

# Facebook Business Page Quick Start Guide for Roofers

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# Introduction

Thank you for downloading this Facebook Business Page Quick Start Guide.

In this guide, you'll find it's been put together to get straight to the point without a lot of fluff. This guide includes all of the basic features and settings you need to configure for your Facebook business page to have the highest chance at success.

If you have any questions, please don't hesitate to reach out to us and ask! We're always happy to lend a helping hand.

Without further ado let's get to it, shall we?

## 1. Set Your Profile Picture

Adjust your profile picture, the image that will get shown next to each of your updates on your wall and in users' news feeds.

Choose an image that fits 180 x 180 pixels and also looks good when scaled down to a thumbnail size of 32 x 32 pixels.

This image will also appear with any sponsored stories or ads that you run. A logo is a great choice here!

## **2. Set Your Cover Photo**

The cover photo dimensions are 851 x 315 pixels. Choose an image that is representative of your brand, and don't be afraid to get creative with it.

Facebook's policies state that cover photos cannot include:

- Price or Purchase Information
- Contact Information
- References to Facebook Features or Actions
- Calls-to-Action

Covers must not be false, deceptive or misleading, and must not infringe on third parties' intellectual property.

## **3. Fill Out The About Section (General and Story)**

Under "General" enter all the pertinent information about your business. Add things like the business start date, mission statement, phone number, email address, website URL, etc.

Under “Story” put up a photo that best represents your business and then post a tagline, your mission statement, or even your origin story.

## **4. Create a CTA Button**

The call-to-action button can be configured numerous ways and depending on the type of business you have, it may make sense to have it configured one way versus another.

If you’re not quite sure what to do with it yet, your best bet is to set it up to “Send Message” by clicking on edit button.

Step 1: Click on “Contact You” and then select “Send Message” and click next.

Step 2: Click on “Messenger” which will take you to the preview screen then click “Finish.”

## **5. Enable Messages**

Admins can now allow users to send them personal messages, making it easier for brands to have private conversations with their fans.

Use this feature when you need to discuss a topic or customer service issue in more depth, and when you'd prefer the conversation not be made public for all page visitors to see.

## **6. Page Settings**

The page settings section is where you can control just about every aspect of your page.

General: Click on the edit link next to Page Moderation and add all the negative keywords you can think of that will hurt your business if someone were to comment on a post using any or all of those keywords. Then click on Profanity Filter and set it to Strong. This is also a good idea so not to offend anyone who visits your page.

Messaging: Under Response Assistant click the button to "On" for "Send instant replies to anyone who messages your page." Feel free to edit the message, but the default message works just fine. Click the button to "On" for "Stay responsive when you can't get to your computer or phone." You may also edit this message if you so desire. Click the button to "On" for "Show a Messenger greeting." Once again, you can edit this message as well. You'll want these set to ON so that your response time stays high.

Post Attribution: Double check that “Post as Page Name” is selected so your posts, likes, and comments on your page’s timeline will be attributed to the page by default.

## **7. Publish Visual Content**

The new Timeline page design places more emphasis on visual content like images and videos, so use that to your advantage. According to an internal Facebook study, “posts including a photo album or picture can generate 2X more engagement than other post types.”

Because these images will now appear larger and more prominently on your page, make it a point of posting your best visual content to your Facebook Page, or make more of an effort to turn your content into a visual delight: think photos, charts, infographics, and other content visualizations. And you can always use it on other visual-oriented social networks like Pinterest and Google+, and Instagram!

## **8. Pin New Promotions Every 7 Days**

As we already mentioned, admins are now able to pin content to the tops of their pages. Use this to anchor updates

about the promotions you want to feature (e.g. events, new marketing offers, other awesome content, etc.) to the top of your page to make them as visible to page visitors as possible.

Pinned stories will appear right below the status update compose box. Keep your content fresh by pinning new content every seven days. To pin an update, hover over a story, click on the three dots in the top right corner, and choose 'Pin to Top of Page.'

## **9. Publish Content More Than Once Per Day**

The old rule of thumb for Facebook was to post regularly, but not more than once per day so that each update received proper attention while simultaneously not being spammy. Well folks, today we're here to say that this rule should no longer apply.

Posting once per day in conjunction with the Ticker and Edge Rank algorithm means that your post only has a short span of time during which people will likely see it. Once those three hours are up-- your status is old news. Your post will be quickly overridden by the hordes of other updates becoming the top stories in a user's News Feed.

# Summary

Facebook has shaken things up for brands with this new page design, and many companies will surely drag their feet updating their design, and utilizing all of the features.

Having read this ebook, you have a competitive advantage to leverage the Facebook Timeline and tell your business story in an engaging fashion.

You now know how to use Facebook's new updates to achieve brand consistency, introduce calls-to-action and build an active following.

Now go and experiment with the layout and features so you can find the best ways to use them for your company. Good luck, and don't forget to use visuals!

## What's next

You've been on quite the journey in the last few pages of the book.

We covered setting your page's profile picture. Then we covered setting your cover photo, filled out the About section and your story, creating a call-to-action button, enabling messages, page settings to protect your reputation, publishing visual content, pinning new promotions every 7



days, and finally publishing content more than once per day.

By now you should have a very detailed knowledge of how to optimize your Facebook Business Page.

The only left to do now is taking action on what you just picked up. With everything we included inside (and all the shortcuts) you should be able to start tomorrow and have your Facebook Business Page up and running within the next few days.

I've armed you with everything you need but I can't do the work for you. **The rest is up to you.**

One more thing:  
I want to hear your Success Story.

Write me at [support@katahdincreations.com](mailto:support@katahdincreations.com) and tell me your success story after using the information from this guide. I can't wait to hear from you.

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