

# Social Media Launch Checklist:

## Facebook Edition

### Part 1: The Credentials

- Be Prepared to Link A Personal Account.
- Create your @username
- Upload a Profile Photo (180 x 180 px)
- Select a Cover Photo (812 x 312 px on desktop; 640 x 360 px on mobile)
- Choose a Page Template
- Fill In Your About Section Copy: About, Company Overview, Description
- and Story w/ Cover Photo (1200 x 445 px)
- Input Your Company History
- Add Hours, Contact Information, & Location
- Add Website Link
- Cross-Link To Your Other Handles
- Edit Your CTA

### Part 2: The Content

- Identify Your Post Topics
- Prep Your Image Gallery (Ideal feed post image dimensions: 940 x 788 px)
- Prepare A Pinned Post
- Draft (At Least) A Month's Worth of Con

### Part 3: The Logistics

- Create a Posting Schedule
- Add Facebook Link to Your Website
- Build Your Follow List

### Part 4: The Business Perks

- Connect Your Instagram Account
- Set Up Your Facebook Shop
- Add Billing Information for Advertisements