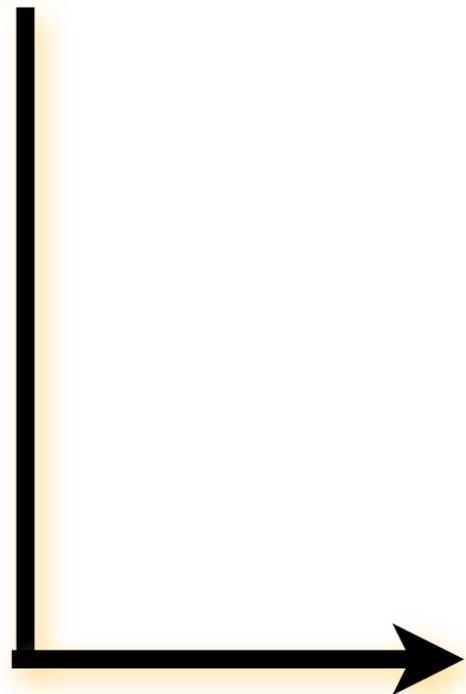
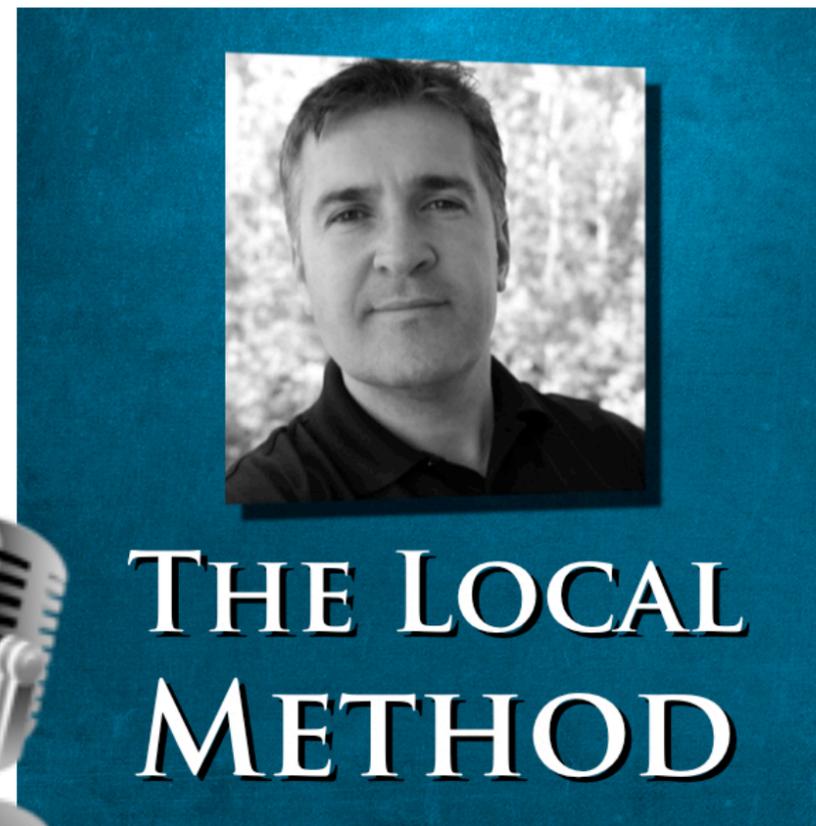
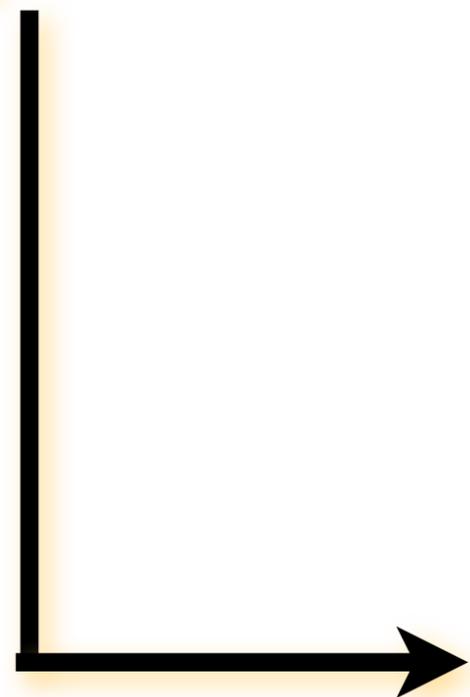


Facebook for Business



What You Need To Know!

Facebook for Business



www.TheLocalMethod.com

What You Need To Know!

Personal vs. Business Pages

Create a personal profile (account)



www.facebook.com

A screenshot of the Facebook sign-up form, tilted slightly to the right. The form is titled "Sign Up" and includes the text "It's free and always will be." Below this are several input fields: "First Name:", "Last Name:", "Your Email:", "Re-enter Email:", and "New Password:". There are also dropdown menus for "I am:" (with "Select Sex:" as the current selection), "Birthday:" (with "Month:", "Day:", and "Year:" dropdowns), and a link for "Why do I need to provide my birthday?". At the bottom of the form is a green "Sign Up" button. Below the button is a link that says "Create a Page for a celebrity, band or business.".

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

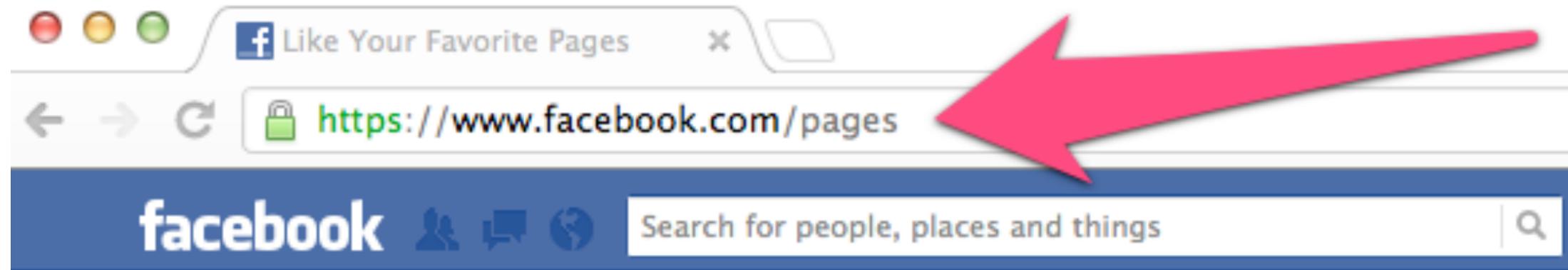
[Why do I need to provide my birthday?](#)

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

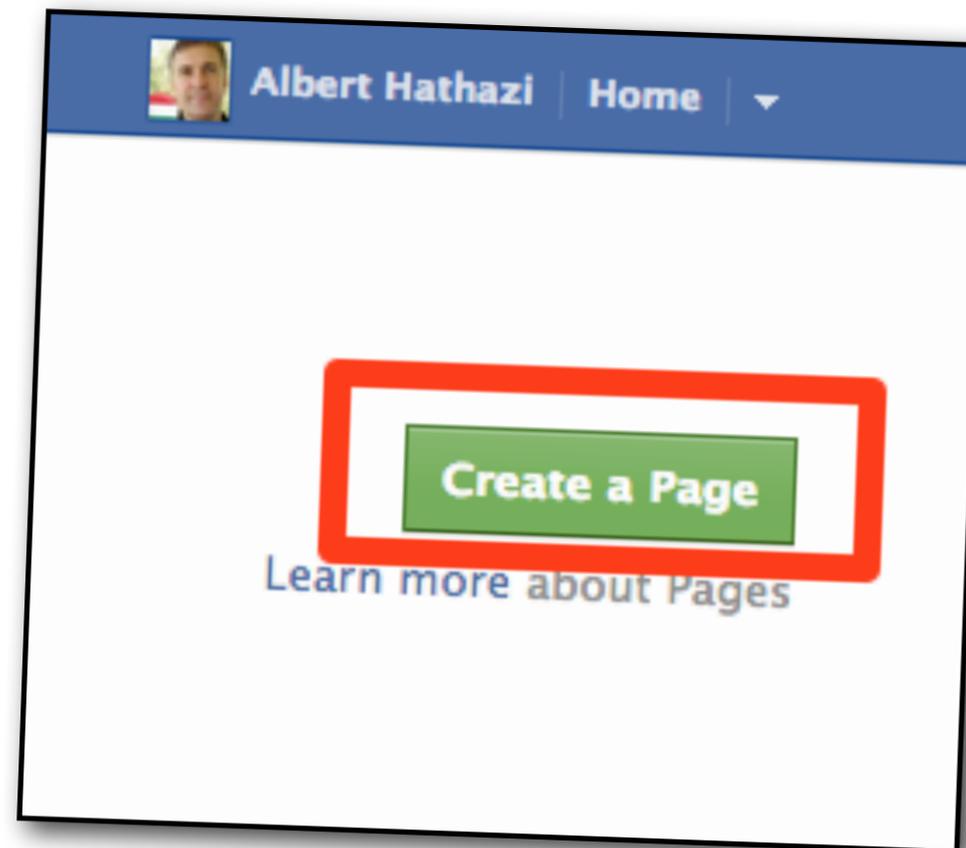
Sign Up

[Create a Page for a celebrity, band or business.](#)

Create Your Business Page



1



2

Create Your Business Page



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Create Your Business Page

Local Business or Place

Join your customers on Facebook.

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

I agree to Facebook Pages Terms

Get Started



Company, Organization or Institution





Ch-ch-ch-changes

What has Facebook done?



The Big Changes

- **Image-centric layout**
- **Timeline structure (reverse chronological)**
- **New administrative controls and views**

The Big Changes

- **Greater focus on users' friend activity vis a vis your page**
- **More prominent About section**
- **More controls on how posts are displayed**
- **No more default landing page tabs ☹️**

What Are The Specific Changes?

- **Cover photo**
- **Views and Apps**
- **Friend activity**
- **Pinned posts**
- **Star and hide posts**
- **Highlight posts**
- **Admin Panel**
- **Activity Log**
- **Milestones**

Are There New Capabilities?

YES!

- **New reporting/management features in Admin Panel and Activity Log**
- **Pin, star and highlight posts**
- **Add milestones**
- **Friend activity**

Cover Photo

This is the new cover photo area



 **Starbucks**
28,998,315 likes · 339,272 talking about this · 4,516,022 were here

Like Message

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

About Photos Likes 28.9m Starbucks Card International 4

Views and Apps



 **Starbucks**
28,998,315 likes · 339,272 talking about this · 4,516,022 were here

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

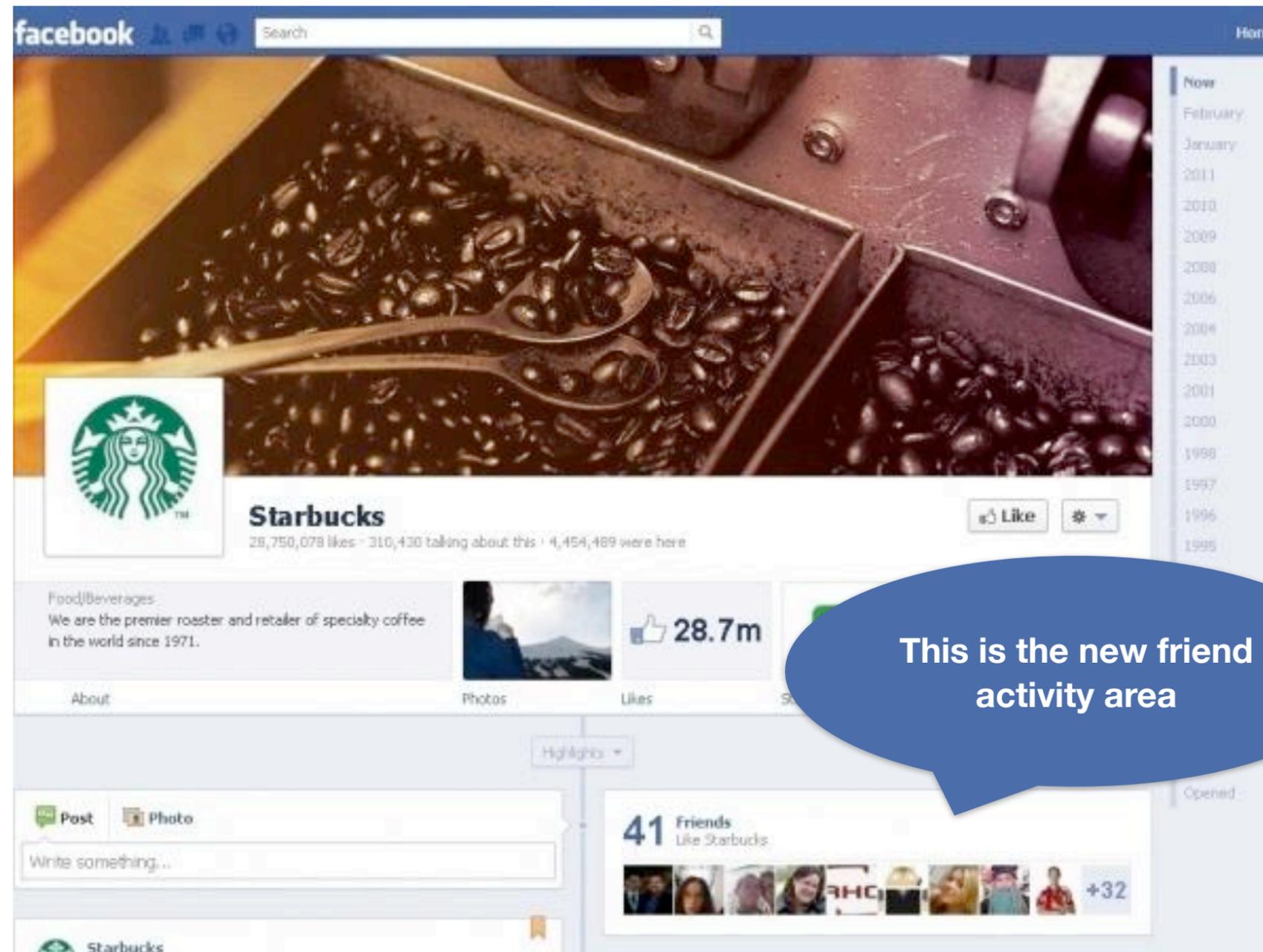
[About](#) [Photos](#) [Likes](#) [Starbucks Card](#) [International](#)

28.9m

4

This is the new views and apps area

Friend Activity



The image shows a screenshot of the Starbucks Facebook page. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and a 'Home' link. Below this is a large image of coffee beans in a tray. The Starbucks logo is visible on the left side of the page. The main content area displays the Starbucks name, a description, and a 'Like' button. A blue speech bubble points to a section titled '41 Friends Like Starbucks', which shows a row of profile pictures and a '+32' indicator. The right sidebar contains a date filter menu.

facebook Search Home

Starbucks

28,750,078 likes · 310,430 talking about this · 4,454,489 were here

Like

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

About Photos Likes

28.7m

41 Friends Like Starbucks

Write something...

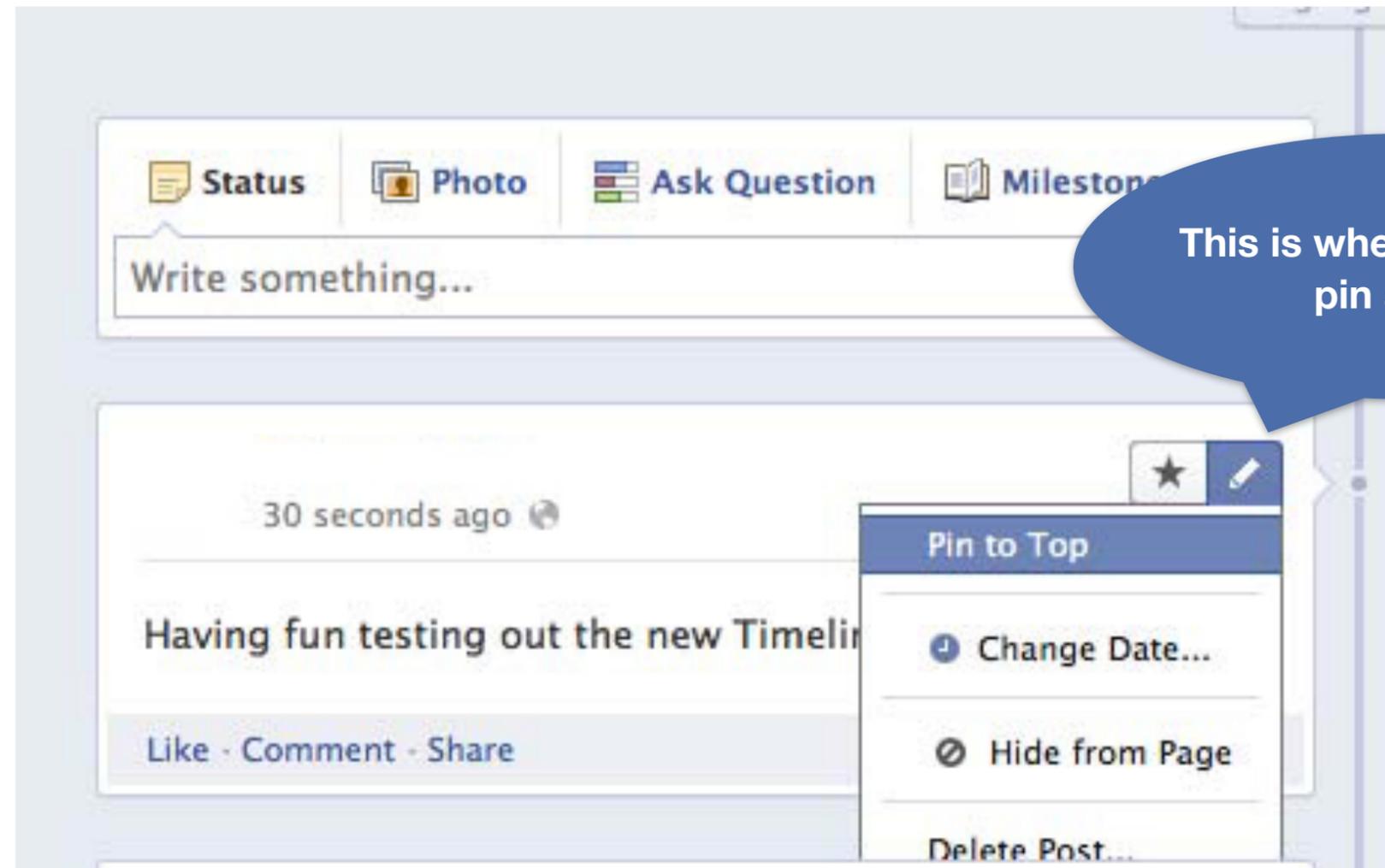
Starbucks

Now
February
January
2011
2010
2009
2008
2006
2004
2003
2001
2000
1998
1997
1996
1995

Opened

This is the new friend activity area

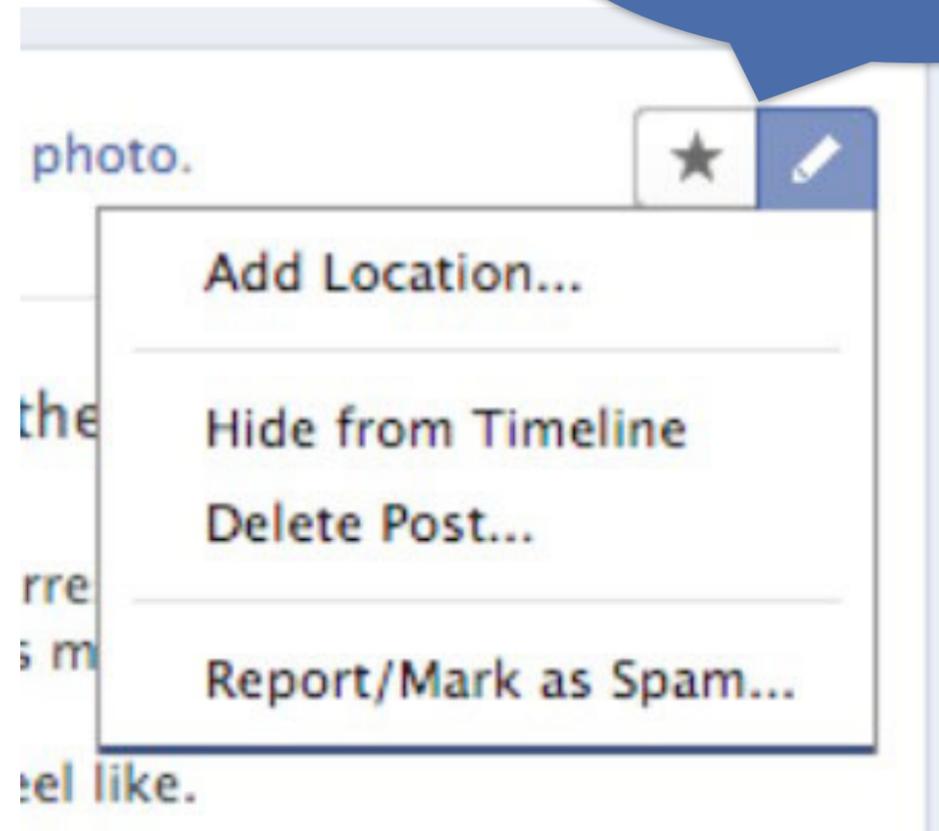
Pinned Posts



This is where you would pin a post

Star and Hide Posts

This is where you star and hide a post



Highlight Posts

Starbucks Timeline Now Highlights

Like · Comment · Share 1,551

8,542 people like this.

View all 503 comments

Write a comment...

Starbucks Monday

Hey look, coffee cherries!



Like · Comment · Share 459

15,415 people like this.

View all 649 comments

Write a comment...

2009
2008
2006
2004
2003
2001
2000
1998
1997
1996
1995
1992
1991
1988
1987
1984
1983
1982
Opened

This is what a highlighted post looks like

Admin Panel

Admin Panel

[Manage](#) [Build Audience](#) [Help](#) [Hide](#)

Notifications	See All	Messages	See all
 Bob and Alice like your link on Facebook 's Wall. 29 minutes ago		 <p>No new messages. When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.</p>	
 likes your link. 2 hours ago			
 likes your link. on Wednesday			

New Likes	See All	Insights	See All	Page tips	Next
 Bob		<p>Insights</p> <p>■ Your Posts ■ Talking About This ■ Reach</p>  <p>The chart displays three data series: 'Your Posts' (purple), 'Talking About This' (green), and 'Reach' (blue). The x-axis represents time, and the y-axis represents the magnitude of each metric. 'Reach' shows a steady upward trend, while 'Your Posts' and 'Talking About This' remain relatively stable with minor fluctuations.</p>		 <p>Discover resources and tips Click the Edit Page button above and visit the Resources tab for tips on connecting with fans.</p>	
 Alice					
 Bob					
 Alice					

Activity Log

facebook  Search

 PCWorld Business Center Activity Log ▾ 2012 ▾

February 2012

Today

10:41am  PCWorld Business Center shared a link. 

 **Windows 8 Consum**
Visual Tour
www.pcworld.com
"Windows 8 is on its way. Get here."

Yesterday

12:30pm  PCWorld Business Center shared a link. 

 **Mobile Linux: It's N**
Any more
www.pcworld.com
"Linux in the palm of your har"

February 27

11:07pm  EPC Group.net posted a link to PCWorld Business Center's Wall. 

650 Successful Sha
Implementations –
Decade of EPC Gro

Milestones

This is what a milestone looks like

The screenshot shows the Starbucks Facebook page interface. At the top, there are navigation tabs for 'Starbucks', 'Timeline', 'Now', and 'Highlights'. A 'Like' button and a 'Create a Page' button are also visible. The main content area features a link share from Starbucks on March 1st, announcing the return of Tribute Blend coffee. Below this is a product image and a detailed description of the coffee. Two other posts are visible: one from February 29th wishing a Happy Leap Day Birthday, and another from February 28th with the text 'The view from above.' and a partial image of a coffee cup. A right-hand sidebar contains a date selector with options for 'Now', 'February', and various years from 2012 down to 1988. Interaction buttons like 'Like - Comment - Share' and 'Write a comment...' are present for each post.

Starbucks Timeline Now Highlights Like Create a Page

Starbucks shared a link. March 1 ✨

You asked us to bring Tribute Blend back, and so we did! It's available in stores on March 6th, but you can buy online today!

 Starbucks Tribute Blend®
www.starbucksstore.com

A spicy and full-bodied coffee with berry and dark cherry notes.

Like - Comment - Share 259

4,493 people like this.

View all 371 comments

Write a comment...

Starbucks February 29 🌍

Is it your birthday today? We'd like to wish you a very Happy Leap Day Birthday! See you in another 4 years.

Like - Comment - Share 192

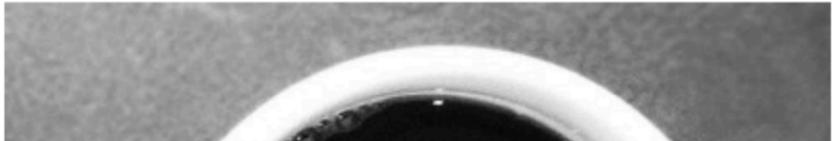
9,480 people like this.

View all 425 comments

Write a comment...

Starbucks February 28 🌍

The view from above.



Now February 2012 2011 2010 2009 2008 2006 2004 2003 2001 2000 1998 1997 1996 1995 1992 1991 1988

Take Note!

- Page tabs—no more default landing page!
- Width change: 520 pixels → 810 pixels
- Prohibited: cover photos with calls to action, arrows, etc.

Page Tabs R.I.P.

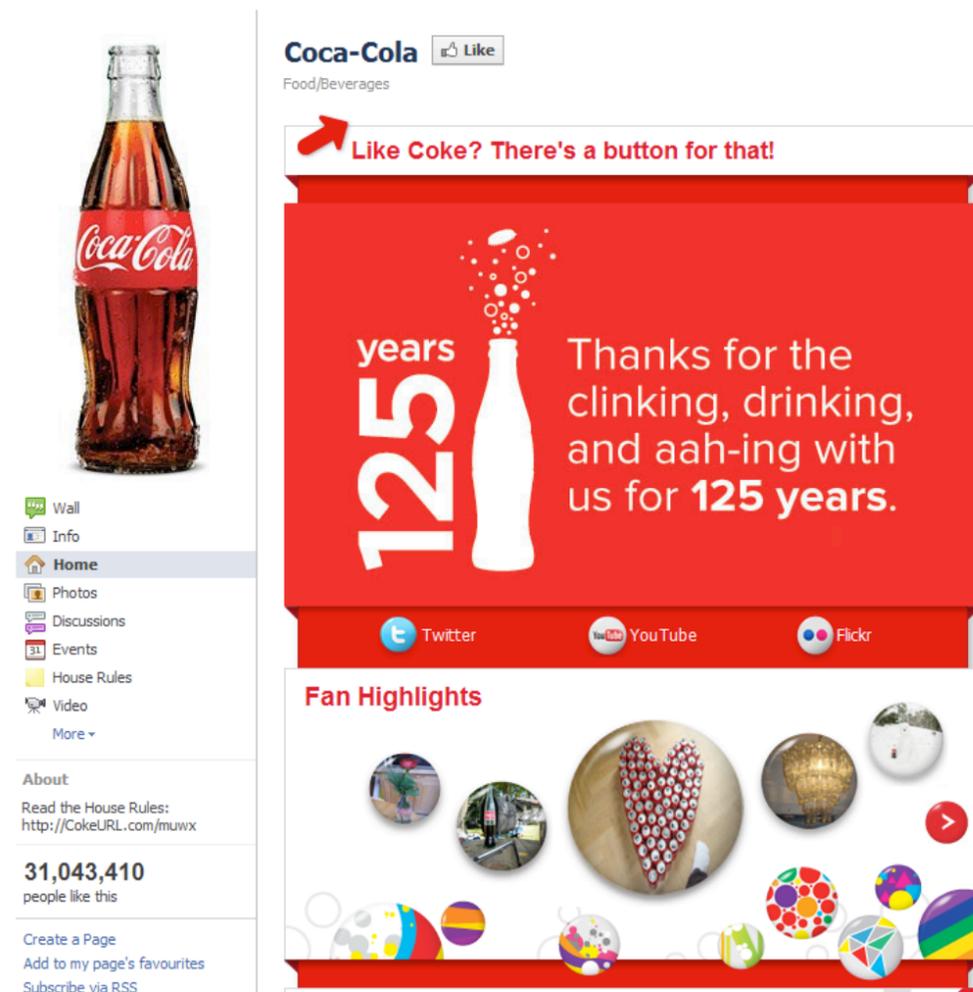
- Page tabs—no more default landing page!



Wider Pages

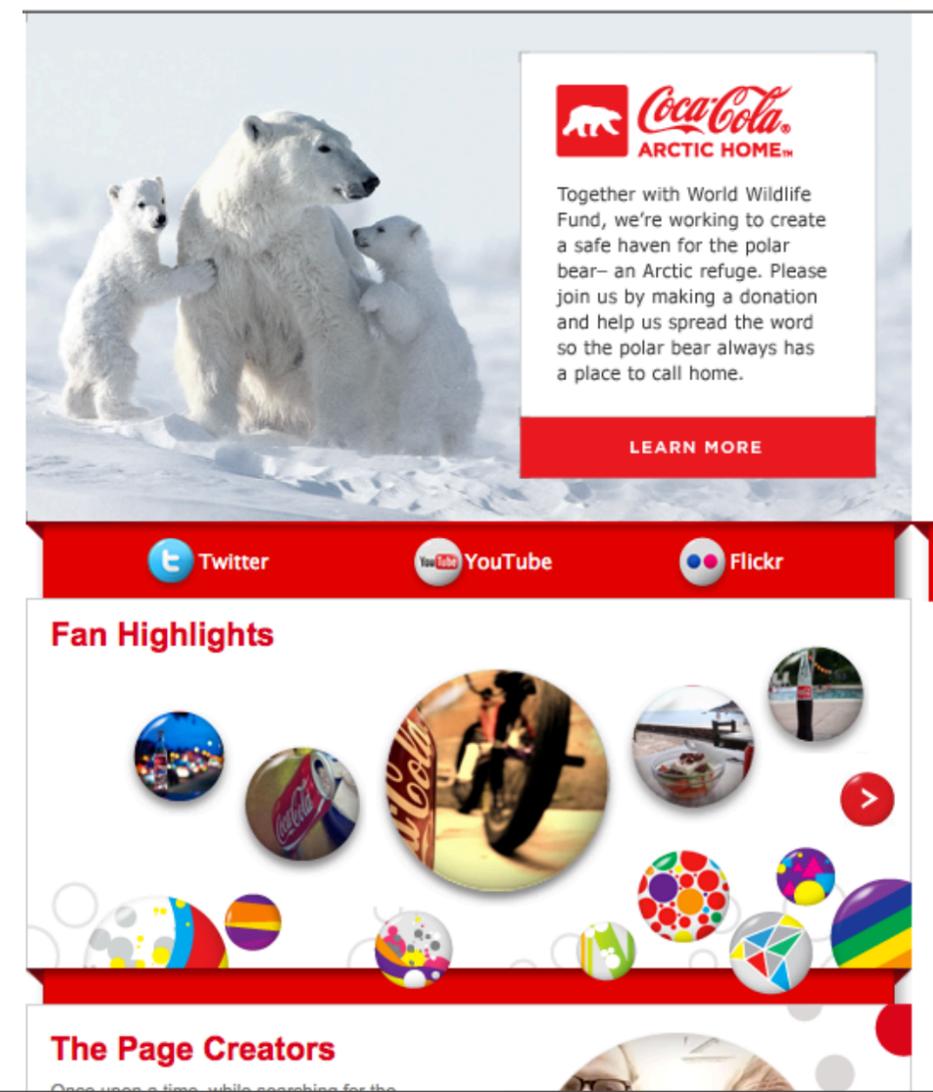
- Width change: 520 pixels → 810 pixels

520px Wide



This screenshot shows the Coca-Cola Facebook page at a width of 520 pixels. On the left is a vertical navigation menu with icons for Wall, Info, Home, Photos, Discussions, Events, House Rules, Video, and More. The main content area features a profile picture of a Coca-Cola bottle, a cover photo celebrating 125 years with the text "Thanks for the clinking, drinking, and aah-ing with us for 125 years.", and a "Fan Highlights" section with a grid of circular images. A red arrow points to a "Like" button with the text "Like Coke? There's a button for that!".

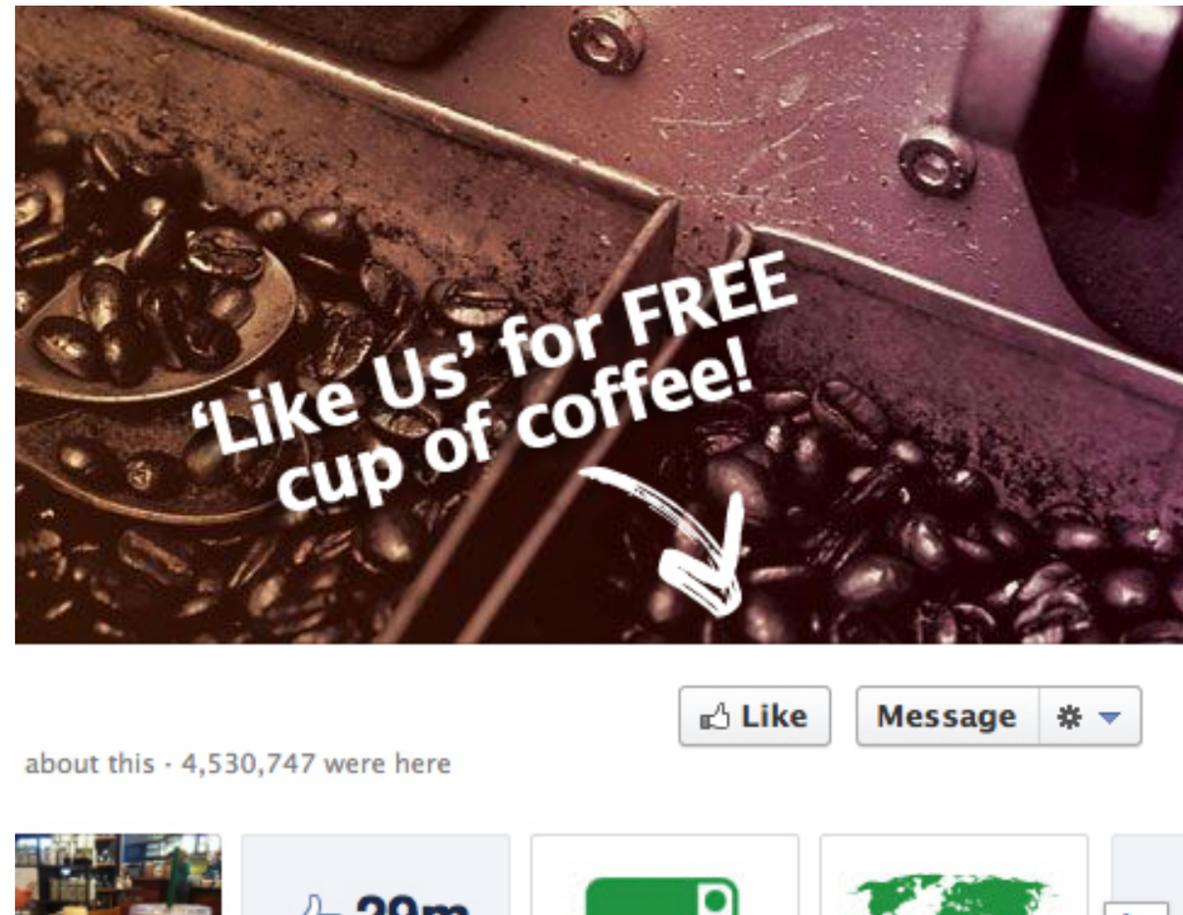
810px Wide



This screenshot shows the Coca-Cola Facebook page at a width of 810 pixels. The layout is wider, featuring a large hero image of polar bears and a "Coca-Cola ARCTIC HOME" campaign box with a "LEARN MORE" button. Below this is a red navigation bar with social media icons for Twitter, YouTube, and Flickr. The "Fan Highlights" section is more prominent, showing a grid of circular images. The "The Page Creators" section is partially visible at the bottom.

Cover Photo Restrictions

- Prohibited: cover photos with calls to action, arrows, etc.



But why?

UNDERSTANDING TIMELINE

Improved user experience

**Gives brands, companies and organizations new ways to connect and engage
with fans**

\$64,000 Question...

HOW WILL THIS CHANGE IMPACT MY BUSINESSES?

How Does This Impact Businesses With Existing Pages?

- Time to optimize for new layout (art & copy)
- Ongoing maximization for image-centric layout
- Monitoring of friend activity becomes more important

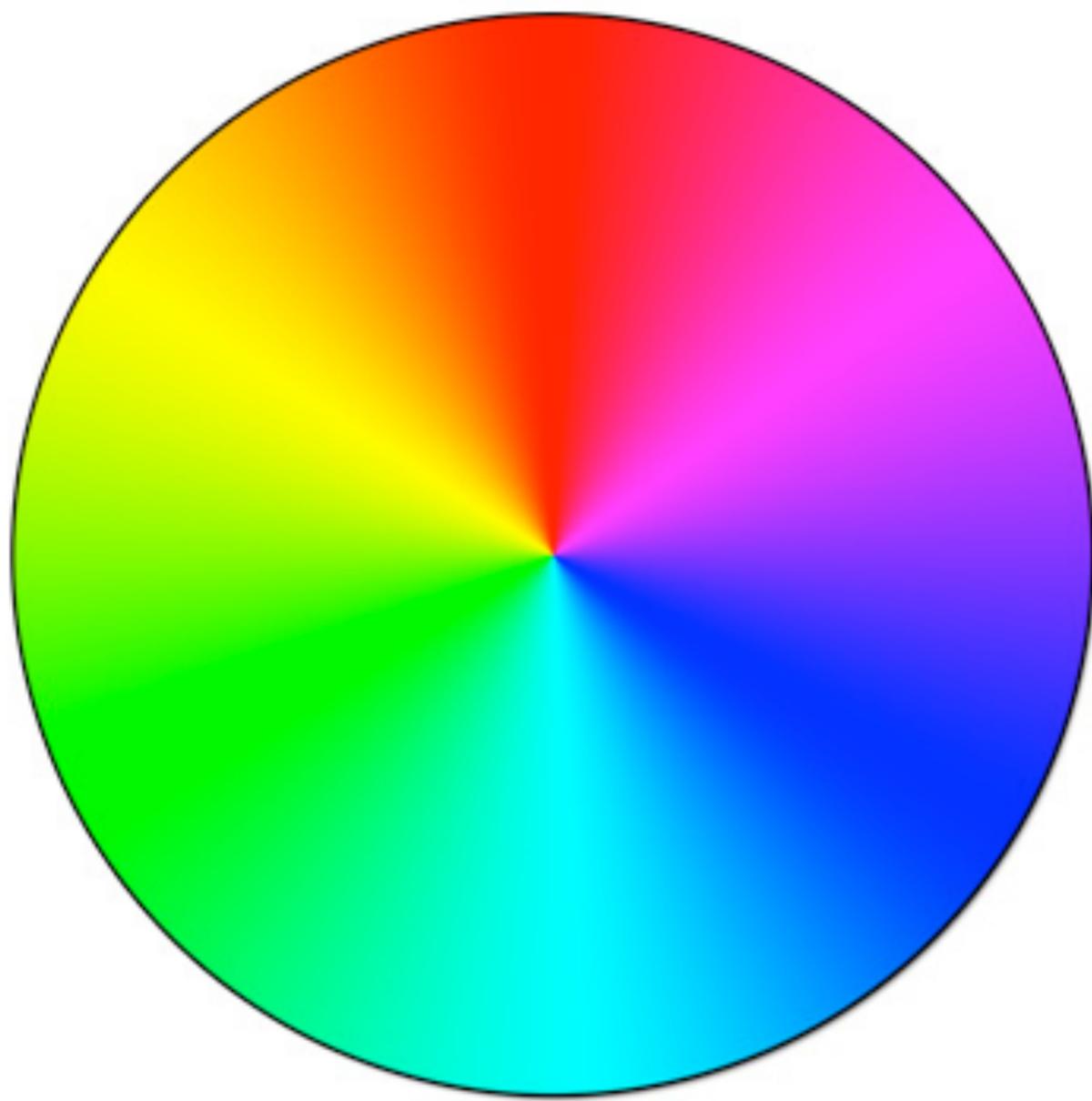
How Does This Impact Businesses Without Pages?

- **No excuses—it's time to get involved!**

Making The Switch

HOW CAN I GET THE MOST OUT OF THE TIMELINE
LAYOUT?

Think Visual



Remember: Apps Are The New Tabs



Rock The New Milestone Feature

The image shows a screenshot of the Facebook interface during an event creation process. At the top, the Facebook logo and navigation links are visible. The main content area displays a dialog box for creating an event titled "Facebook Brand Page Timeline Launch". The event details are as follows:

- Event:** Facebook Brand Page Timeline Launch
- Location:** 30,000 ft in the air
- When:** 2012, February, 29
- Story:** Today, Facebook changed the game by launching Timeline for Brand Pages and BlackFin360 converted.

The dialog also includes a "Hide from News Feed" checkbox (checked) and "Save" and "Cancel" buttons. To the right of the text input is a gallery of images, including logos for BlackFin360, Facebook, Digital, Social Media, LinkedIn, and Strategy. Below the dialog, there are links to external content: "strategy http://bit.ly/wlyjMT" and "http://bit.ly/xCZIDB". At the bottom, there are two additional links: "LinkedIn Launches Company Follow Button bit.ly" and "5 brands pushing the envelope in gaming (single page view) - iMediaConnection.com".

Star/Highlight Your Best Posts

Starbucks Timeline Now Highlights Like Create a Page

Like · Comment · Share 1,551

8,542 people like this.

View all 503 comments

Write a comment...

Starbucks Monday

Hey look, coffee cherries!



Like · Comment · Share 459

15,415 people like this.

View all 649 comments

Write a comment...

Now
February
2012
2011
2010
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2008
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2004
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1988
1987
1984
1983
1982
Opened

Monitor Friend Activity Closely

The image displays two screenshots of Facebook pages. The top screenshot shows the 'PCWorld Business Center' page with a callout bubble pointing to the 'Activity Log' dropdown menu, stating 'This is the new activity area'. The bottom screenshot shows the 'Starbucks' page with a callout bubble pointing to the 'Friends' section, stating 'This is the new friend activity area'. The Starbucks page shows 28.7 million likes and 41 friends. The PCWorld Business Center page shows a timeline of activity for January 2012, including shared links and posts from 'EPC Group.net'.

Starbucks
28,750,078 likes · 310,430 talking about this · 4,454,489 were here

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

28.7m Likes

41 Friends
Like Starbucks

facebook Search

PCW PCWorld Business Center Activity Log 2012

January 2012

PCWorld Business Center shared a link.

Windows 8 Consumable Visual Tour
www.pcworld.com
"Windows 8 is on its way. Get here."

PCWorld Business Center shared a link.

Mobile Linux: It's Not Anymore
www.pcworld.com
"Linux in the palm of your hand"

EPC Group.net posted a link to PCWorld Business Center's Wall.

650 Successful Smartphone Implementations – Decade of EPC Group

Dive Into The Admin Panel

The screenshot displays the Facebook Admin Panel interface. At the top, the title "Admin Panel" is followed by navigation buttons: "Manage", "Build Audience", "Help", and "Hide".

The main content area is divided into five sections:

- Notifications:** Shows a list of recent interactions. The first notification states: "Andrew Sanchez (Admin) and Phyllis Gonzalez like your link on [Page Name]'s Wall." followed by "29 minutes ago". The second notification says: "[Page Name] likes your link." followed by "2 hours ago". The third notification says: "[Page Name] likes your link." followed by "on Wednesday".
- Messages:** Displays "No new messages." and provides instructions: "When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings."
- New Likes:** Shows a list of users who have recently liked the page, with profile pictures and names visible.
- Insights:** Features a line graph with three data series: "Your Posts" (purple), "Talking About This" (green), and "Reach" (blue). The x-axis represents time, and the y-axis represents the volume of each metric. Below the graph is a horizontal bar chart with purple dots.
- Page tips:** Includes a tip icon (a flag) and the text: "Discover resources and tips. Click the Edit Page button above and visit the Resources tab for tips on connecting with fans."

Cover Photos: Know the Rules!

1. Price or purchase information, such as "40% off" or "Download it on socialmusic.com";
2. Contact information such as a website address, email, mailing address, or information that should go in your Page's "About" section;
3. References to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features; or
4. Calls to action, such as "Get it now" or "Tell your friends."

Overwhelmed?

- **Don't be—you can do it!**
- **I am here to help**

Bonus Topics

1. **Sharing is caring.** - pictures, pictures, pictures
2. **Engagement** - ask questions, ask people to click “like” if they agree
3. **Facebook Resources** - www.TheLocalMethod.com/mari
4. **Free Training** - **Facebook Advantage** - signup at www.TheLocalMethod.com

Questions?



Webinar Offer

- Review of your Facebook Business Page
- Written Report with steps to take
- 1/2 recorded Skype consultation to optimize your Facebook Page
- A “plug” on my Podcast - (listened to in 25+ Countries)
- Only 5 people at a time

~~\$197~~



\$97

Email: albert@thelocalmethod.com

Subject: **Facebook for Business**

