



Pages Checklist

The Basics

- ☐ **Create a Page**
To get started on creating a page, visit: www.facebook.com/page.
- ☐ **Choose Your Category**
The “Government Official” or “Politician” categories are for individual candidates or elected officials. The “Government Organization,” “Political Organization” or “Political Party” categories are for committees or other offices.
- ☐ **Name Your Page**
Page names should accurately represent them, so this should be a person, committee or agency name. All page names must abide by the [Pages Terms](#). If it is a campaign page, we recommend a person’s full name (i.e.: John Smith, not John Smith for Senate), and for an official page, we recommend adding what their official title is (i.e.: Governor John Smith).
- ☐ **Add a Picture**
This could be a head shot of the candidate/official or the logo of the committee/agency. The five most recent photos you add to your page will now appear across the top of your page. [Learn more](#).
- ☐ **Suggest Your Page to Friends**
All Page admins have the option to suggest their Page to friends by clicking the “Suggest to Friends” link. Selected friends may begin to see suggestions for your Page in the right column as they navigate around Facebook. Non-admins do not have this option and are not able to view this link. However, they can share a Page with friends by clicking the “Share” link on the bottom left side of the Page. [Learn more](#).
- ☐ **Invite People to Connect to Page Via Email**
Admins of Pages with less than 5,000 fans can import the email contacts and invite them to connect with the Page. You will then be able to suggest your Page to your contacts. [Learn more](#).
- ☐ **Set Multiple Page Admins**
It’s good to have a second person as an admin of the page. [See instructions here to add an admin](#). A few notes about admins: You do not login to a Facebook Page; you login to a Facebook Profile which administers a Facebook Page or Pages. Admins are not public; only admins of the page can see other admins of the page.
- ☐ **Brief Your Boss on Facebook and Ask Them to Contribute**
Your boss/management might get questions from citizens and the press about the page and should be aware of it before it launches. Ask them to contribute to the page by posting with a mobile phone.
- ☐ **Buy Ads to Promote Your Page**
Purchase Facebook ads to promote your page. Get started at: <http://www.facebook.com/advertising>. You can target them just to a certain country, city or user interest. Learn more tips at: <https://www.facebook.com/adsmarketing>.
- ☐ **Add a Username**
Once you have 25 fans, you can add a username to your page by visiting <http://www.facebook.com/username>.
- ☐ **Add a Comment policy**
Add a comment policy that outlines acceptable page behavior and reasons for admin intervention. The comments policy on the [U.S. Army](#) or [Sen. Claire McCaskill’s Facebook Page](#) are great examples.
- ☐ **Promote Your Page on Everything**
Add your Facebook username/URL to everything, including direct mail, posters, yard signs and email signatures. Send a message about your new page to your email list. Mention your Facebook Page at public events. Upload an email list of your supporters, and Facebook will recommend your page to them.



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Next Steps



Integrate Facebook on Your Website Using Social Plug-Ins

Allow visitors to your website to interact with you on Facebook by integrating social plugins on your site. With social plugins, visitors can “like” your Facebook page, comment on posts using their Facebook login, participate with other Facebook users during live events, register for your site with Facebook and more. Using social plug-ins has proven to help increase traffic to people’s websites. Learn more here: <https://developers.facebook.com/docs/plugins/>.



Use Facebook Questions to Ask Your Fans’ Opinions

Facebook recently launched a revamped version of its Questions feature where people and pages can ask questions of their friends or fans. You can create a poll and share the most popular responses. <https://www.facebook.com/questions>



Ask Your Fans What They Think

Whenever a critical issue or piece of legislation is being discussed, ask your fans what they think and highlight some of the best answers. What’s even better is if you can get various elected officials to also respond to your questions.



Promote and Invite People To Events

Use the Facebook Events app to create a new event, invite your fans and allow them to share the event with their friends. Attendees to the event can now check-in during the event with the Facebook Places tool. [Learn more.](#)



Make a Video Thanking Your Fans and Asking That They Suggest Your Page to Others

[Bill Clinton](#) often takes questions from fans on his Facebook Page and films short videos answering them.



Host a Live Video Town Hall

Use Livestream’s Facebook app to host a panel discussion about a topic, and take questions from the Facebook audience in real time. <https://apps.facebook.com/livestream/>



Create a Default Landing Tab for Non-Fans

You can create a default landing tab for people who visit your page but are not yet a fan. Many political officials and government agencies use this Tab to ask people to “like” their Page, gather email addresses or showcase a video. [Learn more.](#)



Create Content Only Fans Can See

You can create content on Tabs that only people who like your page can see. This can be a great way to boost your fan base by giving them content - video, townhall, etc. - that only they can see. [Learn more.](#)



Update Your Page Via Mobile

Facebook provides a wide range of ways to update your Page with your mobile device. [Read this blog post for more information on how to use mobile devices with pages.](#)



Integrate Facebook With Your Mobile App

Similar to how social plug-ins work for your website, Facebook offers a way for you to allow users of your mobile app or mobile site to share content with their friends on Facebook via their device. [Learn more.](#)



Look at Your Page Insights

Facebook offers analytics for both your Facebook page and for any of the social plug-ins you have integrated on your site. Learn about your fan growth and how popular your content is with your fans: <https://www.facebook.com/help/?page=1103> and here: <https://www.facebook.com/insights/>.

- facebook.com/help

- [Facebook Pages Help Section](#)

- facebook.com/uspolitics

- facebook.com/facebookdc