

Summary of Facebook Implementation Process

(Selected information taken from <http://www.facebook.com/help?page=904>)

What is a Facebook Page?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Similar to profiles, Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

You can create and manage a Facebook Page for your organization from your personal account. Click [here](#) to begin. Please note that only the official representative of an organization, business, celebrity, or band is permitted to create a Page.

How are Pages different from groups? Which one should I create?

Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include:

Pages

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a Page to become connected with it and get News Feed updates. There is no limit to how many people can like a Page.
- **Communication:** Page admins can share posts under the Page's name. Page posts appear in the News Feed of people who like the Page. Page admins can also create customized tabs for their Pages and check Page Insights to track the Page's growth and activity.

Groups

- **Privacy:** In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience:** Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs, and invite all members to group events.

Depending on your needs, you can [create a Page](#) or select "Create Group" on the left side of your home page.

How can I create a Page?

If you are the official representative of an organization, business, celebrity, or band, you can create a Page [here](#) to represent your organization on Facebook.

Who can create a Page?

If you are the official representative of an organization, business, celebrity, or band, you can create a Page [here](#).

Only the official representative of an organization, business, celebrity, or band may create a Facebook Page. The Page creator can then add other representatives to help them manage the Page. Each Page admin will be able to update and edit their Pages from their own accounts.

In addition, Page names may not solely use the generic term for the category of products or services you offer (e.g. "beer" or "pizza"). Those Page names that merely refer to generic categories (e.g. "Photography" instead of "Joe's Wedding Photography") may have their administrative rights automatically removed. Also note that once a Page has been created, you will not be able to edit the Page name.

If you would like to create a Facebook presence for a celebrity or organization and you are not officially authorized to do so, please create a [Facebook group](#) instead, as these may be created and maintained by any user.

How do I access and manage my Page?

You can access your Page by typing your Page name into the search bar at the top of any Facebook page and selecting it from the drop-down that appears. You can then manage your Page by selecting the "Edit Page" link underneath the Page's profile picture. You can manage your Page by clicking the "Ads and Pages" link on the left hand menu of your home page, and then clicking the "Pages" link on the left hand menu of the following page. Simply select the "Edit Page" link next to the Page you wish to manage. Alternatively, you can access this page through the following link: <http://www.facebook.com/pages/manage>

How do I update my page fans?

As a Facebook Page admin, you can update your fans by sharing posts on your page's Wall. Update your status, ask a question, post photos, share a link, or record/upload a video. Your page posts will appear in the News Feeds of people who like your page, as well as your page's Wall for anyone who is visiting.

What is the difference between 'Published' and 'Unpublished'?

Once you have filled out your Facebook Page and are ready to show it to the public, you need to "publish" your Page to have it display on the site to all users.

While your Facebook Page is "unpublished," you will see a dialog at the top of your Facebook Page indicating that your page is not currently visible to users. There is a link there to 'publish your page'. This will instantly set your Facebook Page to 'published' and make it visible to all users. You can also set your Page to "published" from the Edit

Page while editing your Facebook Page.

You can set your Facebook Page to "unpublished" at any time. Setting your Facebook Page to "unpublished" will hide it from all users, including your supporters. Your Facebook Page will only be visible to the administrators of the Page while it is unpublished. Your Page will not be visible to users until you set it back to "published".

You can set your Page to "unpublished" in the Settings section of the Edit Page for your Facebook Page.

Where will Pages appear on the site?

Every Page will appear in search results on Facebook. When a user connects with a Page, that Page will appear in the Pages section on the Info tab of the user's profile. Additionally, all Pages can be found in the [Page Directory](#).

How do I change the default tab (the part of my Facebook Page that users who have not Liked my Page are defaulted to when they visit for the first time)?

To change the default tab of your Page:

1. Click "Edit Page" underneath the profile picture when viewing your Page.
2. Select "Manage Permissions" from the left sidebar.
3. You will see an option called "Default Landing Tab." From there, you can select which tab your Page will default to. Be sure to save your changes to ensure that this is what people will see when they visit your Page for the first time.

Why does everyone see the option to edit my Page information?

On Pages that list an address and choose to display a map in the Info section, anyone viewing the Page sees an "Edit" link. This link allows people to notify Facebook of any location information that may be missing. Note that people aside from Page admins can't edit the information that displays on your Page even though the link is labeled "Edit."

Administering a Page

How many admins can a Page have?

There is no limit to the number of admins a Page can have.

How do I add other admins to my Facebook Page?

To add another admin to your Facebook Page:

1. Go to your page and click the **Edit Page** button in the upper right corner.
2. From the left column menu, click **Manage Admins**.
3. Type the names of other people you'd like to add in the open field and click **Save Changes**. You'll need to enter your password to confirm the change.

How many Pages can I manage?

There is no limit to the number of Pages you can manage. You can manage as many Pages as you have been given the authority to manage. The Page Admin who initially creates the Page reserves the right to add or remove other Page Admins at their discretion.

As a Page admin, can I target my updates to specific people in my audience?

As a Page admin, you can choose to send an update, such as a status or link, to everyone who likes your Page or to target your update to people in a specific locations or in different languages. When you click to update a status, question, photo, link, or video, you will see an option called "Everyone." Click on the small drop-down carrot and select "Customize." Only people who like your Page in the target group selected will receive the update from the Page.

Can I send a private message to individual followers?

Facebook Pages do not currently have an Inbox, and can't be used to contact individual people directly. We may add this feature in the future but don't have a date for when this might happen. At this time, if you choose to send a personal message to a user, it will appear to come from you and not from the Page. Similarly, users aren't able to contact Page admins through the Page.

How can I reach my audience through their News Feeds?

As a Page admin, you can update your followers by using the share feature located on your Wall tab at the top of the Page. You will be able to update your status, ask a question, post photos, share a link, or record or upload a video. These posts will appear on the user's home page's who have already Liked your Page as well as your Pages wall for any users who are visiting.

Can I publish posts to specific followers, instead of to the public?

Yes, you can publish posts, links, photos, and videos to your audience based on location and language. This is controlled via the 'Customize' option, located in the dropdown next to the 'Share' button in the publish box. A post that is published to Facebook users in a specific location or language will only be visible to those users. All other users will never see the post in the News Feed, on your Page, or anywhere else across Facebook.

How do I know which people could have seen a post I've published with my Page?

Once you publish a status, question, photo, link, or video on your Page, it will be eligible to be displayed in the News Feed of users who like your Page. We recommend that you use the insights feature to get a better idea of the Likes and interaction with your Page. You can view the insights dashboard for your Pages [here](#).

Can I import an external blog to my Facebook Page's notes?

You cannot import an RSS feed directly to your Facebook Page's notes, but if you'd like, you can explore external apps that provide this functionality for separate tabs on your page.

To provide more engaging entries for people who read your blog entries on Facebook, we encourage you to [create notes](#) for them. You can add rich images and thoughts to target your Facebook audience directly through notes.

(See more information on Notes usage at <http://www.facebook.com/help/notes>)

Business accounts

What's the difference between a business account and a personal profile (timeline)?

Business accounts are designed for people who only want to use Facebook to administer Pages and run ad campaigns. For this reason, business accounts do not have the same features as personal accounts. Business accounts have limited access to information on Facebook-when using a business account, you can view all the Pages and Social Ads you own, but you will not be able to view profiles (timelines) or content owned by other people. Business accounts cannot be found in a search, and the owner of the account will not be able to send or receive friend requests.

How do I create a business account?

To get started, you will need to first create a Facebook Ad or Page. To start this process, please click [here](#). Once you've entered in the required information, you will be taken to the "Facebook Login" page and asked if you have a Facebook account. If you do not currently have a Facebook account, then at this point, please select "I do not have a Facebook account." You will then need to enter your email address and date of birth. Please be aware that managing multiple accounts is a serious violation of Facebook's Terms of Use. If we determine that an individual has more than one account, we reserve the right to terminate all of their accounts.

What actions can a business account take on the site?

If you have a business account, you will be able to view and edit all of your Pages and ads created with that account. You can take any action on the Pages you administer, including editing your Page information or adding Page content such as photos, videos, and events. You can also view all the statistics related to both your Pages and your ads.

You will not, however, be able to view the profile (timeline) information of any other users or add any other applications to your account. For example, business accounts can't be used to add friends, send messages, or

interact with other Pages. Your account will not be visible in search and other users on the site will not be able to find you and add you as a friend.

I cannot create a business account because I am "ineligible."

Please be sure to enter your personal date of birth and not the date your organization was founded when you sign up for your account. By entering your own birthday, we will most likely be able to confirm the creation of your account.

Promoting Your Pages

How can I use News Feed to get the most out of my Facebook Page?

News Feed is a feature that tells people on Facebook about their friends' recent activity on the site. The News Feed is the first thing people see when they log in to their accounts. As a result, literally millions of people can hear about something in just a matter of days.

News Feed spreads information on Facebook through networks of friends. When people on Facebook "Like" a business, play a game, use an app or interact with other content they like and are interested in, the activity generates a story on their profile (timeline) and in their friends' News Feeds. News Feed is great way for people to discover and connect with the organizations, Places and apps their friends like. By leveraging the power of News Feed as well as [Sponsored Stories](#), you can get the maximum number of people to like your business, share the discovery with their friends, and drive word of mouth.

Why is a Page a better solution than a personal account for artists, businesses, or brands?

Personal accounts are optimized for individuals, not artists, businesses, or brands. Facebook Pages allow artists, businesses, and brands to showcase their work and interact with fans. These pages come pre-installed with custom functionality designed for each category. For example, a band Page has a music player, video player, discography, reviews, tour dates, a discussion board that the artists can take advantage of. Third party developers will also build an array of applications that they will compete for Page Admins to add to their Pages. Facebook Pages are also not subject to a fan limit and can automatically accept fan requests.

Can I invite people who do not use Facebook to Like my Page?

Pages will be publicly viewable, so people searching for a particular artist or company on the World Wide Web will find the Page's Facebook presence and be able to view that Page's photo and basic information. In order to view a Page in its entirety, Like a Page, and engage with a Page, the individual must join Facebook.

How can people find and Like Pages?

Pages will receive News Feed distribution for various actions taken on the Page or may appear in ads. People will see these stories and ads and can click "Like" in the story or ad to like the Page. Alternatively, if someone sees a Page they like on a friend's profile (timeline), they can visit the Page by clicking on the Page's profile photo or name. They can also search for the Page by name, either within Facebook or from a global search portal. On the Page, they can click on the "Like" button in the upper right hand corner.

Where will Pages appear on the site?

Every Page will appear in search results on Facebook. Users will also display any Page that they Like in the "Likes and Interests" section of their profile. Additionally, all Pages can be found in the [Page Directory](#). You can browse to easily see your Pages, your friends' Pages, and view all Pages on the site.

What is organic promotion?

Organic promotion refers to the News Feed stories automatically generated from the actions taken by users on your Facebook Page. You can increase the distribution of these stories to your followers' network of friends with Facebook Ads.

How will Page Admins know how engaged their audience is?

Powerful reporting and insight tools are provided free to Page Admins. On a cumulative and week-over-week basis, these granular reports will measure reach (e.g., impressions, clicks), viral impact (e.g., follower adds), responder insights (e.g., gender and age), and engagement (e.g., video plays and wall posts) of visitors to the Page. One advantage of using the applications designed by Facebook is the ability to receive these free, regular, detailed updates on the growth of the page.

To view insights, follow these instructions:

1. Access your Page manager [here](#).
2. You can access Page Insights by clicking the "Edit" link while logged on to the Page.
3. Then click "Insights" to gain access to all of these metrics of engagement and help you manage your Page.

You can learn more about your Page Insights [here](#).

Can I update fans of my page using Facebook Messages?

As of September 30th you'll no longer be able to send an update to fans using Facebook Messages. We want you to connect with your audience in the most effective ways possible, and updates that go to Facebook Messages may end up unseen in the "Other" folder.

Here are other ways you can expand your reach:

- [Post content on your page Wall](#) so people see your updates in their news feed. You can target your posts by location or language by choosing Customize from the audience selector dropdown before you post.
- Consider using targeted [Facebook Ads](#) or [Sponsored Stories](#) to help grow and highlight your message within the Facebook experience.

How do I invite my friends to connect with my Page via email?

Admins of Pages with less than 5,000 people connected to them can import their email contacts and invite them to connect with their Page. You can now upload a file containing your email contacts and Facebook will securely import them. You will then be able to suggest your Page to your contacts.

You can also suggest your Page to your email web contacts. Simply provide your web email address and password, and your contacts will be imported. You can then suggest your Page to them.

We will not store your password after we import your contacts. We may use the email addresses you upload through this importer to help you connect with friends, including using this information to generate suggestions for you and your friends on Facebook. If you don't want us to store this information, please go [here](#).

To access the email importer, visit the "Tell your Fans" section in the Resources tab of your Page Manager.