

Facebook Timeline Page Quick Reference

Image Sizes:

- Cover Photo – 851 x 315 pixels
- Profile photo – 180 x 180 pixels
- App Thumbnail image – 111 x 74 pixels
- Highlighted & milestone images - 843 x 403 pixels
- Images within wall posts – display as 404 x 404 pixels.

Admin Panel

If you are an admin of your page, it is important to become very familiar with this area.

Edit Page

From here you can:

- **Update your Basic Information.** It is good to review this area on a regular basis to make sure all information is up to date. Fill this area out as completely as possible so fans know who you are, what you do and how to contact you.
- **Manage Permissions.** Who can post, who can see posts, etc.
- **Manage Administrators of the Page.**
- **Manage your notifications/Change your settings.** How you post and how you are notified when there is activity.



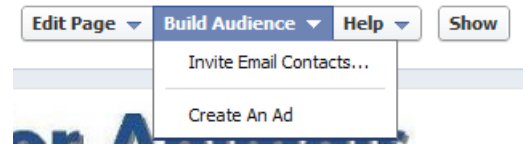
If you click on any of these you can also:

- Determine Featured “Likes” and Page Owners.
- Access Resources on how to better manage your page.
- View your Apps.
- Manage settings to manage your page via mobile device.
- Access your Insights.
- Get Help.
- Create Check-in Deals.

Build Audience

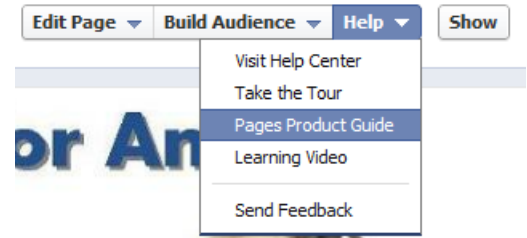
From here you can:

- **Invite email contacts** from your personal external email contact list such as Skype or Yahoo! Mail to like the page you administer.
- **Create an ad.** See below.



Help

Get access to all types of resources to assist you in managing your page.



Insights

Reviewing your insights on a regular basis will help you determine what types of engagement are getting the most traction with your fan base as well what has the best potential for increasing your fan base.

Ways to measure your engagement:

- Total likes = the number of people who like your page.
- Friends of Fans = the number of unique people who were friends with people who liked your page on the last date of your insights. This is essentially the number of people who might potentially see your content.
- People talking about this = people in the last 7 days who have engaged with your page in some way (comment, like, posted, shared, etc.)
- Weekly total reach = unique people who have seen any of your content over the last week.
- Insight Demographics – clicking on each of the above categories will break down each by demographics.
- Review the list of posts on your overview to see which ones resonated with your audience. This will help you determine post content, day of week and time for future posts.

Get more information about Facebook Insights at

http://ads.ak.facebook.com/ads/FacebookAds/Page_Insights_en_US.pdf

Cover Photo

- Image size - 851 x 315 pixels, jpg format
- No price or purchase info, no contact information (web, email, phone) intended for about section, no references to user interface elements such as like or share, no calls to action (get it now or visit website), can't encourage others to upload your photo to their page. Facebook will take down photos (or even entire pages) that violate this policy.
- Change often and use to highlight current activity.
- Use to highlight your brand through colors and design. Ideas for imagery:
 - As a representation of your ideal audience
 - A product that speaks for itself
 - For events.

- Highlight your team behind the brand
- Highlight a program or service you offer. Use a photo to create curiosity and start a conversation.
- Profile pic – 180 x 180 pixels

Custom Apps (formerly Tabs)

- App Thumbnail Image - 111 x 74 pixels, jpg format.
- You can have up to 12 with 4 always on display. The first one will always be photos – it cannot be moved. However, make sure the remaining 3 on display are the most important – what you really want your fans to view or on which to take action.
- Choose from 3rd party apps or use iframes to create custom apps.
- Each has its own unique URL making it easy to tweet, post, etc. this clickable link to drive traffic outside Facebook to any app page.
- Hover over an app and click the edit pencil to change the order of apps, edit the app settings (remove app, change thumbnail or name) or uninstall an app, or link to it.
- You can create custom thumbnails for the apps. To change the thumbnail for an app:
 - Create your 111 x 74 pixel image in jpg format. See example to the right.
 - Expand all apps by clicking the small down arrow to the right of the four app display.
 - Hover over the app you wish to modify.
 - Click the edit pencil and click Edit Settings.
 - Click Change next to Custom Tab Image > change > upload an image.
 - The photo app is stationary and will always display the latest photo – cannot customize thumbnail.
- **Creative Tip:** If you have a particular app on which you would like fans to click, consider creating a call to action with an image in a wall post (404 x 404 jpg) with a message inside the image and pinning it to the top of the timeline. For example, if you have an app which allows fans to sign up for your email newsletter, create an image with a message “Sign up for our email newsletter!” with an arrow pointing strategically to the app on which they should take action.



Engaging Fans

- **Post Regularly.** Optimally at least once a day and no less than twice per week.
- **Be consistent.** The more you post great data on a regular basis the more you will secure and grow your fan base.
- **Use an editorial calendar to plan conversations.** Literally map out all major happenings for a 30 -90 day period (events, new products, announcements, specials, holidays, seasonal tips, etc.) and then spend just a little time each week planning your actual posts.
- **Keep posts short.** No more than around 150 characters per post. Keep them even shorter if you are using an app to tweet your Facebook posts.

- **Think about optimal time** – look at demographic info, your insights. Experiment to see what's right for you.
- **Respond to comments and messages in a timely manner.**
 - If fans are commenting on your page, jump into the conversation while the conversation is taking place. "Like" their comments and respond with comments of your own.
 - Fans can now send you direct messages and these should be responded to within a short period of time. Handle them as if you would an email from a customer. If you can't dedicate time to respond to messages in a timely manner, then turn this feature off by going to Edit Page at the top of your Admin Panel. Click "Manage Permissions" and then locate "Messages" about 2/3 of the way down the page. Uncheck the box to remove the Message button from your page. Note: A fan must message you before you can message a fan.
- **Tag your content** - When you post ANYTHING on Facebook that mentions a person, place or thing with a Facebook page, tag them. It will make it more likely your content will be seen. This applies to status updates as well as photos, videos and location check-ins. This is a great way to get additional exposure when you thank people, groups, venues that support you.
- **Grab their attention.** Start posts with a header to indicate what you are sharing, i.e. "What a great article/photo!", "Important Update on Enrollment", etc.
- **Use questions/fill in the blank posts to get fans engaged.** They can be fill in the blank, open ended, etc., but ask your fans to give their input and opinions.
 - Doesn't always have to be about serious business – have fun!
 - Make sure questions don't require a long post to respond.
- **Use photos and videos** – 120% more engagement on photos than average posts. Videos get 100% more engagement. **Tip:** One way to do this is to post an article from another source. FB will pull the photo from the article assuming their feed is correct and they use a good photo.
- **Openly encourage fans to leave comments, click the like button or share.**
- **Give fans exclusive access to content.** If applicable, offer fan only discount codes and specials.
- **Lead fans where you want them to go or to where they can take action.** Include links to web pages where they can register or RSVP for an event, take a survey, get a coupon, etc. Make sure to measure how effective Facebook is in driving traffic to this location so you can modify future efforts accordingly.
- **Curate and Aggregate.** Become the go to authority in your area by posting 3rd party content that your audience will find valuable.
- **When documenting Milestones, use great imagery and clickable links.**
- **Review your insights.** Determine which of your posts are driving the most engagement, learn about which of your fans are engaging to help you target those demographics later.
- **Get your team on board to share your posts.** When multiple people share a link it creates a related news feed, thus increasing your chances to be seen. Don't force anyone to share; simply send an email celebrating a particular news item, event, etc. Remind employees that if they're excited about it too, they can share on social networks, like Facebook. You can even draft status updates they can easily copy and paste if they're short on time.

Managing Your Timeline

- **Document your Milestones.** Milestones are a great way to highlight important historical events in the past and to call attention to achievements and key events as they occur.
 - Will be placed in chronological order in your timeline and will always expand across both columns.
 - Use good imagery (Milestone photos display at 843 x 403 pixels) to grab attention as well as clickable links to let fans take action or find out more info.
 - To add milestones:
 - Click Milestone in the sharing tool at the top of your Page's timeline
 - Add a headline, location, date and details for your milestone as well as a photo.
 - Click Save. OR
 - From anywhere on your Page's timeline, scroll to a spot and click to post a milestone or other type of story to a particular date.
- **Highlight your most important posts.** Hover over the right corner of the post and click the star. (Unclick the star to un-highlight).
 - The post will stretch across your timeline, calling additional attention to it.
 - You can highlight multiple posts.
- **Pin important posts to the top of your timeline.** Useful for keeping timely information at the top of your page.
 - Hover over the right corner of the post and click pencil to pin. An orange ribbon will appear indicating the post is pinned.
 - The post will stay at the top for 7 days
 - You can only pin one post at a time. If you choose another post to pin, current post will move down to normal spot. You can unpin at any time.
 - To keep the same post pinned to the top, simply re-pin after 7 days.
- **Set up and Optimize Events**
 - Manage> Edit page> Apps> Events
 - Allow non-admins to write on the wall
 - Invite as many fans as possible
 - Include as much info as possible
 - Include link to outside pages if needed (i.e. if there is a paid event, registration, etc.)
 - Use FB event to answer questions and encourage people to attend.
- **Schedule posts through Facebook scheduler or third part app.**
- **Control who sees your posts with Targeted Posts**
 - Enhanced Page Post Targeting – Facebook recently began a limited rollout of this feature. Some pages have the ability to target to very specific demographics such as gender, relationship status, education status and age. This can be a very useful tool in controlling who sees your posts. Page managers should keep in mind that this information is pulled from fans' profiles and is effectiveness of targeting is dependent on completed profile information.

Maximize Your Reach with Paid Advertising

Note: Using paid advertising requires you to use the page as yourself (personally) and have a method of payment.

- **Facebook Ads.** Do your research first to determine what you will be promoting, your target audience, the design and message for your ad, and your budget. Learn more about Facebook ads at <https://www.facebook.com/help/?page=175624025825871>.
 - To create an ad, click on Build Audience at the top of your Admin Panel and then Create Ad. This will require you move forward as yourself individually.
 - Choose the page for which you are creating the ad.
 - Choose the destination where the ad will send user, i.e. main page, one of your tabs, external URL.
 - Give a call to action in the body. You have 135 characters for your message.
 - Upload an attention-grabbing, colorful image. Studies show logos get least amount of clicks, images of real people (particularly friendly, smiling women) get the most clicks.
 - Choose your demographics. One of the great things about Facebook Ads is the ability to target very specific demographics. Do your research ahead of time to maximize your return on investment.
 - Your cost will be determined by whether you choose Pay per Click (CPC) or Pay per Impression (CPM).
 - Determine how much you want to pay per ad. Facebook will give you a range and you determine from there how much you want to pay. Remember you will be competing for prime placement against other advertisers so don't go too low on your bid or your ads might not be effective. It has been suggested to stay around the middle or just a bit lower.
- **Page Post ads** – turn post into an ad that shows up on the right hand side using the same steps as above.
- **Promoted Posts.**
 - From your post, hover over the lower right hand corner, click “Promote” and select a budget option.
 - Your post will show up organically in news feeds of your fans and be boosted by the paid option for 3 days.
 - Pro – less expensive than regular paid ads.
 - Cons – can't do specific targeting as with regular or Page Post ads.
 - Can only use for recent posts.
- **Offers** – “digital coupons” can be easily created with this easy paid advertising feature.