## Creating A Facebook Page Do You Have ARE YOU A YES G 5,000+ FRIENDS? **BUSINESS?** No No CREATE A PAGE CREATE CREATE A PROFILE A PROFILE CHOOSE **A CATEGORY** COMPANY, ARTIST, BAND OR CAUSE OR LOCAL BUSINESS BRAND OR **ORGANIZATION** ENTERTAINMENT PUBLIC FIGURE **PRODUCT** COMMUNITY OR PLACE OR INSTITUTION REFINE YOUR CATEGORY AEROSPACE/DEFENSE ARM WRESTLING ACTOR/DIRECTOR AMATEUR SPORTS TEAM **AIRPORT** APP BAGS/LUGGAGE ATHLETE BAR **BOOK STORE** BACON BIOTECHNOLOGY **GROUP HUGS** CHEMICALS COMEDIAN CLUB **CONCERT TOUR** CARS LETTUCE MOVIE DRUGS COMPANY DOCTOR **EDUCATION KITESURFING** LAWYER HOTEL RADIO STATION HOME DECOR **INDUSTRIALS** INTERNET/SOFTWARE PATIO/GARDEN NINTENDO 64 REAL ESTATE SPORTS LEAGUE POLITICIAN POLITICAL PARTY SARCASM SCHOOL SOFTWARE TEACHER STUDIO TRANSIT STOP WEBSITE UNIBROWS SMALL BUSINESS WRITER TV NETWORK **SINCE DEC. 31, 2011** FACEBOOK FUN FACTS START BUILDING FACEBOOK PAGES WITH 10 OR MORE LIKES: ↑ - 5 MILLION<sup>3</sup> YOUR BRAND TIMELINE NUMBER OF APPS/WEBSITES THAT **INTEGRATE FACEBOOK:** ↑ - 2 MILLION<sup>3</sup> 42 MILLION PAGES HAVE BEEN CREATED<sup>1</sup> **SINCE Q4, 2011** NUMBER OF PHOTOS UPLOADED TO FACEBOOK: 4 MILLION + ↑ - 50 MILLION PER DAY<sup>3</sup> ARE BUSINESSES<sup>1</sup> NUMBER OF LIKES & COMMENTS: ↑ - 5 BILLION PER DAY<sup>3</sup> 9 MILLION APPS **MAY 2012** HAVE BEEN DEVELOPED<sup>1</sup> TOP 5 FACEBOOK PAGES 4 1. FACEBOOK FOR EVERYONE 2. FACEBOOK 901 MILLION 3. TEXAS HOLDEM POKER MONTHLY ACTIVE USERS1 4. YOUTUBE 5. EMINEM **COVER IMAGE PRO TIPS** NO CALLS TO ACTION. NO PRICE INFORMATION: TIMELINE COVER IMAGE Ex. - "40% OFF." CANNOT 851 PX X 315 PX REFERENCE LIKING, SHARING OR ANY OTHER SITE FEATURES. TRY TO USE UNIQUE AND EYE CATCHING TIMELINE PROFILE IMAGE 180 PX X 180 PX **IMAGERY TO** REPRESENT YOUR PAGE TIMELINE TAB IMAGE TIMELINE TAB IMAGE TIMELINE TAB IMAGE 117 PX X 35 PX 117 PX X 35 PX 117 PX X 35 PX **APPLICATIONS USING APPS PRO TIPS POSTING** MAKE SURE TO **REVIEW APPS** INSTALLING APPLICATIONS TO YOUR TIMELINE BEFORE USING. CAN HELP KEEP PEOPLE ENGAGED OUR PAGE WHEN USING A LINK IN A POST PASTE THE URL AND THEN MANY ARE AND WITH YOUR BRAND. DELETE THE URL FOR A CLEANER LOOK. **POORLY MADE** Do: THEY CAN ALSO HELP CONNECT OTHER SOCIAL AND WILL NOT MEDIA CHANNELS FOR YOUR FANS TO EASILY HELP. \* 1 First Scribe shared a link. DISCOVER. 2 seconds ago ( IF IT LOOKS WEIRD, DON'T This is a cool product on Google! **APPS WORTH TRYING:** INSTALL IT. Google www.google.com Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what YOUTUBE TWITTER & BLOG RSS **IFRAME TABS** By Tabeusion you're looking for. Do Not: \* 1 First Scribe shared a link. 2 seconds ago ( POST SETTINGS \* This is a cool product on Google! https://www.google.com/#q=beard+hat&hl=en&prmd=imvns&so CLICK THE POST SETTINGS IF YOU WANT TO TAKE A urce=Inms&tbm=shop&ei=eiqT\_GdDoKs8ATzvuWcDg&sa=X&oi=mode\_link&ct=mode&cd=6 POST AND PIN TO TOP, CHANGE THE DATE, HIDE IT &ved=0CDgQ\_AUoBQ&bav=on.2,or.r\_gc.r\_pw.r\_cp.r\_qf.,cf.osb&f FROM FANS OR DELETE/REPORT SPAM. p=88ee5c93dfdbc558&biw=1680&bih=965 YOU CAN ALSO USE THE POST SETTINGS TO ADD A Google www.google.com LOCATION. TAGGING YOUR POST WITH A LOCATION Search the world's information, including webpages, images, videos and IS AN EASY WAY FOR FANS TO MEET UP WITH YOU more. Google has many special features to help you find exactly what AT EVENTS. you're looking for. HIGHLIGHTING \*/ **PRO TIPS HIGHLIGHTING A POST** HIGHLIGHTING **WORKS WELL** WANT TO GRAB YOUR FANS' ATTENTION? USING THE "HIGHLIGHT" OPTION WILL FOR VIDEOS STRETCH YOUR POST ACROSS THE ENTIRE TIMELINE LAYOUT AND IS SURE TO AND IMAGERY. CATCH NEW AND OLD FANS. YOU CANNOT HIGHLIGHT A POST AND THEN PIN IT TO THE TOP OF YOUR PAGE. **‡ 0** □ □ [ **PIN TO TOP PINNING A POST PRO TIPS** PINNING IS HAVE SOMETHING IMPORTANT YOU DON'T WANT GREAT IF YOU **BURIED BY MULTIPLE POSTS?** ARE PROMOTING TIMELINE BRAND AN EVENT OR SELECT "PIN TO TOP" IN THE POST SETTINGS. CONTEST, PAGE ANALYSIS THIS WILL MAKE IT THE #1 POST ON YOUR FEATURING A TIMELINE FOR 1 WEEK AND THEN PLACE IT **BLOG POST OR** BACK TO THE ORIGINAL DATE POSTED. WILDFIRE INTERACTIVE ANALYZED 67 LARGE HAVE A NEW COMPANIES USING TIMELINE OVER A 9 WEEK GROUP OF PHOTOS. PERIOD AND THIS IS WHAT THEY DISCOVERED.<sup>3</sup> THERE IS NO 122% LIMIT TO HOW HIGHLIGHT A **MANY TIMES** YOU CAN PIN A MILESTONE SPECIFIC POST. PEOPLE TAKLING ABOUT THIS **1**25% Sources DOES YOUR BUSINESS OR PERSONA HAVE A 1. HTTP://BIT.LY/JSBAZQ RICH HISTORY? 2. HTTP://BIT.LY/J98RY2 **√6.5**% COMMENTS 3. HTTP://ON.MASH.TO/K5YRCF USE THE MILESTONE OPTION TO HIGHLIGHT ALL 4. HTTP://BIT.LY/KEPWR2 YOUR INTERESTING ACCOMPLISHMENTS FROM PAST YEARS UNTIL THE PRESENT. **=** first scribe