

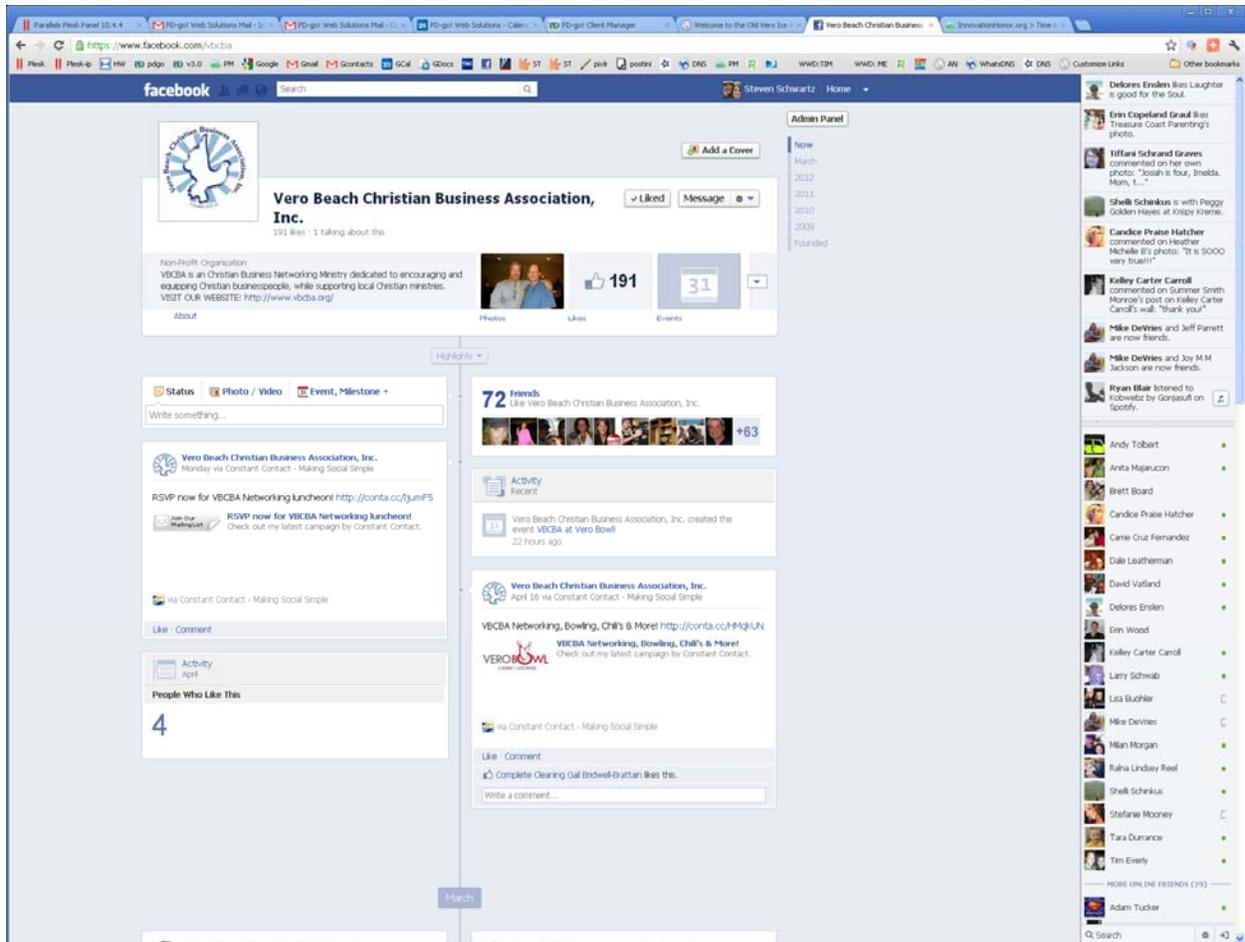


Facebook Fan Pages – The Timeline Upgrade of March 30, 2012

A Brief Talk by Steve Schwartz for VBCBA Membership: April 26, 2012

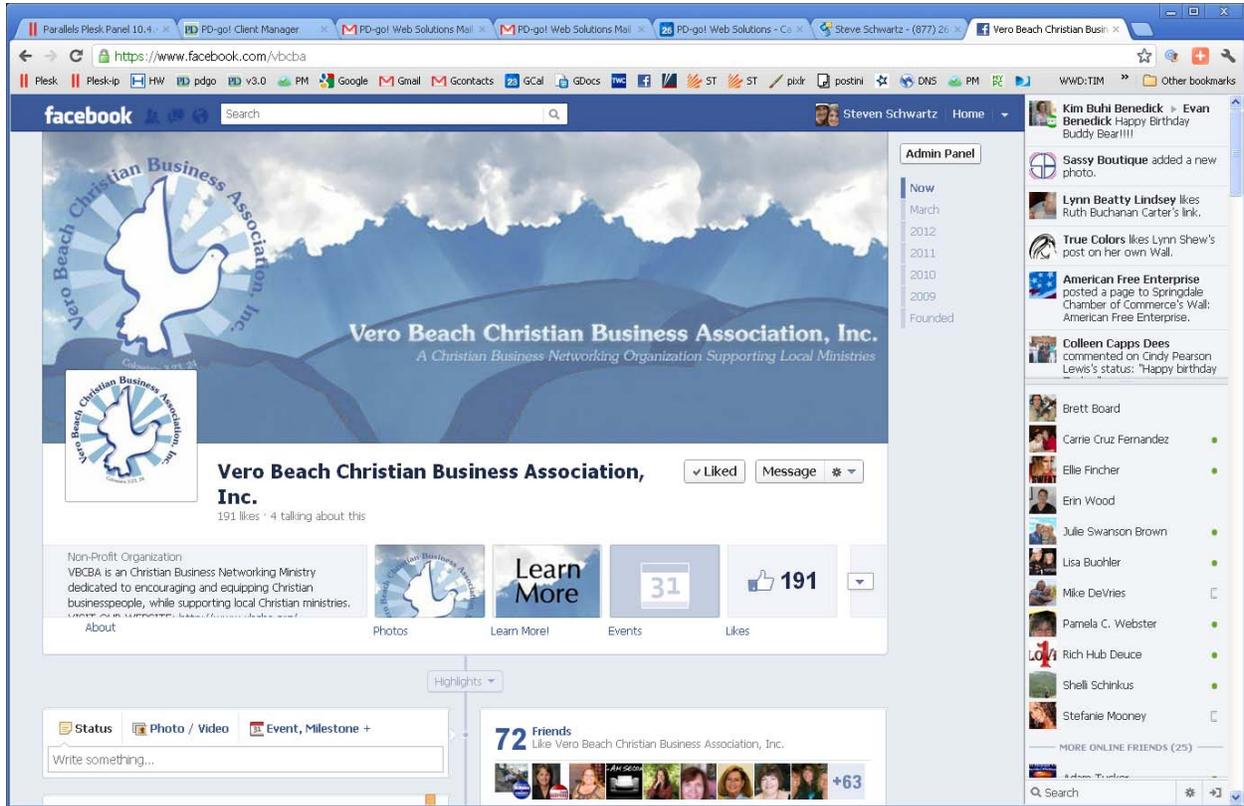
1. **Main Point: You need to use the new Timeline layout for your Facebook Fan Page, so embrace it. Learn to love it!**
2. **Graphics and sizes are as follows:**
 - a. **“Cover Image” (rectangle - top full width of area): 851 pixels × 315 pixels**
 - b. **“Profile Image” (square - on left/bottom of banner area): 350 pixels x 350 pixels**
 - c. **“Tab” (We created one called “Learn More” to highlight the optional embedded website app): 111 pixels x 74 pixels**
3. **Ability for PD-go! Staff to embed your PD-go! Website into the body of the Facebook Fan Page! (Optional)**

VBCBA’s Facebook Fan Page before adding custom graphics for the Timeline:





VBCBA's Facebook Fan Page after adding custom graphics for the Timeline:



Notice the wide "Cover Image", the "Profile Image", and the custom "Tab Image" (saying "Learn More")

Visit <http://www.customermagnetism.com/FacebookCheatTemplate/facebook-template-cheatsheet-2012.jpg> for more details on the new Timeline format.



Optional: You can link your "Learn More" button to Facebook page with an embedded website in it! This is an advanced option using a PD-go! Web Solutions 'app' for Facebook, available here:

https://www.facebook.com/add.php?api_key=295194880546933&pages

PD-go! Staff can assist you with this easily and affordably.



A Few Final Thoughts:

The cover image (like a header graphic for your page) gives you a TON more real estate to catch the eye of your page viewers. This makes for a much more graphically appealing

The new Timeline format is nearly DOUBLE the width of the old format. More space to engage prospective customers!

Facebook pages now have messaging capabilities. You can message people who "Like" your page. People can now also message you via your page. This is a fantastic improvement that allows a more discreet level of communication than commenting publicly on your wall.

Instead of links to your pages Photos, videos, apps and map being buried on the left side of the page, large buttons for these items can now be found at the top of your page. Also, important posts can be "pinned" to the top of your page so as not to be missed! Pinned posts will remain at the top for 7 days.