



Facebook Pages

Facebook Pages are a free product for organizations, public figures, businesses, and brands to express themselves and communicate with people on Facebook.

The following guide provides step-by-step instructions to create a basic Facebook Page. Before you get started, below are some key definitions to understand how Facebook Pages work.

Key Definitions

Facebook Page: Pages are for organizations, public figures, businesses, and brands to connect with people in an official, public manner.

Profile/User Account: A Facebook profile is intended to represent an individual person to connect with their friends and share information about their interests.

Administrator: A page administrator, or admin, controls the content and settings of a group and must administer the page via a personal profile.

Applications: A set of Facebook or third-party developed applications that can be added to a profile or page to increase engagement and enhance content.

News Feed: Top News aggregates the most interesting content that your friends are posting, while the Most Recent filter shows you all the actions your friends are making in real-time.

Wall: The Wall is a central location for recent information posted by you and about you. It's where you keep your up-to-date content, and where Fans can contribute.

Publisher: The Publisher lets you share content on Facebook and is located at the top of both your home page and on your profile.



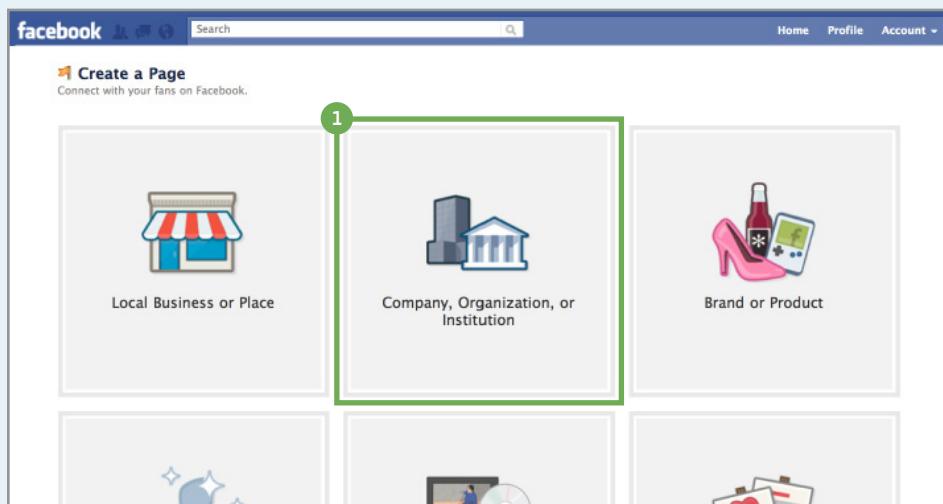
Build a Page: Get Started

1 If You Already Have a Profile

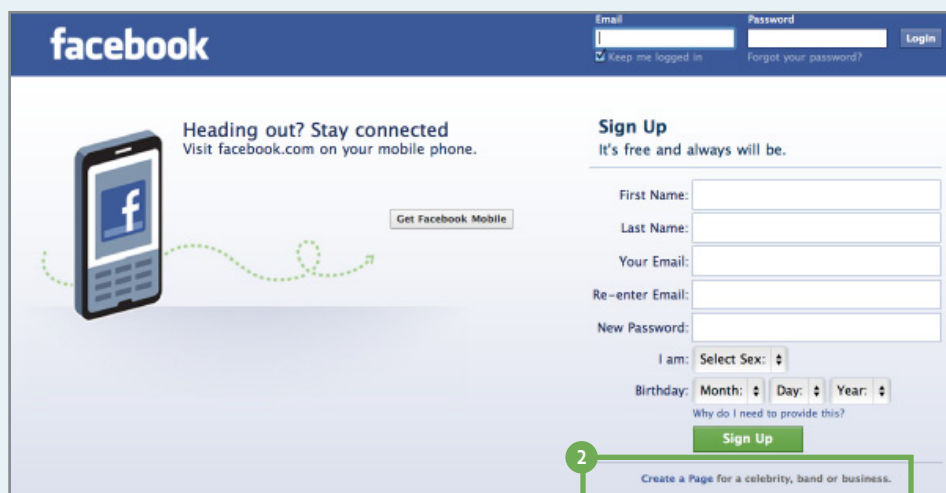
Go to www.facebook.com/page to choose your Page category and get started.

2 If You Do Not Have a Profile

Click the “Create a Page” link on www.facebook.com to create a Profile and Page together. You must have an authentic Facebook profile to manage a Page. The Profile you create will automatically be the Administrator of the Page.



www.facebook.com/Pages



Create a Page – www.facebook.com



Build a Page: Adding Content

- 1 Add a Page Photo and adjust the thumbnail. Wave over the top right corner of the profile picture box and select “Change Picture”.
- 2 Add a summary that tells users a little information about your organization, public figure, or business.
- 3 You can also click “Edit Page” to change your profile picture and Page information.

The screenshot shows the Facebook Page Admin View for 'Animal Rescue Organization'. The page is titled 'Animal Rescue Organization - Get Started' and has a 'Like' button. The main content area is divided into three sections, each with a numbered step:

- 1 Invite your friends**: Start building your fan base by suggesting this Page to friends who might like it. Includes a 'Suggest to Friends' button.
- 2 Tell your fans**: Let your current customers and subscribers know about your new Page. Includes an 'Import Contacts' button.
- 3 Post status updates**: Share your latest news. Includes a 'Post Update' button.

On the left sidebar, there are links for 'Get Started', 'Wall', and 'Info'. Below these, it shows '0 people like this' and options to 'Add to My Page's Favorites', 'View Pulse', and 'Share'. On the right sidebar, there are links for 'Admins (1)', 'Use Facebook as Animal Rescue Organization', 'View Insights', and 'Suggest to Friends'. A green box highlights the 'Edit Page' button in the top right corner.

Page Admin View

Follow the steps to build Page content and connections.

The screenshot shows the 'Edit Page View: Profile Picture' section for 'Animal Rescue Organization'. The page title is 'Animal Rescue Organization' with a 'View Page' button. The main content area is a large light gray box with the following text and elements:

Select an image file on your computer (4MB max):

no file selected

OR

Below the text, there is a preview of a red heart on a blue background. Below the preview are two links: 'Edit Thumbnail' and 'Remove Your Picture'. At the bottom of the main content area, there is a small disclaimer: 'By uploading a file you certify that you have the right to distribute this picture and that it...'

On the left sidebar, there is a list of settings and management options: 'Your Settings', 'Manage Permissions', 'Basic Information', 'Profile Picture' (highlighted), 'Featured', 'Marketing', 'Manage Admins', 'Apps', 'Mobile', 'Insights', and 'Help'.

Edit Page View: Profile Picture



Build a Page: The Wall

- 1 The Wall is the place where your updates and posts are displayed.
- 2 You can show posts from “Everyone” with the most interesting posts first, or posts from your Page in reverse chronological order.
- 3 This is the space where all posts from admins and fans can appear.
- 4 Click “Edit Page” and go to the “Manage Permissions” section to adjust who can post on your Wall and moderation filters.

Page Admin View

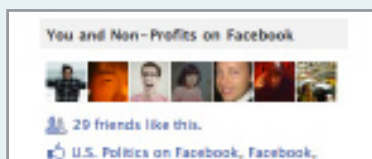
Edit Page View: Manage Permissions



Build a Page: Understand the Features

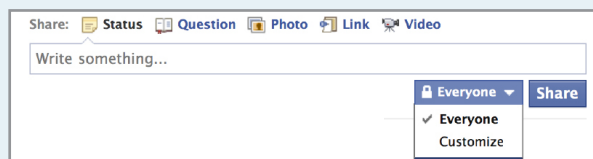
- 1 The Like button is how users connect to your Page. When a person clicks the Like Button, a News Feed story is shared with his/her friends (e.g. “Robin likes Your Page”).
- 2 These are your navigation links and applications. The pre-populated links may vary depending on your Page Category. Click “Edit” to move and delete links.
- 3 This is the Photostrip. The most recent photos that you tag your Page in or post to your Wall will appear here. To hide a photo, roll over it and click the X in the top right corner.
- 4 Use the Publisher to post an update, poll, photo, link, or video. Type the text in the box and click Share. The content will appear on the Wall and in the News Feeds of people who like your Page.

The screenshot shows the Facebook interface for the 'Non-Profits on Facebook' page. Callout 1 points to the 'Like' button. Callout 2 points to the left-hand navigation menu. Callout 3 points to the photo strip. Callout 4 points to the post creation area (publisher).



Mutual Friends and Interests

People visiting your page will see connections they have in common with your Page.



Customize Your Post

Target users from a specific geographic region and post in different languages to increase relevance.



Build a Page: More Features

- 1 You can always find your Page by typing the Page Name into the Search Box.
- 2 The the number of people who Like your Page appears under the navigation links in the left column.
- 3 “Likes” shows a list of other Pages that your Page is affiliated with or interested in. To feature a Page you like, click the Page’s Like Button when you are using Facebook as your Page. Then click “Edit Page” and select the Page in the “Featured” section.
- 4 You can feature “Page Owners” and link to their personal profiles from your Page. To feature a Page Owner, click “Edit Page” and select the Admin in the “Featured” section.

The screenshot shows the Facebook interface for the 'Non-Profits on Facebook' page. The page is a Local Business page with a blue header and a search bar. The main content area displays a post from 'Non-Profits on Facebook' with a photo of hands holding a globe and text about the 7th anniversary of Facebook. The left sidebar contains navigation links and a 'Likes' section. The right sidebar shows 'Admins' and 'You and Non-Profits on Facebook'.

Numbered callouts highlight the following features:

- 1**: The search bar at the top of the page.
- 2**: The '319,763 people like this' text in the left sidebar.
- 3**: The 'Likes' section in the left sidebar, showing a list of pages that like the current page, including 'Randi Zuckerberg', 'Facebook', 'Facebook for Influencers', 'U.S. Politics on Facebook', and 'News on Facebook'.
- 4**: The 'Page Owners' section in the left sidebar, showing a profile picture and the name 'Mandy Zibart'.



Use Your Page

- 1 The “Your Settings” section of the Edit Page View allows you to set defaults for how you post to your Page - as yourself or your Page - and set-up email notifications.
- 2 Click “View all email settings for your pages” to enable other Page notifications.
- 3 Select “Use Facebook as Page” in the Account Menu in the top-right corner to to navigate and interact with other areas of Facebook as your Page.
- 4 When you use Facebook as your Page, you will receive notifications in the top-left corner when people Like or interact with your Page.

Edit Page View: Your Settings

Account Menu

Notifications



Edit a Page: Admins, Applications, and More

- 1 Admins can be added and removed in the “Manage Admins” section of the Edit Page View.
- 2 Type a friend’s name or email address in the text box to invite someone to manage a Page. When you send an invite to a friend, a Page Admin notification will be sent to him/her.
- 3 These are the applications that are added to your Page in the navigation links section. Click on “Edit Settings” under the application title to add, remove, or name the navigation link.

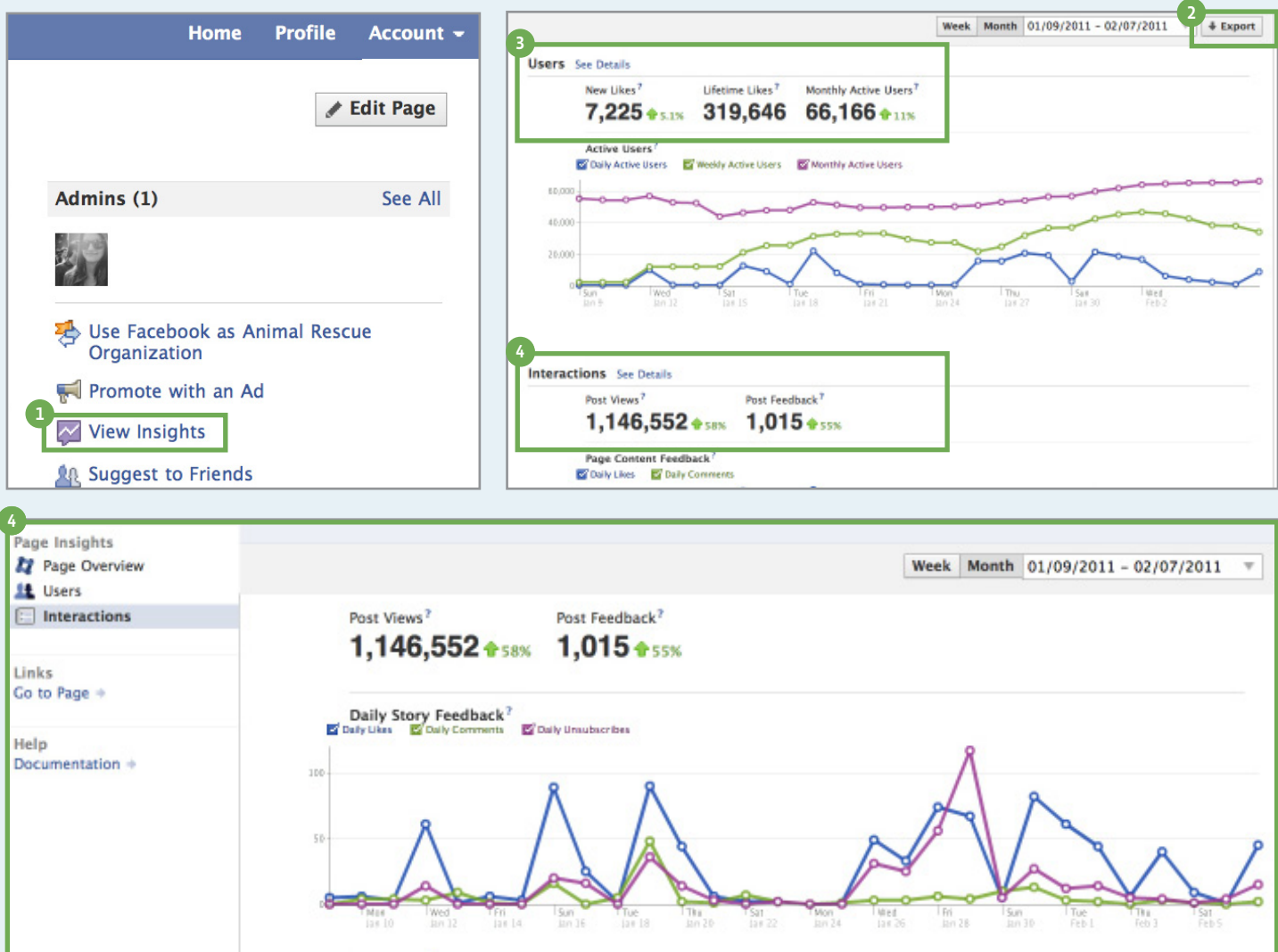
Edit Page View: Manage Administrators

Edit Page View: Manage Applications



Get Insights

- 1 Click “View Insights” to learn about who your audience is and how people interact with your Page. *Note: you can view insights for all of your Pages at facebook.com/insights.*
- 2 Page Admins can export most of these insights to an Excel or CSV file.
- 3 Understand how many people are connected to your Page, and demographic and geographic information.
- 4 Learn about the different ways people interact with your Page.





Resources

From your Page Manager you can view all of the Facebook Pages that you created or administer. You can always access your Page Manager by visiting:

<http://www.facebook.com/pages/manage>

Connect to these Pages and visit the “Resources” tabs to learn how to optimize your Page.

- facebook.com/facebook
- facebook.com/facebookpages
- facebook.com/facebookads
- facebook.com/marketing
- facebook.com/influencers
- facebook.com/celebs
- facebook.com/nonprofits
- facebook.com/education
- facebook.com/government