impression visual that any visitor gets when coming to your Facebook page. Facebook updated its guidelines and loosened the restrictions on the amount and type of text you can display on your main Page cover image. (View updated [Facebook Guidelines](#).) This prime cover image location now lets you display items such as:

- **Your web address,**
- **A call to action / Special Offer**
- **A featured product**
- **A coming event**

Best practices would be to feature something at least each month, if not every 2 weeks. Focus points can be a product, event, or special offer. Then in the image description (always editable on Facebook by clicking on the image), add more detail and link to your tab or website where they can find out more.

In the example shown, noted social media marketer Mari Smith used her cover image to outline a special offer on her book. This is a great example of a winning first impression that also serves as a special offer call to action.

Be careful, however, to NOT make your page busy with all sorts of combinations of messages. Rather use the cover image to highlight and focus ONE key message or ONE key item along with your logo for branding.

If designed creatively, cover images now afford Pages a powerful new opportunity to communicate key pieces of information to visitors.





2. Maximize Use of Tab Apps to Increase Page Features

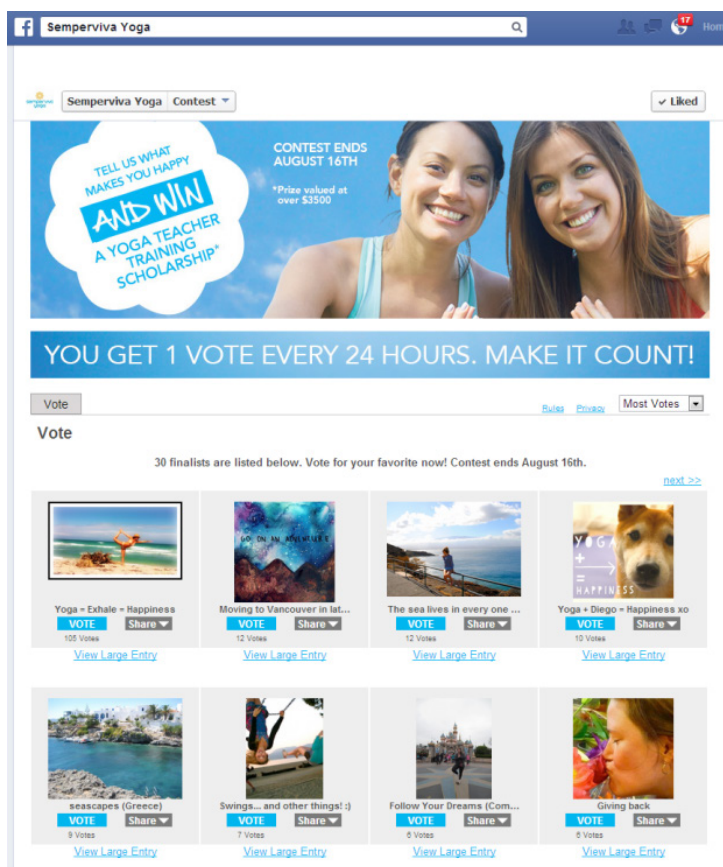
Tab apps are great ways to **boost engagement on your Page**.

They offer interactive and incentive options that can draw visitors to your Page and boost engagement. A great way to boost traffic, engagement, and leads via Facebook is to use a tab to host a contest or promotion.

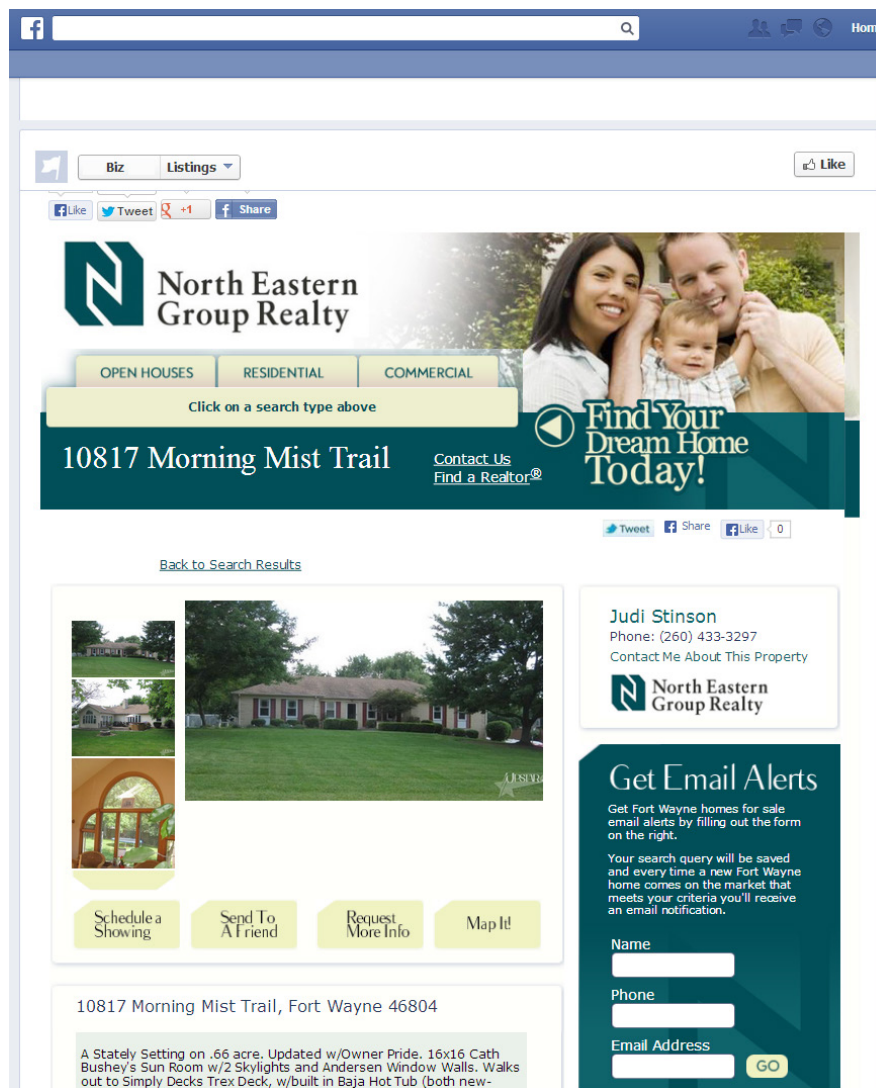
CONTESTS ON FACEBOOK CAN:

- Drive Traffic
- Increase “Likes” of the fan page
- Extend audience reach to friends of current fans
- Boost engagement and activity on a fan page
- Generate buzz and viral sharing

At a minimum, Pages should feature a tab app that lets visitors **sign up for the company email newsletter list**. By offering a incentive such as a discount coupon or a free ebook resource, this provides the motivation for a visitor to sign-up, and for the company it adds value as it helps build the company email list for ongoing marketing.



Another idea is to add a key page from your website to your Facebook page via a tab. Using a tool like [TabSite's WebSite ReSizer](http://www.tabsite.com), it can take less than [10 minutes to add your website listings page to a custom tab](#) and have it fit perfectly! This can be a fast way to add your ecommerce shopping page, or a lead capture page that you want to promote and drive more Facebook users to via a Facebook Ad.



Drive Traffic to the Tabs:

Adding tab apps adds a great dimension of functionality to your fan page. When people are on Facebook, they want to stay on Facebook, and this allows them to do so by giving them the featured listing right on the Facebook page tab. Simply share a post about the property and include the Smart ([mobile friendly](#)) URL in the description so users can easily access it.

Make sure that your apps stay up to date, meaning that your information and lead capture or contest information is current, and that your most important apps are visible in the three slots below the cover image. More about this in the next Tune-up item!

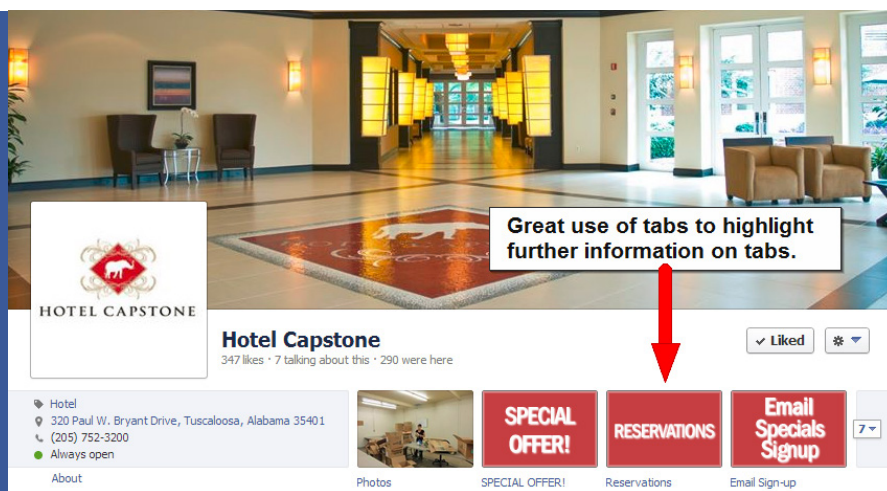


3. Clear and Concise Tab Images

Your tab image thumbnails appear below your cover image and lead to the apps in use on your Page. You have the opportunity to **showcase three tab apps** that are always visible to visitors on your Page. **Make sure these capture attention!**

The best way to do this is to **use simple fonts. Keep the text call-out short and simple, limited to only a few words** and consider using your cover image to point to them via an arrow or other visual means to drive the visitors eye to them.

Here's a great example in use by Hotel Capstone that identifies clearly in simple text what is expected on the tabs.



And one more example from my own [Facebook Page](#) where I outline my company and my personal website in a simple statement.



4. Use the Page Short Description

Your Page can show a brief description of approximately 155 characters that displays below the cover image and the profile image at the top of your Page. This is great space to **outline a concise statement about your business and list your website URL**. Too many people overlook adding a visible URL here! Don't be one of them!



To update this area, go to **Edit Settings** in your admin panel, and under **Basic Information** look for Short Description. Melanie Duncan of Entrepreneuss Academy makes excellent use of her Short Description. Once caveat: This area is not available to those who have their page category set to Local Business, See the Hotel Capstone images earlier in this eBook. Facebook forces your hours of business and phone if you use the local business category.

This ability to have a description with your website link is available for many Page Category types such as products and services.

By including your company website address, you give visitors easy access to go to your site and to your primary online home. This can help increase website traffic, brand recognition and even help a little with SEO for your website.



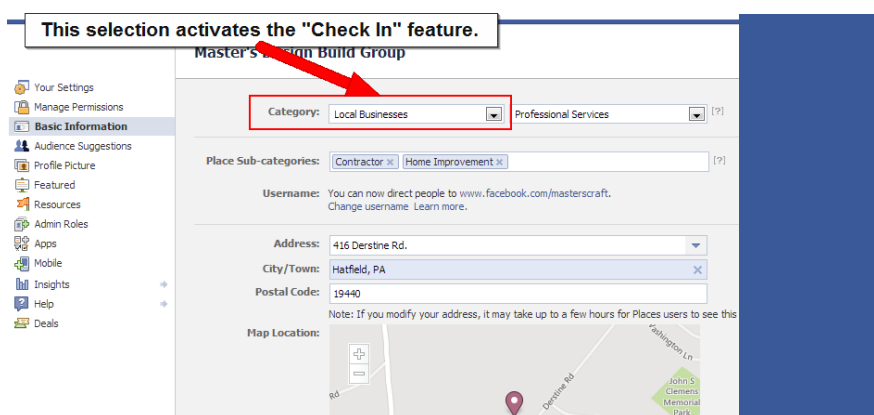
5. Review Your Category, Especially if You're a Local Business

Related to Tune-Up point #4, above, Facebook offers quite a variety of category options that Pages can check when they are first created. Many of the category options are similar and yet offer different features for your Page. One of the biggest feature differences that any local business should take advantage of is the Check-in option.

I just got done noting in the previous point that you can include your website in your Short Description below your Cover image. Well, with a local store, you don't want to do this! If your business has a physical brick-and-mortar location where you want potential customers to visit, be sure to change your Facebook Page category to **Local Business**.

This will **allow users to check into your location**, which is helpful for at least two reasons. First, it can raise awareness of your business and location with friends of the user checking in. Second, check-ins can be part of Graph Search results, so that if a Facebook user is searching for a restaurant in Chicago that friends have visited, check-ins appear in results.

Be aware that there is a trade-off, as businesses categorizing themselves as Local Businesses do not have the Short Description option. However, the value of the check-in feature for local businesses in my opinion surpasses the short description value. So if you want foot traffic, categorize your business as a Local Business!



To check or change your Page category, go to the Admin Panel of your Facebook Page and select Edit Settings. Then go to Basic Information, and find Category at the top of the list. Review and update your Short Description and complete the About section.

Again, this is valuable for local businesses because when a visitor “checks in” it goes into the Facebook News Feed so and thus the friends of that fan can be made aware of your business and it is a simple form of endorsement that their friend was there, thus establishing a bit of credibility and trust for your business.

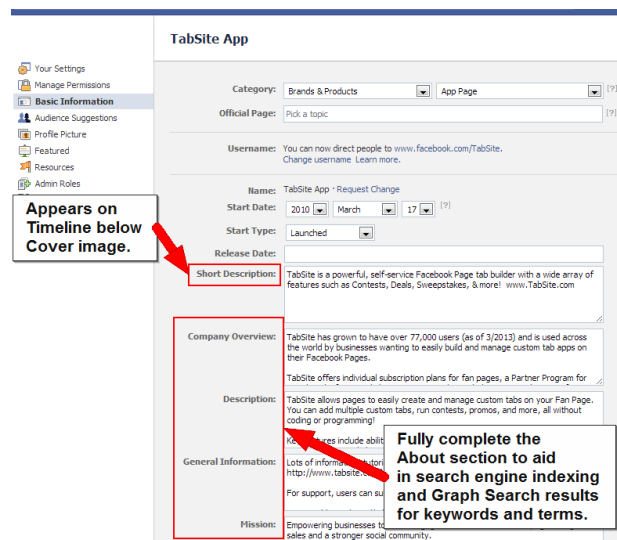


6. Optimize the 'About' Section for Graph Search

After adding your Short Description, make sure to **review and complete the remainder of the About area**, which has subsections such as Company Overview, Description, General Information and Mission. This is even more important since the launch of the updated search by Facebook in 2013 called, Graph Search.

The [About area is indexed by search engines](#), so **make sure it contains your keywords**. The exact subsections you see will vary depending on the Page category you have chosen.

Complete the Company Overview, Mission and Products fields to help **optimize your Page for product searches**. Include your address, city, state and zip code in General Information to **optimize you Page for local search**. Now that [Graph Search is rolling out to all users](#), the About section becomes even more important because it is indexed by Facebook and can return in Graph Search results for user searches on Facebook.



To learn more about Facebook's Graph Search, see:

[Graph Search Introduction.](#)



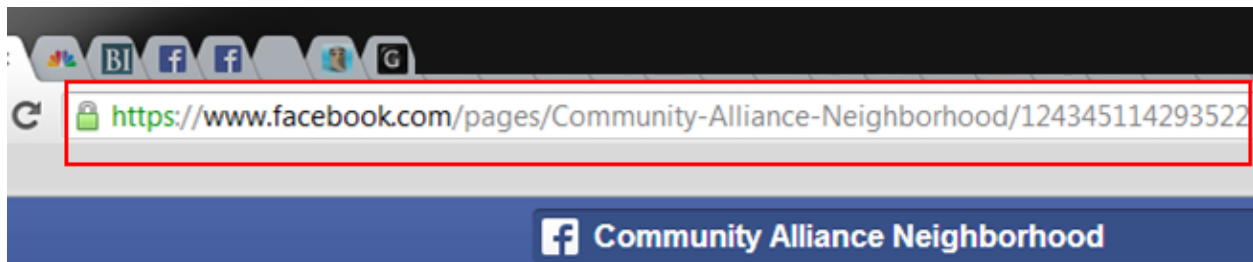
7. Customize Your Facebook Page URL

If your Facebook Page URL still has “pages” and a set of numbers in the URL when you view it on Facebook, your missing out on customization and it’s time to **move up to a custom URL!**

You can [customize your Page web address](#) by selecting a unique [username](#) that contains letters or numbers but no dashes, etc. Your Facebook URL can be changed only once, after it is originally set, so choose wisely.

Adding a username to your Page makes it easier for people to find your business on Facebook, and your Page’s custom url can be used in marketing communications and more!

Long and Hard to Remember:



Above: Example of a Page that has not set its username.

Simple and Concise Custom URL of TabSite after securing the username “TabSite”:



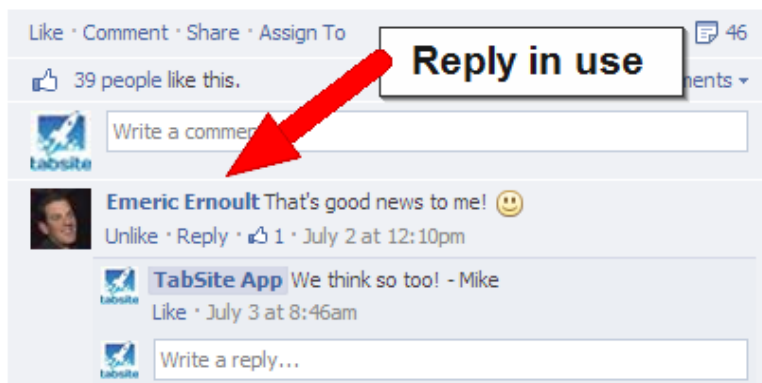
Make it easy for people to find you on Facebook! A good idea is to try and make your username the same as your website domain name. For example if your domain name is XYZrealty.com, then try to secure your Facebook Page username of Facebook.com/XYZrealty.



8. Activate Replies to Comments

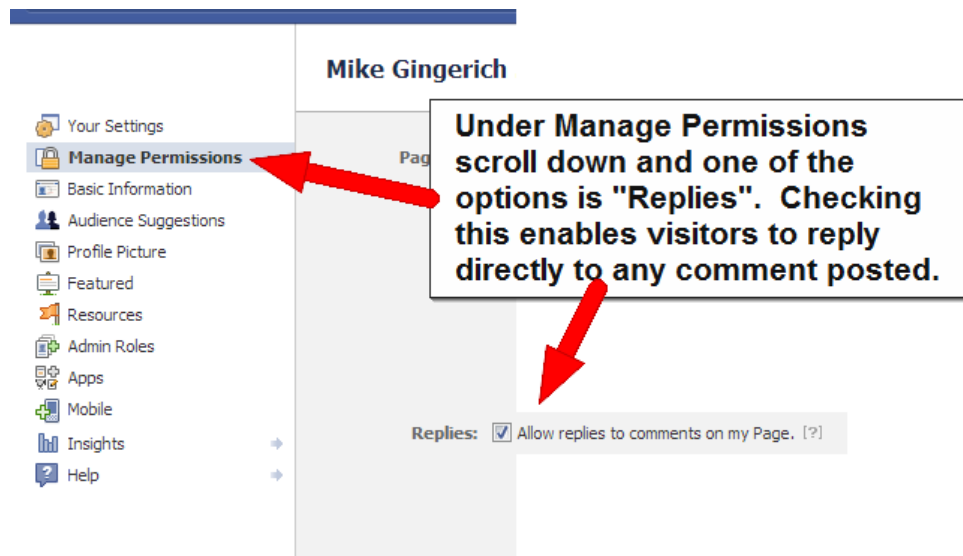
Replies is a newer Facebook feature that was released in the spring of 2013. When this feature is enabled, it allows Pages to offer their community the ability to **reply to a specific comment in a thread**. This threaded comments feature allows for **more specific and richer interaction** around a comment. Comments are valuable because they appear in the News Feed of the commenter and thus expands the reach of that interaction with your Page to friends of fans.

Previously, adding to a discussion required you to tag someone (using the @ symbol and their name) and hope that other readers understood which of the previous comments it related to. No need for that now, as each comment will have a “reply” link to reply specifically to that comment.



How To Activate Replies:

The Replies feature is activated by going to the Admin Panel. Select Edit Settings and then Manage Permissions. Toward the bottom of this section is the Replies area with a checkbox to activate. Be sure to click Save Changes at the bottom of the page.



Admin area
to activate
Replies feature
for Pages.



9. Update Admins and Roles

An often-overlooked item is ensuring that admins with access to manage your Page are up to date. Are the Page admins who are listed still part of your team or working with you to manage your Page?

There can be staff transition or marketing support changes and this is an important item to check and **ensure that only those you trust have access to your Page Admin area.**

View of the Page
admins and roles
in admin panel.

You'll also want to review the roles of each person listed. Is the role accurate based on their involvement with your Page? [Facebook offers multiple roles](#) with varying degrees of power and access, so **make sure the permissions are set appropriately for each admin.**

	Manager	Content Creator	Moderator	Advertiser	Insights Analyst
Manage Admin Roles	✓				
Edit the Page and Add Apps	✓	✓			
Create Posts as the Page	✓	✓			
Respond to and Delete Comments	✓	✓	✓		
Send Messages as the Page	✓	✓	✓		
Create Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓	✓	✓

Facebook admin roles
for Pages.



10. Check Your Notification Settings

It is definitely recommended that Page managers take the time to go to the Your Settings area and **review the notification types that are active**. These are specific to you as an admin of the Page. You want to be sure you are aware of when a visitor comments or messages you!

Studies by SocialBakers found that fans want a response within 30 minutes and often within 10 minutes. While that may seem unrealistic to respond within 10 minutes every time, the point is that timeliness of responses matter!

Even as I was reviewing the Facebook Pages I manage while writing this article, I discovered one area where I needed to make a change! In order to respond quickly to comments, posts and messages for my Pages, I like to have all [notifications](#) on.

I found that I did not have **Onsite Notifications** active. This is important, as it will send me a notification on Facebook when people post, like, comment or send me a message.

Notifications setup area in Page admin panel.

Being aware of visitors' interactions with your Page is the first step in good customer service. You have to **know about interactions** to be able to respond to them!



11. Review your Content Posting Type, Time and Frequency

Are fans interacting with your content? How often are you posting?

Content posting is critical on Facebook! The majority of time spent on Facebook is users surfing their News Feed. This is where they scan posts from friends and pages they follow. So this is the key place where you would capture the attention of a fan, and it comes down to your posting.



Tips for Posting:

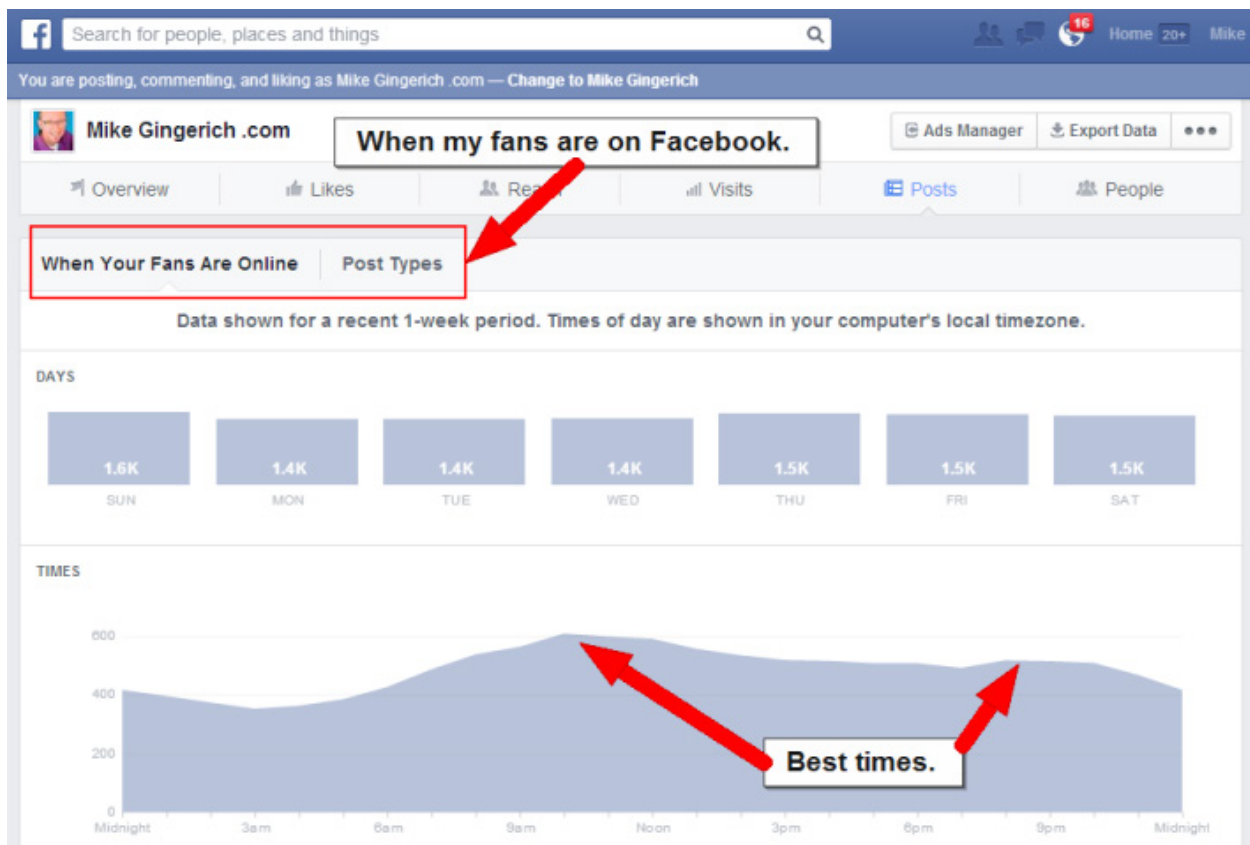
- Craft posts that inspire interaction and sharing!
- 80% content, 20% promotion
- 80% add value to help others, 20% to promote yourself (you can earn loyalty by becoming a trusted resource!)
- Use a mix of post types including [images](#) and [videos](#), links, and simple text status updates to [boost engagement](#)
- Frequency matters! At a minimum, most pages should be posting at least 2-3 times a day. With the average post being seen by 10-22% of your fans at any given time, regular posting is important in order to be seen.
- View the Insights in your Page to learn when your fans are online. Posting at key times when fans can engage is so important!



Schedule posts for Prime Times

Your company Page posts need to be going out at the optimum times when your fans are on Facebook. This ensures they have the best chance of seeing and interacting with your posts! There is no longer any excuse for not know when your fans are on Facebook, because Facebook's Insights that are offered in your Page Admin area for each Page gives you details on when your fans are online.

Go to your Page Admin area, click on "View Insights", then go to "Posts"



Facebook Page Insights reveals when fans are online

12. Evaluate your Responses



How are you responding and engaging to comments others make? This is key to loyalty and being someone others want to follow and connect with. Take time to go through your past few weeks of posts and note your responses against this criteria:

- Have you **enabled Posting Ability by Others** (see image below) – First, make sure others can post! This is important in order to be “social.” Yes, there are times and places in mega-popular or controversial pages where you may want to limit to comments on posts you make, but for the majority, enabling posts by others is important

The screenshot shows the Facebook Page Settings for 'TabSite App'. The left sidebar lists various settings categories, with 'Manage Permissions' selected. The main content area shows the 'Posting Ability' section, which includes options for 'Page Visibility', 'Country Restrictions', 'Age Restrictions', 'Posting Ability', 'Post Visibility', 'Default visibility of posts by others on TabSite App's timeline', 'Tagging Ability', 'Messages', 'Moderation Blocklist', 'Profanity Blocklist', 'Post privacy gating', and 'Replies'. A red arrow points to the 'Age Restrictions' dropdown menu, which is currently set to 'Everyone (13+)'. A box labeled 'Allow Posting by Others' is placed over the arrow.

- **Always be courteous** – Take time to respond professionally and with helpfulness. Yes, others can be in the wrong but you will not help by fighting back publicly.
- Allow Photo tagging of your page. This can help extend reach of your photos to others.



- **Use @ Tagging in replies to alert the user to your reply** (see image below). This personalizes your response and makes it clear on mobile view who you are answering.
- Never delete posts by others unless they violate clear terms you have outlined. It is always best to respond professionally and attempt to take the conversation offline. This shows others you do respond and how you respond. If you have built loyalty, fans typically understand that a disgruntled person is just that, and not representative of your customer base.



- **Try to always give commenter's a response.** At minimum, give them a Like but typically it is even better to take the time to reply. This humanizes your company and builds respect and loyalty.



Conclusion:

So there you have it! 12 items that need to be reviewed on your Facebook Page to ensure you are getting maximum value out of the tools and opportunities that Facebook offers.

As I stated at the beginning, Facebook changes often! In order to keep up and maximize your Facebook marketing, your company must not get complacent or settle for status quo.

I welcome you to join our email list that is exclusively for getting updates on Facebook changes. Whenever there is a significant change, I blog about it, and we'll send you an update so you have the latest information and my interpretation on what it means and what you should be doing because of it. That's it, it's pure and simple a way to keep up-to-date.

Interested? Join my 'Stay current on Facebook Changes' list now. [Sign-up >>](#)

Thanks for downloading this ebook! Please share it with others than can benefit.



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For further information on TabSite's suite of tools for Facebook pages, please visit www.TabSite.com. TabSite offers contests, sweepstakes, gallery tabs, and more to help Pages boost engagement, capture leads, and grow sales.



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Additional Resources:

- Here's a FREE [Cover image PowerPoint template](#) that's free to download and can help companies easily create custom cover images.
- For ideas on what to include in your Cover image, See: [12 Ways to Create Visual Fireworks with your Timeline Cover Image on Facebook](#)
- Ideas for [Real Estate Professionals](#)
- Tips for [Hotels, Resorts, and Bed and Breakfasts](#)
- Read more about [how Contests can boost marketing and reach for Facebook Pages](#)
- Learn more about [Graph Search](#).