



# 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

The screenshot displays the Facebook interface for 'The New York Times' page. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Helen Min', 'Settings', and 'Logout'. The page header features the 'The New York Times' logo and a star icon, with tabs for 'Wall', 'Info', 'Discussions', 'Photos', 'Video', and 'Boxes'. A text input field asks 'What's on your mind?' with a 'Share' button. Below this, there are buttons for 'The New York Times + Fans', 'Just The New York Times', and 'Just Fans'. The main content area shows a post by Peter X. Deng with the text 'Best paper in the world' and a timestamp of 'Yesterday at 12:45pm'. Below the post is a photo of a building and the text 'Baseball: Shea's Final Piece' with a timestamp of 'February 20 at 9:22am'. A comment by Claire DiMarco O'Hare, Jim Migdal, and 3 others is visible. The left sidebar contains a 'Fans' section with 6 of 363,220 fans, a 'Where the Conversation Begins' section, and a 'FAN US' section with a 'FAN US NOW & JOIN THE CONVERSATION' banner. The bottom of the page shows another post by 'The New York Times' with the text 'Escapes: Journey to the Saline Valley Hot Springs' and a timestamp of 'February 17 at 1:20pm'.



# 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.

## Publishing to Wall

The screenshot illustrates the Facebook interface for 'The New York Times' page. It shows the 'Wall' tab selected, with a 'What's on your mind?' text box and a 'Photos' button. Below this, an album titled 'Baseball: Shea's Final Piece' is being created, with a location field. A 'Share' button is visible next to the text box. The bottom right shows the published post, featuring three photos of Shea Stadium and the caption 'Baseball: Shea's Final Piece' posted on February 20 at 9:22am. The post includes a 'Like' button and a list of users who liked it: Claire DiMarco O'Hare, Jim Migdal, Soraya Darabi, and 2 others. A comment box is also present below the post.



## 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

The screenshot illustrates the new status update feature on a Facebook Page. On the left, a sidebar for 'The New York Times' page includes options like 'Suggest to Friends', 'Add to my Page's Favorites', and 'View Updates'. The main content area shows the page's navigation tabs (Wall, Info, Discussions, Photos, Video, Boxes, +) and a 'What's on your mind?' text box with a 'Share' button. Below this, a user named Josh Wiseman is shown loving the page. The main news feed area shows a welcome message to Helen and a status update from 'The New York Times' that says 'Join our latest conversation on the discussions tab' at 6:46pm. Other posts in the feed include a news article by Sean Bruich about California's same-sex marriage ban and a photo by Brandon Brock. The right sidebar features 'TODAY' events, 'HIGHLIGHTS', and a 'Connect with more friends' section.

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

The screenshot displays the Facebook interface for 'The New York Times' page, specifically the 'Photos' tab. At the top, the page name and logo are visible, along with navigation tabs for Wall, Info, Discussions, Photos (selected), Video, and Boxes. Below the tabs, there is a '+ Create a Photo Album' button. The main content area shows 'The New York Times's Albums' with 566 photo albums and a 'View Comments' link. A pagination control shows '1 2 3 4 5 Next'. Five photo album thumbnails are displayed in a row, each with a title and photo count:

- Fashion & Style: At the Parties** (3 photos)
- Travel: A Weekend in Washington, D.C.** (3 photos)
- Home & Garden: Box of Tricks** (3 photos)
- Baseball: Shea's Final Piece** (3 photos)
- Profile Pictures** (12 photos)



## 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.

#### Tabs

The layout of a Facebook Page is flexible. You can add up to 6 visible tabs to your Page, and more that can be exposed by the user.

**Profile Picture**  
You can use a JPG, GIF or PNG.

**Blurb Box**  
This short blurb can be a tagline, motto, greeting and/or a space to share more information about your business, organization or product. Can be up to 130 characters.

**Application Boxes**  
You can also include up to 4 application boxes on your Wall/Info tab in the left-hand 200 px column

#### Status

Update your Page's status. Can be up to 160 characters, not including the Page name



Left column  
(static) 200 px

Main column  
540 px



## 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).

**The New York Times** 🚩

Wall Info Video Photos Discussions Boxes +

Write something...

The New York Times Just Fans

**View Settings**

Default View for Wall:

Default Landing Tab for Everyone Else:

Auto-Expand Comments:  Comments on my stories will be expanded by default

**Fan Permissions**

Fans can write on the wall:  Fans can write on the wall

Posting Ability:  Allow fans to post photos  
 Allow fans to post videos  
 Allow fans to post links

#### Wall Tab Settings

facebook Home Profile Friends Inbox Helen Min Settings Logout

**The New York Times** 🚩

Wall Info Discussions Photos Video Boxes

What's on your mind?

The New York Times + Fans Just The New York Times Just Fans

**Peter X. Deng** Best paper in the world  
Yesterday at 12:45pm

**The New York Times**

**Baseball: Shea's Final Piece**  
February 20 at 9:22am - Comment - Like - Share

Claire DiMarco O'Hare, Jim Migdal and 3 others like this.

Write a comment...

**The New York Times**

**Suggest to Friends**  
**Add to my Page's Favorites**  
**View Updates**  
**More**

Where the Conversation Begins

**Fans**  
6 of 363,220 fans [See All](#)

**Jana Beiswenger**  
**Danny Conway**  
**Jackie Chang**  
**Athalie Laguerre**  
**Helen Min**  
**Jen Rosa**





## 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.

### Boxes tab

Wide Column  
380 px

Narrow Column  
200 px

### Info tab

Left Column  
200 px

Main Column  
540 px



## 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)	.vob (DVD Video)	.3gp (Mobile Video)
.mpeg (MPEG Video)	.wmv (Windows Media Video)	.3gpp (Mobile Video)
.mpeg4 (MPEG-4 Video)	.mov (QuickTime Movie)	.asf (Windows Media Video)
.nsv (Nullsoft Video)	.mp4 (MPEG-4 Video)	.avi (AVI Video)
.ogm (Ogg Format)	.flv (Flash Video)	.m4v (MPEG-4 Video)
.qt (QuickTime Movie)	.3g2 (Mobile 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 FBML 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 embed 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.