

FACEBOOK CHECKLIST

1. CHANGE PROFILE & COVER PHOTO
2. ABOUT SECTION – HOURS, CONTACT INFO, ETC
3. CALL-TO-ACTION BUTTON
4. "PIN" STATUS BUTTON/"UNPIN"
5. BUSINESS LAYOUT – GO TO SETTINGS, THEN
EDIT PAGE
6. CUSTOM MESSAGING – GO TO SETTINGS, THEN
"MESSAGING"