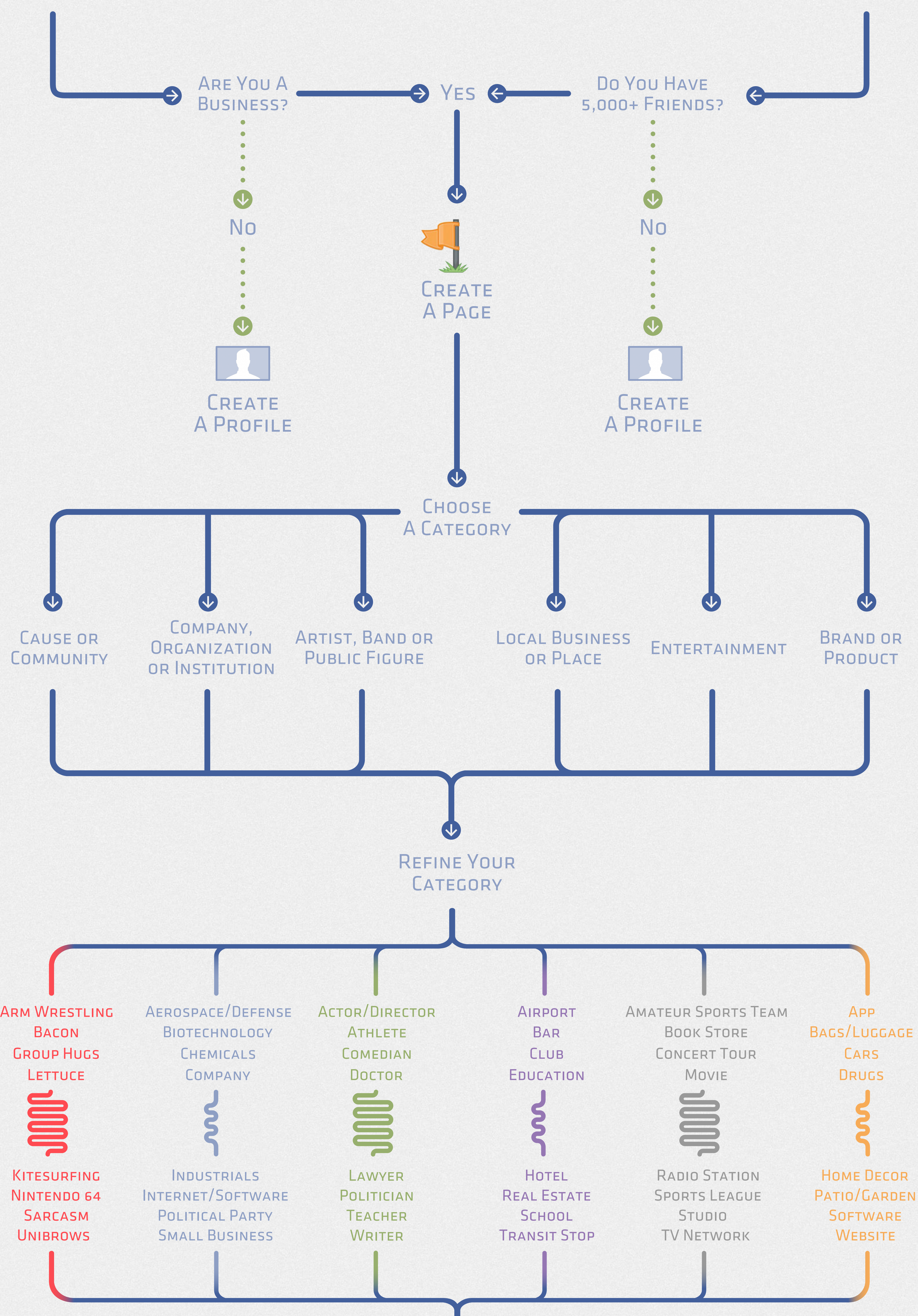


Creating A Facebook Page



START BUILDING YOUR BRAND TIMELINE

FACEBOOK FUN FACTS

- 42 MILLION PAGES HAVE BEEN CREATED¹
- 4 MILLION+ ARE BUSINESSES¹
- 9 MILLION APPS HAVE BEEN DEVELOPED¹
- 901 MILLION MONTHLY ACTIVE USERS¹
- 398 MILLION USERS ACTIVE AT LEAST 6 DAYS A WEEK²

SINCE DEC. 31, 2011

- FACEBOOK PAGES WITH 10 OR MORE LIKES: ↑ - 5 MILLION³
- NUMBER OF APPS/WEBSITES THAT INTEGRATE FACEBOOK: ↑ - 2 MILLION³

SINCE Q4, 2011

- NUMBER OF PHOTOS UPLOADED TO FACEBOOK: ↑ - 50 MILLION PER DAY³
- NUMBER OF LIKES & COMMENTS: ↑ - 5 BILLION PER DAY³

MAY 2012

TOP 5 FACEBOOK PAGES⁴

- FACEBOOK FOR EVERYONE
- FACEBOOK
- TEXAS HOLD'EM POKER
- YOUTUBE
- EMINEM

TIMELINE COVER IMAGE

851 PX X 315 PX

TIMELINE PROFILE IMAGE
180 PX X 180 PX

TIMELINE TAB IMAGE
117 PX X 35 PX

TIMELINE TAB IMAGE
117 PX X 35 PX

TIMELINE TAB IMAGE
117 PX X 35 PX

COVER IMAGE PRO TIPS

- NO CALLS TO ACTION.
- NO PRICE INFORMATION: EX. - "40% OFF."
- CANNOT REFERENCE LIKING, SHARING OR ANY OTHER SITE FEATURES.
- TRY TO USE UNIQUE AND EYE CATCHING IMAGERY TO REPRESENT YOUR PAGE.

POSTING

WHEN USING A LINK IN A POST PASTE THE URL AND THEN DELETE THE URL FOR A CLEANER LOOK.

Do:

This is a cool product on Google!

Do Not:

USING APPS

INSTALLING APPLICATIONS TO YOUR TIMELINE CAN HELP KEEP PEOPLE ENGAGED OUR PAGE AND WITH YOUR BRAND.

THEY CAN ALSO HELP CONNECT OTHER SOCIAL MEDIA CHANNELS FOR YOUR FANS TO EASILY DISCOVER.

APPS WORTH TRYING:

APPLICATIONS PRO TIPS

- MAKE SURE TO REVIEW APPS BEFORE USING. MANY ARE POORLY MADE AND WILL NOT HELP.
- IF IT LOOKS WEIRD, DON'T INSTALL IT.

POST SETTINGS

CLICK THE POST SETTINGS IF YOU WANT TO TAKE A POST AND PIN TO TOP, CHANGE THE DATE, HIDE IT FROM FANS OR DELETE/REPORT SPAM.

YOU CAN ALSO USE THE POST SETTINGS TO ADD A LOCATION. TAGGING YOUR POST WITH A LOCATION IS AN EASY WAY FOR FANS TO MEET UP WITH YOU AT EVENTS.

HIGHLIGHTING A POST

WANT TO GRAB YOUR FANS' ATTENTION? USING THE "HIGHLIGHT" OPTION WILL STRETCH YOUR POST ACROSS THE ENTIRE TIMELINE HIGHLIGHT AND IS SURE TO CATCH NEW AND OLD FANS.

HIGHLIGHTING PRO TIPS

- HIGHLIGHTING WORKS WELL FOR VIDEOS AND IMAGERY.
- YOU CANNOT HIGHLIGHT A POST AND THEN PIN IT TO THE TOP OF YOUR PAGE.

PINNING A POST

HAVE SOMETHING IMPORTANT YOU DON'T WANT BURIED BY MULTIPLE POSTS?

SELECT "PIN TO TOP" IN THE POST SETTINGS. THIS WILL MAKE IT THE #1 POST ON YOUR TIMELINE FOR 1 WEEK AND THEN PLACE IT BACK TO THE ORIGINAL DATE POSTED.

PIN TO TOP PRO TIPS

- PINNING IS GREAT IF YOU ARE PROMOTING AN EVENT OR CONTEST, FEATURING A BLOG POST OR HAVE A NEW GROUP OF PHOTOS.
- THERE IS NO LIMIT TO HOW MANY TIMES YOU CAN PIN A SPECIFIC POST.

TIMELINE BRAND PAGE ANALYSIS

WILDFIRE INTERACTIVE ANALYZED 67 LARGE COMPANIES USING TIMELINE OVER A 9 WEEK PERIOD AND THIS IS WHAT THEY DISCOVERED.³

- LIKES: ↑ 22%
- PEOPLE TALKING ABOUT THIS: ↑ 25%
- COMMENTS: ↓ 6.5%

HIGHLIGHT A MILESTONE

DOES YOUR BUSINESS OR PERSONA HAVE A RICH HISTORY?

USE THE MILESTONE OPTION TO HIGHLIGHT ALL YOUR INTERESTING ACCOMPLISHMENTS FROM PAST YEARS UNTIL THE PRESENT.

SOURCES

- HTTP://BIT.LY/JSBZA2Q
- HTTP://BIT.LY/JBRYV2
- HTTP://ON.MASH.TO/K5YRCF
- HTTP://BIT.LY/KEPW82