

DIY Facebook Page Audit

Home/General:

- Profile image includes the organization's logo.
- Cover photo is branded to match the logo and website.
- The entire team has liked the organization's Facebook page.
- There is a sign in the community asking residents and family members to like the organization's Facebook page.

About:

- Overview includes the organization's positioning statement and the benefits, not just the features.
- All contact information is listed and is accurate:
 - Address
 - Phone number
 - Hours
 - Website address

Services:

- List the services the organization offers with a brief description of each.

Photos:

- Upload photos of the team and interior/exterior of organization
- Upload photos of happy clients and residents (*with permission via the HIPAA consent form*)
- Upload photos of team outings at trainings, lunch and learns, community events, etc.

Reviews:

- Like and comment on all positive reviews posted to the organization's Facebook page. Write a personalized message or a simple "Thank You!"
- Respond to any negative reviews. Apologize that the client/resident/prospect had a negative experience and offer to contact them directly to discuss how to make things right.

Events:

- Post about events the organization is hosting or participating in.

Videos:

- Post community videos.