



# FACEBOOK TRAINING



# CROSS THE FINISH LINE

WITH SOCIAL MEDIA MARKETING

**Leg 2**

### Create a personal profile

- Username
- Password
- Mini bio
- Upload professional photo
- Fill in personal/professional information
- Determine your privacy settings
- Begin adding friends
- Create friends lists
- Identify 10 influencers and begin networking with them

### Create a business page

- Page name
- Mini bio
- Upload professional photo
- Fill in company/brand information
- Add applications – Choose 3 to get started and add more over time. You may want to start out with these
  - Networked blogs
  - Twitter
  - Static FBML

### Plan your updates for the week

- Create an editorial calendar. Ideas to consider:
  - Post about your personal thoughts on business, personal and other subject matter related to your audience
  - Share useful tips/tools that may be of interest to your audience
  - Share links to resources such as websites, articles, etc with your audience

## Promote your page

- Tell your friends about your page. Here are just a few examples of ways you can share your Facebook business page with your friends:
  - Post a link to it on your personal profile
  - Send a tweet about it to your followers on Twitter
  - Mention your page in your conversations with others in your industry
- Send an email to your opt in subscribers or newsletter list letting them know about your page
- Add social plugins to your blog/website

## Start engaging your audience on a regular basis

- Make comments on your own page daily
- Respond to questions from the members of your page
- Provide helpful resources to your Facebook audience daily

*\* Throughout this checklist I've shown you many strategies and quite a few examples of ways to engage your audience and keep people coming back. Choose just a few to get started and then incorporate additional ways as you grow more comfortable. You can always refer back to the Facebook presentation or contact me at [laurademeo@yahoo.com](mailto:laurademeo@yahoo.com)*

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