

Facebook Pages

March 2009

Facebook is unifying and simplifying the way people interact on the site by making Pages similar to user Profiles. This product upgrade is the next step of the new site design, launched in September 2008, and supports Facebook's mission to make the world more open and connected.





Facebook Pages

Overview

A Facebook Page is a customizable presence for an organization, product, or public personality to join the conversation with Facebook users. The Page focuses on the stream of content posted by the Page administrators.

By leveraging the real connections between friends on Facebook, a Page lets Fans become brand advocates. Posts by the Page will start to appear in News Feed, giving Pages a stronger voice to reach their Fans.

In addition, Pages now have the flexibility of multiple customizable tabs previously exclusive to user profiles.

Facebook Page





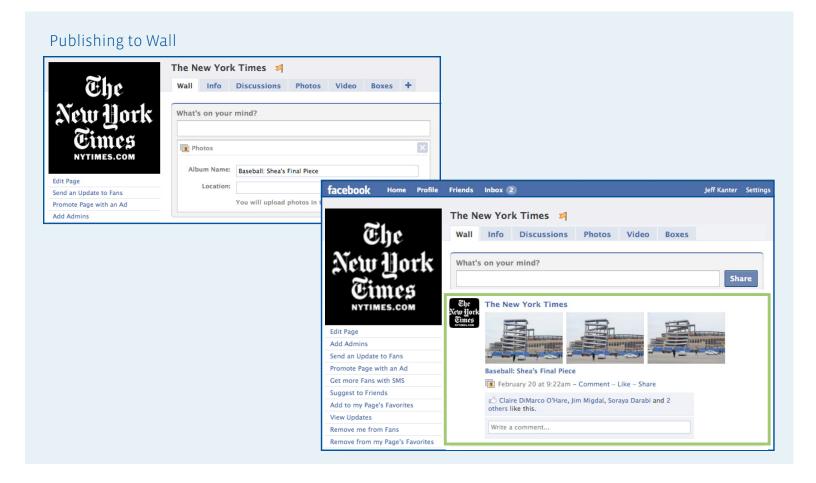
Key New Features and Opportunities

Easier Publishing

Enhanced Wall

The Page's Wall tab will enjoy the same rich, multi-media functionality as the Wall tab on a user Profile. 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.

It's important that Facebook Page administrators have control over their own Facebook Page. When you share content (videos, photos, notes, etc.) on one of your tabs other than the Wall, you'll have the choice of whether or not to publish to your stream. If you do choose to publish the post, it will go into your Page's Wall. These posts can appear in your Fans' News Feeds.





Key New Features and Opportunities (continued)

Encouraging More Social Actions

Update and share

Like a user profile, your Page can now update its Fans with statuses—short text-only messages. These statuses will appear in Fans' News Feeds.

Status Update



News Feed story



Key New Features and Opportunities (continued)

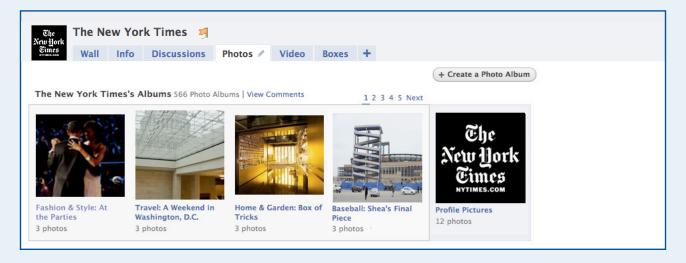
Richer Experiences

Tabbed Structure

The tabbed structure multiplies your possibilities. Similar to their functionality in user Profiles, tabs help keep Pages organized so people know where to go to get different pieces of information. The Wall tab is for dynamic content, the Info tab has static information, the Photos tab contains photos albums and Fan photos, etc.

Facebook has already made several of its core Facebook Page applications available for tabs, including Events, Reviews and Discussions. If the functionality you want for your Facebook Page isn't yet available via an existing application, you can build your own. Third party developers can also use tabs. Since each tab has its own URL, you can choose any of them as the landing Page for your Facebook Ads and off-site promotion. You can also choose which tab to set as the default when users who aren't yet Fans organically navigate to your Facebook Page from within Facebook.

Photos tab





Key New Features and Opportunities (continued)

Additional Insights

Measuring Engagement and Interaction

The Facebook Pages Insights tool will include new data on Fans' engagement with posts from your Page. You'll be able to see how many comments Fans make on your posts, and you'll also be able to track how many Facebook users start and stop viewing your posts in News Feed.

Insights Tool



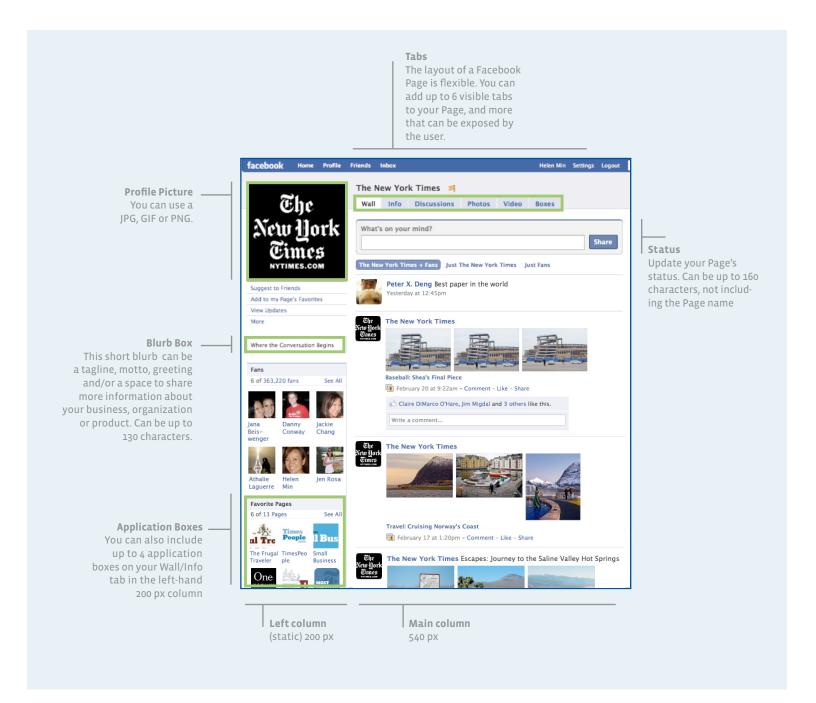


Product Specifications

Key Elements & Product Specifications

Getting Started

When you create your Page, you must select a permanent name and category. Thereafter, most of the settings and features you choose for your Page can be revised at any time—including your profile picture, which is the first thing to add.





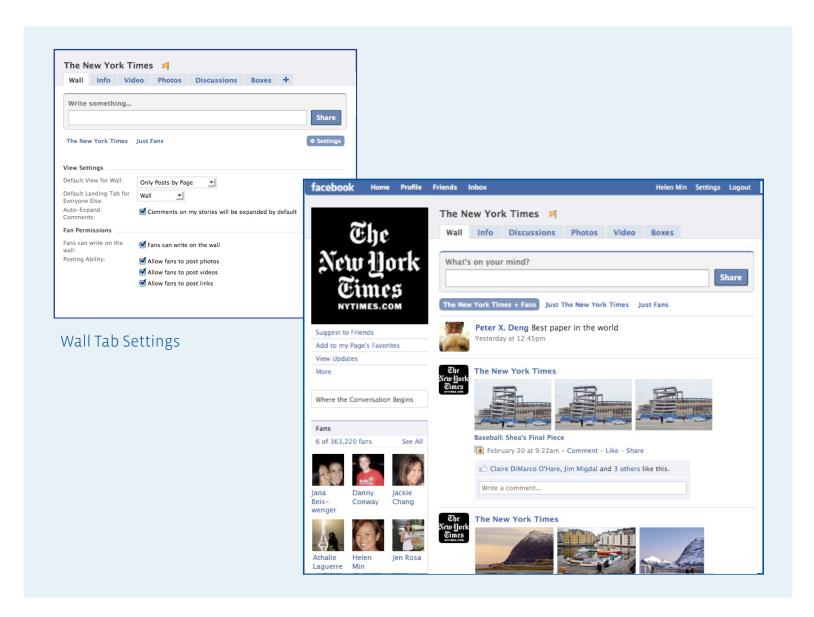
Product Specifications (continued)

Update Streams

Wall

The Wall tab closely resembles the Wall tab on a user profile. You and your Fans can use the turnkey publisher tool in the main column to share comments and even rich media. Posts by your Page go to your Fans' News Feeds, and comments by your Fans go to their friends' News Feeds. Those posts will hyperlink back to your Page.

Adjust your Wall tab settings to control what content Fans can post to your wall, whether that content appears in the default Wall view and what the default landing Page looks like for non-Fans (the default view for Fans and logged-out visitors will always be the Wall tab).





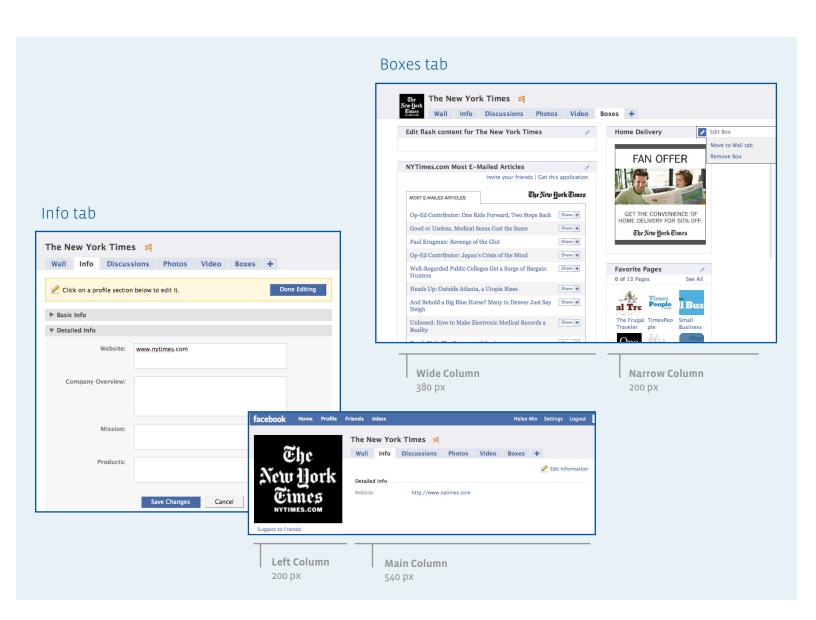
Product Specifications (continued)

Tabs

By default, a Facebook Page has a Wall Tab, and Info Tab and a Boxes Tab if your Page has applications.

The Info tab lets you share key information about your company such as website, mission, overview, and products. Depending on which category of Page you create, different fields will be available. For example, for a film Page, fields like release date, genre, and studio are available, whereas for a restaurant Page, fields like location, attire, and culinary team are available. The information appears in the main column.

The Boxes tab is where you can add application modules in the wide and narrow columns. You can 'drag and drop' the application modules around the Page. Some applications, however, are designed for only the main or narrow column of the Page.





Product Specifications (continued)

The applications you can choose for your Boxes tab include:

Discussion Boards: Users can discuss your products, promotions, and more. This application is available as a full tab.

Video: You can upload an unlimited number of videos to your Facebook Page. You can choose whether or not to allow Fans to upload their own videos. This application is available as a full tab.

Facebook supports high definition video and audio. Please target your video to have the highest image quality possible while still under the 1GB limit.

Acceptable Formats—

.mpe (MPEG Video) .mpeg (MPEG Video) .mpeg4 (MPEG-4 Video) .nsv (Nullsoft Video) .ogm (Ogg Format) .qt (QuickTime Movie) .vob (DVD Video) .wmv (Windows Media Video .mov (QuickTime Movie) .mp4 (MPEG-4 Video) .flv (Flash Video) .3g2 (Mobile Video)

.3gp (Mobile Video) .3gpp (Mobile Video) .asf (Windows Media Video) .avi (AVI Video) .m4v (MPEG-4 Video) .mkv (Matroska Format)

Photos: You can upload unlimited photos and choose whether or not to allow Fans to upload their own photos. This application is available as a full tab.

Events: Inform Fans of movie premieres, in-store sales, concert dates and more by posting an event. Once a user RSVPs, it will be added to her calendar, and her friends may see the event in News Feed. This application is available as a full tab.

Static FBML: FBML, Facebook's version of HTML, lets you customize a rich, interactive experience. You can add as many as 10 FMBL modules to the Boxes and "Wall" tab of your Page (up to four on the Wall tab). The Static FBML application is also available as a full tab, where you can embd Flash animations. The FBML tab can be as wide as 760-pixels and has no restrictions on height.

Reviews: Users can write a one- to five-star review. This application is available as a full tab.

Other Platform applications: There are thousands of Facebook Platform applications built by 3rd party developers available for use on your Facebook Page. Over time, more and more of these will be available as full tabs for your Page.