

The Busy Writer's Book of Checklists

Checklist 18 – Creating a Facebook Page

Steps for Creating a Facebook Page	
Done	<i>Note that Facebook Terms and Conditions may change at any time. Always check that you have the most recent advice by checking out their 'help' and FAQ pages.</i>
<input type="checkbox"/>	Visit other Facebook pages to see what other authors post on their pages. Make a list of Facebook author pages that you like, so you can use them as a model.
<input type="checkbox"/>	Ensure that you have a personal Facebook account first. If you haven't done this yet, use this link: http://www.facebook.com/help/sign-up You need to set up a personal account before you can set up a Facebook Page as an author or a business.
<input type="checkbox"/>	If you don't want to use your personal Facebook page, put only minimal information on it. Then go into the Settings and choose 'me only' to see the page. Read Facebook help page so you understand how to make the most of your privacy settings.
<input type="checkbox"/>	To set up a Facebook business page (just known as a Facebook Page): go to your private account and log in.
<input type="checkbox"/>	Scroll to the bottom of the page and click 'new page'.
<input type="checkbox"/>	Choose the category that best suits your purpose. This could be Artist, Band or Public Figure" and you can then choose 'Author' from the drop-down box. If you wish to promote your books or a series, you could choose product/service). As an author, you are establishing a 'brand' so people recognize you - and that brand can be your name. So 'brand or product' would be fine.
<input type="checkbox"/>	When the 'brand or product' box opens up, click on the 'down' arrow and choose an appropriate category. "Product/Service" is the one usually chosen.
<input type="checkbox"/>	Add your picture. You can navigate to a suitable picture on your computer. If you don't want your face to be on your page, you can use any picture or piece of clip art related to your business.
<input type="checkbox"/>	Edit your information section. What do you want to tell people about your product or service? Write a concise paragraph here.
<input type="checkbox"/>	Invite your friends... if you want to. (If you have just created a FaceBook personal account, you won't have any friends listed yet. You can, if you wish, send out an email notifying your friends and inviting them to visit your page and 'like' it. Make sure you include the URL so they know where to go!)
<input type="checkbox"/>	Write your first post (also known as 'adding content to your wall'.) Do this in the 'status' box. Make sure you hit 'enter' so the post shows up. Make it interesting and invite responses from people. You could also add links to your book or books.
<input type="checkbox"/>	Make a list of interesting content or links to other sites that you could add to your FaceBook page. When people find it (or are told about it) they will click the 'like' button, and that will, in turn, help other people to find the page - and to learn about your books.
<input type="checkbox"/>	Create a schedule to post regularly to your Facebook page. Your followers will gradually grow.
<input type="checkbox"/>	
<input type="checkbox"/>	<i>Other Aspects of Facebook Page Creation:</i>