



# Facebook Timeline for Business Pages

2/29/11

noise

**TIMELINE FOR  
BUSINESS PAGES  
HAS ARRIVED.  
HERE'S WHAT YOU  
NEED TO KNOW.**

# OVERVIEW OF CHANGES

## First, the Good News:

- Giant, sexy cover photo at the top of your page
- Pin important messages to keep them at the top for 7 days
- Highlight posts or photos to give them huge screen real estate
- Users can send private messages to a brand from the fan page
- Navigation (app tabs, photos, etc) moves to the top of the page
- Add Milestones to tell the brand's story from the beginning
- Admin panel for page admins shows activity summary, tools and tips
- Premium ad types - sponsored stories on steroids
- New "Offers" content module lets you highlight deals and specials
- Facebook insights goes real-time in the next few weeks
- Application tab size expanded to a hefty 810 pixels

# OVERVIEW OF CHANGES

## Now the Less Good News:

- Default non-fan landing pages go away
- Only 3 app tabs visible below cover photo
- Maximum of 12 applications (including FB's photo app) total
- ALL pages will be transitioned automatically on March 30, 2012. But don't worry. We'll help you make sure it kicks ass.

LIVESTRONG™

LIVESTRONG™

## Livestrong

1,613,984 likes · 34,338 talking about this · 235 were here

Message  

### Organization

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death.



4 

About

Photos

Spread the LIVEST...

Share Your Story

Blog

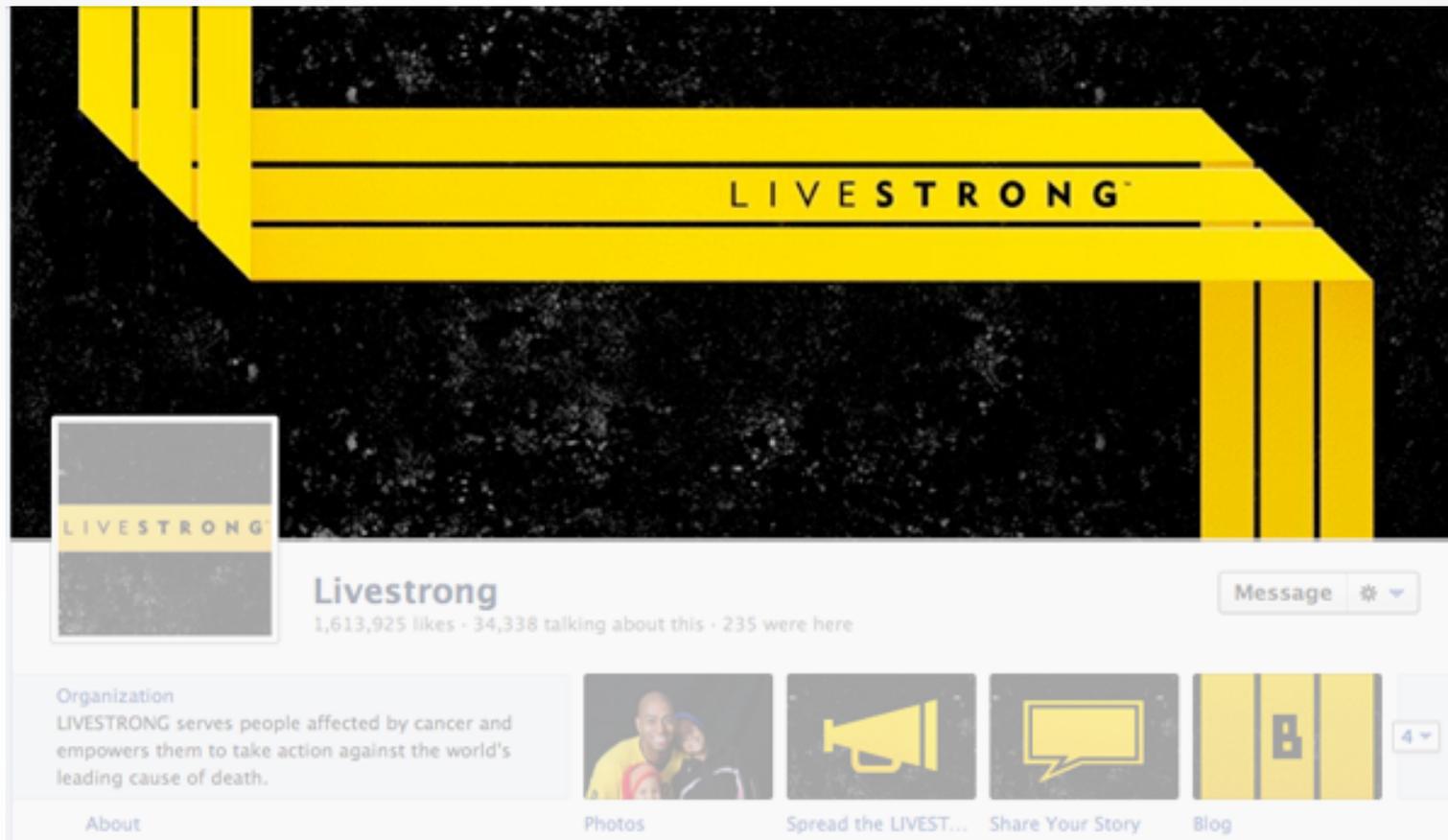
Highlights 

 Post  Photo

Write something...

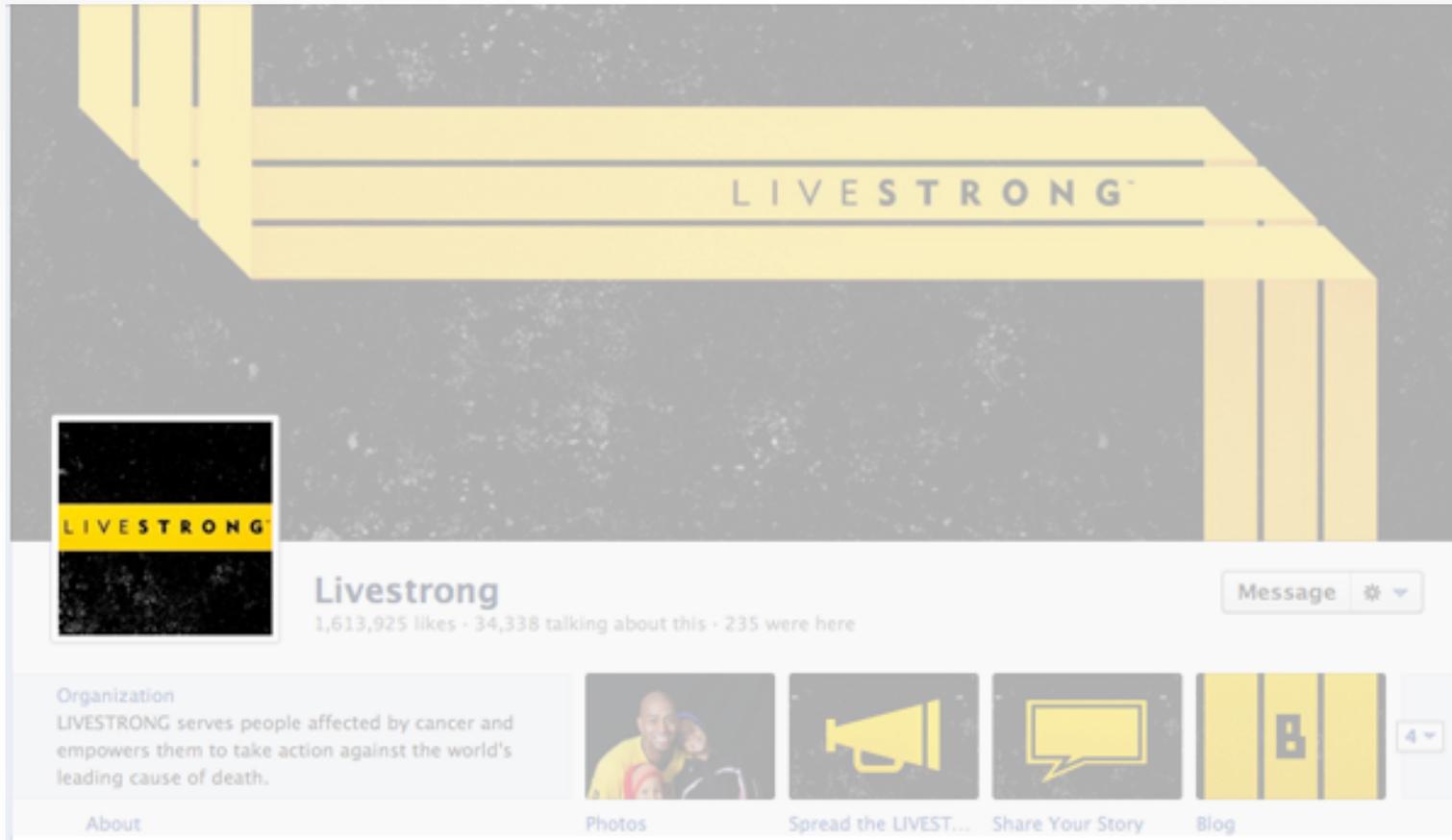
12 Friends  
Like Livestrong





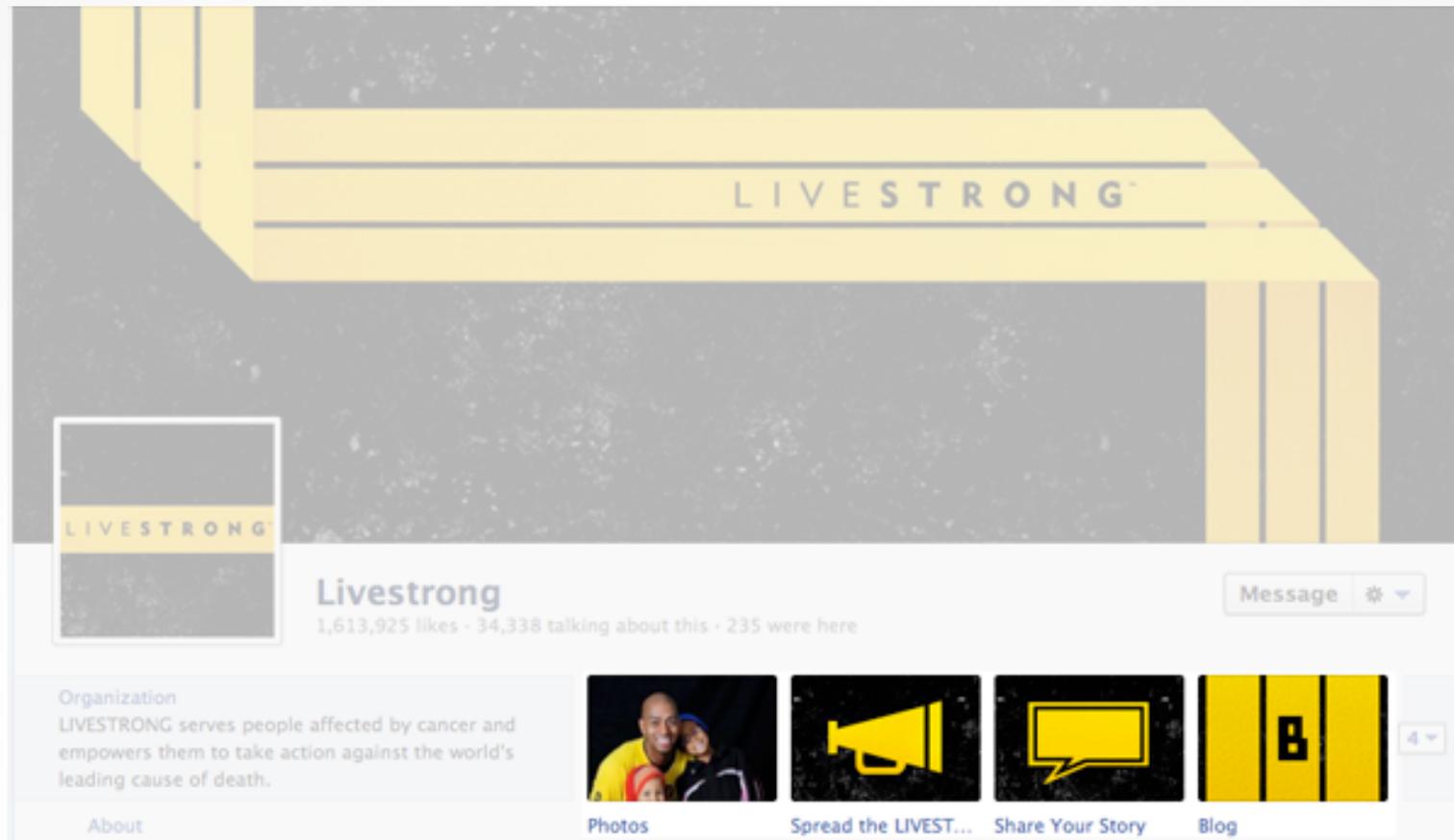
# COVER PHOTO

- **Size:** 815 pixels x 315 pixels
- **Restrictions:** NO events or dates, calls to action, prices or specials, contact information or references to other elements or apps on the page.



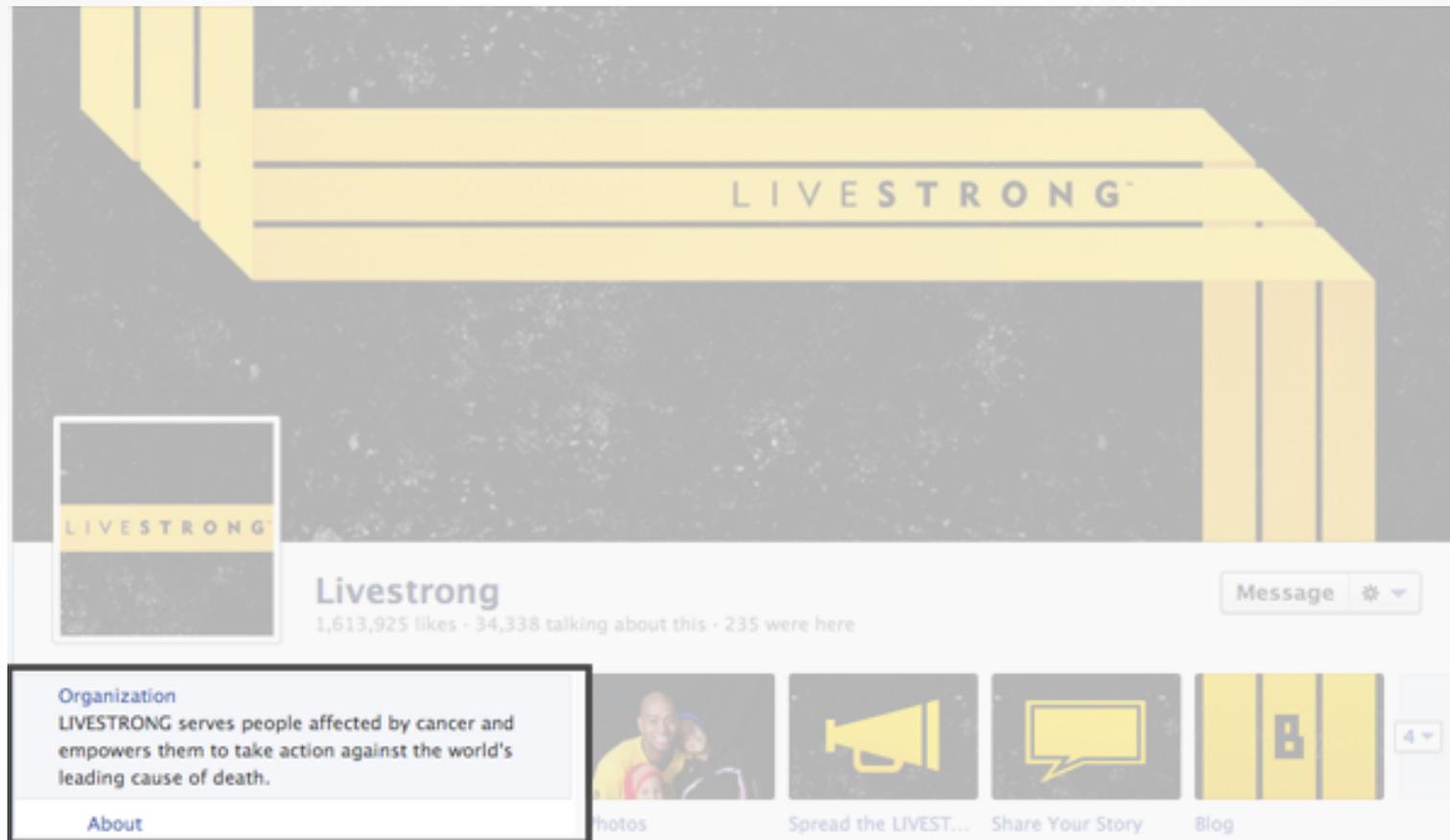
# PROFILE PIC

- **Size:** 125 pixels x 125 pixels
- Always square, should be a clean logo that can be reduced to 32x32.



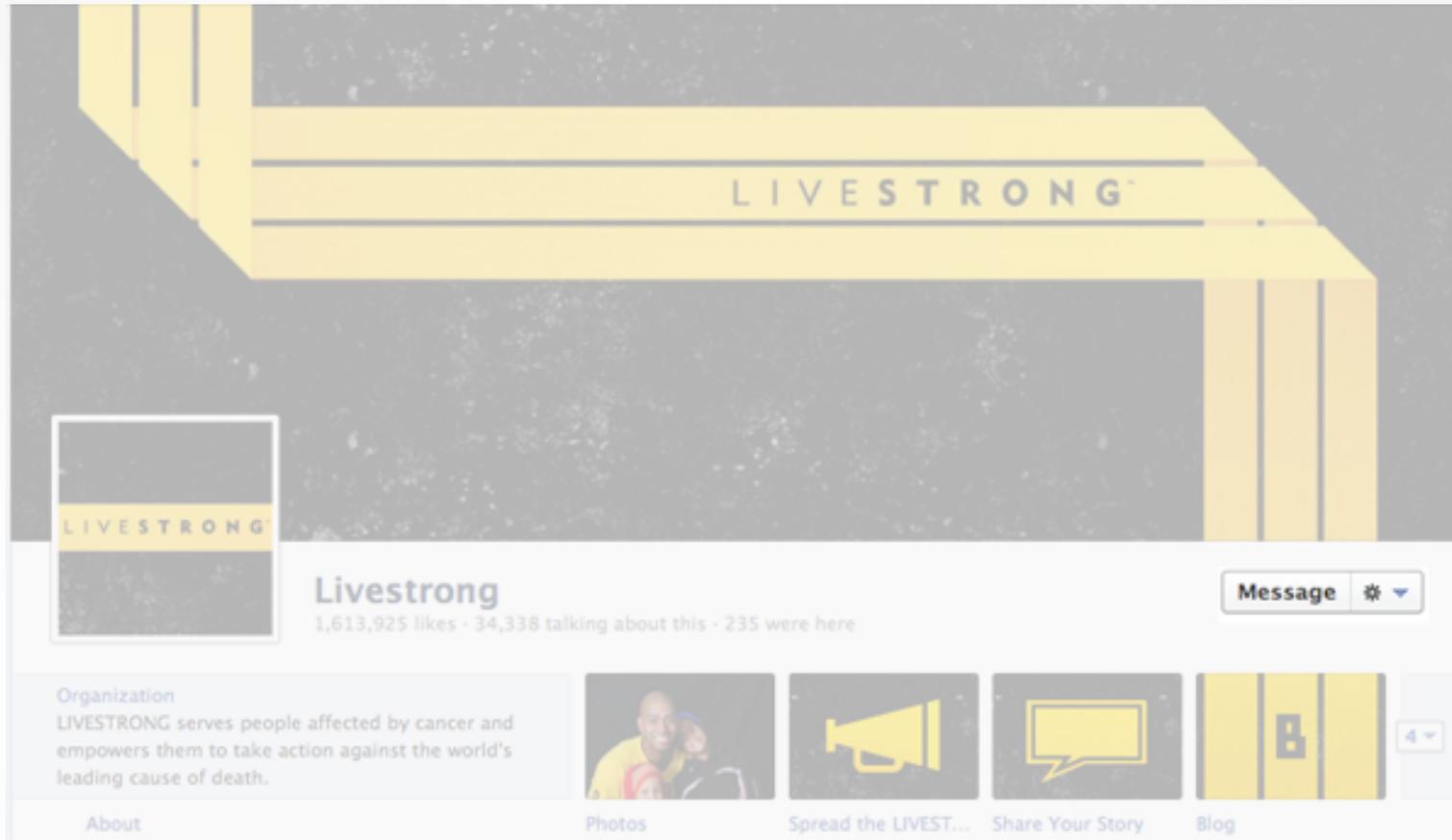
# TAB THUMBNAILS

- **Size:** 110 pixels x 74 pixels
- Photos always set as leftmost icon. Brands can choose 3 custom apps to highlight.



# HIGHLIGHTED SYNOPSIS

- One or two short sentences highlighted at the top of the page just under the cover.



# MESSAGES

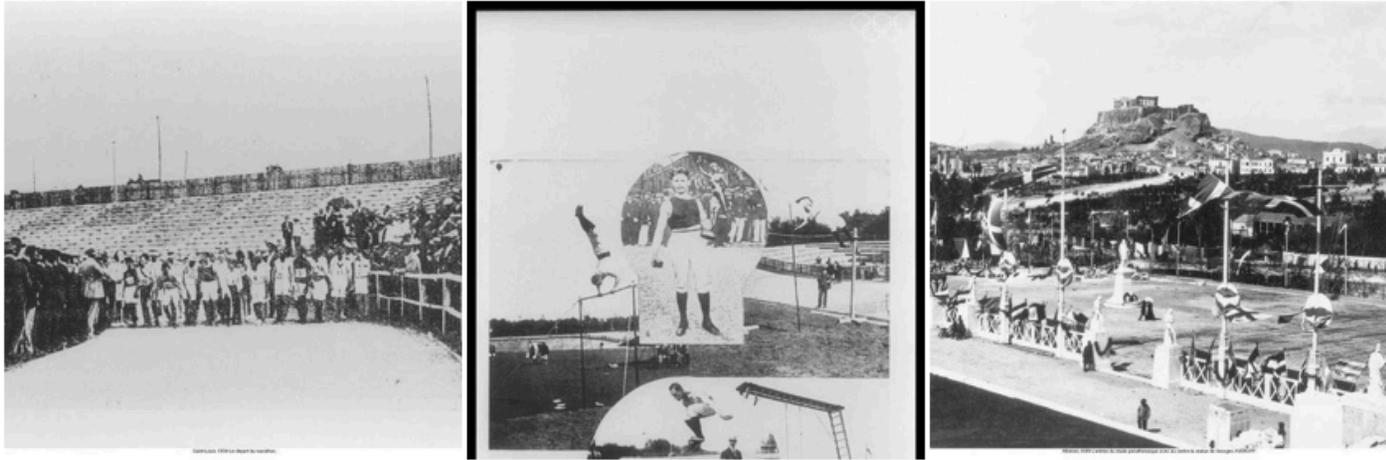
- Users can now send private Facebook messages to brands directly. The conversation will appear in the user's Facebook Messages inbox. Brands can reply to messages, but cannot start private conversations with users.

 **Nitish Kafle** wow olympic fever  
March 2 at 1:52am · Like ·  1

Write a comment...

---

 The Olympic Games added 3 photos to the album [Opening Ceremonies - Olympics](#).  
February 29, 2012 



Like · Comment · Share  131

 796 people like this.

 [View all 35 comments](#)

Write a comment...

# HIGHLIGHTED POSTS

- Page admins can highlight a post (created by themselves or a fan).
- Highlighting a post causes it to expand across the full width of the page (843 pixels wide).

The screenshot shows a Facebook interface with a post pinned to the top. The post is from 'The Amazing Spider-Man' and is dated February 7. The text of the post reads: 'The new #AmazingSpiderMan trailer is officially here! "Share" & spread the word!'. Below the text is a video player for 'THE AMAZING SPIDER-MAN 3D - Official Trailer - In Theaters July 3rd' with a 'youtu.be' link. Below the video player is a link to the official site: 'http://theamazingspiderman.com'. The post has 6,478 comments and 9,859 likes. To the right of the post is a 'Likes' section showing 3 friends who liked the post: Sony (8 friends also like this), Ghost Rider (1 friend also likes this), Marvel (22 friends also like this), Sony Pictures Studio, and Avengers (14 friends also like this).

# PINNED POSTS 📌

- Page administrators can “pin” a post, which will keep it at the top of the page posts for 7 days. (Note that Pinning a Highlighted post will cause that Highlighted post to shrink back down to the split-column size.)

1968

**Founded in 1968**  
In Santa Clara, California.

Robert Noyce and Gordon Moore leave Fairchild Semiconductor and incorporate a new venture as NM Electronics. Later in the year, they purchased the rights to use the Intel name.



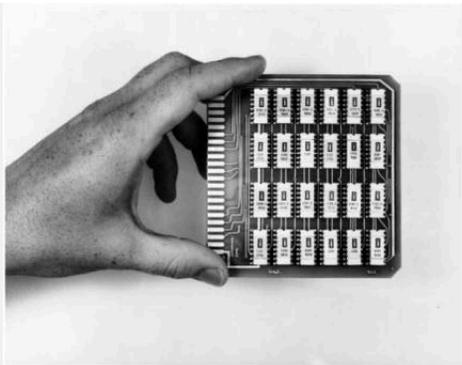
Like · Comment

- February
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2003
- 2001
- 2000
- 1999
- 1997
- 1995
- 1993
- 1992
- 1991
- 1990
- 1989
- 1985
- 1983
- 1982
- 1970s
- 1960s**
- 1969
- Founded

1969

**Our First Product**  
1969

Intel announces its first product, the 3101 Schottky bipolar random access memory (RAM).



Like · Comment

- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2003
- 2001
- 2000
- 1999
- 1997
- 1995
- 1993
- 1992
- 1991
- 1990
- 1989
- 1985
- 1983
- 1982
- 1970s
- 1960s**
- 1969
- Founded

# MILESTONES

- Brands can now tell their story from the beginning by backdating big events and flagging them as Milestones. They will be featured across the full width of the page.



# OFFERS MODULE

- Offers are like coupons and don't cost anything to create. When someone claims an offer, they'll receive an email that they can show at the Page's physical location to get the discount.



# PREMIUM ADS

- Sponsored stories on steroids, this premium ad product will allow you to promote posts, videos or generated stories in the newsfeed, the right side of the homepage, the mobile newsfeed and the logout screen.
- Premium ads are priced based on impressions and reach, not clickthroughs.

# REACH GENERATOR

- Reach Generator is a new tool designed to let brands reach all their fans. The average post by a brand only reaches 16% of fans.
- Reach Generator lets advertisers reach the other 86% by rerunning status updates as ads aimed at those fans.

# “HOW DO WE DRIVE TRAFFIC AND ENGAGEMENT TO APPLICATION TABS THAT AREN'T ONE OF THE CHOSEN THREE?”

Although it seems like Bad News that there will be fewer visible application tabs on your page, most users have been finding their way to those tabs through **generated stories, likes** and **comments** from friends.

The key to your continued success with your Facebook application tabs is to focus on generating meaningful stories that will inspire their friends to engage.