facebook.

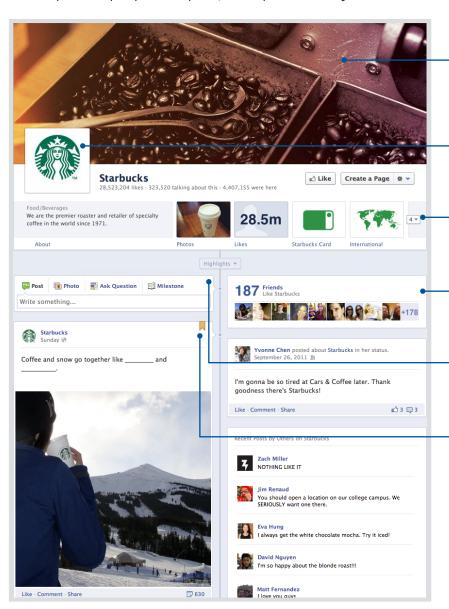
# **Pages**

# Mission control for your business on Facebook

Pages are the essential place on Facebook for businesses to build connections with people. It's where you connect with fans by announcing new products, sharing news, and gathering feedback. Your Page is also where you create unique brand content that can become ads and sponsored stories. It's the core place for businesses to manage their posting and advertising content.

#### Pages allow you to:

- 1. Express your identity with features like cover photo and Page timeline.
- 2. Reach and engage your audience on the web and on mobile.
- 3. Respond to people in a quick, more personal way.



## **Cover photo**

Use a photo that captures the essence of your brand and showcases your product or service.

# **Profile picture**

Use a logo that people associate with your business.

# Views and apps

Your photos, events, and custom apps are now easier for people to find.

# Friend activity

People can see how their friends are engaging with your Page.

#### Composer

Post regularly on your Page to reach your audience and drive engagement.

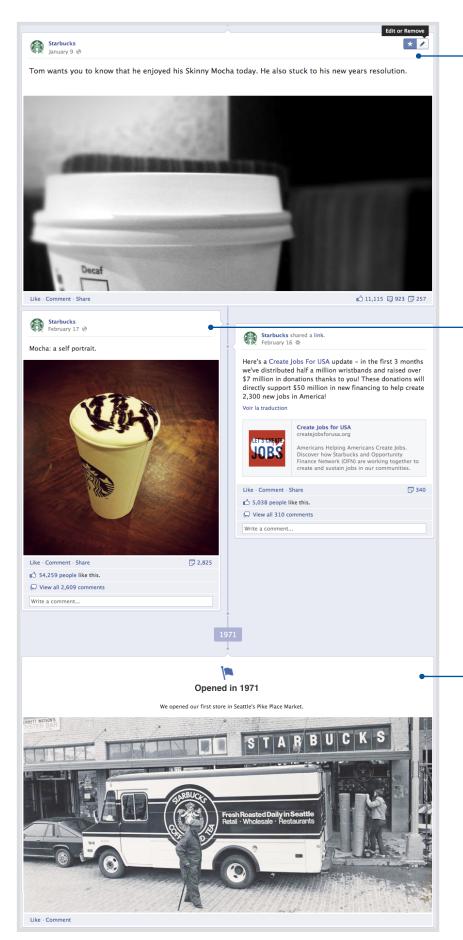
#### Pinned post

Anchor the most important story to the top of your Page for up to 7 days.



Use a consistent and branded profile picture that scales well from 180x180 to 32x32 pixels. Your profile picture follows your business on Facebook as a thumbnail image in news feed stories, ads and sponsored stories.

facebook. Pages



### Star and hide stories

Highlight important stories and hide stories that aren't as engaging or relevant.



Make your Page posts visually engaging. While a diverse set of post types is important, posts including a photo album or picture can generate 2x more engagement than other post types.<sup>1</sup>

# **Larger stories**

Take advantage of our larger photo format to drive engagement.



Use Page Insights to find out when people engage most with your content and post during those hours. On average, we have found that people visit and engage with Pages most often between 9pm and 10pm, with the 18-24 age group being the most active.<sup>2</sup>

## **Milestones**

Define your key moments through time.

- 1. Average figures, based on internal studies, July 2011.
- 2. Average figures, based on internal studies, December 2011.