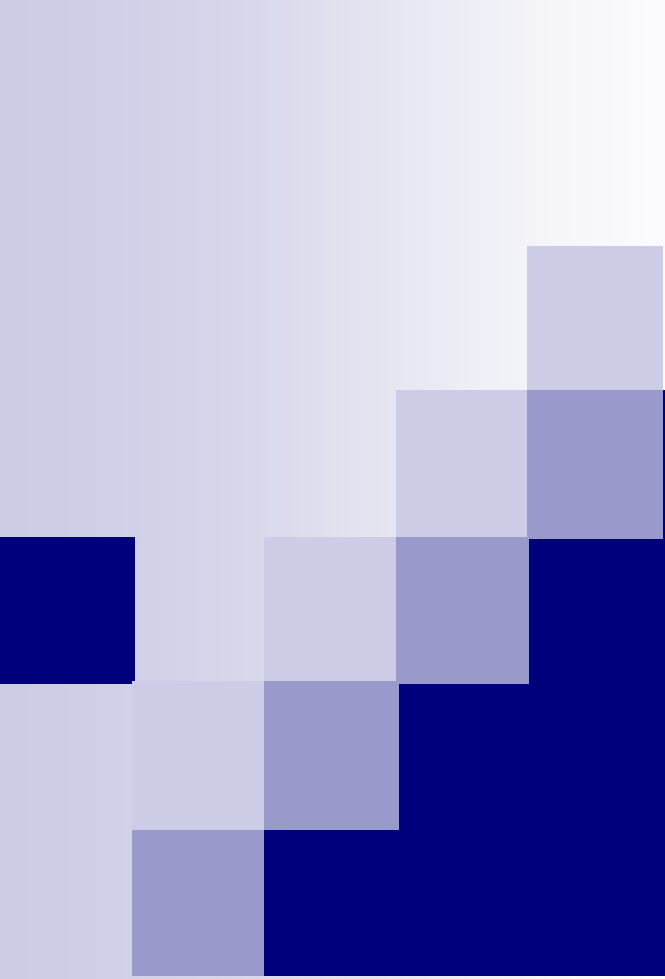




Facebook Pages Webinar

Facebook Timeline for Pages
Trainer: Rick Cooper

“Social media is social!”





What You'll Learn in this Class

- What is changing?
- When is it changing?
- How to Use Facebook Timeline
- How to add a Cover Photo

Facebook.com/SocialMediaOutcomes.com

facebook

7

Search

Q



Wall

Hidden Posts

Info

Friend Activity (1+)

Insights

Photos

EDIT

About

Edit

Social Media Outcomes is a community for small business owners interested i...

More

164

like this

Social Media Outcomes

Community Page about Training · Edit Info



Wall

Social Media Outcomes · Everyone (Most Recent) ▾

Share: Post Photo Link

Write something...



Social Media Outcomes

"Social Networking that matters is helping people archive their goals. Doing it reliably and repeatability so that over time people have an interest in helping you achieve your goals." – Seth Godin

Like · Comment · Share · 9 seconds ago ·



Paul Palmer

Listening to the Linked in webinars, hit my 100 within the 30 day target using the actions from day 1 now I need to apply the rest. I have joined a number of groups already but haven't really used it for focussed network growth. I'm looking forward to is the lead generation bonuses as I only have one type of lead coming currently and would like to focus on what I need.

Unlike · Comment · Yesterday at 6:49am ·

You like this.

4

March 30 Deadline



Yvonne, Product Marketing team
Jeff, Product Team

You can preview your Page now.

Page owners will have four weeks to become familiar with the new Facebook Pages layout before all Pages transition to the new layout.

February 29

March 30



During these 4 weeks:

- People will continue to see your old layout unless you choose to publish your new Page
- You can preview and customize your new Page
- When you're ready to make your new Page public, you can publish it at any time



Facebook states that
on Friday, March 30, it will
convert all Fan pages to the
new Timeline format!



Facebook Stats

- More than 800 million active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

How are Pages different from personal profiles (timelines)?

- Profiles (timelines) represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative.
- In addition, Pages are managed by admins who have personal Facebook profiles (timelines). Pages are not separate Facebook accounts and do not have separate login information from your profile (timeline). They are merely different entities on our site, similar to how Groups and Events function. Once you have set up a Page within your profile (timeline), you may add other admins to help you manage this Page. People who choose to connect to your Page won't be able to see that you are the Page admin or have any access to your personal account.



Quote

xx



Tips to Leverage Facebook's Timeline

- Add a Cover Page with a personal message (create an emotional connection)
- Dig through your past posts and pictures (Hide any that don't add value)
- Feature posts that add value
- Add Life Events to round out your profile (you can restrict who sees it)

Facebook Timeline

facebook    Rick



Rick Cooper [Update Info](#) [Activity Log](#) 

 Worked at [AttractingIdealClients.com](#) (Speaker/Trainer/...)
 Studied at [California State University, Sacramento](#)
 Lives in [Sacramento, California](#)
 Married


Friends 2,316


Photos 84


Map 46


Subscribers

[About](#) [Friends](#) [Photos](#) [Map](#) [Subscribers](#)

 [Status](#)  [Photo](#)  [Place](#)  [Life Event](#)

[Friends](#)  Chat

Facebook Timeline

facebook      Rick



Rick Cooper [Update Info](#) [Activity Log](#) 

 Worked at [AttractingIdealClients.com](#) (Speaker/Trainer/...)
 Studied at [California State University, Sacramento](#)
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 Married

 Friends 2,340

 Photos 83

 Map 93

 Subscribers 93 

 Status

 Photo

 Place

 Life Event

Friends



Facebook Cover Photos

Red Bull – Cover Photo



Manchester United – Cover Photo



Coca Cola – Cover Photo



Coca-Cola

40,935,796 likes · 302,859 talking about this

Like

Message



Walmart – Cover Photo



SportsCenter – Cover Photo



SportsCenter

5,220,221 likes · 153,947 talking about this

Like

Message



US Army – Cover Photo



The U.S. Army

1,410,820 likes · 45,158 talking about this

Like



Facebook has restrictions on the Cover Photo

- They cannot contain:

- ☐ Price or purchase information. Examples include "40% off" or "Download it at our website."
- ☐ Contact information. Web address, email, mailing address or other information intended for the Page's "About" section.
- ☐ References to user interface elements. This includes "Like" or "Share" or any other Facebook site features.
- ☐ Calls to action. This could be statements such as "Get it now" or "Tell your friends."



Cover Photo Tips

- **Optimize the Image Size**
- **Center the Focal Point**
- **Follow Facebook's Rules**

Image Sizes

- Profile Photo: 180 x 180 pixels
- Cover Photo: 851 x 315 pixels



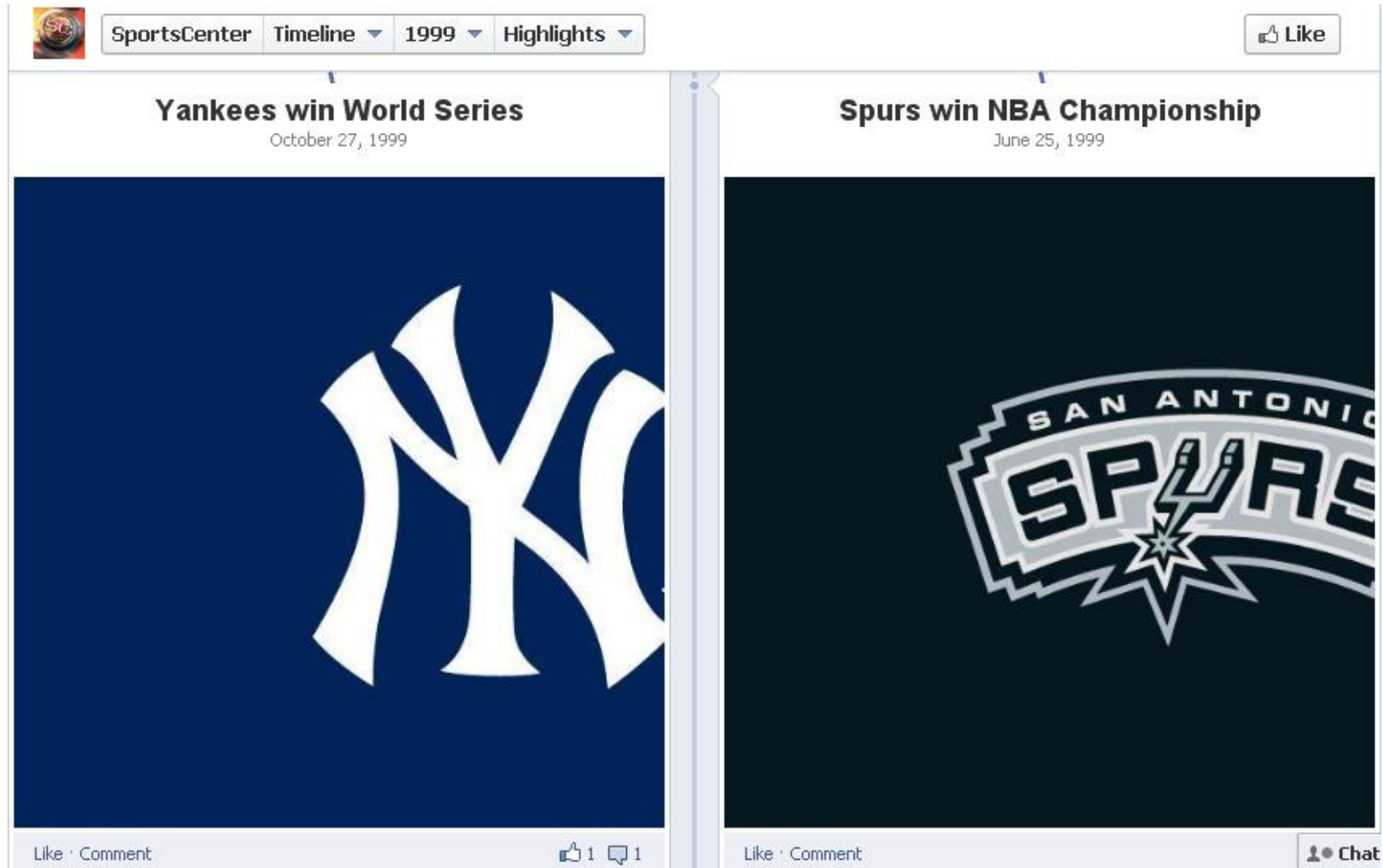
Demonstration:

Change Facebook Cover Photo



Facebook Timeline Adding Milestones

SportsCenter – Milestone



US Army – Milestone



The U.S. Army Timeline Founded Highlights

Like

1775



Revolutionary War - Quebec Campaign

August 28, 1775

August 28, 1775 - July 3, 1776





Revolutionary War - Boston Campaign

June 17, 1775

June 17, 1775 - March 17, 1776





Managing your Facebook Timeline

- Hide content on your page
- Pin content to top of page
- Recent posts
- Admin Panel
- Activity Log

Hide Content on your Page

The screenshot shows a Facebook page for 'Social Media Outcomes'. At the top, there are navigation tabs: 'Social Media Outcomes', 'Timeline', 'Now', and 'Highlights'. A 'Liked' button is visible on the right. Below the navigation, a row of profile pictures of users who liked the page is shown, followed by a '+124' indicator. The main content area features a post from 'Social Media Outcomes' stating 'updated their cover photo, 16 minutes ago'. The post includes a photo of a man in a suit speaking into a microphone. A context menu is open over the photo, showing 'Pin to Top' and 'Hide from Page' options. Below the photo, there are 'Like', 'Comment', and 'Share' buttons. To the right of the post, a status update from 'Michelle Ketterman' is visible, mentioning 'Social Media Outcomes' and dated 'December 3, 2011 near Wylie, TX'. This status also has 'Like', 'Comment', and 'Share' buttons, with a comment count of 3.

Pin Content to Top of Page



The screenshot shows a Facebook post from the user "Social Media Outcomes". The post text reads: "Blog post on AttractingIdealClients.com: Demonstrate your Expertise - Read it here". Below the text is a thumbnail image of a woman pointing at a chalkboard with mathematical equations. The post title is "Attracting Ideal Clients" and the link is "Demonstrate your Expertise bit.ly". The post description starts with "When you declare yourself as an expert, it is to begin creating content. Experts are knowledgeable. They have information and want to". A context menu is open over the post, showing the following options: "Pin to Top", "Change Date...", "Hide from Page", "Delete...", and "Report/Mark as Spam...". At the bottom of the post, there are buttons for "Like", "Comment", and "Share".

Social Media Outcomes shared a link.
Yesterday

Blog post on AttractingIdealClients.com:
Demonstrate your Expertise - Read it here

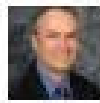
Attracting Ideal Clients
Demonstrate your Expertise
bit.ly

When you declare yourself as an expert, it is to begin creating content. Experts are knowledgeable. They have information and want to

Like · Comment · Share

- Pin to Top
- Change Date...
- Hide from Page
- Delete...
- Report/Mark as Spam...

Content Pinned to Top



Social Media Outcomes shared a link.
Yesterday

Blog post on AttractingIdealClients.com: Sharing Content to Demonstrate your Expertise - Read it here: <http://bit.ly/odGocB>



Attracting Ideal Clients: Sharing Content to Demonstrate your Expertise

[bit.ly](http://bit.ly/odGocB)

When you declare yourself an expert, the next step is to begin creating content. Experts are knowledgeable. They have information and want to

Like · Comment · Share

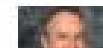


Joanne Lang me
October 4, 2011

To get great informatic with all the changes, L does a fabulous job!!

Unlike · Comment · Share

Recent Posts by Others on

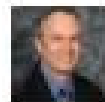


Rick Cooper

Recent Posts

Recent Posts by Others on Social Media Outcomes

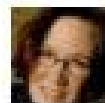
[See All](#)



Rick Cooper

Welcome to the conference call. Please post a comment.

 1 · 7 hours ago



Cheryl Page Yantis

Page Hypnosis is here to say Hello.

 1  1 · Tuesday at 6:12pm



Rick Cooper

Are you in the conversation on social media? Join me at Soci...

 1 · Tuesday at 6:01pm



Rick Cooper

Thanks for joining me on the call today on How to Use Social ...

Tuesday at 5:36pm



Rick Cooper

 Add me to your circles on Google+ at <http://gplus.to/ricks...>

 1 · Tuesday at 5:35pm

[More Posts](#) ▾

Facebook Pages Tips

facebook Facebook Pages

1. Introduction

Control Your Content

- Weekly pinned post
- Starred posts
- Milestones
- Change post dates

Status Photo Ask Question Milestone

Write something...

 **Facebook Marketing Solutions**
5 hours ago 

Want to learn about the hottest trends affecting marketers at next week's CES conference? Tune in to watch Facebook's Carolyn Everson on a Brand keynote Panel and Creatives Talk Live with Ari



Next Steps

- Switch your Facebook Page to the Timeline
- Add a Cover Photo
- Pin a post to the top
- Add milestones



Contact Information

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916-905-2464

[Facebook.com/SocialMediaOutcomes](https://www.facebook.com/SocialMediaOutcomes)