



## Mari Smith's FACEBOOK PERSONAL PROFILE OPTIMIZER

### 1. Profile picture

- a. Does it look like you? When was the last time you updated it?

### 2. Cover image

- a. Do you still like it? It doesn't have to be about business.
- b. Have you updated your cover image within the last 6 months or so?

### 3. Intro / Mini Bio

- a. Have you filled out your 'mini bio' section to properly describe what you do? (You can have links here; they are clickable on desktop).

### 4. About

- a. Go through each section and ensure all information is up to date and still relevant!
- b. Remove any extraneous sections/links/content – think of this section similar to LinkedIn to represent yourself well in a business setting.
- c. Pay particular attention to linked Pages. Make sure your Work section actually goes to your current Facebook Page.
- d. Plus, add any website links and social links.

### 5. Featured Photos

- a. You can choose a 3x3 grid (photos & videos), or one large square photo for this section.

### 6. Posts (Your Wall)

- a. How often are you publishing content?
- b. What types of posts do you publish? (e.g. links, images, video, text)
- c. Facebook definitely favors content by personal profiles in the news feed... it's okay to publish content about your business, interspersed with some more personal updates.

### 7. Timeline and Tagging settings

- a. Click the small blue arrow in the top right > Settings > Timeline and Tagging. Check settings here are to your liking. Consider setting both Review items to on.

### 8. Public Posts / Followers

- a. Also under Settings, further down click on Public Posts. Decide who can follow you: only your Friends or Public. Edit other settings here to your liking.

### 9. Security and Login

- a. Also under Settings, at the top click on Security and Login. Definitely enable two-factor authentication if you haven't already! This provides extra security to protect your account from being hacked.

*Learn how to use Facebook for solid, measurable business results. Contact Mari for details.*