



BEST PRACTICES FOR BUILDING YOUR FACEBOOK PAGE

First, establish your professional brand!

Facebook business pages allow you to better optimize for business specific marketing.

IMAGES

Add a professional picture & an eye catching cover photo.

Cover Image Dimensions:
840 x 312px

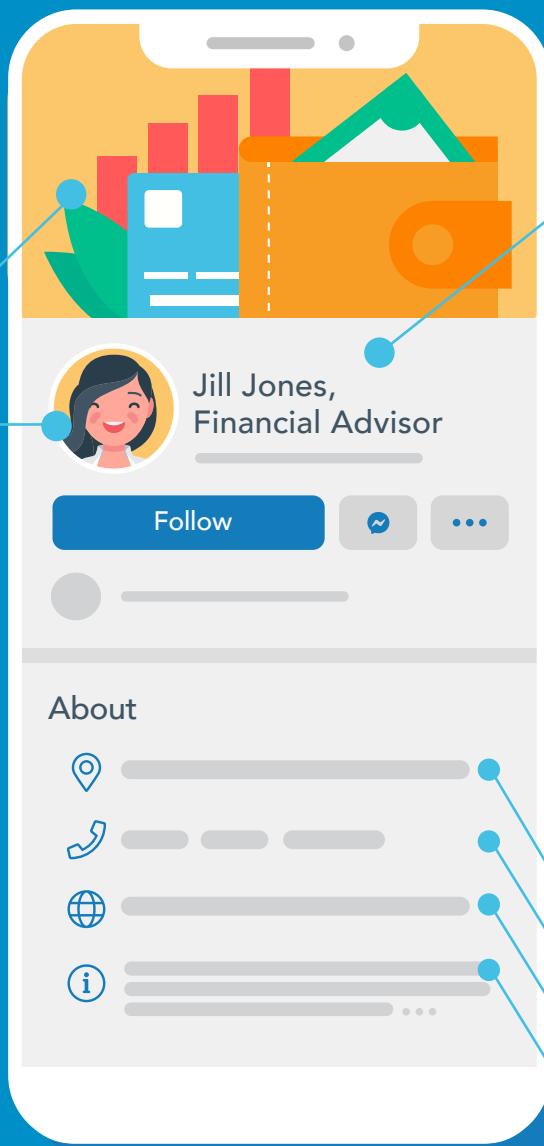
Profile Image Dimensions:
180 x 180px

Timeline Image Dimensions:
1200 x 630px
(The ratio is more important than the size. Keep a 1.9:1)

Other Image Dimensions:
Check out our [Social Media Sizing & Resource Guide for 2021](#) for more information

Accepted File Types:
JPEG, PNG

TIP Double check your privacy settings to make sure the right people can find and see your page



USERNAME

Try to make this easily searchable and consistent across networks

DESCRIPTION

Add your company information.

You can also carry over your LinkedIn summary here:

- **Your Value-** Reiterate your purpose from your headline and state your
- **Achieve Results-** How do you help clients reach their goals?
- **Call to Action-** Point them to your contact information

ABOUT

Be sure to add your:

- location & operating hours
- contact information
- website URL
- Your NMLS# (If applicable)

Pin a Welcome Post to the top of your page to let visitors know what to expect on your page

Build a community and create human connections

INVITE FRIENDS

Invite your friends and family to like your business page events.

ENGAGE WITH YOUR AUDIENCE & THE COMMUNITY

- Check likes, follows, shares, hashtags, messages & comments and respond where necessary.
- Tag any partners that helped during the process.
- Share posts for community events.

USE HASHTAGS!

Check out our blog '[What's in a #Hashtag?](#)' for more information.

CONSISTENTLY POST RELEVANT & INSIGHTFUL CONTENT

- Ask your audience questions to spark comments and interact with them, ask about pressing problems customers face and then create resources to help them.
- Check the content library, OR search for topics in the Facebook search bar. You can find some great recent inspiration from many others in your field.

POST/SCHEDULE CONTENT AT THE RIGHT TIME

The best times for Facebook:
Thurs-Sun between 1-4pm.

The single best time to post:
Sunday at 3 pm.

The worst day to post:
Tuesday

[Check out our guide in the Help Center](#)

TIP Check out our blog '[4 Tips for Building a Facebook Business Page Following](#)'

Best Practices

Check your page daily to respond to questions, comments, messages.
Add a 30-minute weekly recurring meeting on your calendar to do the following:

SCHEDULE YOUR CONTENT FOR THE WEEK

Fill in throughout the week with personal or homegrown content (testimonials, professional life updates, company updates, etc.)

ENGAGE

with your audience's content

SEEK RECOMMENDATIONS FROM CUSTOMERS & SHARE SUCCESS STORIES

(positive testimonials, endorsements and reviews!)



LEARN MORE

Check out the Denim Social Help Center for our guides: '4-1-1 Publishing Strategy', 'What Types & Sizes of Files are Accepted in Each Social Network?' & 'When Should I Post?' for more details on posting content.