

Facebook Pages BEST PRACTICE

with Kim V. Goldsmith

1.

YOUR VISUALS COMMUNICATE YOUR BRAND: Your profile and cover photo should clearly and professionally indicate who you are and what you do.

2.

YOUR AUDIENCE IS DEFINED: You have to spend time profiling your audience so your Page reaches those who are important to your business, not just family and friends.

3.

YOUR PAGE IS VERIFIED: It's not hard - simply provide a phone number or upload a document and you'll soon have the blue tick of approval to say you're the real deal.

4.

YOUR CONTENT IS PROFESSIONAL + ON MESSAGE: It has to be relevant and planned (use a content calendar); it should be scheduled to ensure you're posting at the best possible time to reach your audience.

5.

USE THE METRICS PROVIDED: Monitor your results and adjust your strategy based on the results provided by Insights. If you don't, you're simply guessing.

**BOOK A WORKSHOP OR COACHING SESSION
TO ACCESS THE EBOOK:
PROFESSIONAL FACEBOOK PAGES: QUICK GLANCE GUIDE**

www.kvgoldsmith.com