



# Facebook Pages

Facebook Pages are a free product for organizations, public figures, businesses, and brands to express themselves and communicate with people on Facebook.

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, public figures, businesses, and brands to connect with people 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.



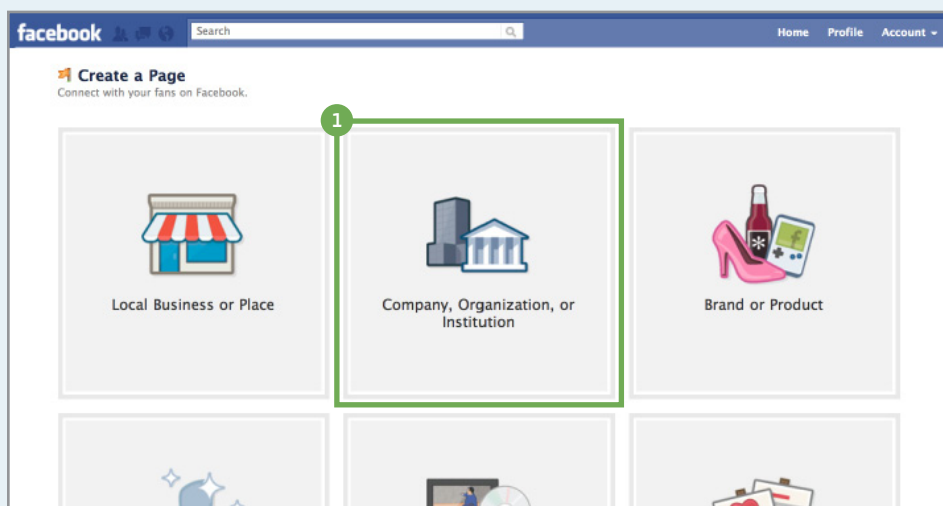
# Build a Page: Get Started

## 1 If You Already Have a Profile

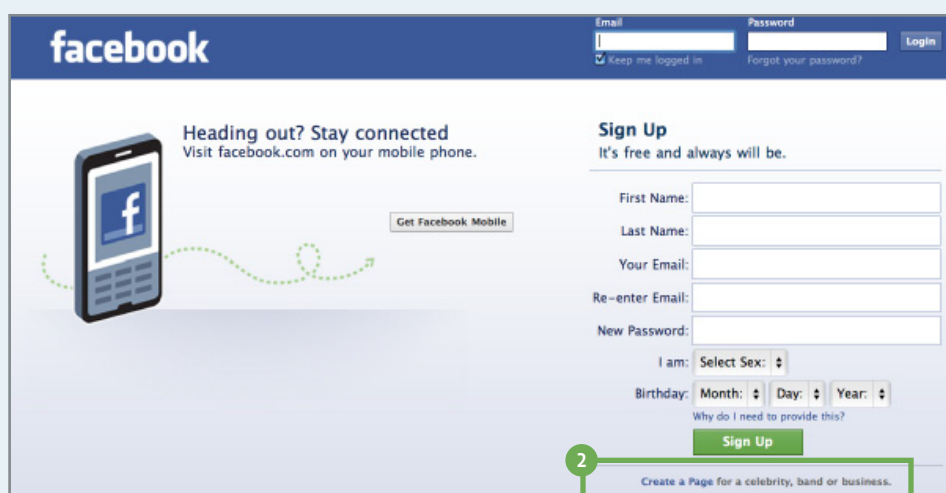
Go to [www.facebook.com/page](http://www.facebook.com/page) to choose your Page category and get started.

## 2 If You Do Not Have a Profile

Click the “Create a Page” link on [www.facebook.com](http://www.facebook.com) to create a Profile and Page together. You must have an authentic Facebook profile to manage a Page. The Profile you create will automatically be the Administrator of the Page.



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



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 profile picture box and select “Change Picture”.
- 2 Add a summary that tells users a little information about your organization, public figure, or business.
- 3 You can also click “Edit Page” to change your profile picture and Page information.

**facebook** Search Home Profile Account

**Animal Rescue Organization** Get Started Like

Community Edit Info

**1** Invite your friends  
Start building your fan base by suggesting this Page to friends who might like it.  
Suggest to Friends

**2** Tell your fans  
Let your current customers and subscribers know about your new Page.  
Import Contacts

**3** Post status updates  
Share your latest news.  
Post Update

**Admins (1)** See All

Use Facebook as Animal Rescue Organization  
View Insights  
Suggest to Friends

**1** Get Started  
Wall  
Info  
0 people like this  
Add to My Page's Favorites  
View Pulse  
Share

**3** Edit Page

## Page Admin View

Follow the steps to build Page content and connections.

**Animal Rescue Organization** View Page

Select an image file on your computer (4MB max):

Choose File no file selected

OR

Take a Picture

Edit Thumbnail  
Remove Your Picture

By uploading a file you certify that you have the right to distribute this picture and that it

**3** Your Settings  
Manage Permissions  
Basic Information  
Profile Picture  
Featured  
Marketing  
Manage Admins  
Apps  
Mobile  
Insights  
Help

## Edit Page View: Profile Picture



# Build a Page: The Wall

- 1 The Wall is the place where your updates and posts are displayed.
- 2 You can show posts from “Everyone” with the most interesting posts first, or posts from your Page in reverse chronological order.
- 3 This is the space where all posts from admins and fans can appear.
- 4 Click “Edit Page” and go to the “Manage Permissions” section to adjust who can post on your Wall and moderation filters.

**facebook** Search Home Profile Account

**Animal Rescue Organization**  
Community Edit Info

**Wall** Everyone · Animal Rescue Organization

Share: Status Question Photo Link Video

Write something...

This is your page wall. Share stories, photos, post links, and upload videos for your fans to see.

RECENT ACTIVITY

Animal Rescue Organization joined Facebook.

Admins (1) See All

Use Facebook as Animal Rescue Organization

View Insights

Suggest to Friends

Page Admin View

**Animal Rescue Organization** View Page

Page Visibility: ☐ Only admins can see this Page

Country Restrictions: Type a country... What is this?

Age Restrictions: Anyone (13+) What is this?

Wall Tab Shows: Everyone Expand comments on stories

Posting Ability: ☒ Users can write or post content on the wall  
☒ Users can add photos  
☒ Users can add videos

Moderation Blacklist: Comma separated list of terms to block... [?]

Edit Page View: Manage Permissions

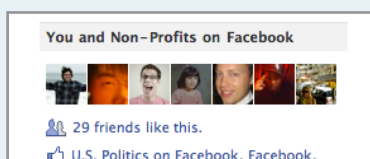


# Build a Page: Understand the Features

- 1 The Like button is how users connect to your Page. When a person clicks the Like Button, a News Feed story is shared with his/her friends (e.g. "Robin likes Your Page").
- 2 These are your navigation links and applications. The pre-populated links may vary depending on your Page Category. Click "Edit" to move and delete links.
- 3 This is the Photostrip. The most recent photos that you tag your Page in or post to your Wall will appear here. To hide a photo, roll over it and click the X in the top right corner.
- 4 Use the Publisher to post an update, poll, photo, link, or video. Type the text in the box and click Share. The content will appear on the Wall and in the News Feeds of people who like your Page.

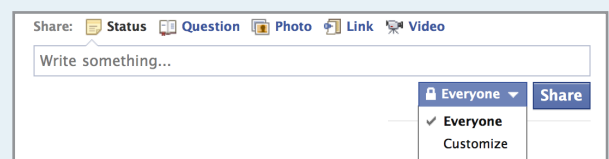
The screenshot shows the Facebook interface for a page named "Non-Profits on Facebook".

- Callout 1:** Points to the "Like" button located next to the page name.
- Callout 2:** Points to the left-hand navigation menu, which includes links like "Wall", "Admin View", "Info", "Stories", "Get Started", "Discussion Boards", "Notes", and "More".
- Callout 3:** Points to the "Photostrip" area, which displays a horizontal row of recent photos.
- Callout 4:** Points to the "Publisher" area, which includes a text box for "Write something...", a "Share:" dropdown menu with options for Status, Question, Photo, Link, and Video, and a "Write a comment..." box below the post.



## Mutual Friends and Interests

People visiting your page will see connections they have in common with your Page.



## Customize Your Post

Target users from a specific geographic region and post in different languages to increase relevance.



# Build a Page: More Features

- 1 You can always find your Page by typing the Page Name into the Search Box.
- 2 The the number of people who Like your Page appears under the navigation links in the left column.
- 3 “Likes” shows a list of other Pages that your Page is affiliated with or interested in. To feature a Page you like, click the Page’s Like Button when you are using Facebook as your Page. Then click “Edit Page” and select the Page in the “Featured” section.
- 4 You can feature “Page Owners” and link to their personal profiles from your Page. To feature a Page Owner, click “Edit Page” and select the Admin in the “Featured” section.

The screenshot shows the Facebook interface for the 'Non-Profits on Facebook' page. The page is a Local Business page with a cover photo showing hands holding a globe. The left sidebar contains navigation links: Wall, Admin View, Info, Stories, Get Started, Discussion Boards, Notes, and More. The main content area shows the page name, a 'Like' button, and a 'Wall' section with a post from 'Non-Profits on Facebook' about Facebook's 7th birthday. The right sidebar shows 'Admins (9)', 'You and Non-Profits on Facebook', and '29 friends like this'. The bottom section shows 'Page Owners' with a link to Mandy Zibart.

**1** Search box at the top of the page.

**2** Number of people who like the page (319,763) displayed below the navigation links in the left column.

**3** 'Likes' section showing a list of other Pages that the page is affiliated with or interested in.

**4** 'Page Owners' section showing a link to the page owner's profile (Mandy Zibart).



# Use Facebook as Your Page

- 1 The “Your Settings” section of the Edit Page View allows you to set defaults for how you post to your Page - as yourself or your Page - and set-up email notifications.
- 2 Click “View all email settings for your pages.” to enable other Page notifications.
- 3 Select “Use Facebook as Page” in the Account Menu in the top-right corner to to navigate and interact with other areas of Facebook as your Page.
- 4 When you use Facebook as your Page, you will receive notifications in the top-left corner when people Like or interact with your Page.

**Non-Profits on Facebook** View Page

**1 Your Settings**

- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Marketing
- Manage Admins
- Apps
- Mobile
- Insights
- Help

**Posting Preferences:** ☒ Always comment and post on your page as Non-Profits on Facebook even when using Facebook as Mandy Zibart.  
Note: You're currently using Facebook as Mandy Zibart. To use Facebook as Non-Profits on Facebook, go to Account at the top of any page.

**Email Notifications:** ☐ Send notifications to youremail@facebook.com when people post or comment on your page.

**2 View all email settings for your pages.**

**Save Changes** **Cancel**

Edit Page View: Your Settings

**Home** **Profile** **Account**

**Mandy Zibart**

**3 Use Facebook as Page**

- Edit Friends
- Account Settings
- Privacy Settings
- Help Center
- Logout

**Account Menu**

**4 facebook** **320K** **13**

**Non-profits**

**Search**

**Link Your Page to Your Twitter Account**  
You can now export your Facebook Page updates

**Non-Profits on Facebook**  
Local Business [Edit Info](#)

**hat's your S**

**President Clinton's Birthday Wish**

**Notifications**





## Edit Page: Admins, Applications, and More

- 1 Admins can be added and removed in the “Manage Admins” section of the Edit Page View.
- 2 Type a friend’s name or email address in the text box to invite someone to manage a Page. When you send an invite to a friend, a Page Admin notification will be sent to him/her.
- 3 These are the applications that are added to your Page in the navigation links section. Click on “Edit Settings” under the application title to add, remove, or name the navigation link.

1 Your Settings

2 Manage Admins

3 Mandy Zibart Remove

Start typing a name or email... Remove

Add another admin

Save Changes Cancel

Edit Page View: Manage Administrators

3 Your Settings

Manage Permissions

Basic Information

Profile Picture

Featured

Marketing

Manage Admins

Apps

Mobile

Insights

Help

**Added Apps**

**Events**  
With Facebook Events, you can organize gatherings and parties with your friends, as well as let p know about upcoming events.  
Go to App · Edit Settings

**Photos**  
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. rotate them, and tag your friends in them.  
Go to App · Edit Settings

**Video**  
Facebook Video provides a high-quality video platform for people and pages on Facebook. With video files, send video from your mobile phone, and record video messages to your friends.  
Go to App · Edit Settings

Edit Page View: Manage Applications





# Get Insights: People Connecting

- 1 Click “View Insights” to learn about who your audience is and how people interact with your Page. *Note: you can view insights for all of your Pages at [facebook.com/insights](https://facebook.com/insights).*
- 2 Page Admins can export most of these insights to an Excel or CSV file.
- 3 Understand how many people are connected to your Page, and demographic and geographic information.
- 4 Learn about the different ways people interact with your Page.

Home Profile Account ▾

Edit Page

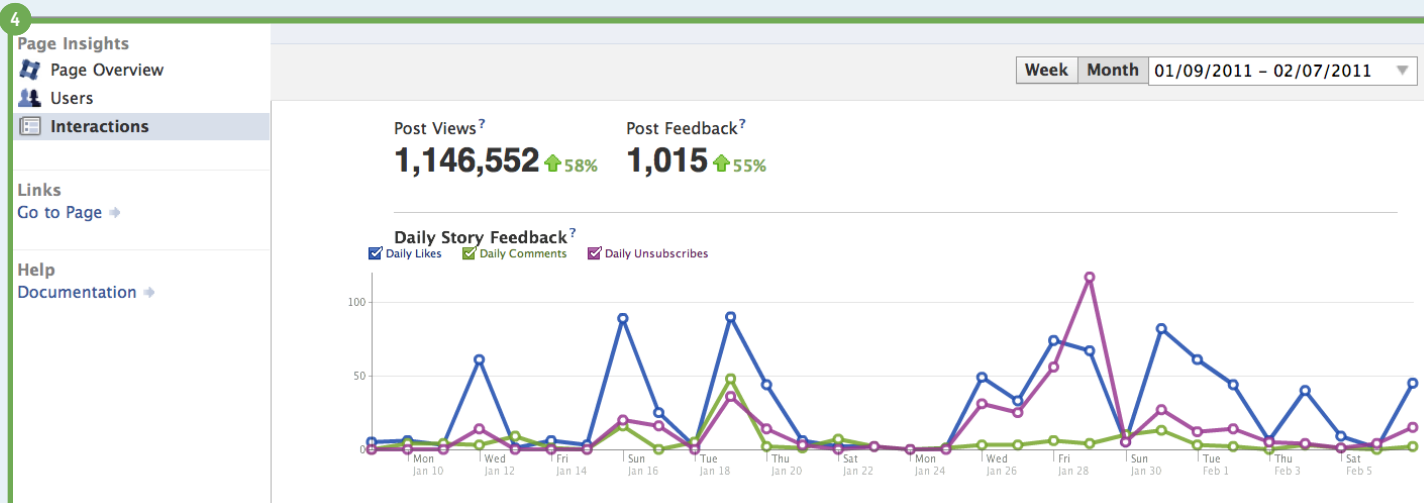
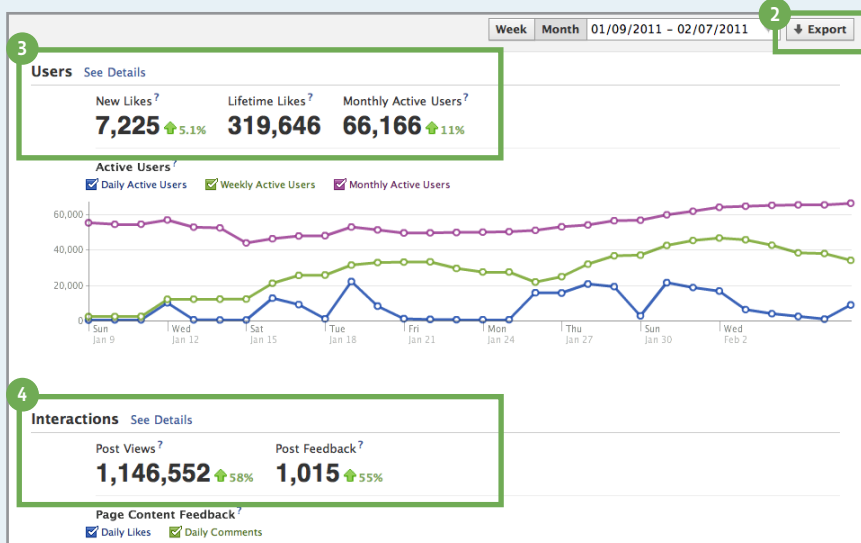
Admins (1) See All

Use Facebook as Animal Rescue Organization

Promote with an Ad

1 View Insights

Suggest to Friends





## 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>

Connect to these Pages and visit the “Resources” tabs to learn how to optimize your Page.

- [facebook.com/facebook](http://facebook.com/facebook)
- [facebook.com/facebookpages](http://facebook.com/facebookpages)
- [facebook.com/facebookads](http://facebook.com/facebookads)
- [facebook.com/marketing](http://facebook.com/marketing)
- [facebook.com/influencers](http://facebook.com/influencers)
- [facebook.com/celebs](http://facebook.com/celebs)
- [facebook.com/nonprofits](http://facebook.com/nonprofits)
- [facebook.com/education](http://facebook.com/education)
- [facebook.com/government](http://facebook.com/government)