facebook

new facebook pages

Katie Harbath

Introducing new facebook pages

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Express

Express your identity with features like cover photo and Page timeline

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Reach

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Respond

Respond to people in a quick, more personal way

feature overview: visually engaging design

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.

feature overview: visually engaging design

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.

feature overview: visually engaging design

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.

feature overview: visually engaging design

Pinned Posts

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

feature overview: visually engaging design

Friend Activity

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

feature overview: visually engaging design

Larger Stories

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

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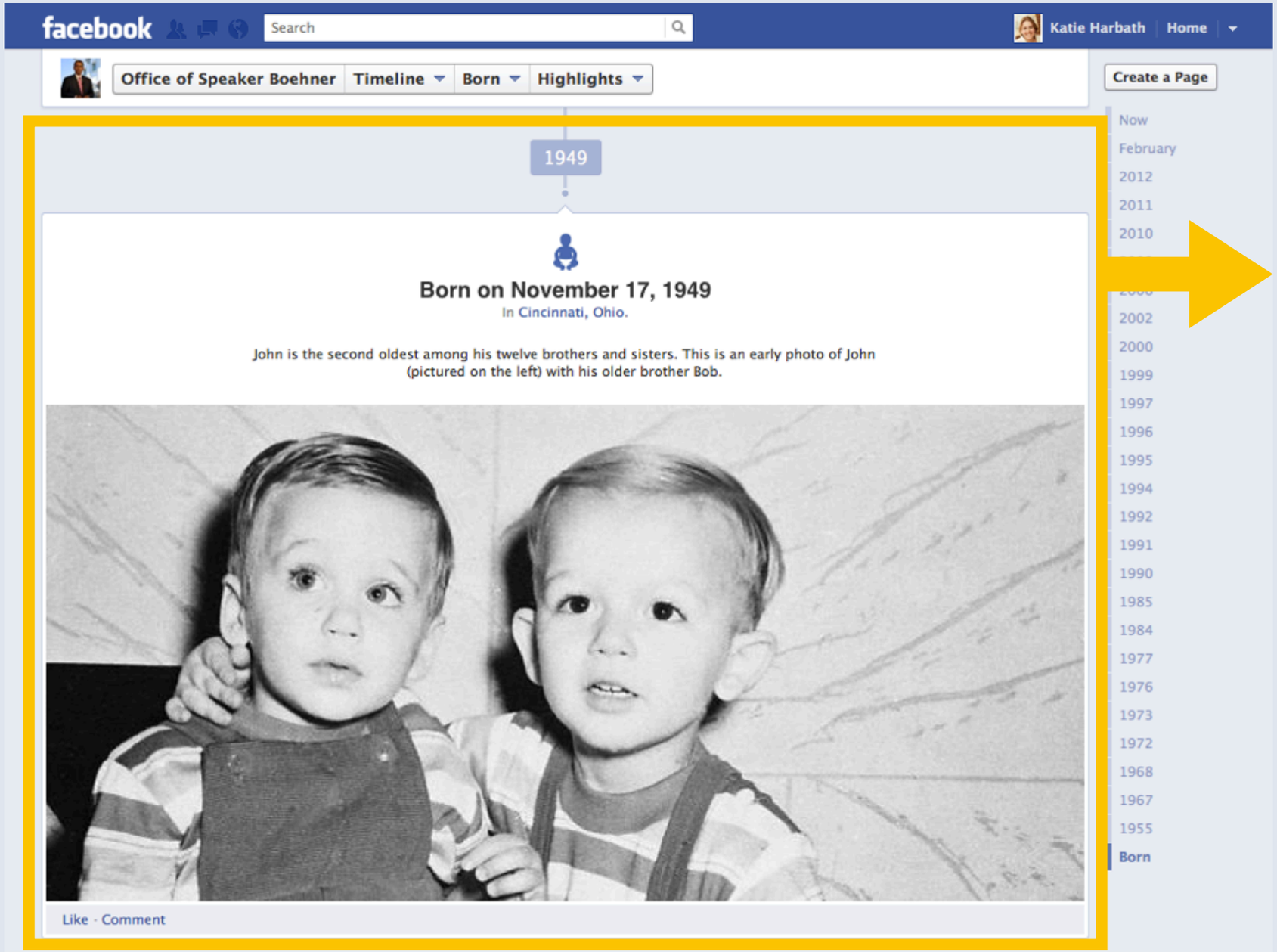
Star and Hide Stories

Highlight important stories with the star icon.

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

feature overview: visually engaging design



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.

management tools

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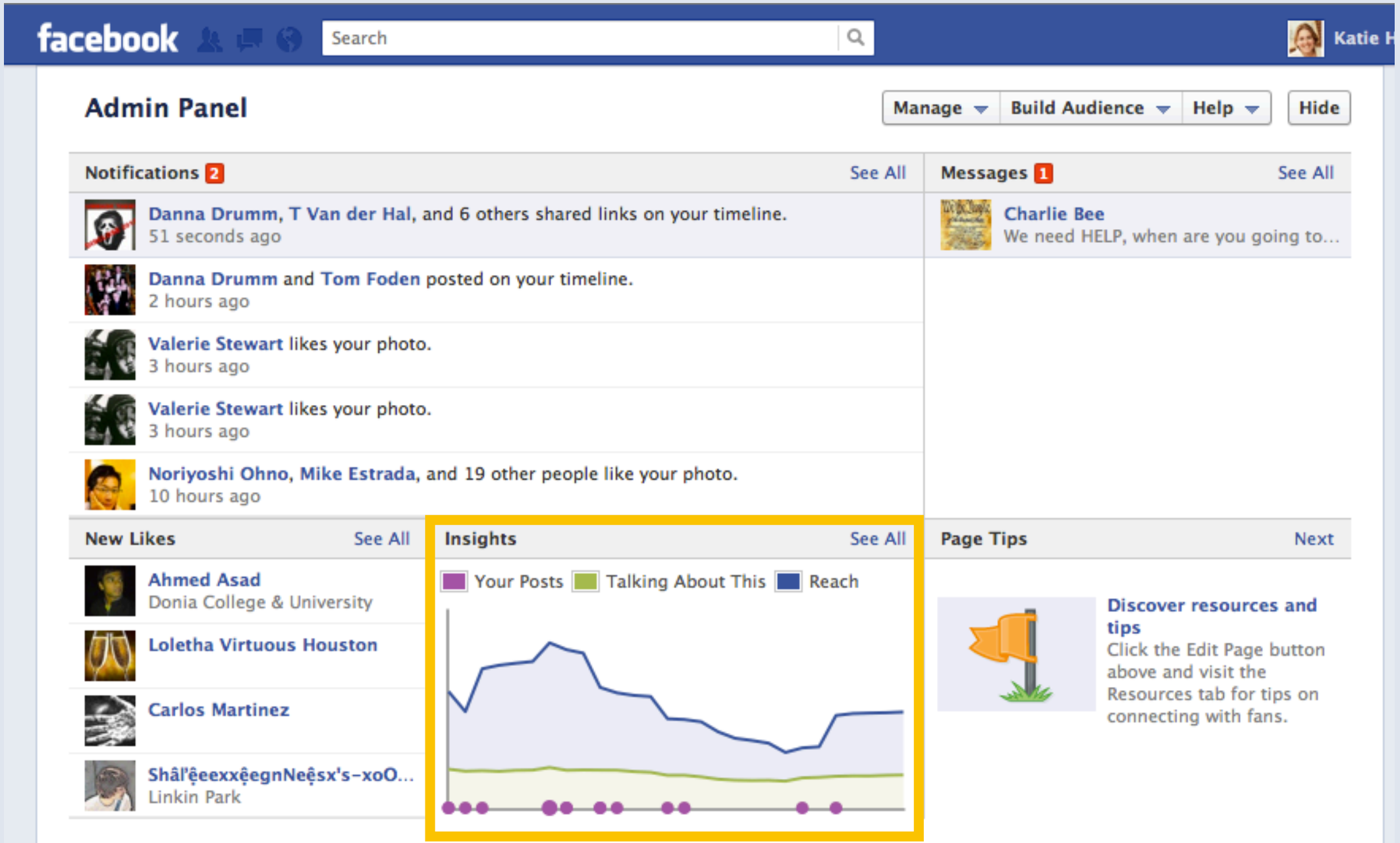

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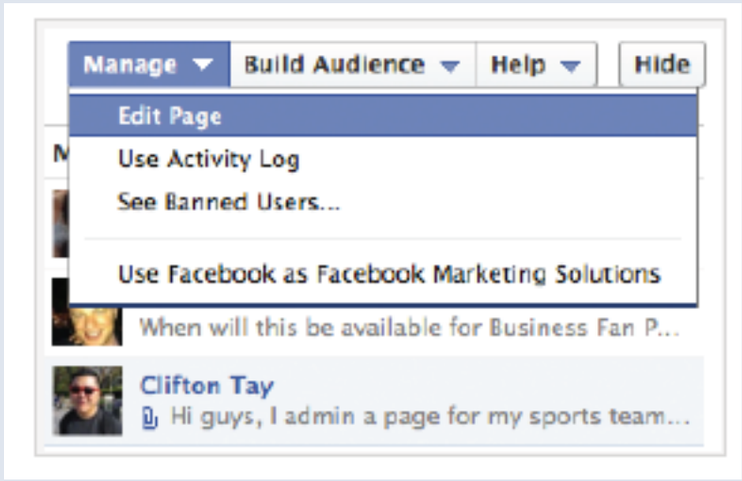
Manage

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



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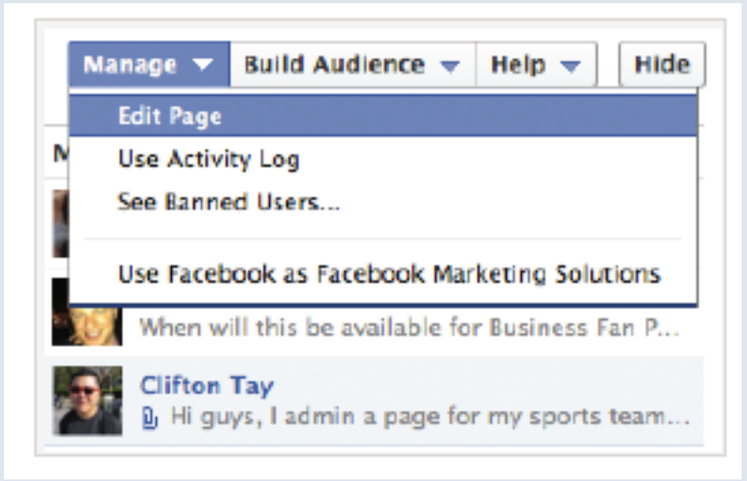
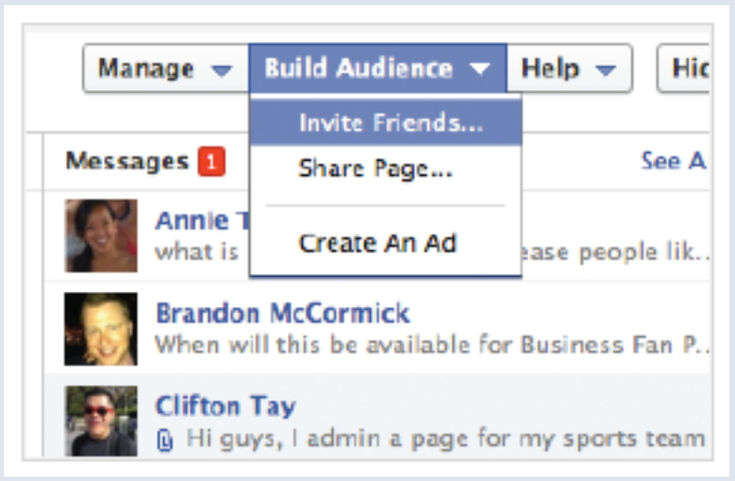
Build Audience

Share your Page, invite friends, and create ads





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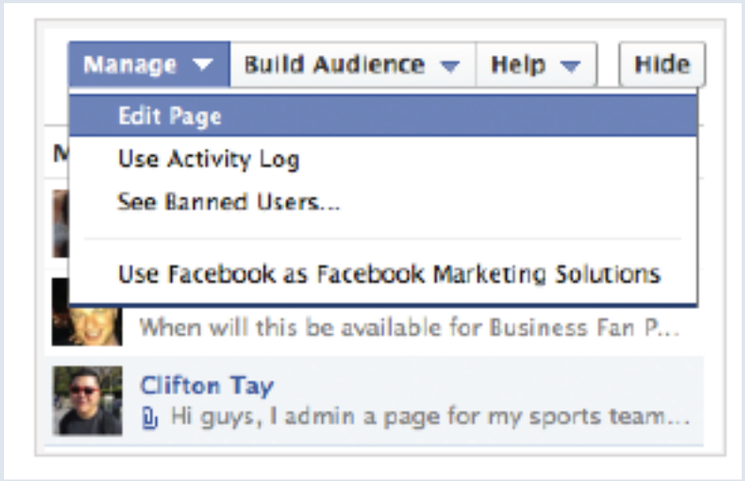
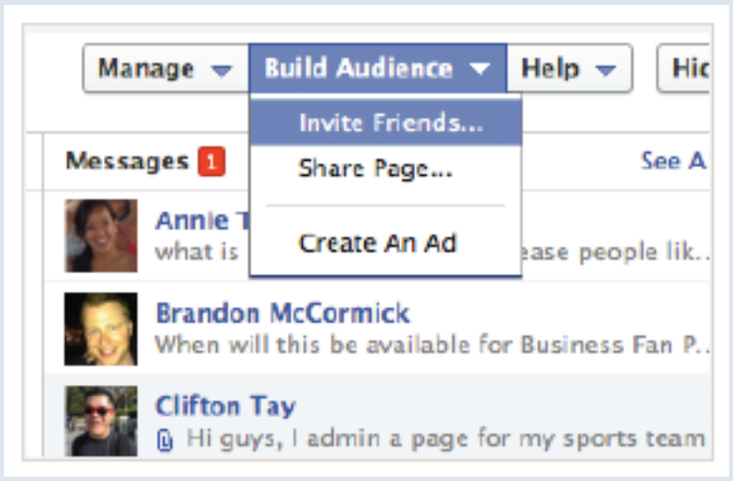
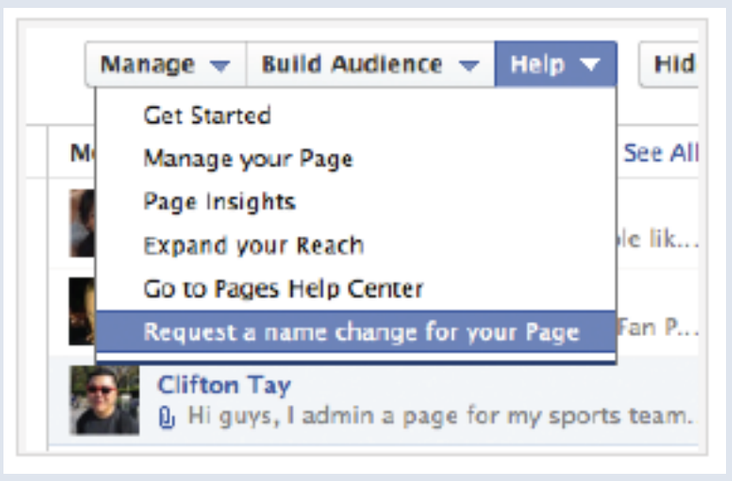
Help

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







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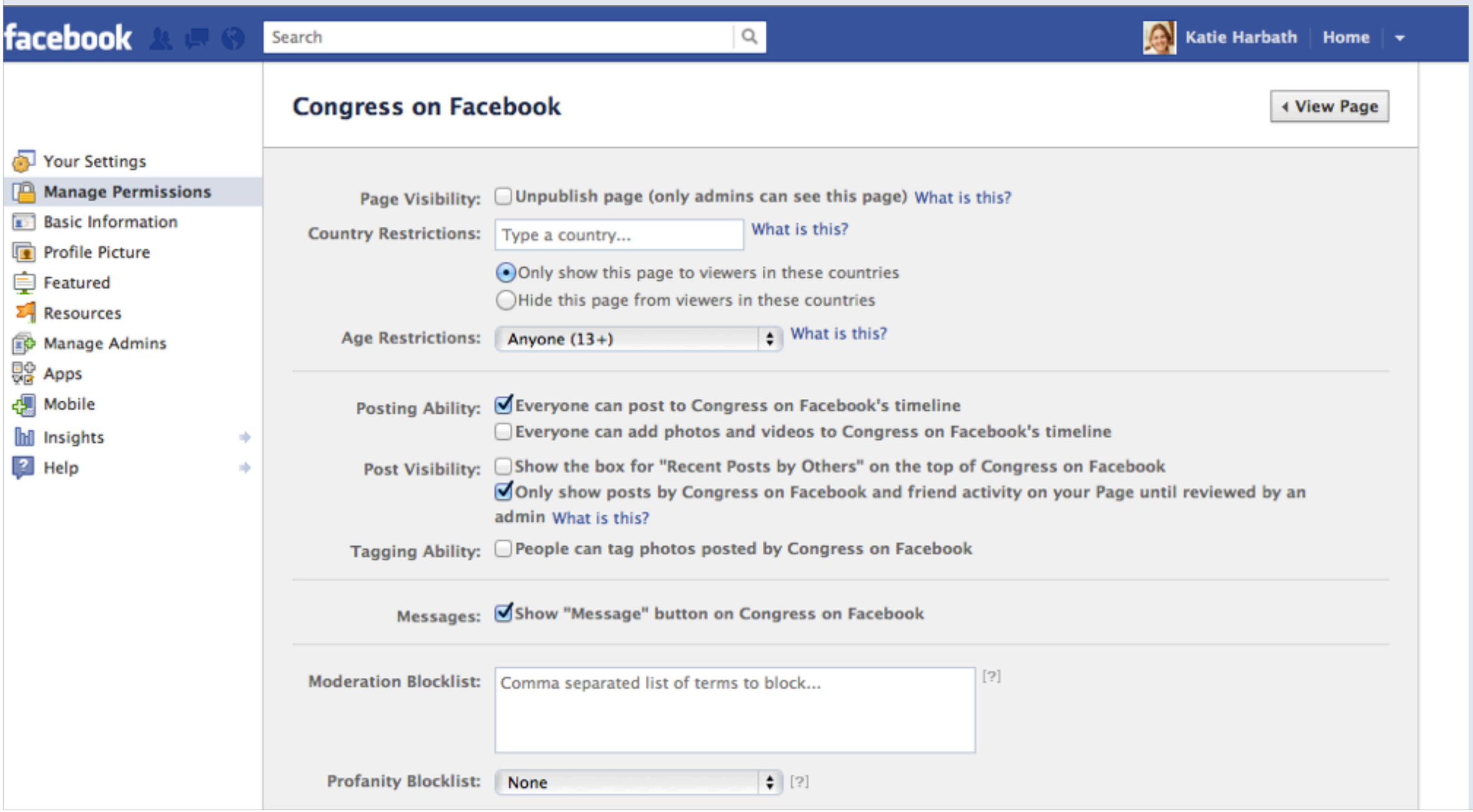

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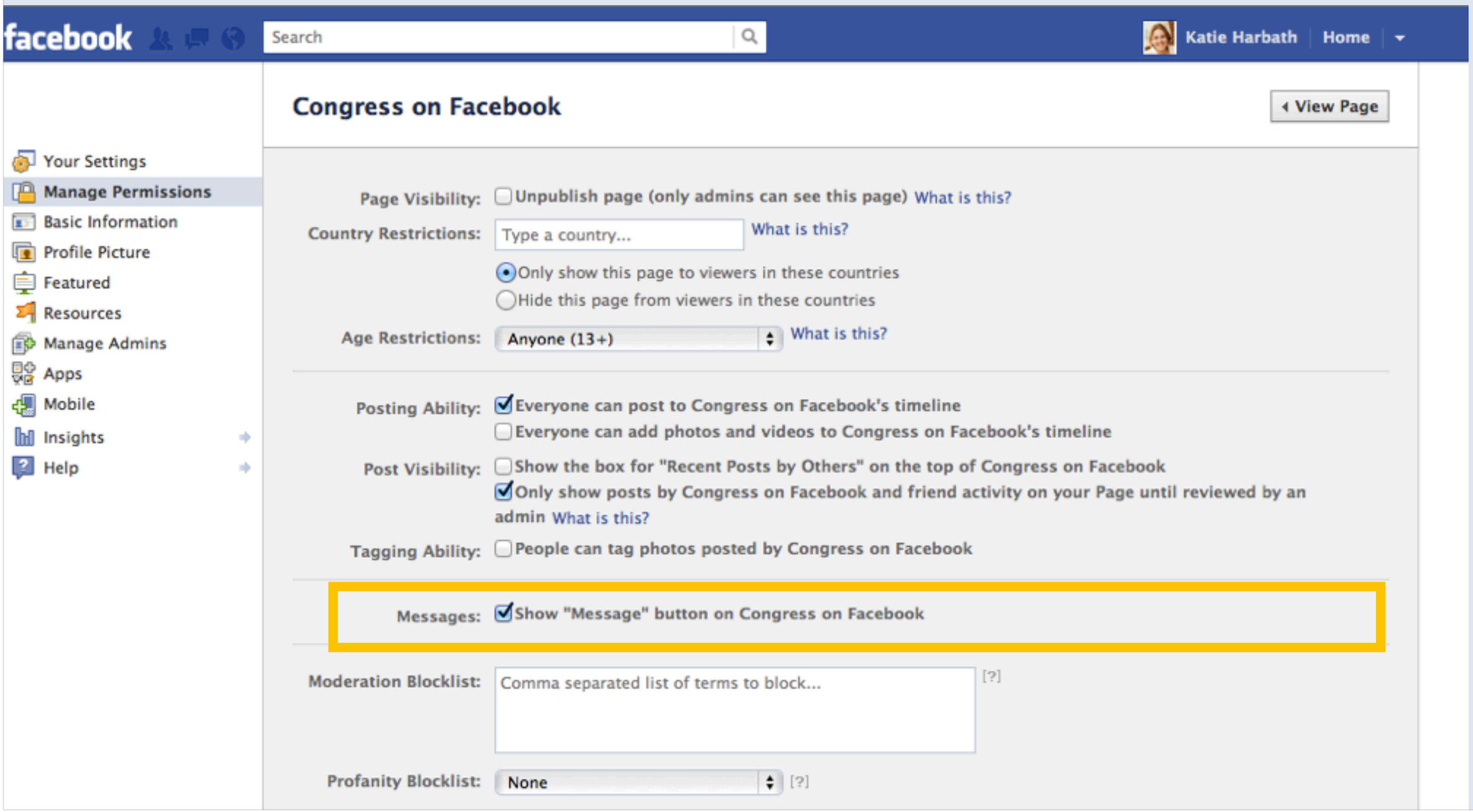

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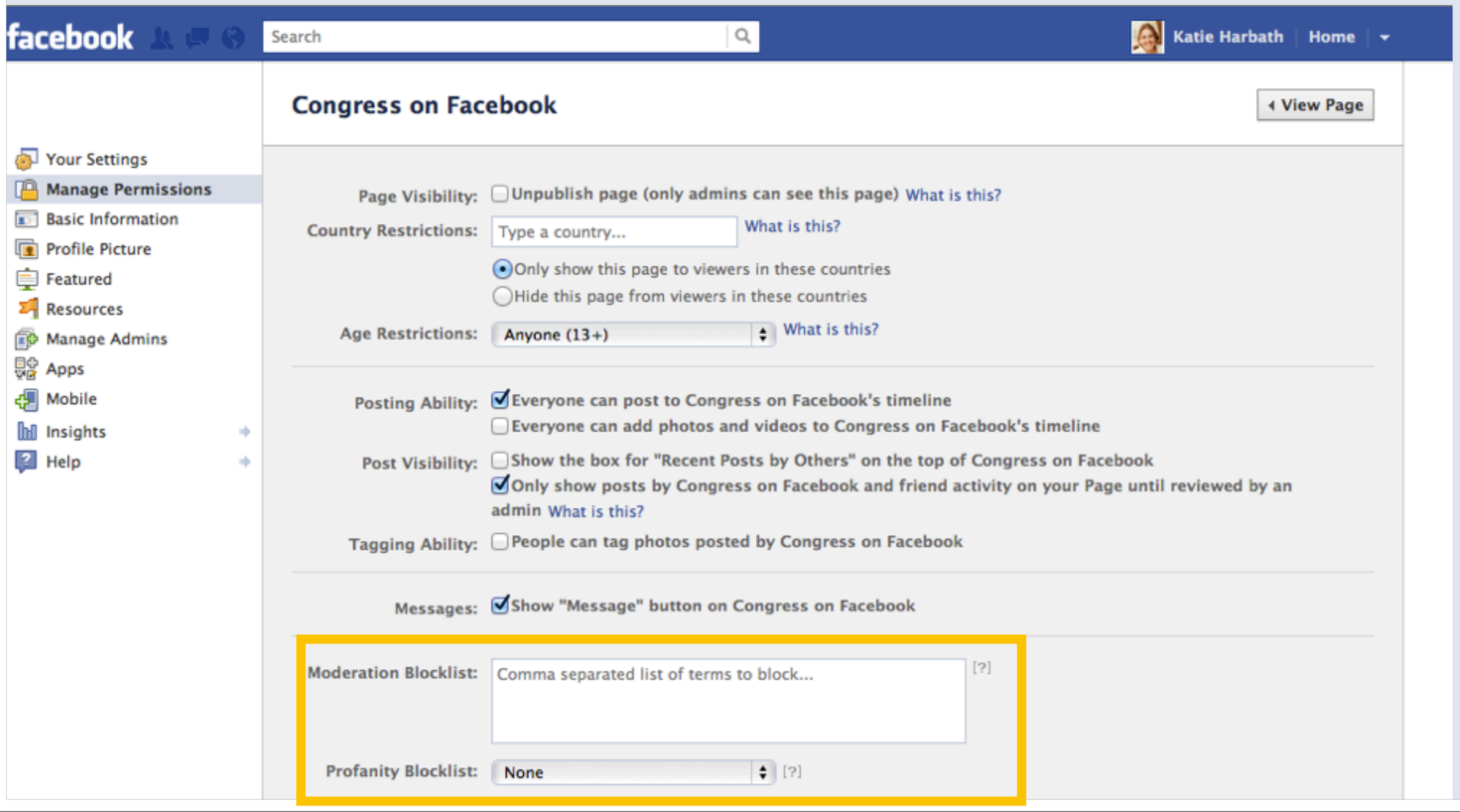

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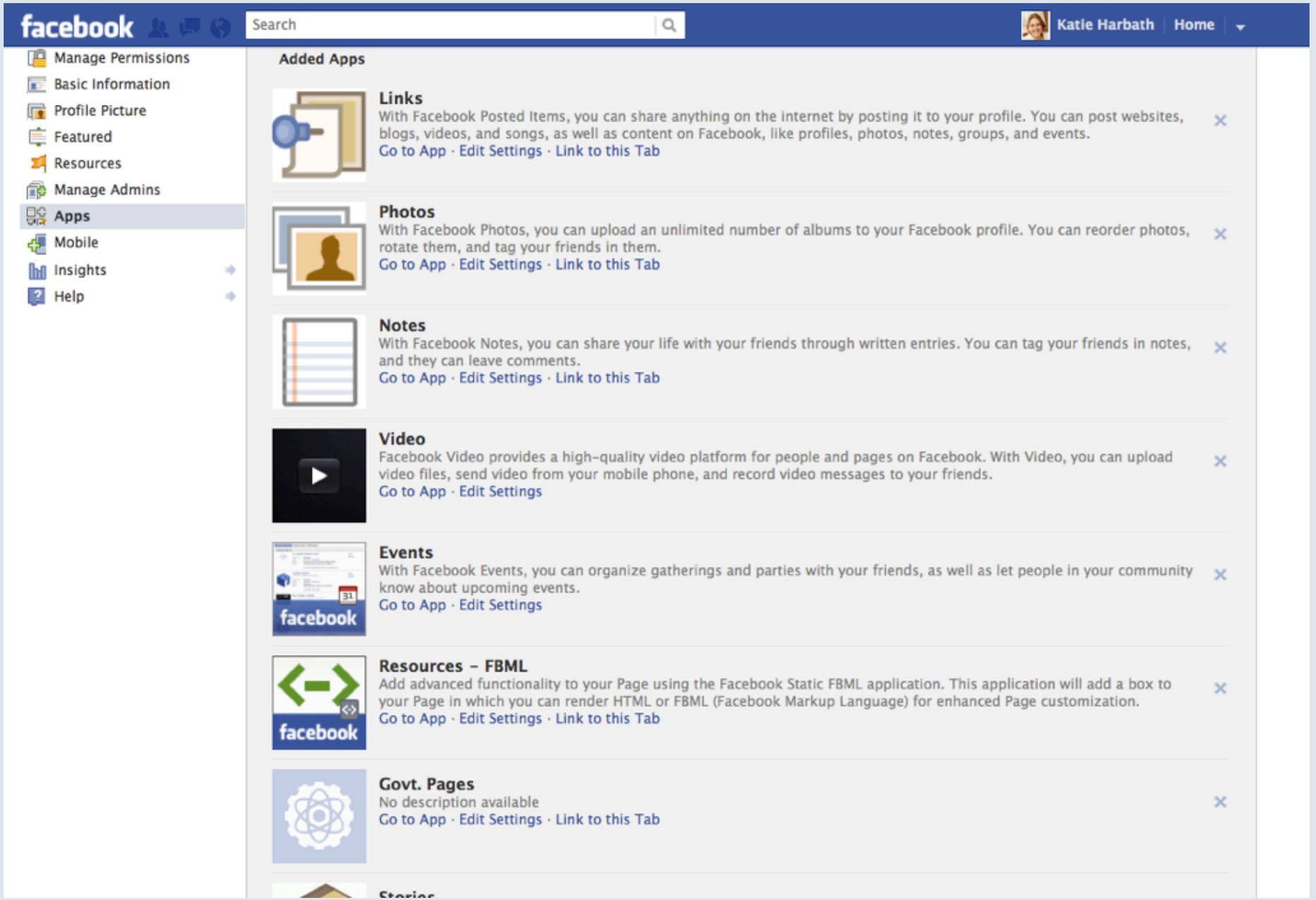

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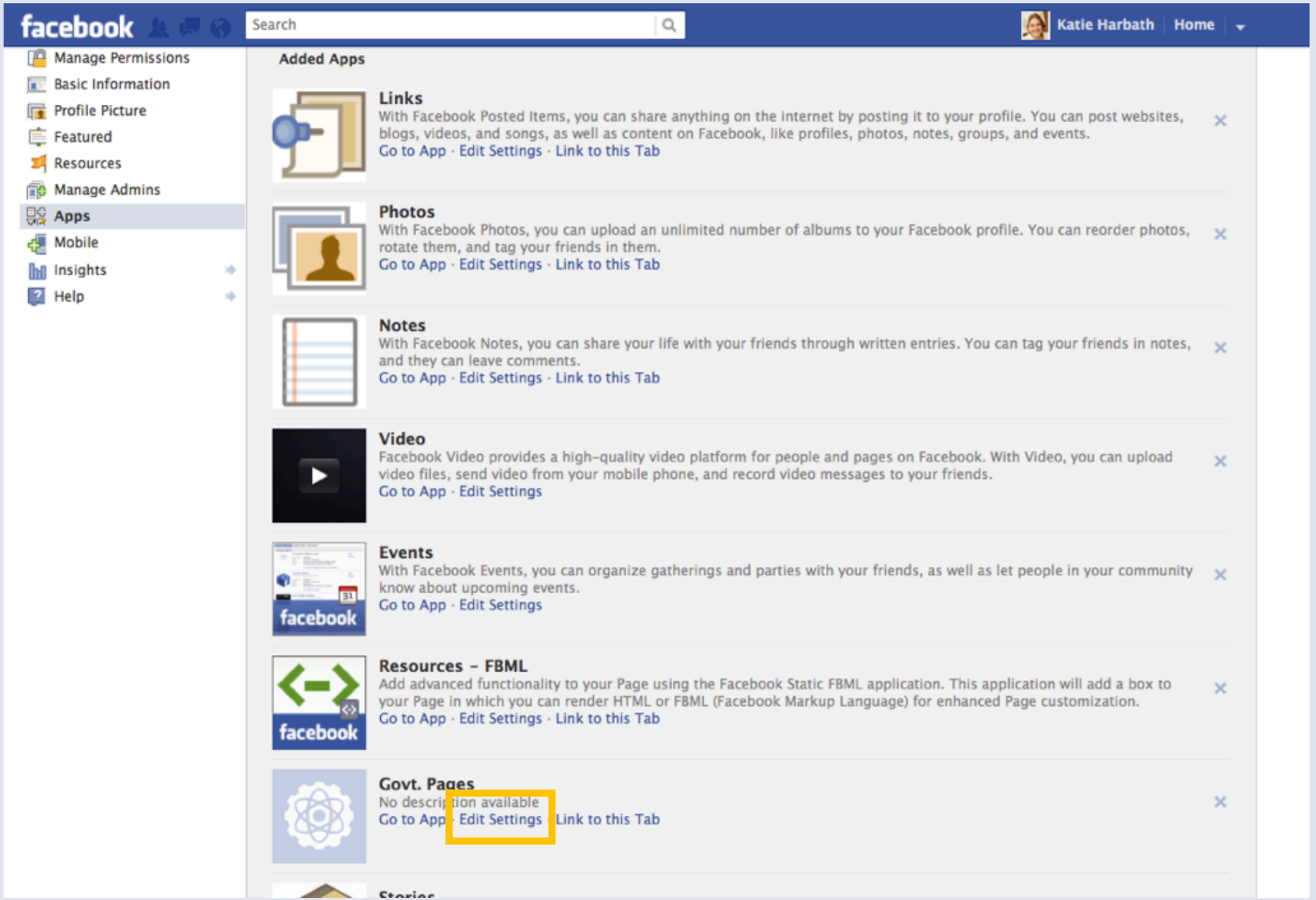

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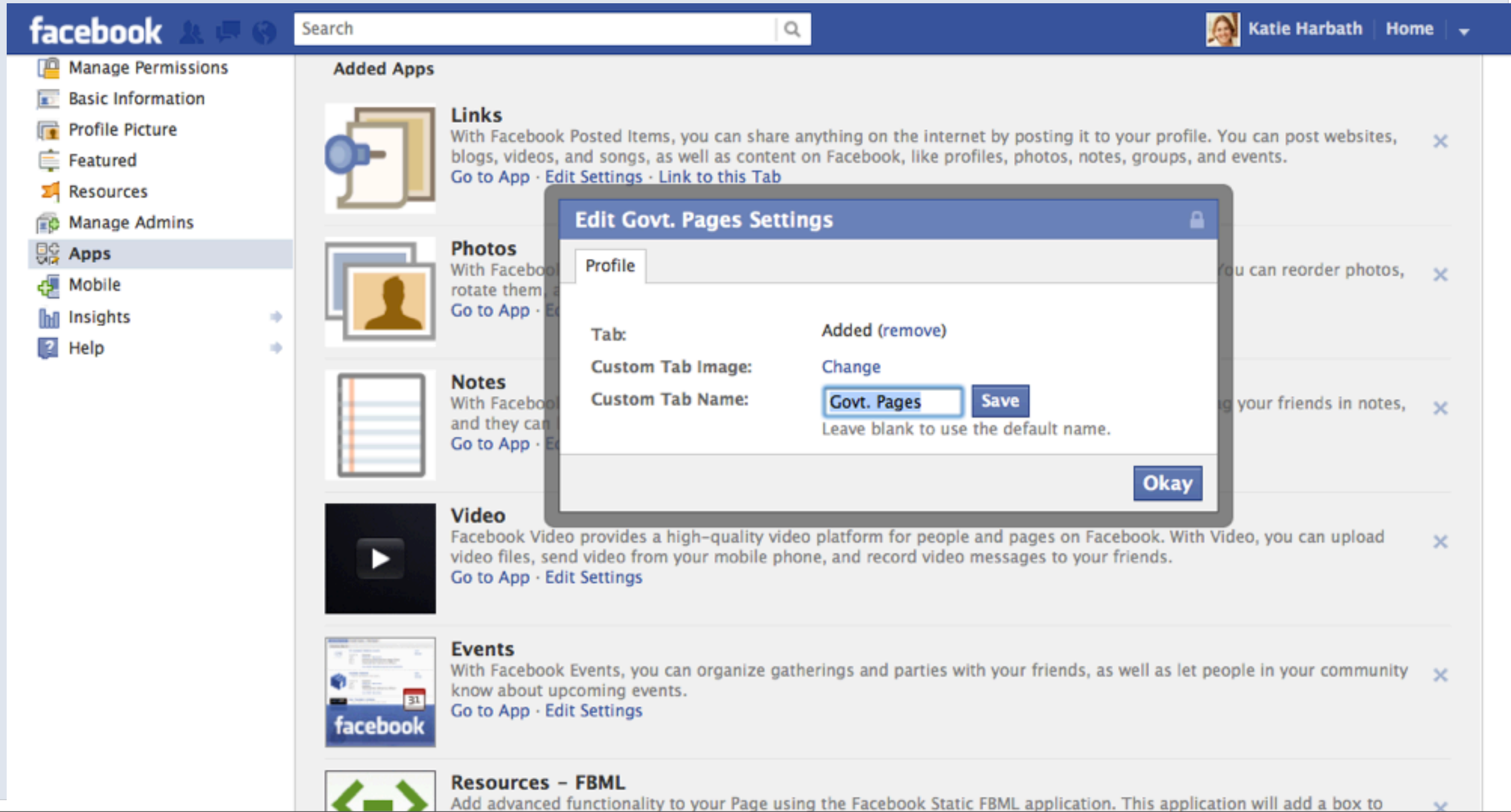

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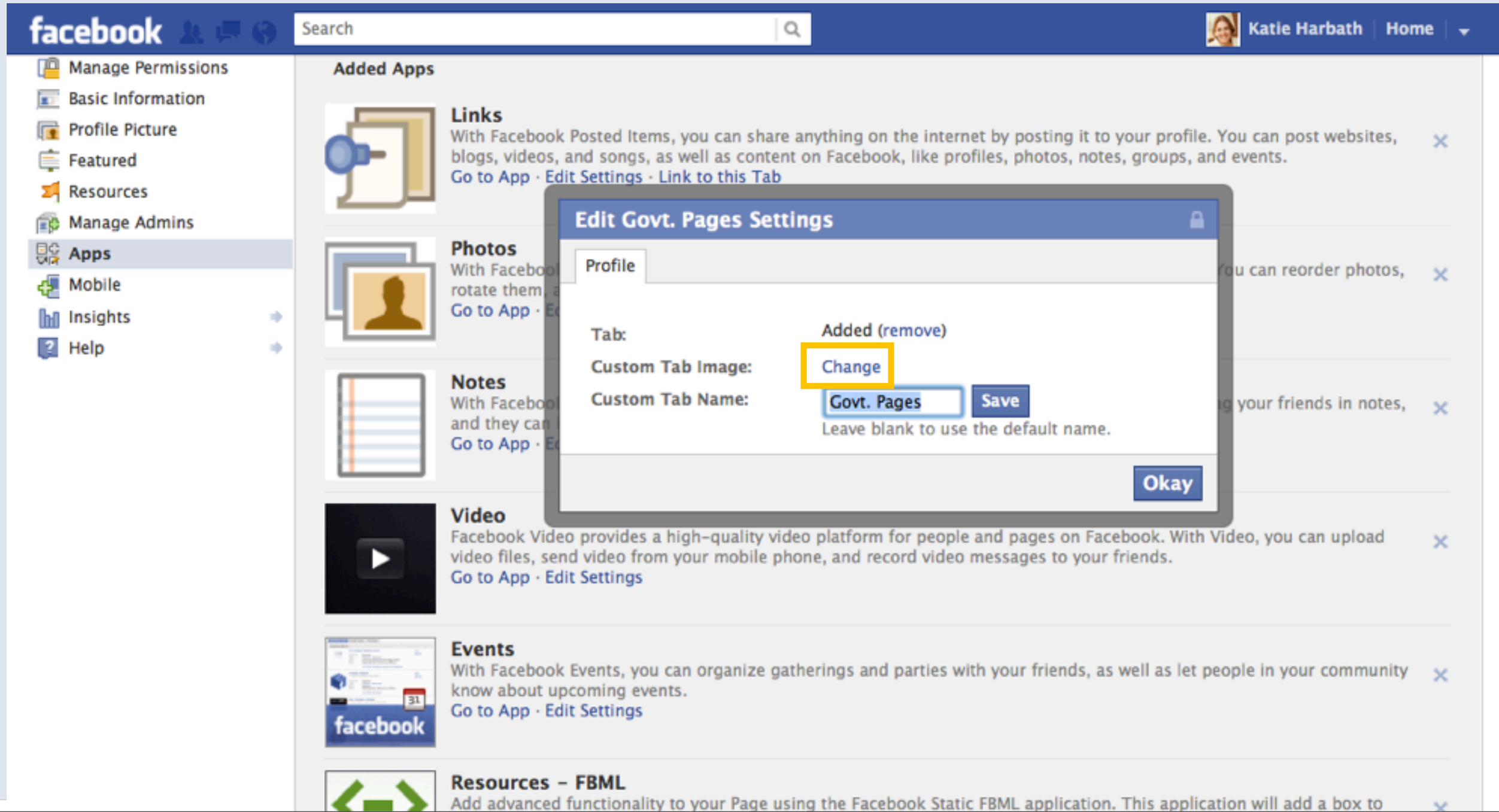

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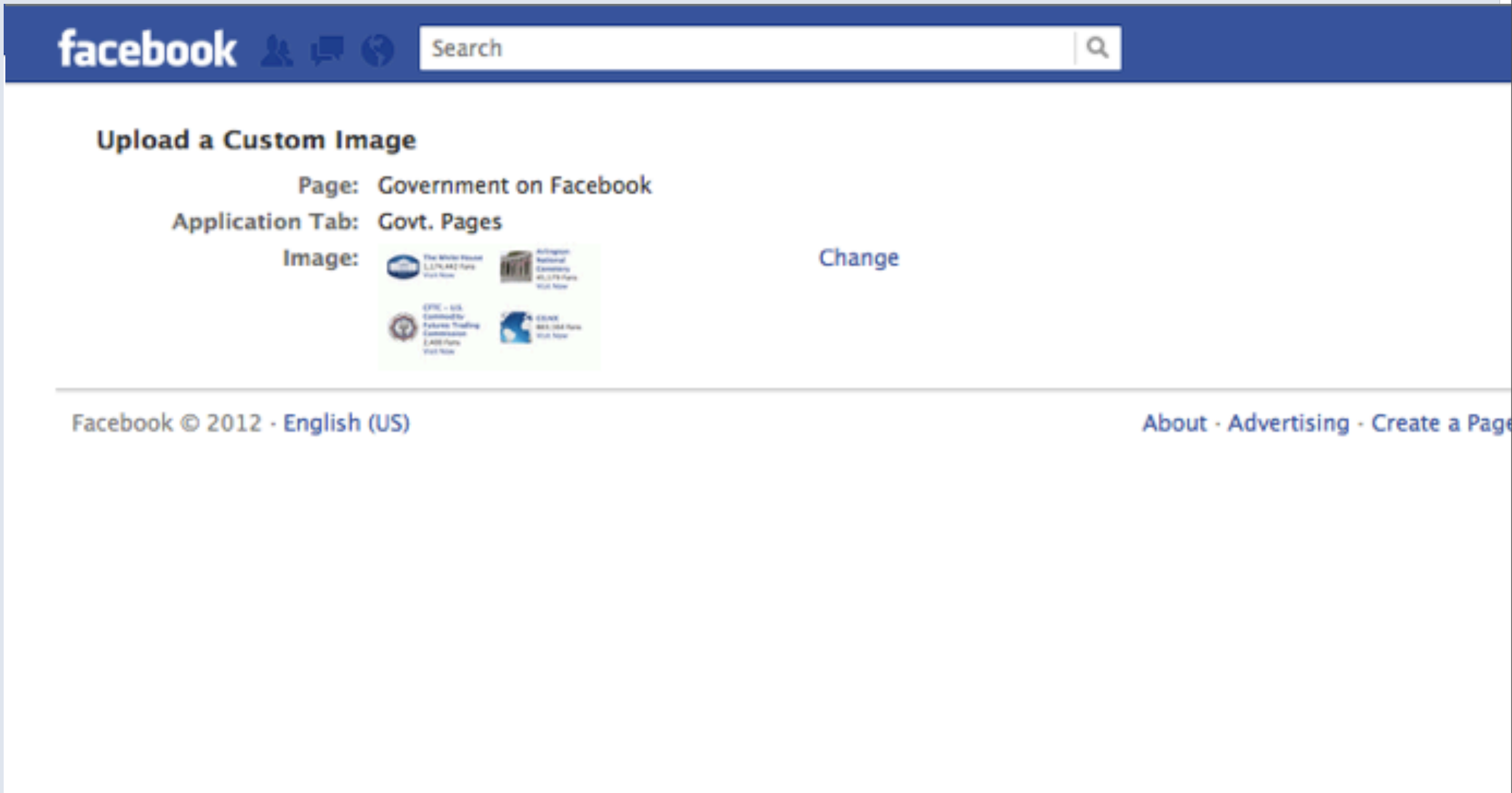

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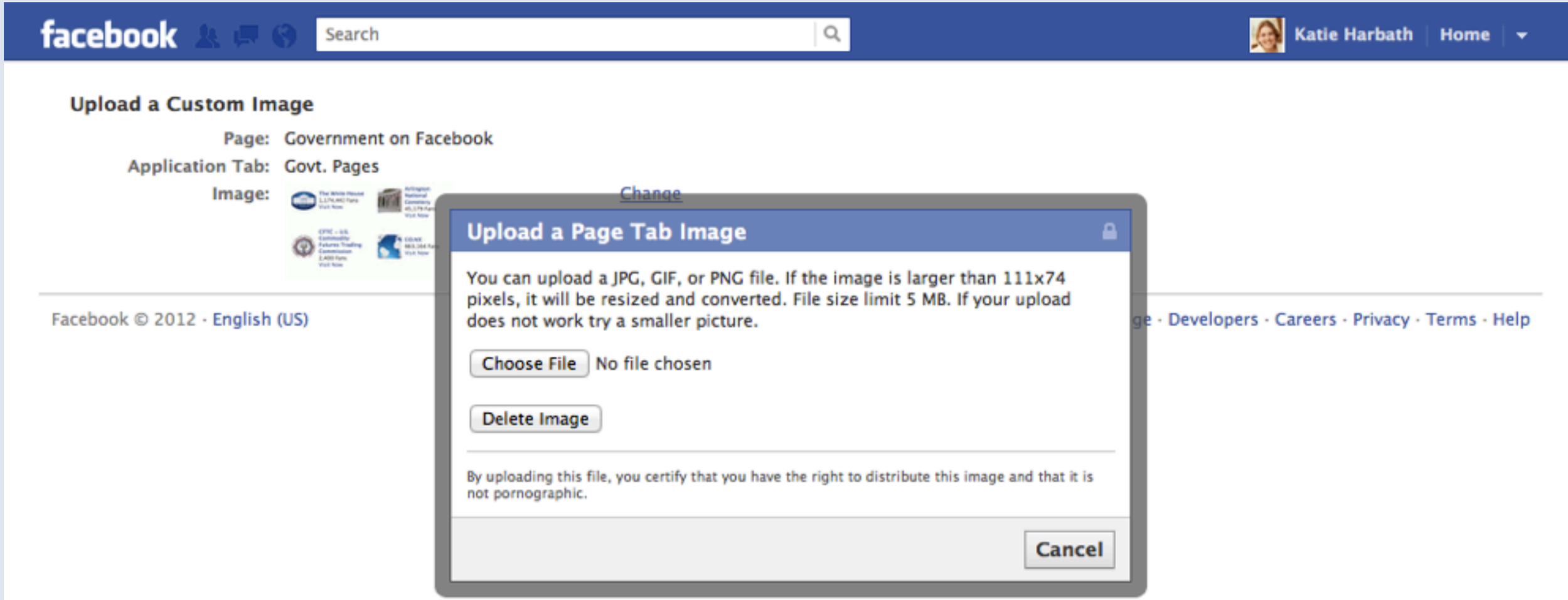

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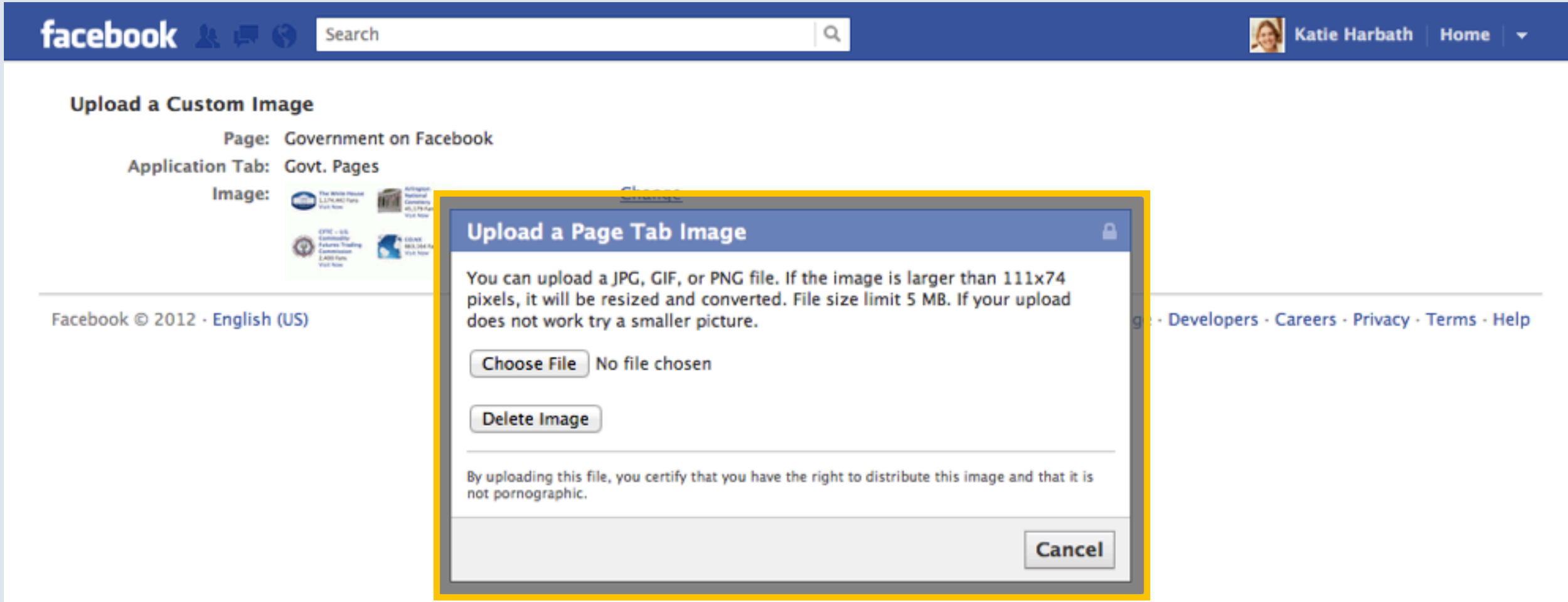

management tools: activity log

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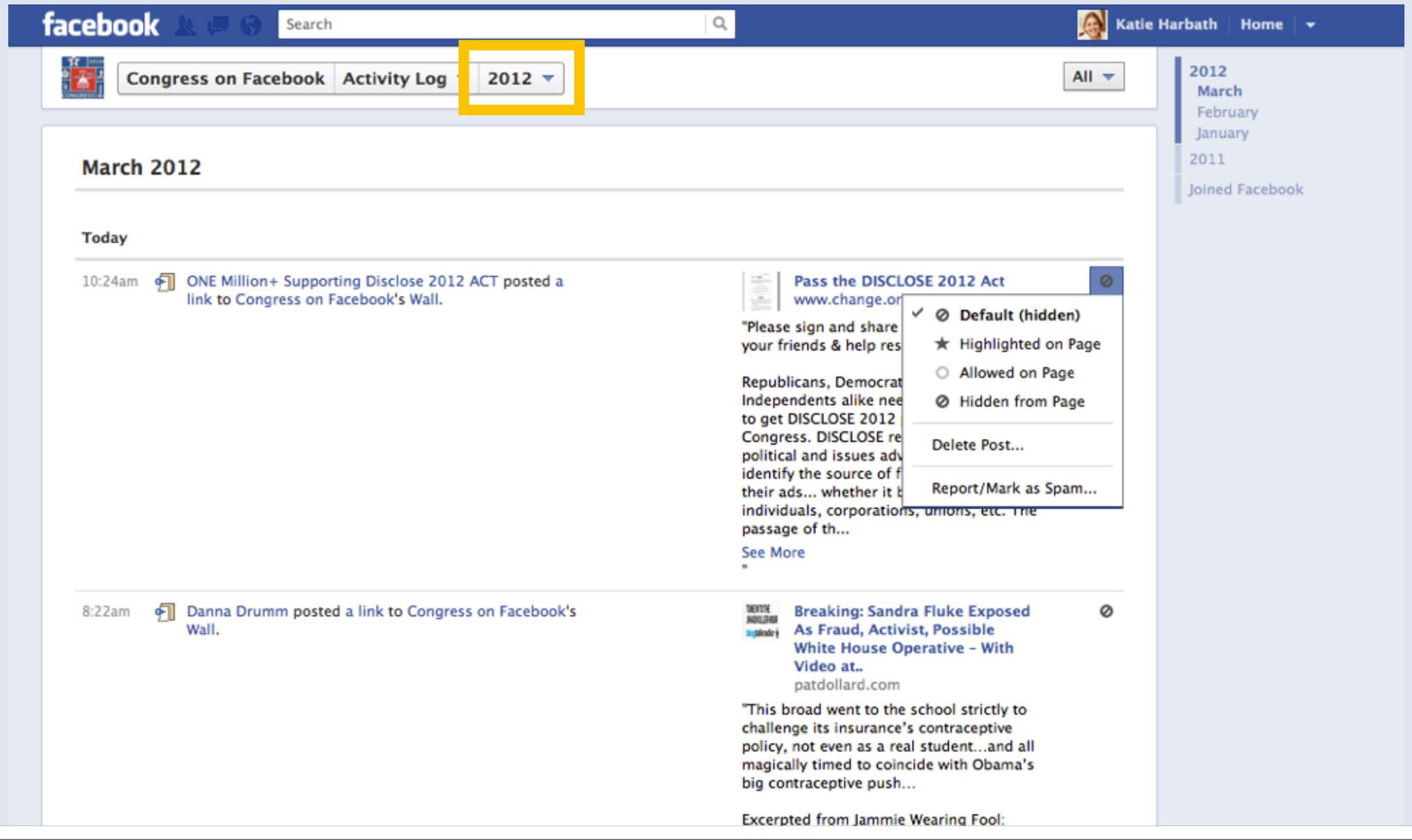

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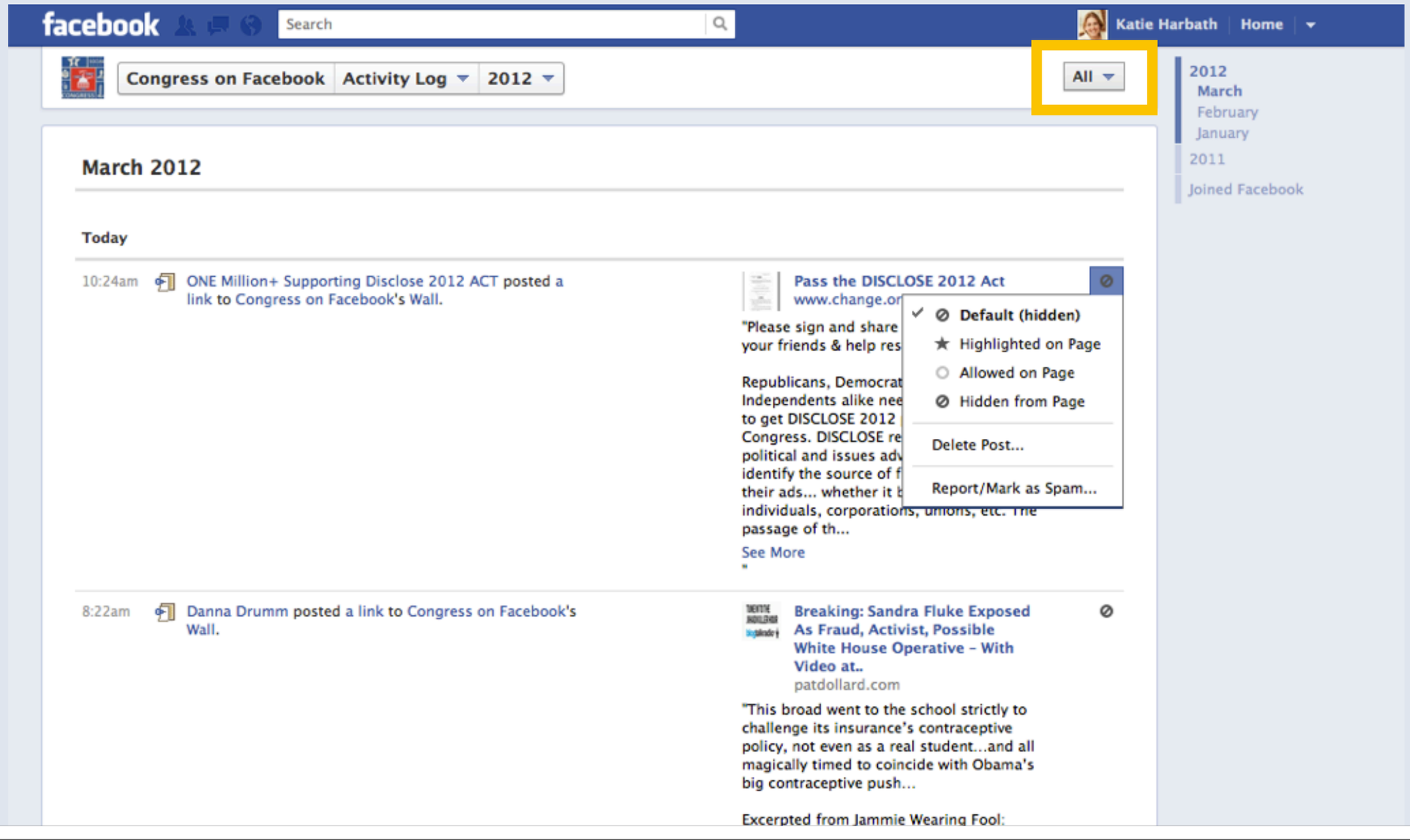

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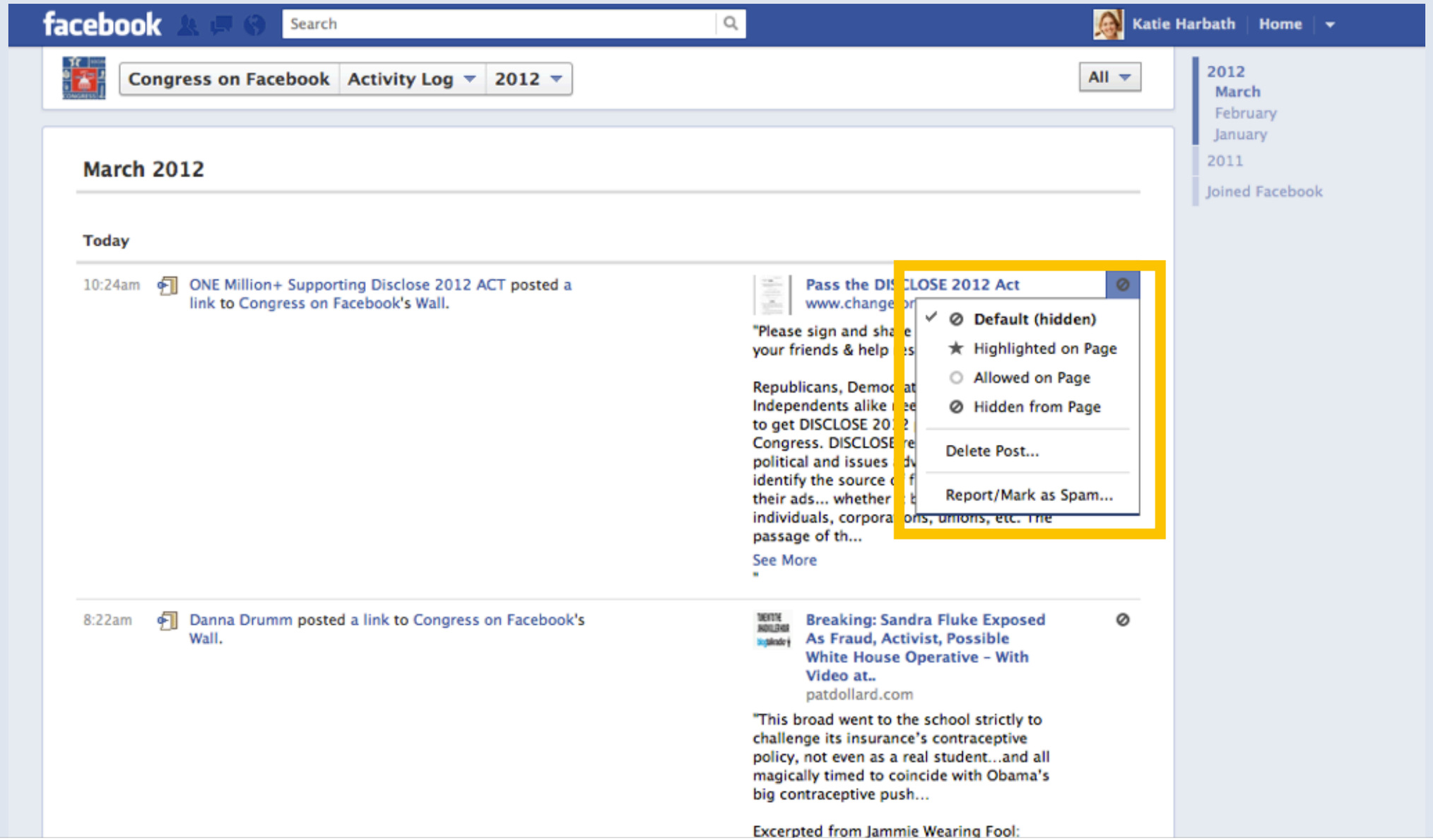

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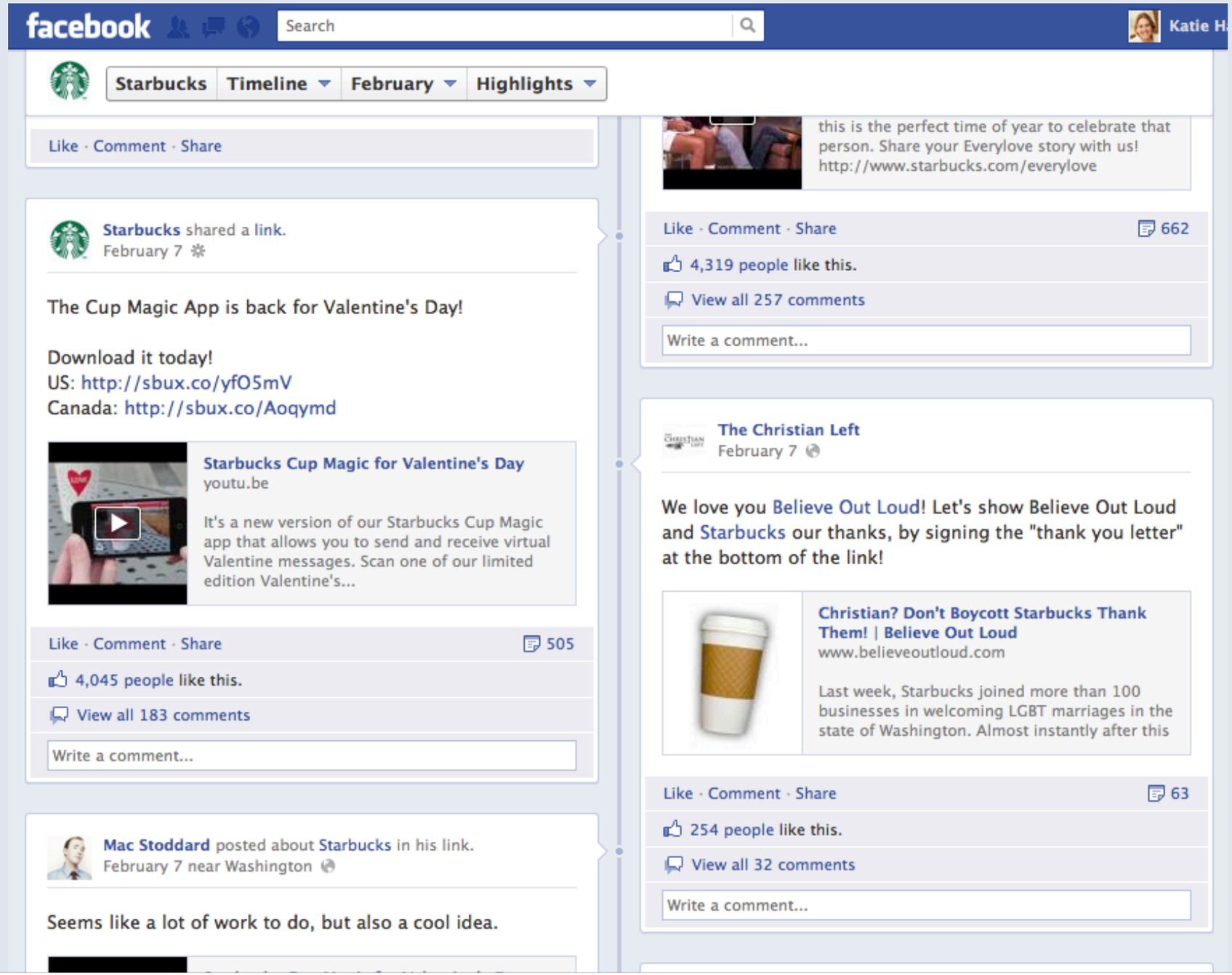
Set your best posts as “Allowed on Timeline”

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.



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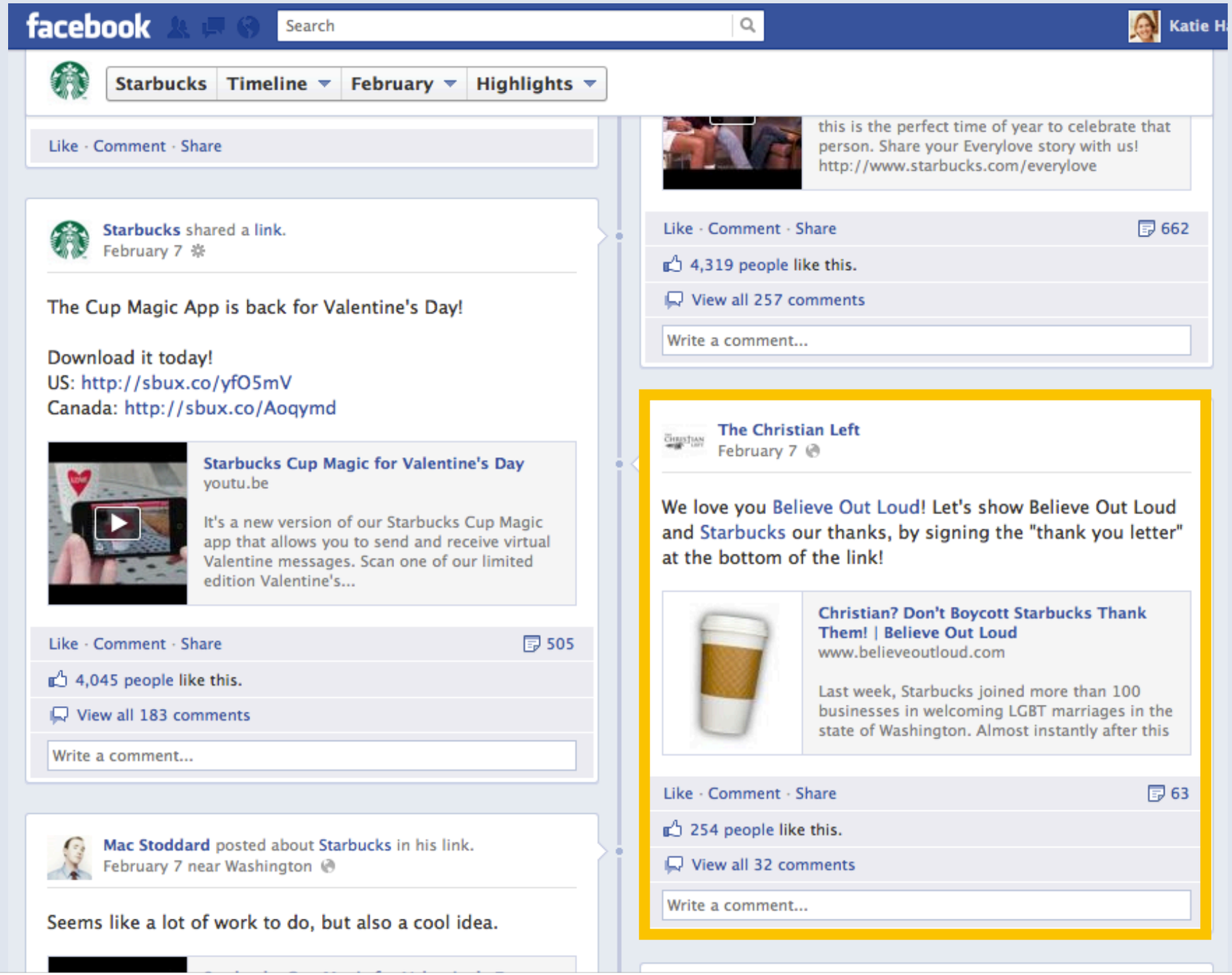

checklist

1. Upload a cover photo*

Cover photo dimensions are 851 x 315 pixels.

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.

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***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.

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Publish visually engaging Page posts

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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.

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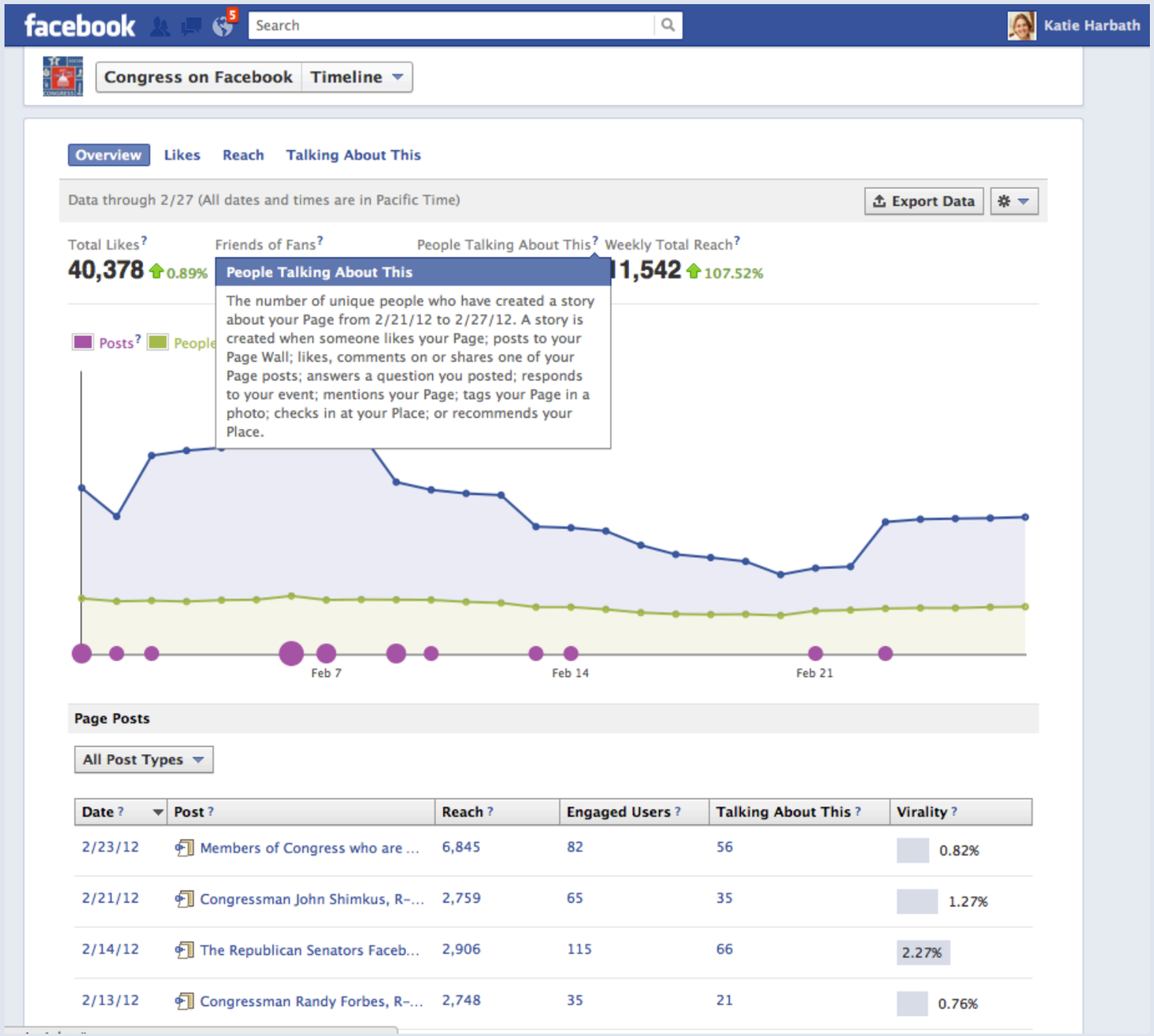

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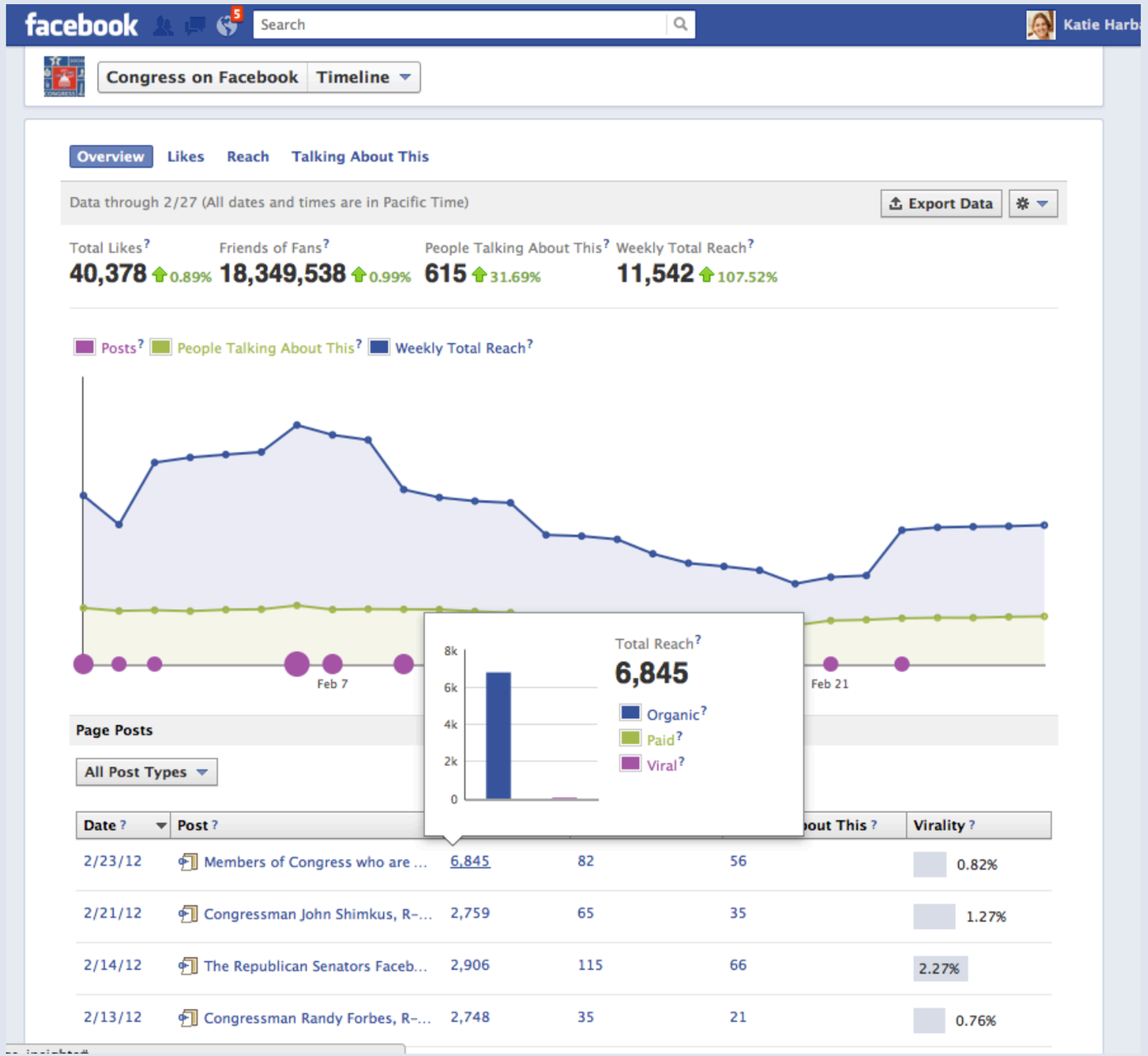

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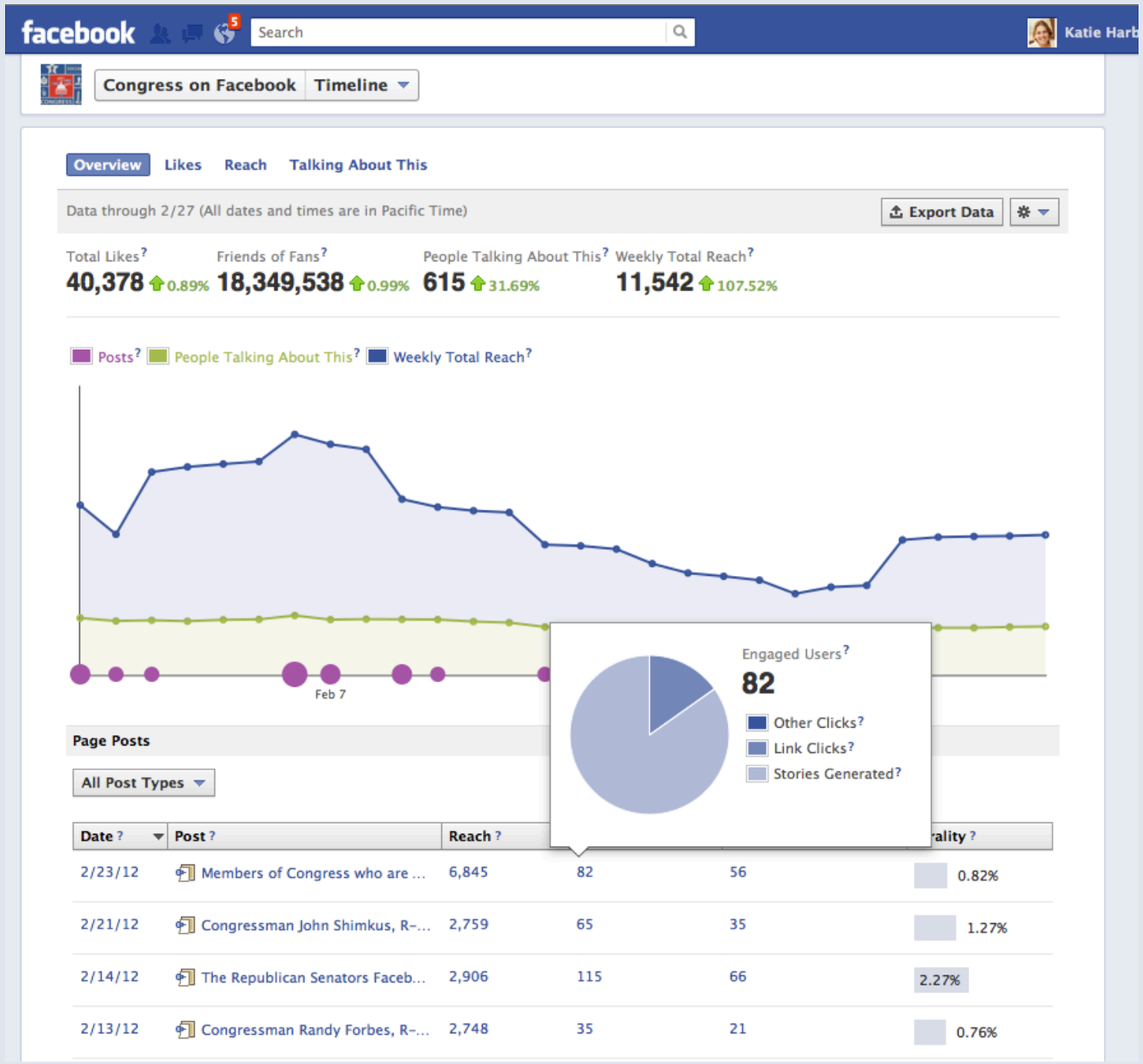

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Take advantage of larger app width

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:

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Questions

For more information, go to:
facebook.com/about/pages