

# Facebook Pages

*Mission control for your business on Facebook*

Pages are the essential place for businesses to build connections with people. Facebook Pages allows you to express your identity and tell your unique story on Facebook.

## Facebook Pages

The screenshot displays the Facebook page for 'Facebook Marketing Solutions'. The cover photo is a world map with small human figures scattered across it. Below the cover is the page name 'Facebook Marketing Solutions' with 871,814 likes and 18,324 people talking about it. Navigation tabs include 'About', 'Photos', 'Likes', 'Welcome', and 'API Developers'. A post from February 16 features a 'Case Study: Cathay Pacific' with a video thumbnail showing a person in a white shirt standing in front of a whiteboard with code snippets like '<html>', '<head>', '<title property="og:title">', and '<meta property="og:description">'. The post has 47 likes and 120 people like this.

### Express

Express your identity with features like cover photo and Page timeline

### Reach

Reach your audience wherever they are, on the web or mobile

### Respond

Respond to people in a quick, more personal way

# Feature Overview

## Visually engaging design

Express your identity with visually engaging features such as the cover photo, profile picture, and views and apps.

### Cover Photo

This is the first thing people will see when they visit your Page.

Choose a unique photo (851 x 315 pixels) and change it as often as you like. Some examples might include a popular menu item, album artwork, or a picture of people using your product. Be creative and experiment with images your audience responds well to.\*

\*Refer to pg 8 for cover photo policies

### Profile Picture

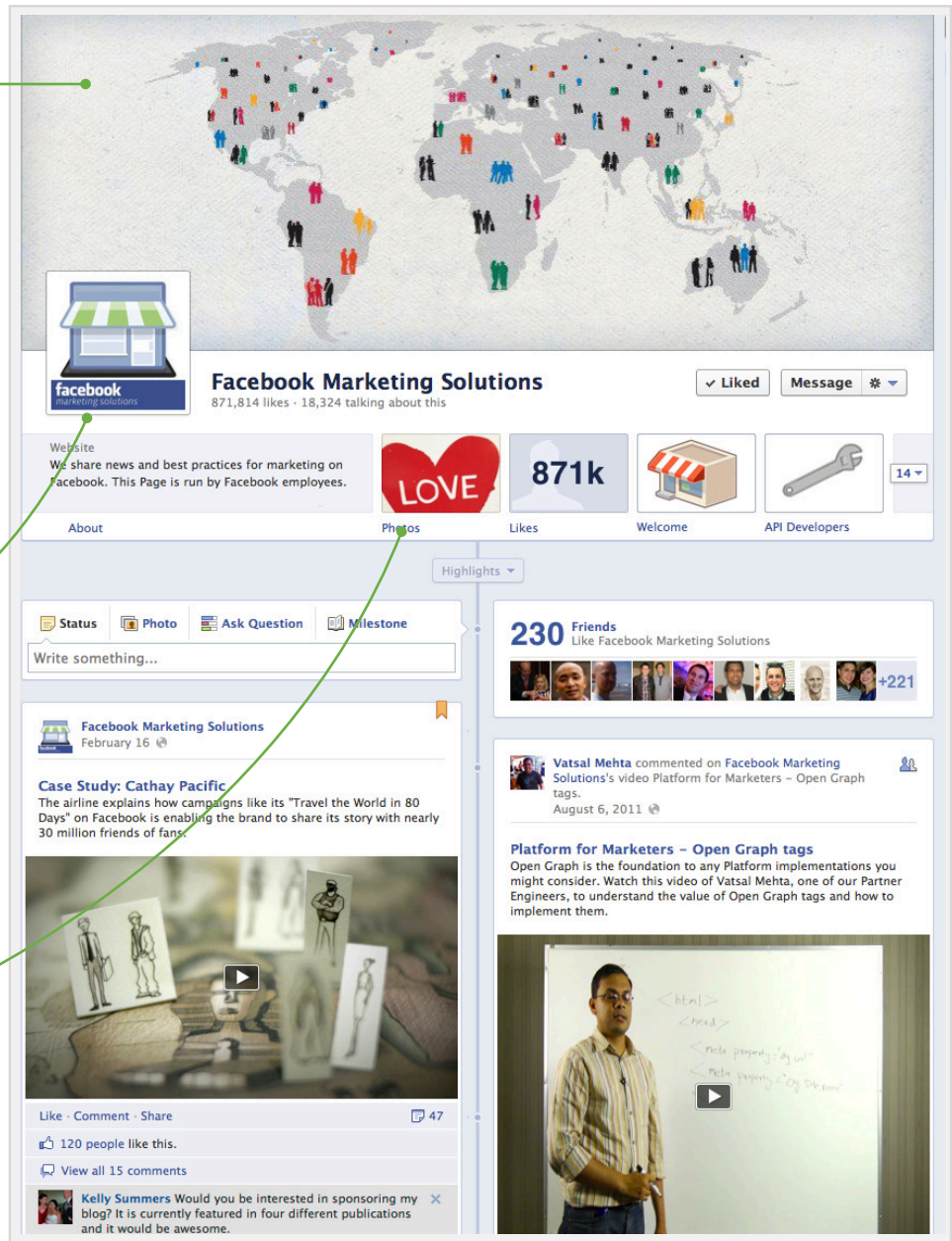
Your profile picture represents your page on other parts of Facebook, in ads, sponsored stories and the news feed.

Choose a picture that represents your business, such as a logo. Use a high quality image that scales well from 180 x 180 pixels to 32 x 32 pixels.

### Views and Apps

Your photos and custom apps appear at the top of your Page. You can also customize the images for your apps under “Manage” in “Edit Page” in the admin panel.

For more information on the admin panel, go to page 5.



## Feature Overview (continued)



### Pinned Posts

Anchor the most important story to the top of your Page for up to seven days.

### Larger Stories

Take advantage of larger photo, video, and link stories to drive engagement.

### Star and Hide Stories

Highlight important stories with the star icon.

Hide or delete stories that aren't as engaging or relevant with the pencil icon.

### Milestones

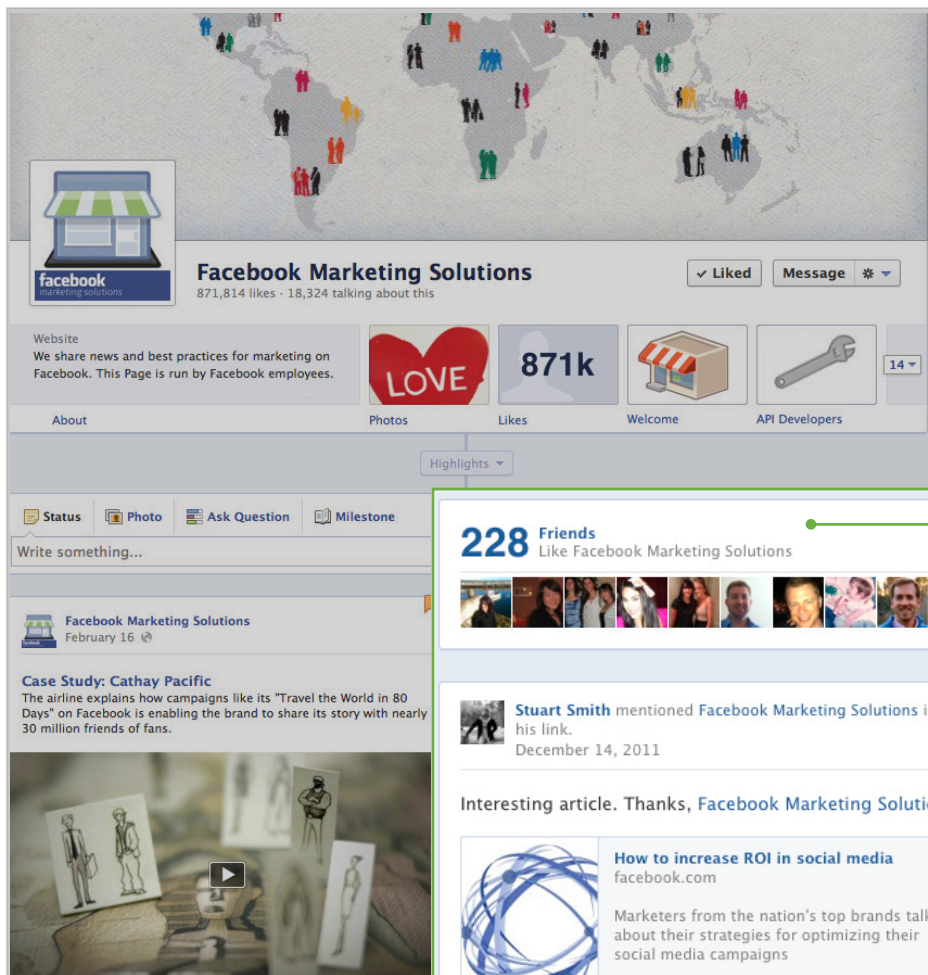
Set milestones to define your key moments over time.

Examples of milestones include reaching a certain number of fans, opening a new store, or winning an award. Dimensions for milestone photos are 843 x 403 pixels.

## Feature Overview (continued)

### Friend Activity

To drive engagement, people will see stories about how their friends are interacting with your Page throughout your Page timeline.



How many of someone's friends like your Page

**Friend Activity**  
What someone's friends are saying about your business

# Management Tools

## Admin Panel

The admin panel appears at the top of all Pages you manage. It offers a quick snapshot of who you should respond to, and gives you access to your Page and post performance. View notifications, Page Insights, and edit your content here. You can also hide and expand the admin panel from view.

### Notifications

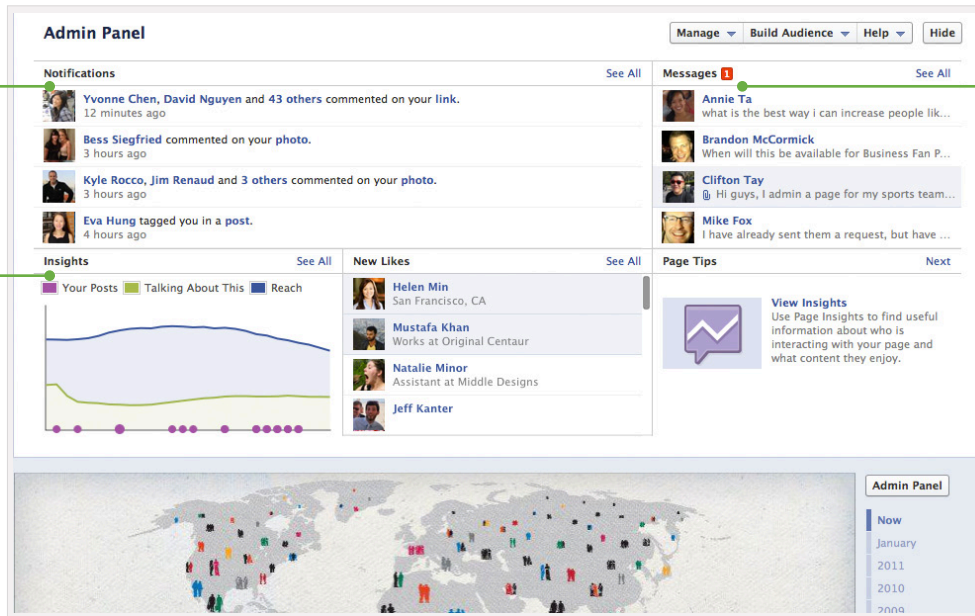
View and respond to all activity on your Page

### Insights

Take a glance at your high-level Page performance data

### Messages

Respond to people when they message you privately



## Manage

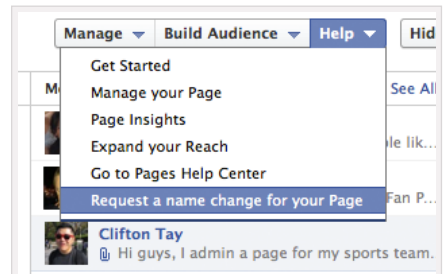
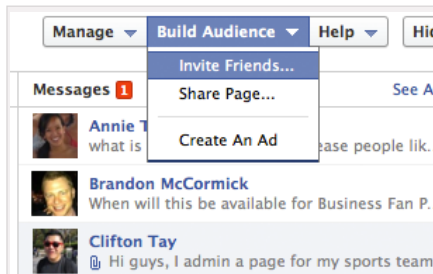
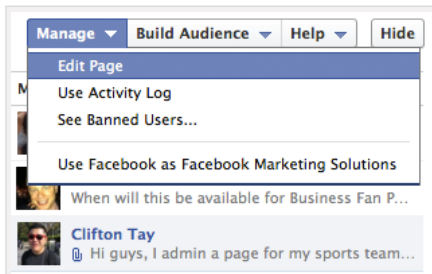
Edit your Page's content and get a snapshot at your Page's activity

## Build Audience

Share your Page, invite friends, and create ads

## Help

Learn how to get started, manage your Page, and view your Page Insights



<sup>1</sup>Use Facebook as your page: All actions that you take while using Facebook as your Page will appear on Facebook as coming from your Page

## Management Tools

### Activity Log

Navigate to your activity log found under the “Manage” button found at the top of your admin panel. View all your Page posts from the activity log, even the ones you’ve chosen to hide. Use the drop-down menu to filter your stories by type or by year. You can also star, hide, delete stories and change the date of a post so that it appears on your Page timeline with a more accurate time stamp.

The screenshot shows the Facebook Activity Log for a page named "Facebook Marketing Solutions". The interface includes a search bar, a navigation bar with "Facebook Marketing Solutions", "Activity Log", and "2012" (with a dropdown arrow), and a filter dropdown set to "All". The main content area displays a list of activity items:

- 3:37am: Facebook Marketing Solutions shared a link. (Post: "How Brands Can Manage" from mashable.com)
- 2:23am: Facebook Marketing Solutions was tagged in Ryan Mack's post. (Post: "Facebook Marketing Solutions launched Small Business giving away Facebook a US small businesses. He new 'likes' by the end and learn more about R Design...it's cozy over here. Thanks!")
- January 27 separator
- 8:12am: Facebook Marketing Solutions was tagged in Alsa Craft's post. (Post: "We attended the Facebook Marketing Solutions Small Business Boost event earlier today, what a great event!")
- 6:49am: Facebook Marketing Solutions was tagged in Marketing Group's post. (Post: "We had a great morning attending Facebook Marketing Solutions Small Business Boost Roadshow at Valley Country Club.")

Annotations with green lines point to specific features:

- Year Selector**: Points to the "2012" dropdown in the navigation bar. Text: "See your posts by year".
- Filter stories by type**: Points to the "All" dropdown in the navigation bar.
- Star, hide, or delete stories, and change the date of your posts**: Points to the context menu for the "How Brands Can Manage" post. The menu options are:
  - ★ Starred on Page
  - Allowed on Page
  - ⊗ Hidden from Page
  - Delete Post...
  - Change Date...
  - Report/Mark as Spam...

## Feature snapshot

The screenshot shows a Facebook Page for 'Facebook Marketing Solutions'. The page layout includes a cover photo (1), a profile picture (2), and a name with likes and talking about this (3). Below the name are website information (4), a 'LOVE' icon (5), a '871k' likes counter (5), and navigation tabs (6). The main content area features a status update (7) and a video post (8) by Vatsal Mehta. The right sidebar contains an 'Admin Panel' (10) and a date selector (9).

### 1. Cover Photo (851 x 315 pixels)

Capture the essence of your business and showcase your product or service.

### 2. Profile Picture (180 x 180 pixels)

Use a logo that people associate with your business.

### 3. Page Title, Likes, and People Talking About This

Glance at your high-level stats such as the number of Likes, People Talking About This, and Check-ins.

### 4. About

Tell the world who you are with basic information about your business (i.e. your mission, brief description, and founding date).

### 5. Views and Apps

Your photos, events, and custom apps are found here. Change the order so people see what matters to you first. Additional views and apps can be found by clicking the drop-down arrow.

### 6. Composer

The best way to reach your audience across Facebook and drive engagement is by posting regularly to your Page.

### 7. Pinned Post

Anchor the most important story to the top of your Page for up to seven days.

### 8. Friend Activity

People will see how their friends interact with your Page.

### 9. Date Selector

People can navigate to different sections of your Page timeline.

### 10. Admin Panel

View notifications, respond to messages, view Page Insights, and edit Page content.

## Get Started

### Checklist

#### 1. Upload a cover photo\*

Cover photo dimensions are 851 x 315 pixels. Please refer to the cover photo policies below.

#### 2. Use a clearly branded profile picture

Use a high-quality image that scales from 180 x 180 pixels to 32 x 32 pixels thumbnail image. Your profile picture follows your business or organization on Facebook as a thumbnail image in news feed stories, ads, and featured stories.

#### 3. Pin a post each week

Pin an important story to the top of your Page each week. Posts can stay pinned for up to seven days.

#### 4. Arrange your views and apps

Choose the other three views and apps you want to appear by default on your Page. You can include up to 12 views and apps.

#### 5. Post daily to your Page

Although you can pin a post to the top of your Page, continue to post daily to engage your audience.

#### 6. Manage your Page through the admin panel

Use the admin panel to view Page Insights, keep track of new activity and respond to personal messages.

#### \*Cover photos cannot include:

- A. Price or purchase information, such as “40% off” or “Download it at our website”.
- B. Contact information such as a website address, email, mailing address, or information that should go in your Page’s “About” section.
- C. References to Facebook features or actions, such as “Like” or “Share” or an arrow pointing from the cover photo to any of these features.
- D. Calls to action, such as “Get it now” or “Tell your friends”.

Covers must not be false, deceptive or misleading, and must not infringe on third parties’ intellectual property.

### Tips



#### Publish visually engaging Page posts.

While a diverse set of post types is important, posts including a photo album or picture can generate 2X more engagement than other post types<sup>1</sup>.



#### Use Page Insights to optimize your Page posts.

For example, find out when people engage most with your content and post during those hours. On average, we have found that people visit and engage with Pages most often between 9pm and 10pm, with the 18-24 age group being the most active<sup>2</sup>.



#### Set your best posts as “Allowed on Timeline”

Make sure that visitors of your Page see your most important content. Set your favorite posts from others to “Allowed on Timeline” in the activity log.



#### Edit your views and apps

Adjust the way your custom apps appear on your Page by going to “Manage” from the admin panel and choose “Edit Page” in the drop-down menu. Under the “Apps” section, click “Edit Settings” for the specific app image (111 x 74 pixels) you’d like to adjust.



#### Take advantage of larger app width

Page app width can now be adjusted to be “Narrow” (520px) or “Wide” (810px) in the Developer App under “Edit App”. The Developer app can be found here: <https://developers.facebook.com/apps>

<sup>1</sup> Averages figures based on internal studies, July 2011

<sup>2</sup> Averages figures based on internal studies, December 2011

For more information, go to:  
[facebook.com/about/pages](https://facebook.com/about/pages)