



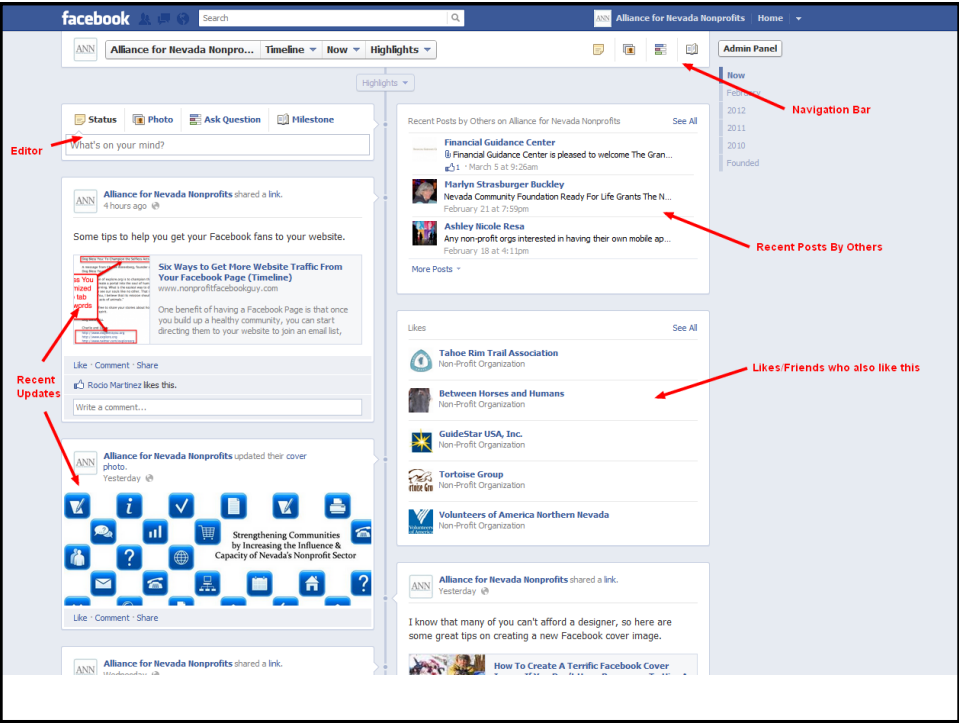
Optimizing Your New Facebook Brand Page

Presented by **Corinne Minard**,
Marketing and Internet Specialist for
the Alliance for Nevada Nonprofits
ANNMarketingAndInternet@gmail.com



So, What’s Going On With Facebook?

- Facebook is rolling out its new Facebook Brand Page format
- The new pages will not only look different, but also be run differently.
- You can currently publish your page in the new format whenever you want, but as of **March 30**, all pages will be automatically published in this new format.
- Even if you hate the “Timeline,” you will be switched over on **March 30**.





The Cover

- Image should be 850x315px, but has to be a minimum of 399px wide
- Rules
 - No Price or purchase information, such as "40% off" or "Download it at our website".
 - No Contact information, such as web address, email, mailing address or other information intended for your Page's About section.
 - No References to user interface elements, such as Like or Share, or any other Facebook site features
 - No Calls to action, such as "Get it now" or "Tell your friends".



- Make it about your **CAUSE**, not your organization
- Examples:
 - <http://nonprofitorgs.wordpress.com/2012/03/04/11-inspiring-nonprofit-facebook-timelines/>
- Can create ones to distribute to your supporters.



To Add Your Cover:



- Click "Change Cover."
- 2 options – Choose from Photos or Upload Photo
- After you select an image, you'll be able to reposition it
- Click "Save Changes."
- If want to make any changes, Click "Change Cover."
 - Choose new photo, Reposition or Delete



Upload a New Icon:



- The Profile icon image is now much larger – 180x180px
- Check to make sure your profile pic still looks good in this size
- To replace, hover over it and click "Edit Profile Picture."
- Can Choose Photo, Take Photo, Upload Photo, Edit Thumbnail and Remove.



Tabs and Apps:

- No longer have left sidebar – now called "Apps," listed under Cover
- Can have up to 12, can decide on order of these tabs
- Can customize name and image
- Give direct link to each app
- No longer have landing pages
- When click on app, navigation to other app at top of page





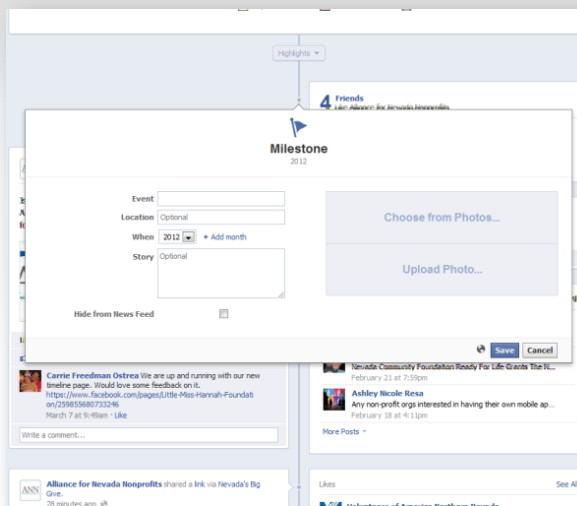
How to Customize Apps:


- To customize, first click the down arrow next to the apps
- When you hover over an app, a pencil icon will appear in the right-hand corner
- Can swap position, remove from favorites, edit settings, get the direct link and uninstall
- Click "Edit Settings" to change the name or image.
- Can't edit photos, likes



When Posting a Story:

- Update status, add photo, ask question and one new feature: add milestone
- Add important event for your organization, embellish and story
- Takes up the entire width of the page (843x403)





After You Post:

- Hover over post, click pencil icon the corner
- Pin to top of Page
- Change date
- Hide from Page
- Delete Post
- Report/Mark as Spam
- Click Star, mark as highlight
- When people look at wall, they can select to look only at highlights



Admin Panel:

- At the top of page, can be hidden
- Shows notifications, new likes
- Manage – Edit page, activity log, banned users, use page as
- Build audience – invite email contacts, Facebook friends, create ads and share page
- Help – additional help from Facebook for the new design
- “Page tips”
- New Feature: Private Messaging
 - Can be turned off
- Access insights





QUESTIONS?