

Facebook Optimization

Facebook page optimization helps you to increase reach and engagement for your page. If your Facebook page will ensure that more of your followers are seeing and engaging with your content.

Cover Banner

A Facebook cover banner is a large, horizontal image that appears at the top of your Facebook profile. It's the first thing people see when they visit your profile, so it's a great place to showcase your personality or brand. Cover banners can be used to promote your business, products, or services. It's a great spot to use if you want to announce an upcoming seasonal sale.

Facebook cover example:



Image Sizes

Be sure to use the correct Facebook cover, image, and video sizes for all your images on social media. Check out the [Social Media Image Sizes Guide from Hootsuite](#) for the most current recommendations.

Profile Picture

Your profile picture is one of the first things people see when they visit your Facebook profile. We recommend using a Responsive Design of your logo. You'll find this icon or image in your brand kit. If you do not have a logo icon, use a clean self portrait of yourself as your profile picture.

Profile picture example:



Business Name

Your Facebook business name is the name of your business as it appears on Facebook. Ensure that your Facebook business name is the exact same spelling as your actual business name.

Username

A Facebook username is a unique name that you create to represent yourself on Facebook. It is separate from your Facebook profile name, and you can use it to log in to Facebook or to comment on things on Facebook without using your full name. Having a username makes it easier for users to tag your business in user-generated posts and videos. Consider using your business name as your username AND using the same username across all social media platforms to make it easy for people to recognize you.

Call-To-Action (CTA)

A Facebook CTA button is a call-to-action button that you can add to your business page. When people click on the button, they can do things like sign up for your email list, buy your product, or download your app. There are several options to choose from. Choose the one that makes the most sense for your business.

About Bio

Facebook bios are a great way to introduce your business to potential customers. Bios should be brief and to the point, and should include a call to action. There is a limit of 100 characters for Facebook Bio, so you will only want to display the most important information.

About bio Example:

Designed to help businesses in the Southeast SK region set up and evaluate their digital platforms.

Additional Information

Additional Information is a great way to communicate additional information about your business to your customers. You should focus on promoting the unique selling points about your brand and mention values and benefits customers can expect from your brand.

Contact Information

You should include your physical address, the locations that you serve, your business email, and your business phone number.

Basic Information

In this section, you should include your business hours, the price range of your products and services, your wifi network name, and any other services that relate to your business such as curbside pickup and online ordering.

Website and Social Links

Ensure that you have your website and any other social media accounts properly linked to your business page.

Business Category

Your business category helps customers to find you. There are a variety of categories to choose from. You can only have 1 business category for your business account.