

# SOCIAL MEDIA CHECKLIST

All items on this checklist should be completed before this website is considered optimized for social media.

Website: \_\_\_\_\_

## BASIC SETUP

- Create a Facebook Ad Account
- Set spending limit and add form of payment
- Connect Facebook Ad Account with Business Page

## INSTALL FACEBOOK PIXEL

- Go to your Facebook Pixel tab in Ads Manager and click "Create a Pixel"
- Enter a name for your pixel. (There's only one pixel per ad account, so choose a name that represents your business.)
- Click create pixel
- Go to your Facebook Pixel tab in Ad Manager
- Click Action > View Pixel Code. Copy code and then click Done. Go to your website's HTML and paste the code. If you are using WordPress, paste this code in the same place you likely pasted your Google Analytics Code or above the `</head>` tag

## BUILD AN AUDIENCE

- Go to your audiences tab in Ads Manager
- Click Create Audience > Custom Audience
- Click the Website Traffic drop-down and select Custom Combination
- Check that Advanced Mode is set to ON
- Choose "All site visitors"
- Give your audience a name, then click Create Audience
- Go to your audiences tab in Ads Manager
- Click Create Audience > Lookalike Audience
- Click <1%
- Give your audience a name, then click Create Audience

## PROMOTE

- Write a blog
- Promote it using the "Engagement" ad type in Ads Manager
- Create videos and promote them with the "Video View" in Ads Manager
- Create a landing page with an offer/lead magnet and promote it via the "Leads" ad type