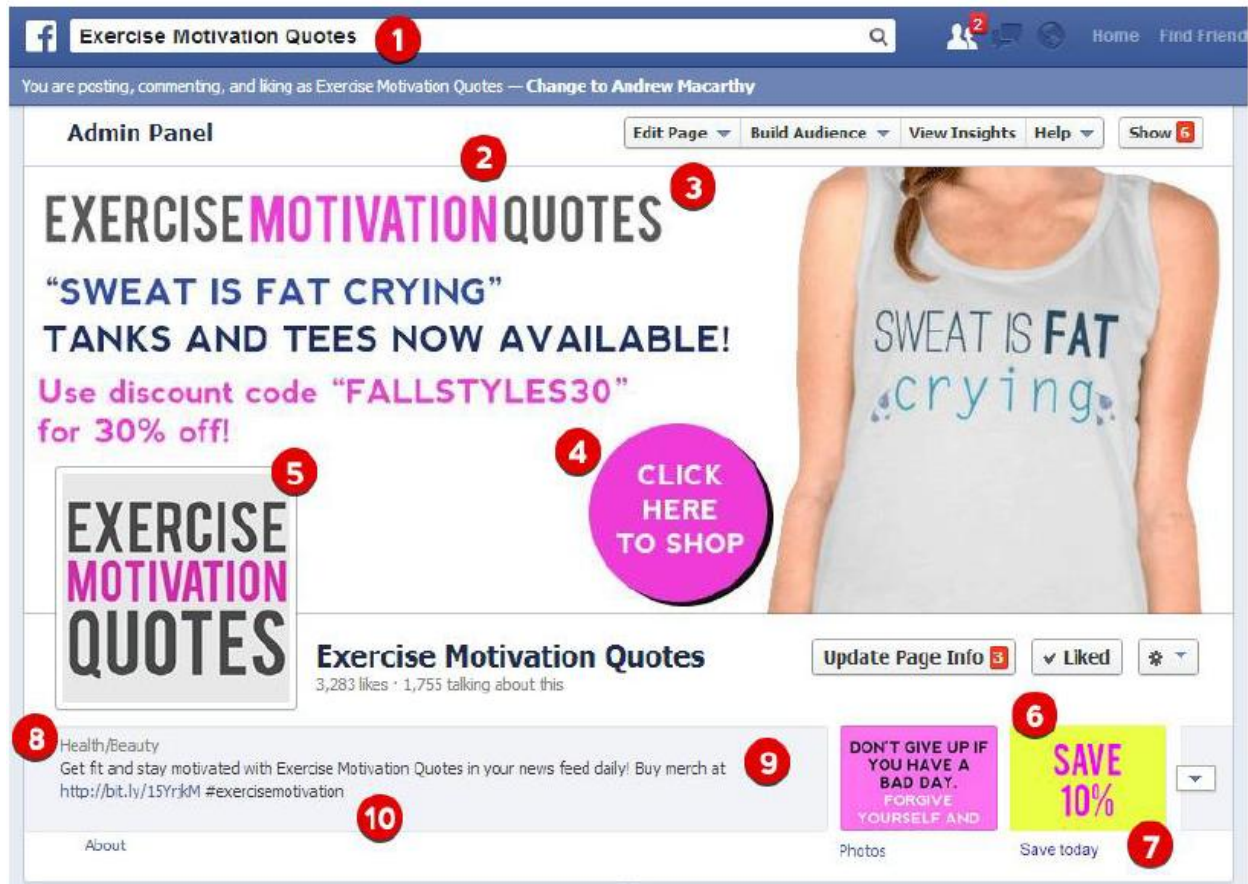


TEN ESSENTIAL ELEMENTS FOR EFFECTIVE FACEBOOK PAGE BRANDING

Whether you're just getting started on Facebook or want to fine tune your Page, follow these ten essential elements for Facebook Page branding to give yourself a competitive advantage over the competition.



1. Optimised Page name and URL: Choose a Page name that reflects you and your brand, and grab a customised URL as soon as you reach the 'Like' threshold, so that you can point everyone to a simple facebook.com/yourpagename URL on your website and marketing material.

2. Optimised cover photo size: The perfect size for a Facebook cover photo is 851 x 315 pixels. Design yours within these constraints to make sure it appears as it should on all devices. Note that the square profile photo overlaps the cover photo on desktops (and even more significantly on mobiles), so do factor in its positioning in when you are working on your design. For perfect positioning and optimisation, check out my easy-to-use Facebook cover photo profile template here: <http://bit.ly/templatesforsocialmedia>

3. Great cover photo branding: Since Facebook relaxed its rules on the amount of text that Pages can use on their cover photo, there is more opportunity than ever to use this significant

image real estate to make an impact on people who visit your Page. You don't *have* to use lots of text as in the example above - sometimes one single image can be powerful on its own - but the cover photo is a really good space to promote your latest offer.

4. Encourage cover photo description views with a call to action. On a similar point to the last, think about including a call to action in the form of a 'button' that encourages users to click or tap to see the cover's description. You can then use the text in the description to bulk out your offer and include a link to click through to it.

5. Optimised profile photo: The profile photo you use will represent you and your brand on Facebook whenever you post or comment, so making it iconic of your brand is a really smart tactic. Design it within a square that is at least 180 x 180 pixels in size (preferably bigger) for the best results, and like with the cover photo, use its description to promote your brand to anyone who happens to click on it for a closer look.

6. Custom tabs: Often used to house promotions or further brand information, custom tabs are easy to make and potentially very effective. In this example, the custom tab hosts information about a sale. If you're comfortable with a little bit of HTML, then installing the Static HTML tab apps on Facebook are a good option, otherwise sites like Shortstack or Woobox will guide you through the process step-by-step.

7. Custom tab image and title: When you build a custom tab, often you will be left with a blank-looking image and title for it. To bring together your whole Page's branding together in a more cohesive manner, be sure to add a 111 x 74 pixel custom tab image, and to change the tab's title to something that is more descriptive, or will entice users to click through.

8. Proper Page categorisation: When setting up a Facebook Page, be sure to categorise it correctly so that your fans can find you easier - and to give your Page a simple SEO boost. If you chose one category, but want to change it for another, feel free to do so via your Page settings.

9. Effective Short Description: The Short Description section of your Facebook Page is a great spot to tell visitors who you are and what you do. In the example above, the description also includes a clickable link to the Page's store (shortened for space-saving and tracking purposes). If you are categorised your Page as a local business, then this spot may instead be filled with your opening times and contact details - be sure to feature them.

10. Unique hashtag: Last up, and to end the short description, is a unique hashtag that is used in many of the Page's posts. While it is not clickable here, making fans aware of it and encouraging them to use it in their own posts about your brand will group content about your company together, cross-promote with Instagram, and encourage a wider spread and enhanced cohesiveness for your social media content.