

Toy or Tool? Facebook Cover Photos

You can judge a brand by its cover

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What is it? That wide expanse of digital real estate on the top of your business Facebook page is like your retail store window (even if you're not a retailer). It's the first thing clients/customers see when they are "passing by." If you owned a shop, you wouldn't have undressed mannequins in your window or food that has been growing mold for months. Your Facebook business page is every bit as important as your website and your cover should reflect your brand in the best possible and most current light.

What's the value? First impressions are powerful. Before a visitor reads your posts he will, most likely, react to your big graphic image and message. This [great infographic from MDG Advertising](#) illustrates the power of images in social media.

You can change your cover photo as often as you want, without needing a programmer or designer. Just scroll over the cover photo and upload a new image. Changes to your cover photo will appear as status updates, which means they will also appear in news feeds, which makes your brand more visible to others. Use your cover photo to reflect seasonal offers, new products, a photo of your team, or powerful messages. (However, you cannot use a cover image to directly "sell." Read on...)

What's the downside? Facebook rules are very specific regarding how much of your real estate can be used for words. The cover photo policy reads as follows: "All covers are public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines. Covers may not include images with more than 20% text."

As with any graphic images, you must be absolutely certain you own the photos you're using or have license to use them. Like any social media upkeep, refreshing your Facebook cover photo may take time or resources. Change it up only as often as makes sense for your business.

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