

## Checklist of Things You MUST Do BEFORE You Start to Market Using Facebook Groups!

### □ **Make your personal Facebook page look professional!**

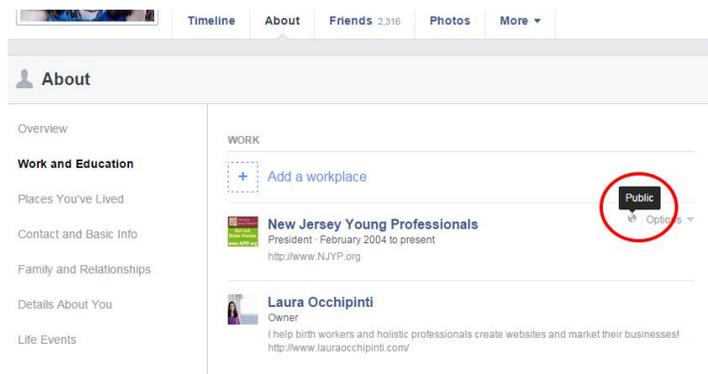
- You'll be using your personal page to create a Facebook group, post comments in groups, and run contests. People WILL be checking you out, so make sure your personal page looks its best!
- Your profile picture should be a professional headshot. If you do not have a professional headshot then upload the best, most professional picture you have of yourself. Keep your kids and family out of the picture.
- Your timeline cover photo CAN be of your family (my favorite image for the cover photo). People want to know you are human too! Pick something that you think will appeal to hundreds of people. For example, stay away from blurry pictures of a dinner you cooked and maybe put up a non-blurry picture of you holding a newborn or you in front of your branded car or like I said, even a picture of you and your family. Key here is the picture should NOT be blurry or unprofessional.

### □ **Have your business listed on your personal Facebook page.**

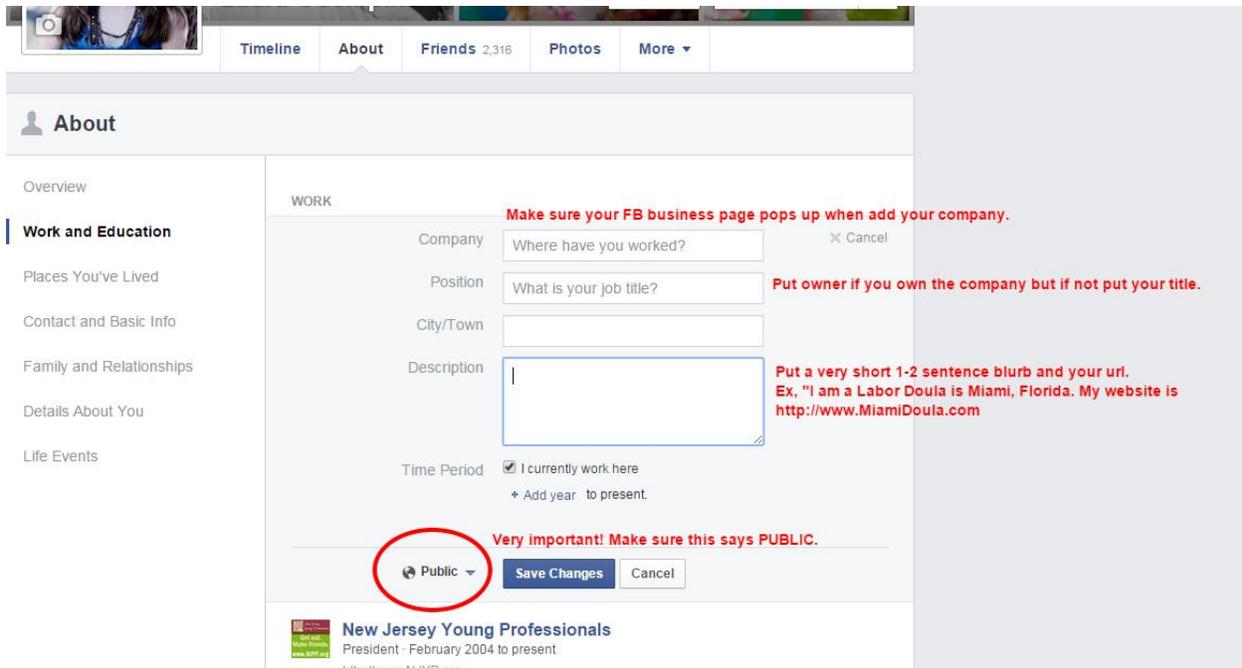
- So often I will see a business owner make an interesting post or comment on the wall of a community group I am in. I want to see her website so I click her profile and there is no business listed on her personal page. I'm too lazy to private message her, I just wanted the info quick, so I move on.
- You will drive more traffic to your business if you list it on your personal Facebook page. This will take you seconds to do!
- Steps
  - Click ABOUT on your personal page then click EDIT YOUR WORK.



- If you already have your business listed make sure the information is PUBLIC. This way people do NOT have to be friends with you to see it.



- If you need to add your business click ADD A WORKPLACE then fill out the form as I indicated below.



## ☐ Check your privacy settings!

- I do not recommend giving random strangers access to your personal photos or status updates. I feel like the BEST way to see how non-friends view your personal FB page is to create a second Facebook account. Facebook will HATE that I am saying this and if they find your “fake” account they will delete it (but who cares). Use an email address NOT associated with Facebook and create a fake account. ONLY use it to see what your personal account looks like from the eyes of a non-friend.
- Facebook does change how privacy works again and again so set a reminder on your calendar to check in at least 2x a year, using that fake account you just created.
- When you log into the fake account and you navigate to your personal account and you DO see personal photos and status updates then do a google search on how to edit your privacy settings. Keep tweaking your privacy settings so that your photos and status updates are hidden.