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FACEBOOK FAN PAGE CHECKLIST

- Click the **Create a Page** link in your profile.
 - Add basic company information to the **Info tab**. Keep it short and sweet but be sure to link to your website.
 - Add any additional page admins.
 - Upload your logo or create a custom sidebar banner. Banners are 200 pixels wide and as tall as you like.
 - Create your content and add tabs for customized pages, YouTube, Twitter, your blog, and much more. Customize the content to your audience—make it appropriate and engaging.
 - Set an alternate home page (not your wall). Studies show that most Facebook users ignore the wall on fan pages. Direct them to your fresh content instead.
 - Add usage guidelines or terms of service. Your fan page is supposed to encourage your fans to participate with your company by adding their own content. Give them guidelines on what is appropriate.
 - Publish your page and promote it.
 - Create custom URL, once you get 25 Likes.
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