



## Facebook Page Checklist & Tips

1. **Connect your Page content to your marketing and visitor/customer service goals.** With each post, know who you are trying to reach, what they like, and what you want to achieve for your Byway or organization.
2. **Frequent updates**, 5-6 posts per week, including at least one weekend post. Pre-plan and pre-schedule to stay a few days ahead. Some of them can be you sharing Byway or tourism partner posts. Have a plan to change out your Page header photo regularly, too.
3. **Post at the times when your followers are on Facebook.** To see the latest data on that, Page Admins can go to Insights --> Posts (on left side) --> When Your Fans Are Online. Mouse over the days of the week; it is different each day.
4. Post content that **inspires and helps your followers**. Have a visual element to almost every post. Don't upload many photos at once - keep it to three or four. Have descriptions for each one. Keep text short and punchy. Ask questions. Invite conversation. Caption your videos using Facebook's captioning tool (people often watch with their sound off.)
  - a. Some ideas:
    - i. Facebook Live video at an event or unveiling
    - ii. "Caption this" or ask people to Fill in the blank
    - iii. If traveling to \_\_\_ I would \_\_\_
    - iv. Would you rather this or that? (contrasting photos)
    - v. Share public social posts from your visitors and customers, with their permission. This sells you better than you can sell yourself, really.
    - vi. Highlight Days of the Week - Fun Friday, Travel Tip Tuesday, Wine Wednesday, #tbt or Throwback Thursday (historic photos,) etc.
    - vii. Evergreen content tied to the seasons, or to festivals and events
    - viii. Occasionally post about how followers can sign up for your emails, and why they would want to do so.
5. Make sure you **respond and interact** when people leave comments, share your posts, and/or tag your Page. Turn on Notifications. Go to Settings --> Notifications. Download Facebook's Page Manager app to your phone, so you can respond on the go.
6. Monitor your **Page engagement rate**. Go to Insights --> Posts --> Post Types to see what is already working for you. [This blog post shows how to measure engagement.](#)