



Facebook Cheat Sheet

Chances are your intended audience is on Facebook. Getting properly setup, creating regular, unique and sharable content, showing personality, and ensuring you're seen as a useful resource is key.

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Get properly setup

- **Timeline banner** – should be 851 x 315 and should be a striking, attractive image, to make the most of your page.
- **Profile picture** – should be sized to 180 x 180 pixels – and this will actually display at 160 x 160 pixels. You can use your logo here, but ensure the whole logo fits into the square box.
- **About section** – write a full paragraph about your business. Include the types of clients you work with, the brand story, and what makes your business unique. Include links to any other elements of your brand presence.

Content for your audience

Your strategy for sharing content has to be based on your knowledge of your clients and their preferences for consuming content online. What are their worries? What do they want to learn? What do they expect from you? Use this to inspire your content.

Variety

When you post, ensure you don't have too many of the same types of posts in a row. Look at your current stream of updates and see how that might look to a new comer on your page. Mix up between pictures of people in your team, words on images, links to well written and formatted blog posts with great headlines, and useful tips.

Customise the headlines, captions and blurbs on link shares

After you paste in the URL of the link you want to share, you can click on different parts of the displayed text and customise the headline and the blurb as well as which picture shows up. Try it before you click "Publish".

Use branded images

Images are proven to be the most popular types of posts on Facebook. Choose photos that are interesting, thought provoking, and in keeping with your brand. Size them to be 440px by 220px so they fit into the space properly. Start with bigger images and reduce them to fit within this size.

Promoted Posts/Facebook Ads

Nowadays, you have to "pay to play" for a significant amount of people to see your posts. These are the images you should be working the most on - for anything you really want more people to see. Ensure your ads have wide appeal, are self explanatory, and would make sense to those who don't know your company. The amazing thing is that you can choose the demographic for who the ad gets displayed to. Ad images should have less than 20% text.

Share a little

Don't think of Facebook as a billboard for your promotions. Allow people to see a little "behind the scenes" - to show personality in the business, Ask questions, respond to commons, show you are human and not robots. People use Facebook on their downtime - keep that in mind!