Facebook Profile Cheat Sheet

In this lesson, you will learn about the key elements of a Facebook Business Page Profile which include:
- ★ Name & Username
- ★ Cover Image
- ★ Profile Image
- ★ Call to Action Button
- ★ About/Bio
    - ○ Including a 'Story' section (This is only on the classic Facebook view. It is currently omitted from the new Facebook desktop layout).
- ★ Tabs including 'Reviews' which is probably your most important tab!

Name & Username
- ★ **The name** should be the name of the business. You can check [Facebook](#) help for what is allowed in a page name.
- ★ **The username** should be consistent with what you have as a username on other social media networks like Instagram and Twitter - it is prefixed with an @.
- ★ A username doubles as the web address for your Facebook Page i.e. https://facebook.com/techpixies
- ★ **TOP TIP:** Facebook doesn't like it if you change the name too often and there is a character limit to how long a name can be (see the support document for more information).

You can request a name change by going to the 'About' section of your Facebook page and hitting the 'Edit' button next to the name. It gives you a character count so you know how many characters you can go up to.

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Request New Page Name

Your Page name should accurately reflect what the Page is about. We review name changes to protect the identity of the businesses, brands and organizations that Facebook Pages represent.

Current Page name TechPixies

New Page name | TechPixies: Award-Winning Social Media Training for Wc | 18 characters left

Facebook Page Naming Tips:

✔ **DO**
- Use a name that accurately represents what this Page is about.
- Match the name of your business, brand or organization.

✘ **DON'T**
- Mislead people by representing a person, business or organization other than your own.
- Include any variation of the word "Facebook" or include the word "official."
- Use terms or phrases that may be abusive or violate someone's rights.

For more info, see our guidelines for Page names.

Cancel   Continue

You then get a warning that you can't change the name again for 7 days. Facebook states that it may take up to 3 days to review it and that they may require additional information.

Confirm Name Change Request

You are requesting the following change to your Page.

Current Page Name:
TechPixies

New Page Name:
TechPixies: Award-Winning Social Media Training for Women

Our review may take up to 3 days and require additional information. If your name change is approved, you won't be able to unpublish the Page or change the name again for 7 days. During this time we may also let the people who like your Page know the name's been updated.

Back   Cancel   **Request Change**

Facebook Cover
★ The cover image or video is the first impression someone gets of your company.
★ It is a great place to advertise or promote your latest service/offer for FREE!
★ It can act as your business/company billboard.
★ You can update it as frequently as you like.

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Top Tips for your Facebook Cover

- ★ **TOP TIP:** TOP TIP: ALWAYS make sure that when you change out the cover, you add a CTA (call to action) link in with the new description.
- ★ Make sure your cover is on brand and captures attention.
- ★ Make sure someone can work out what your company does from a single image or video*
- ★ Cover Dimensions can be found in the Size Matters Cheat Sheet. (see support doc)

* The reason this is important is because when people see your cover image as a 'preview' it is very small! If you want to use multiple images, you can set up a carousel. (see technical videos)

Profile Image & Dimensions

- ★ For a company, the image should be a recognisable logo.
- ★ Your image will be cropped to a circular shape when added to the page.
- ★ Facebook Profile can be found in the Size Matters Cheat Sheet (see support doc)

Call to Action

- ★ A 'call to action' (also referred to as a CTA) is a button on Facebook that 'calls' people to perform an action i.e. 'learn more' or 'shop now'.
  - ○ WARNING: Like the cover image, you can change this to help you promote specific things that are going on in your business. Just don't forget to change it back when the promotion is over!
  - ○ Example of a CTA gone wrong… Proviz did a Kickstarter and we changed the button from the shop to the Kickstarter BUT 6 months after the Kickstarter ended, we discovered that the 'shop now' button was leading to the Kickstarter page and not to the shop page. OOPS! This was a big mistake and likely cost the company money. We now have 'promotion checklists' which help remind us of all the various things that need to be changed before and after promotions - like the cover image and the call to action button.

About (aka Bio)

- ★ There are several fields in this section, including contact details, company description, website, overview and story (more on this in the next slide).
- ★ You can also add information about your products and services along with any awards you have won.

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★ It is important to remember to add keywords, in your bio, so that your page shows up in searches.

Tabs
★ You can choose which subjects show up on your business page tabs.
★ Tabs have headings such as 'Like', 'About', 'Reviews', 'Services' and 'Shop'.

Reviews/Recommendations
★ Good reviews and recommendations are very important for an organisation's reputation.
★ They help increase your reach and visibility on Facebook and they also show up on a Google search.
★ If someone uses a mobile device to leave a review, they also have the choice of including a photograph.

Facebook Page Example: Martha Brook (facebook.com/marthabrookldn)
★ Martha Brook's strikingly styled cover image shows off their latest products. Motivational quotes are used to set the tone of the brand. However, we think that she could add a description with a link to purchase her products.
★ The page's profile image is their company logo.
★ The about section sums up the individuality and ethos of the business.

Facebook Page Example: Begona Cliff Hotel (facebook.com/Begonacliffhotel)
★ This page was started by a TechPixie student who commenced building a hotel in Spring 2020.
★ The cover image features an enticing view, illustrating where the hotel is situated. The information tells prospective customers when the hotel is due to open and clicking on it takes the viewer through to a link of the website.
★ The posts include relevant content with build updates and local area knowledge.

Key Takeaways:
★ Facebook business pages give people the first impression of you or your organisation.
★ It is important to take advantage of your cover image to help people quickly understand what your business does.
★ You can use it as free promotion to highlight a product, service or announcement by updating the description of the cover to include a call to action (CTA) link.
★ It is important to fill out, regularly check and update all key elements of the profile.