



# Facebook Pages

February 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 navigation 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 are three images of a stadium. The post is dated 'February 20 at 9:22am' and has a comment from Claire DiMarco O'Hare, Jim Migdal, and 3 others. A comment input field is visible. Below this, there is another post by 'The New York Times' with three images of a coastal town and a boat. The post is dated 'February 17 at 1:20pm'. At the bottom, there is a post titled 'Escapes: Journey to the Saline Valley Hot Springs' with three images of a hot spring. On the left sidebar, there is a 'Suggest to Friends' button, 'Add to my Page's Favorites', 'View Updates', and 'More'. A section titled 'Where the Conversation Begins' is also present. The 'Fans' section shows '6 of 363,220 fans' and 'See All'. Below this are profile pictures of fans: Jana Beiswenger, Danny Conway, Jackie Chang, Athalie Laguerre, Helen Min, and Jen Rosa. At the bottom of the sidebar, there is a 'FAN US' section with a large blue text graphic that says 'FAN US NOW & JOIN THE CONVERSATION'.



# 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. Soon, these posts can appear in your Fans' News Feeds.

## Publishing to Wall

The screenshot illustrates the process of publishing content to a Facebook Page's Wall. It is divided into two main sections:

- Top Section (Publishing Form):** Shows the 'The New York Times' page header with navigation tabs (Wall, Info, Discussions, Photos, Video, Boxes, +). Below is the 'What's on your mind?' text input field. A 'Photos' button is visible, and the 'Album Name' field is populated with 'Baseball: Shea's Final Piece'. A 'Location' field is also present.
- Bottom Section (Published Post):** Shows the same page header. The 'What's on your mind?' field now contains a 'Share' button. Below it, a post titled 'Baseball: Shea's Final Piece' is displayed, featuring three photos of a stadium under construction. The post includes the date and time 'February 20 at 9:22am' and a list of users who liked it: 'Claire DiMarco O'Hare, Jim Migdal, Soraya Darabi and 2 others like this.' A comment input field is visible below the post.

On the left side of the bottom section, a sidebar menu is visible with the following options: Edit Page, Add Admins, Send an Update to Fans, Promote Page with an Ad, Get more Fans with SMS, Suggest to Friends, Add to my Page's Favorites, View Updates, Remove me from Fans, and Remove from my Page's Favorites.



## 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. Soon, these statuses will appear in Fans' News Feeds.

#### Status Update

The screenshot illustrates the new feature of Pages posting statuses. On the left, a preview of the 'The New York Times' page shows a status update: 'Join our latest conversation on the discussions tab'. This update is shown in a user's news feed on the right, where it is highlighted with a green box. The news feed shows the update from 'The New York Times' at 6:46pm, followed by other posts from Sean Bruich and Brandon Brock. The interface includes navigation tabs (Wall, Info, Discussions, Photos, Video, Boxes, +), a search bar, and various social actions like 'Share', 'Like', and 'Comment'.

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 'The New York Times' is visible with a flag icon. Below the name are navigation tabs: Wall, Info, Discussions, Photos (selected), Video, Boxes, and a plus sign. A button '+ Create a Photo Album' is located to the right. The main content area shows 'The New York Times's Albums' with 566 Photo Albums and a 'View Comments' link. A pagination indicator shows '1 2 3 4 5 Next'. Five photo album thumbnails are displayed in a row:

- 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

The screenshot shows a Facebook Page for 'The New York Times'. The page is divided into two main columns. The left column (static) is 200 px wide and contains the profile picture, a blurb box, and application boxes. The right column (main) is 540 px wide and contains the page tabs, a status box, and a feed of posts. The page tabs are 'Wall', 'Info', 'Discussions', 'Photos', 'Video', and 'Boxes'. The status box contains the text 'What's on your mind?' and a 'Share' button. The feed shows several posts, including one by Peter X. Deng titled 'Best paper in the world' and another by The New York Times titled 'Baseball: Shea's Final Piece'.

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.

#### Stream

If you choose not to 'Show posts from fans in the default view' in the Wall Settings, a new tab will appear. This new tab, called Stream, will only contain posts by your Page. The Wall tab will then only contain posts by Fans.

**The New York Times** 🚩

Wall Info Discussions Photos Video Boxes +

What's on your mind?

Share

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

**View Settings**

Default Landing Tab for Everyone Else: Wall

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

Combine Posts:  Show posts from fans in the default view

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

If unchecked, Stream tab appears

facebook Home Profile Friends Inbox Helen Min Settings Logout

**The New York Times** 🚩

Stream Wall Info Discussions Photos Video >> +

What's on your mind?

Share

Settings

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 Helen Jen Rosa

**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**



## 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). This application is available as a full tab. Please see above for the main and narrow column dimensions. The FBML tab can be as wide as 760-pixels and has no restrictions on height.

**Flash Player:** Flash is a good medium for games or other rich, interactive experiences. Flash animations and actions are triggered upon a user interaction. You can add as many as 10 Flash modules to the Boxes and Wall tab your Page (up to four on the Wall tab). The Flash tab can be as wide as 760px 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.