



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.



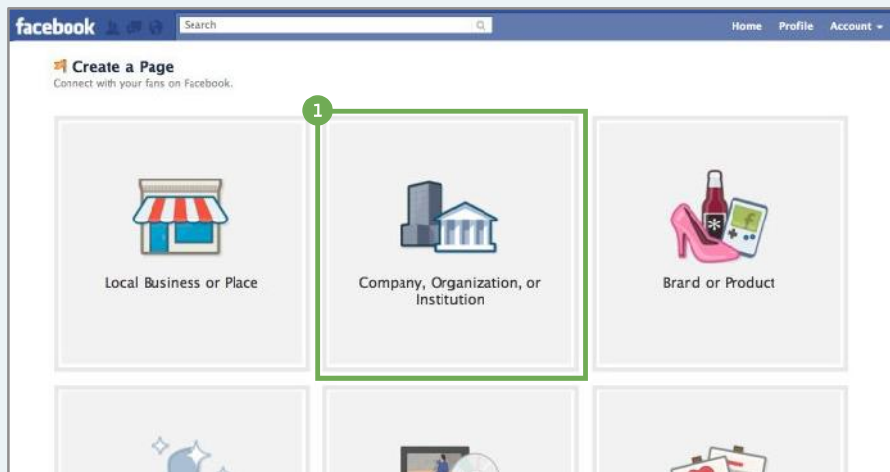
Build a Page: Get Started

1 If You Already Have a Profile

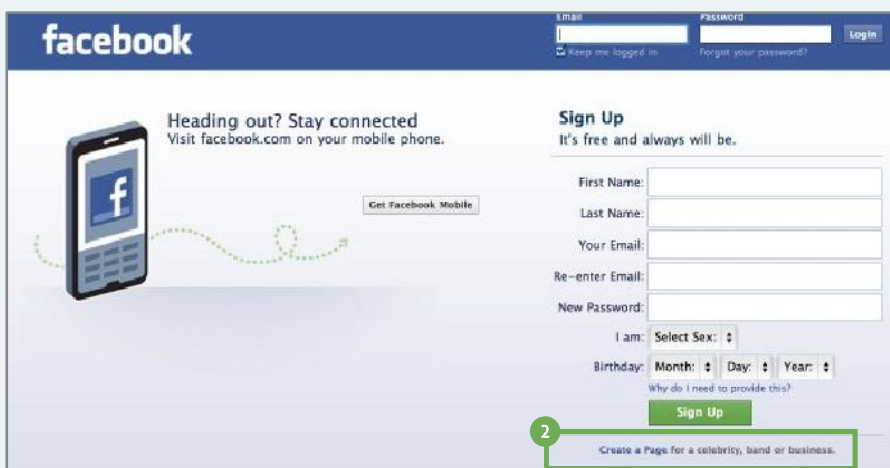
Go to www.facebook.com/page to choose your Page category and get started.

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 has a red heart profile picture. The main content area is titled 'Get Started' and includes three sections: 'Invite your friends' (with a 'Suggest to Friends' button), 'Tell your fans' (with an 'Import Contacts' button), and 'Post status updates' (with a 'Post Update' button). The 'Edit Page' button is highlighted in the top right corner.

Page Admin View

Follow the steps to build Page content and connections.

The screenshot shows the Facebook Page Admin View for 'Animal Rescue Organization' in the 'Profile Picture' settings. The page displays a red heart profile picture. The main content area is titled 'Animal Rescue Organization' and includes a 'View Page' button. The settings section shows a 'Choose File' button (no file selected) and a 'Take a Picture' button. The text 'Select an image file on your computer (4MB max):' is visible above the 'Choose File' button.

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.

The screenshot shows the Facebook Page Admin View for the 'Animal Rescue Organization'. The page is set to 'Community' and 'Everyone' visibility. The Wall tab is active, showing a post area with a 'Write something...' prompt and a recent activity section. A green box highlights the 'Edit Page' button in the top right corner.

Page Admin View

The screenshot shows the Facebook Page Admin View for the 'Animal Rescue Organization', specifically the 'Manage Permissions' section. The page is set to 'Everyone' visibility. The 'Posting Ability' section is expanded, showing options for users to write or post content on the wall, add photos, and add videos. A green box highlights the 'Manage Permissions' section.

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 page "Non-Profits on Facebook".

- 1** Points to the "Like" button on the page header.
- 2** Points to the left-hand navigation menu, which includes links for Wall, Admin View, Info, Stories, Get Started, Discussion Boards, Notes, and More.
- 3** Points to the Photostrip, a horizontal row of recent photos.
- 4** Points to the "Share" dropdown menu and the text input field for creating a new post.

The page content includes a post from "Non-Profits on Facebook" with the text: "Thanks to non-profits The Cato Institute and the Competitive Enterprise Institute, who also joined in the well-wishing for Facebook's 7th Birthday with messages focusing on the democratizing impact of the platform." It also shows 46 likes and a comment input field.

This section displays a grid of profile pictures of mutual friends and interests. Below the grid, it indicates "29 friends like this." and lists "U.S. Politics on Facebook, Facebook," as related pages.

Mutual Friends and Interests

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

The "Share" dropdown menu is open, showing options for "Everyone" (selected), "Customize", and "Share".

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 page for "Non-Profits on Facebook". The page is a Local Business page. The top navigation bar includes the Facebook logo, a search box (highlighted with a green box and a '1'), and links for Home, Profile, and Account. The page header shows the page name "Non-Profits on Facebook" with a Like button and an Edit Page button.

On the left sidebar, there are navigation links: Wall, Admin View, Info, Stories, Get Started, Discussion Boards, Notes, and More. Below these links, a green box with a '2' highlights the text "319,763 people like this". Below that, a green box with a '3' highlights the "Likes" section, which lists several pages that like this page, including "Randi Zuckerberg", "Facebook", "Facebook for Influencers", "U.S. Politics on Facebook", and "News on Facebook". At the bottom of the sidebar, a green box with a '4' highlights the "Page Owners" section, which lists "Mandy Zilbert".

The main content area shows the page's wall. The first post is from "Non-Profits on Facebook" and says: "Thanks to non-profits The Carr Institute and the Competitive Enterprise Institute, who also joined in the well-wishing for Facebook's 7th Birthday with messages focusing on the democratizing impact of the platform. 32,002 Impressions - 0.15% Feedback Monday at 11:33am · Like · Comment · Share · Promote". Below the post, it says "46 people like this." and there is a "Write a comment..." field.

The second post is also from "Non-Profits on Facebook" and says: "MoveOn.org has made excellent use of Facebook in recent years, and on the occasion of our 7th anniversary today, wished us a happy birthday on their facebook page. Thank you!". Below the post, it says "45 people like this." and there is a "Write a comment..." field.

The third post is from "Non-Profits on Facebook" and says: "The World Wildlife Fund, one of the world's leading conservation organizations, is counting down its top five most popular tiger stories from 2010 on its Facebook page as the Chinese Year of the Tiger comes to a close. Head over to WWF's Facebook page to see what the most popular story was and add your thoughts. Click here: http://on.fb.me/RVVMY7". Below the post, it says "69,228 Impressions - 0.07% Feedback February 2 at 3:19pm · Like · Comment · Share · Promote".

On the right sidebar, there are sections for "Admins (9)", "Use Facebook as Non-Profits on Facebook", "View Insights", "Suggest to Friends", and "You and Non-Profits on Facebook".



Use Facebook as 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



Edit 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: People Connecting

- 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.

The screenshot displays the Facebook Page Insights interface. On the left, a navigation menu includes 'Home', 'Profile', and 'Account'. Below this is an 'Admins (1)' section and a 'View Insights' button highlighted with a green box and a '1' callout. The main content area features a 'Users' summary card (callout '3') with metrics: New Likes (7,225, +5.1%), Lifetime Likes (319,646), and Monthly Active Users (66,166, +11%). Below this is a line chart for 'Active Users' showing Daily, Weekly, and Monthly Active Users from Jan 9 to Feb 2. An 'Interactions' summary card (callout '4') shows Post Views (1,146,552, +58%) and Post Feedback (1,015, +55%). Below this is a line chart for 'Daily Story Feedback' showing Daily Likes, Comments, and Unsubscribes from Jan 10 to Feb 1. An 'Export' button is visible in the top right of the Users section (callout '2').



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