



# Facebook Pages

More than 20 million people connect with Pages every day. Make sure they are connecting with you.

Facebook Pages are a free product for organizations and public figures to connect with people on Facebook in an official, public manner. With over 400 million global users on the site every month, Pages have created more than 5.3 billion connections.

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, businesses, celebrities, and bands to broadcast great information to fans 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](http://www.facebook.com/page) to get started.

## 2 If You Do Not Have a Profile

Click the Create a Page link to create a Profile and Page together.

The Profile you create will automatically be the Administrator of the Page.

facebook  Home Profile Account

### 1 Create a Page

**Official Page**  
Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Page name:   
(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.  
Review the Facebook Terms

[Create Official Page](#)

**Community Page**  
Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name:   
(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

**Create a group instead?**  
Communicate directly with other Facebook members who share a professional interest or hobby. Create a Facebook group

[www.facebook.com/Pages](http://www.facebook.com/Pages)

facebook  Keep me logged in    [Login](#)

Facebook helps you connect and share with the people in your life.

**Sign Up**  
It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday: Month:  Day:  Year:

Why do I need to provide this?

[Sign Up](#)

2 [Create a Page for a celebrity, band or business.](#)

Create a Page – [www.facebook.com](http://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 picture box and click the Pencil.
- 2 Add some text here that tells users a little info about your organization or public figure. Double click inside the box to edit this section.
- 3 This section is an important summary of your organization or public figure. Click this tab and then the Edit Information link.

The screenshot shows the Facebook page for 'Facebook Pages Guide'. The top navigation bar includes 'Home', 'Profile', and 'Account'. The page header features the 'facebook' logo, a search bar, and a 'Like' button. The main content area is divided into tabs: 'Wall', 'Info', 'Photos', 'Discussions', and 'Reviews'. The 'Info' tab is selected. Below the tabs is a text input field for 'What's on your mind?' with an 'Attach' button and a 'Share' button. The page name 'Facebook Pages Guide + Fans' is displayed, along with a 'Settings' link. A 'RECENT ACTIVITY' section shows 'Facebook Pages Guide joined Facebook.' Below this is a post from 'Facebook Pages Guide' with the text 'Thanks for checking out our Page!' and statistics: '2 seconds ago • Comment • Like', '84,973 Impressions • 0.13% Feedback', and '35 people like this.' A comment input field is visible at the bottom of the post.

Edit your Profile Picture

- Upload a Picture
- Take a Picture
- Choose from Album
- Edit Thumbnail
- Remove your Picture

Edit your Profile Picture  
Add a new page photo

**Edit Thumbnail**

**Thumbnail Version**

Drag the image to adjust.  
We use this version of your picture around the site.

**Save** **Cancel**

Portion of Page Photo  
Make sure you edit the thumbnail to a viewable portion of your photo.

Edit Information

Edit your Page Information



# Build a Page: The Wall

- 1 The Wall is the place where your Updates are displayed in chronological order, with the latest Updates at the top.
- 2 You can adjust how your Wall appears to viewers of your Page. This will allow you to display just your posts or your posts mixed with fan posts.
- 3 This is the space where all of your activity will show. When you make a Status Update or share a photo, it will display here in chronological order.
- 4 Wave your cursor over these stats to see what they mean.

The screenshot shows the Facebook interface for a page named 'Facebook Pages Guide'. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The page header features the page name and a 'Like' button. Below this, there are tabs for Wall, Info, Photos, Discussions, and Reviews. The 'Wall' tab is selected and highlighted with a green box and a '1'. Below the tabs is a text input field for a status update, with an 'Attach' button and a 'Share' button. Below the input field is a row of buttons: 'Facebook Pages Guide + Fans', 'Facebook Pages Guide', 'Just Fans', and 'Settings'. The 'Facebook Pages Guide + Fans' button is highlighted with a green box and a '2'. Below this is a 'RECENT ACTIVITY' section showing a post from 'Facebook Pages Guide' that says 'Facebook Pages Guide joined Facebook.' Below this is a post from 'Facebook Pages Guide' that says 'Thanks for checking out our Page!' and includes a stat '84,973 Impressions • 0.13% Feedback'. The '0.13% Feedback' stat is highlighted with a green box and a '4'. Below the post is a comment from 'Rachelle' that says 'Great Page! I can't wait to check back for more updates! :)'. The left sidebar contains various options like 'Edit Page', 'Promote with an Ad', 'Add to My Page's Favorites', 'Suggest to Friends', 'View Pulse', 'Write something about your organization or Public Figure.', 'Insights', 'Post Quality', 'Interactions This Week', and '89 People Like This'.

## Number of Comments and Likes per impression

0.17% Feedback

## Raw number of times this story has been seen on your Wall and in the News Feed of your Fans

1,314,585 Impressions · 0.17% Feedback

### Stats

Waving your cursor over Feedback and Impressions will show you what each stat means



# Build a Page: Understand the Features

- 1 The Like button is how users connect to your Page. When a person clicks “Like”, a News Feed story is generated and shared with their friends, “Sally likes Your Page.”
- 2 These are your Page tabs. The pre populated tabs may vary depending on your Page Category but every Page has Wall and Info. You can move a tab, delete a tab, and add a tab.
- 3 This is the Publisher. Use this box to create an update to your fans. Type the text in the box and click “Share”. This message will show up on the Page Wall and in users’ News Feeds.



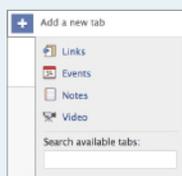
## Page Tabs



Move a Tab



Delete a Tab (none of these actions can be taken on the Wall or Info Tabs)

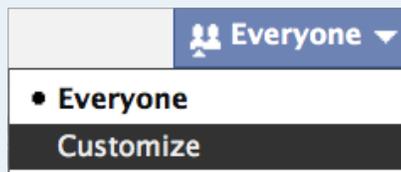


Add a tab

## Publisher



Use these shortcuts to add content to your Update



Customize your post to display to certain Languages or Locations



# Build a Page: More Features

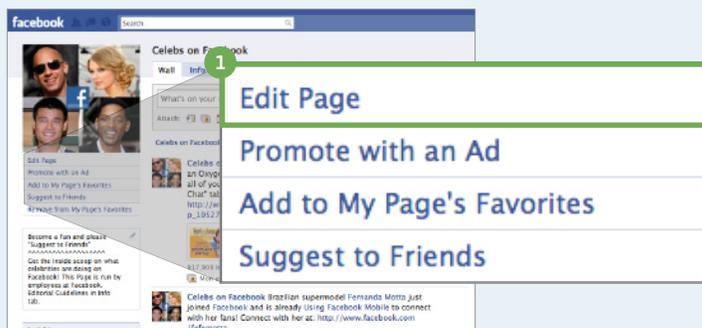
- 1 You can always find your Page by typing the Page Name into the Search Box.
- 2 “People Who Like This” box shows the number of people connected to your Page as well as 6 random thumbnails photos of your connections.
- 3 “Favorite Pages” box shows other Pages you would like to cross promote. They could be organizations or public figures you are affiliated with or other Pages you just like. To add Pages, click the **Add to My Page’s Favorites** link on the Pages you would like to add.
- 4 These features allow people connected to your Page to remove themselves, create their own Page and share your Page with their Friends.

The screenshot shows the Facebook interface for a page named "Facebook Pages Guide". The page is currently in a "New" state, indicated by a large question mark icon. 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 name "Facebook Pages Guide" with a "Like" button and tabs for Wall, Info, Photos, Discussions, and Reviews. The main content area includes a "What's on your mind?" text box, an "Attach" section, and a "Share" button. Below this is a "RECENT ACTIVITY" section showing a post from "Facebook Pages Guide" with 35 likes and 73 comments. A comment from "Rachelle" is also visible. On the left sidebar, there are several sections: "Edit Page", "Promote with an Ad", "Add to My Page's Favorites", "Suggest to Friends", "View Pulse", "Write something about your organization or Public Figure.", "Insights" (with a "See All" link), "89 People Like This" (with a "See All" link and a thumbnail of Rachelle), "Favorite Pages" (with a "See All" link and thumbnails for Facebook Design, Justin, and Using Facebook Mobile), and "Unlike" (with a "Create a Page for My Business" link and a "Share" button). The callouts 2, 3, and 4 point to the "89 People Like This" section, the "Favorite Pages" section, and the "Unlike" section, respectively.



# Edit Settings: The Basics

- 1 Click the Edit Page link underneath the Page photo to open up your Settings Page.
- 2 Open up each of these three sections to set-up your Page settings for your needs.
- 3 Link your Page with your Mobile device. Add the Page's unique email address to your mobile device to send mobile photos straight to your Page Wall. You can also add your Mobile device to your Page for Status Updates by texting "f" to 32665 (FBOOK). After the Page is linked with your mobile number, send a text to 32665 (FBOOK) to post an Update to your Wall.
- 4 This window displays news and product updates for all Page admins directly from Facebook.



Ads Manager | Pages | Help
Promote your page

?

**Page Name**

[Back to Pages](#) | [View Page](#) | [Delete Page](#)

2

**Settings**

Edit

Edit country restrictions, age restrictions and published status.

3

**Wall Settings**

Edit

Change the default view for fans and control who can post to your Wall.

3

**Mobile**

[Hide](#) · [Learn more](#)

Upload photos and videos via email ([What is this?](#))

[creed721jessie@m.facebook.com](mailto:creed721jessie@m.facebook.com)

Sign up for Facebook Text Messages to post status updates to your Page.

4

**News for Page Admins**

- Pages Functionality Resources: Help Center  
3:05pm Apr 7
- Introducing per post analytics for Pages  
2:52pm Jan 21
- Fan Badges – Have your fans show their support to their friends  
2:40pm Dec 17

[See More News](#)

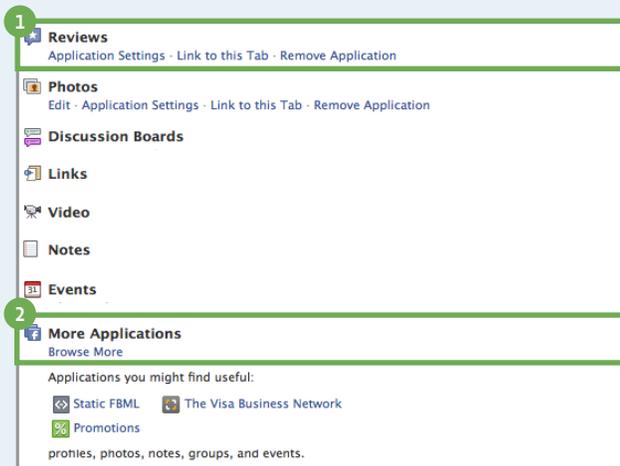
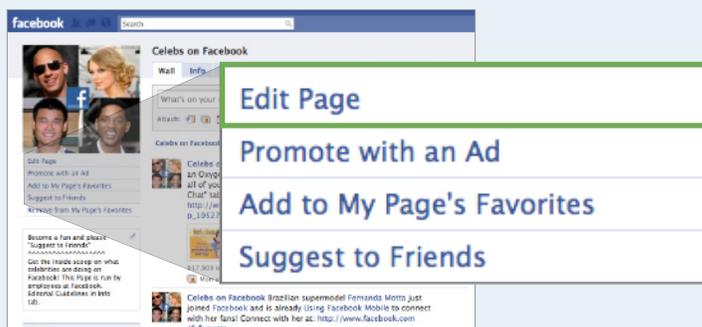
**Insights**

**10** Total Fans



# Edit Settings: Applications and Admins

- 1 These are the applications are added to your Page when you first create it. From click on the links below each app to take further actions.
- 2 Facebook is an open platform and allows third party developers to build applications that could be useful for you Page. Here you can browse through the Application Directory and check out applications Facebook thinks you may find useful.
- 3 You are able to add more admins here. Once another person confirms your request to become an admin on your Page, their name and thumbnail photo will show here. You can remove an admin from this section as well.





# Get Insights: People Connectin

- 1 This snapshot shows key insights on your Page. Click “See All” for an in-depth look. Note, this information cannot be seen by users, only admins.
- 2 Page Admins can export most of these insights to an Excel or CSV file.
- 3 Check out the different ways in which people interact with your Page.
- 4 Understand what type of people are connected to your Page.
- 5 Post Quality ratings show the quality of your posts in driving interaction from users.

**Insights**

0.2★☆☆☆☆ Post Quality

1,278 Interactions This Week

Most Active Cities

Jakarta	81
---------	----

▼ View All

Most Active Countries

United States	327
---------------	-----

▼ View All

**See All**

facebook | Search | Home | Profile | Account

1,278 Interactions This Week [?] 995 Likes 279 Comments 0 Wall Posts

0.2★☆☆☆☆ Post Quality [?]

**Fans Who Interact With Celebs on Facebook**

Interactions Over Time Learn more

Choose a graph: Interactions

8,000  
6,400  
4,800  
3,200  
1,600  
0

Jul 1 2009 | Sep 1 | Nov 1 | Jan 1 2010 | Mar 1

1,069 Active Fans This Week [?] ↑ 446 Since Apr 03

Male	Female	Male	Female
36%	63%	6%	12%
13-17	6%	12%	18%
18-24	15%	23%	38%
25-34	8%	16%	24%
35-44	3%	7%	10%
45-54	2%	4%	6%
55+	1%	2%	3%

Top Countries	Top Cities	Top Languages
United States	327 Jakarta	81 English (US) 657

▼ View All

**All Fans of Celebs on Facebook**

Fans Over Time Learn more

Choose a graph: Total Fans / Unsubscribed Fans

2.6M  
2.08M  
1.56M  
1.04M  
520K  
0

Jun 1 2009 | Aug 1 | Oct 1 | Dec 1 | Feb 1

2,534,925 Total Fans on Apr 04 ↑ 50 Since Apr 03

Male	Female	Male	Female
38%	61%	10%	16%
13-17	10%	16%	26%
18-24	20%	29%	49%
25-34	6%	11%	17%
35-44	1%	3%	4%
45-54	1%	1%	2%
55+	0%	1%	1%

Top Countries	Top Cities	Top Languages
United States	830,622 Jakarta	105,733 English (US) 1,509,107

▼ View All

Please allow 48 hours for data to be available for a daily report.



## 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/>

Visit these Pages and the “Resources” tab on each Page to learn how to optimize your Page.

- [facebook.com/influencers](https://www.facebook.com/influencers)
- [facebook.com/nonprofits](https://www.facebook.com/nonprofits)
- [facebook.com/marketing](https://www.facebook.com/marketing)
- [facebook.com/education](https://www.facebook.com/education)
- [facebook.com/government](https://www.facebook.com/government)