

# FACEBOOK ENGAGEMENT CHECKLIST

1

## MAKE YOUR AUDIENCE SMILE

write posts that entertain not sell. Example: Post a picture of your furbaby and ask others to do so in the comments.

2

## ASK QUESTIONS

your audience loves sharing their opinion.

Example: What is the #1 goal you want to accomplish in your business this year?

3

## USE GREAT IMAGES

not every post requires a picture but one that stops the scrolling and gets your audience to read is a plus!!

4

## FACEBOOK LIVES

share a client story, a success, a challenge you overcome and give your audience a chance to get to know you.

5

## LIKE AND REPLY TO EVERY COMMENT ON YOUR POSTS

Make sure you to like and reply to every comment on your posts

**6**

**KNOW THE INSIGHTS ON YOUR BUSINESS PAGE AND POST DURING THE PEAK TIMES YOUR AUDIENCE IS ON FB**

**7**

**USE FACEBOOK STORIES**

**8**

**CREATE A GIVEAWAY CONTEST-  
EXAMPLE: FOR EACH PERSON THAT  
SHARES THIS POST IN THE NEXT 24 HRS  
YOU WILL BE ENTERED TO WIN...**

**9**

**ASK FOR FEEDBACK.**

For Example: Which photo do you think represents my business most?

**10**

**POST FREQUENTLY AND  
CONSISTENTLY**

*Everyday*  
**woman**