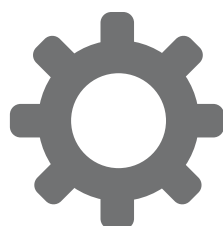
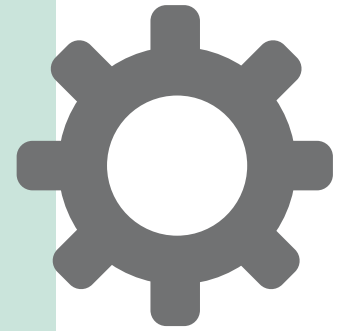


11 FACEBOOK SETTINGS EVERY BUSINESS PAGE OWNER NEEDS TO KNOW

- Set-up instant replies
Settings > Messaging
- Check page roles & access
Settings > Page Roles
- Check who you're posting as
Settings > Post Attribution
- Change your Facebook URL
About > General > Username
- Get your page verified
Settings > General > Page Verification
- Check stats for marketing insights
Insights > Posts
- Edit cover photo Call to Action
Dropdown below Cover Photo > Edit
- Allow others to post to Page
Settings > General > Visitor Posts
- Pin relevant Post to top of Page
Click 3 dots on post then 'Pin to Top'
- Add links to Cover Photo
Click Cover Photo > Add Description
- Add Featured Pages
Settings > Featured



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