

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'. At the top, there is a world map with numerous small human icons scattered across it. Below the map is the page's profile picture, a storefront icon, and the 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 'Status' section allows users to write something, with options for 'Photo', 'Ask Question', and 'Milestone'. A post from February 16 is titled 'Case Study: Cathay Pacific' and features a video thumbnail. To the right, a comment from Vatsal Mehta is visible, along with a video titled 'Platform for Marketers - Open Graph tags' showing a man in a striped shirt pointing at a whiteboard with code snippets like '<html>', '<head>', '<meta property="og:url">', and '<meta property="og:title">'.

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

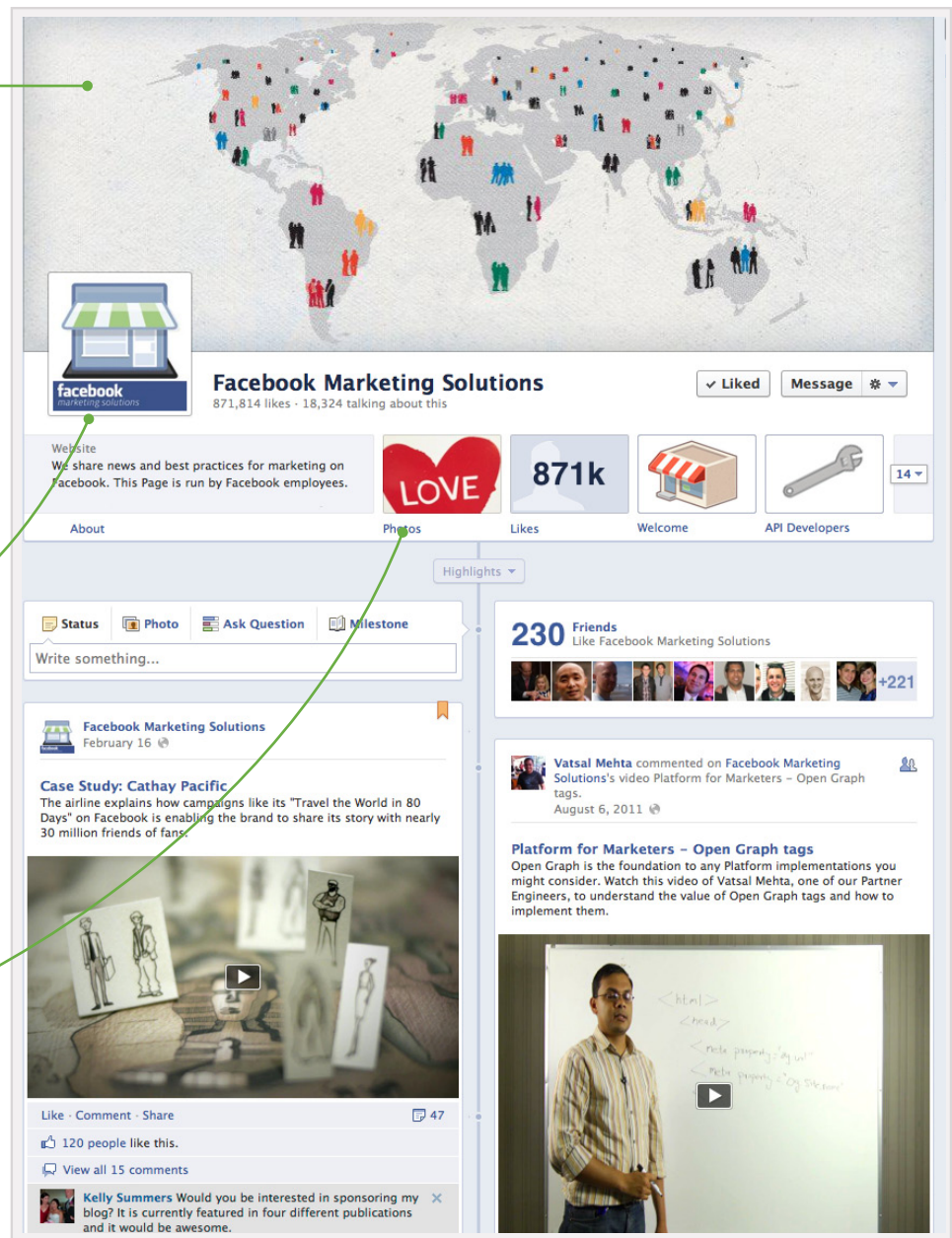
Your profile picture represents your page on other parts of Facebook, in ads, sponsored stories and the news feed.

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.

The screenshot shows the Facebook page for 'Facebook Marketing Solutions'. At the top, there is a world map with colorful icons representing users. Below the map is the page header with the logo, name, and statistics: '871,814 likes · 18,324 talking about this'. There are buttons for 'Liked' and 'Message'. Below the header is a 'Website' section with a description and a 'LOVE' icon. A navigation bar includes 'About', 'Photos', 'Likes', 'Welcome', and 'API Developers'. A 'Highlights' dropdown is visible. The main content area shows a status update from 'Facebook Marketing Solutions' dated February 16, with a video thumbnail. A 'Friend Activity' box is overlaid on the right, showing '228 Friends' who liked the page, a list of friend avatars, and a post by 'Stuart Smith' mentioning the page on December 14, 2011. Below the post is an article titled 'How to increase ROI in social media' with a blue circular graphic and a 'Like · Comment · Share' button.

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

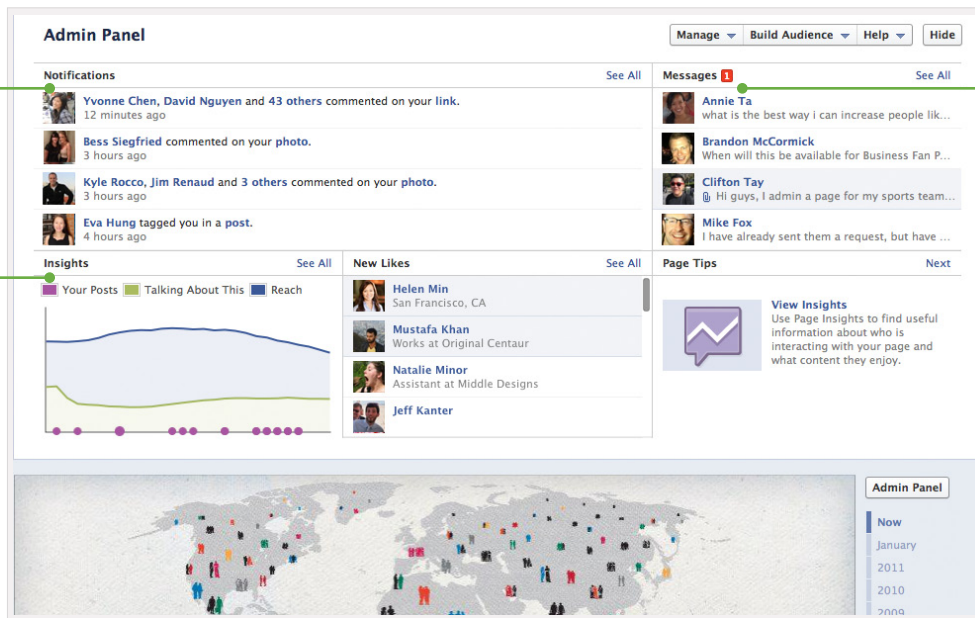
View and respond to all activity on your Page

Insights

Take a glance at your high-level Page performance data

Messages

Respond to people when they message you privately



Manage

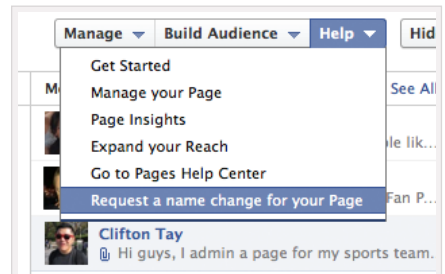
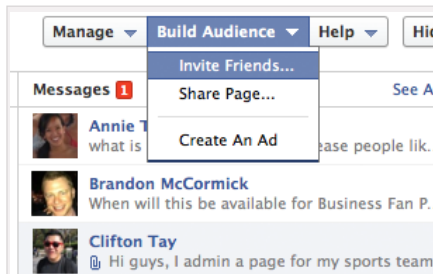
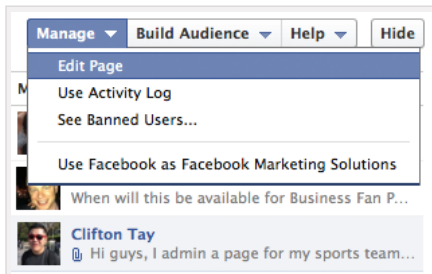
Edit your Page's content and get a snapshot at your Page's activity

Build Audience

Share your Page, invite friends, and create ads

Help

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



¹Use 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 at the top, 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 features a world map cover photo (1), a profile picture of a storefront (2), and a page title 'Facebook Marketing Solutions' (3) with 871,814 likes and 18,324 talking about this. The page includes a website link (4), a 'LOVE' button (5), and a '871k' like count (5). The page is categorized as 'Welcome' and 'API Developers'. The page has 230 friends (6) and a status update from February 16 (7) titled 'Case Study: Cathay Pacific'. A comment by Vatsal Mehta (8) is visible. The page also has a video player (9) and an 'Admin Panel' (10) in the top right corner.

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 types¹.



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 active².



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>

¹ Averages figures based on internal studies, July 2011

² Averages figures based on internal studies, December 2011

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