

## Chapter 1 : New Facebook Timeline for Business Pages

*Many businesses fear the changes the Facebook Business Page Timeline has brought about. So the sooner you get familiar with the Facebook Timeline design, the bigger competitive advantage you can gain. Make sense of the Facebook Business Page Timeline using our new guide. Find out how to use Facebook.*

Contact Us New Facebook Timeline for Business Pages As you may know, Facebook recently changed the format of personal profile pages, moving to the new Timeline page design. This change will soon apply to business pages as well. The new Facebook business page design, which is virtually the same as Timeline, is now available for all businesses to implement on Facebook pages! All business pages will be required to convert to the new format on March 30, In the meantime, page administrators can preview and play around with the new design without publishing, or have the option of publishing their new design immediately. After logging in and accessing your business page, you may be prompted to access a preview of your page, with a message that looks like this: You can use a photograph here, or create a custom banner – this is a great place to get creative with your page. The dimensions of the cover photo are x pixels. Cover photos cannot include:

**Add Your Profile Picture** This is the standard profile picture, which will appear with all your posts, and will also appear with any sponsored stories or ads you run. **Configure Your Ads and Apps** The new design features photos, likes, and apps at the top of your page below your cover photo. Photos are automatically featured in the first spot, but page admins can rearrange the rest to feature the most important ones first. Overall, a total of 12 apps can be shown here, which can be viewed when page visitors click the dropdown arrow highlighted in orange in the image below. The new page layout displays featured photos, Likes, and apps below your cover photos. Photos are, by default, featured in the first slot, but the remaining featured items can be arranged to suit your preference. Locate the drop-down arrow to the far right of the featured thumbnails, to the right of Photos and Likes. The drop-down arrow will have a number 1, 2 or 3 next to it. Hover your mouse over the thumbnail box you want to set, then click the pencil icon in the upper right of the thumbnail. Repeat for the remaining thumbnail boxes. Hover over individual stories to make them wider, hide them from your timeline by using the pencil icon to edit , use the star icon to highlight them as important, or delete them entirely. Pinning it to the top of your page will prevent it from getting buried by more recent updates. Since the cover photo policies prohibit promotional messages, this pin feature offers you the flexibility to keep marketing messages visible. **Check Out The Admin Panel** The admin panel allows admins to edit page settings, access Page Insights analytics , create new ads, and respond to comments. This is the place to track all activity on your page in one convenient place. To access the admin panel, find the Admin Panel button at the top right of your business page. **Private Messages** This is a new feature for business pages, and gives admins the ability to allow users to send them personal messages. **Other New Facebook Timeline Features for Business Pages**

**About –** This is not a new feature, but is placed more prominently in the new design – below the cover photo, and next to your featured items. Take this opportunity to let your visitors know about your business. **Friend Activity –** Social interaction is now more personalized, because visitors will now see how their personal Facebook friends have interacted with your page. If a visitor to your page sees that he or she has friends who have also interacted with your page, they will hopefully be more inclined to become fans as well. Create a new or past milestone using the status update box, which will prompt you to input the following information about your milestone. **Activity Log –** This features allows you to view, manage, and organize all posts on your page. From this view, you can also hide, delete, or star highlight individual stories, as well as change dates of stories on your timeline. If you have a Custom Facebook Page , be aware that you can no longer set a default landing tab for your business page. All new traffic will go directly to your timeline. However, remember that you can spotlight any apps on the featured toolbar see Step 3 above. Keep your important content prominent. To display a post prominently the full width of the timeline , access your Activity Log and select Highlight on Timeline to star a specific post. Pin new featured posts regularly. See Step 4 above. Take the next few weeks to experiment with your new page settings before publishing it. You can also take a tour of the new, updated Big Splash Web Design Facebook page to see how the new features

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work. For more information, check out some additional resources available from Facebook:

### Chapter 2 : 15 Tips to Rock Your New Facebook Timeline Business Page |

*The new Facebook business page design, which is virtually the same as Timeline, is now available for all businesses to implement on Facebook pages! All business pages will be required to convert to the new format on March 30,*

Share on Facebook Share on Twitter Facebook is beginning to roll out the new timeline design for personal profiles for more users. It may look similar to this. Basically, your updates, updates posted to your wall by others, and updates you are tagged in show up on the right column. All of the stuff that was previously beneath your timeline cover photo about, friends, photos, places, notes, etc. Also added to the left column are sections for music, movies, TV shows, and books you like plus sections for services you use like Instagram, Pinterest, Quora, and so forth. Just hover over one of those sections and click on the pencil icon. Using this menu, you can choose edit all of your sections. While the About, Friends, and Photos section are mandatory, the rest of the sections can be toggled on and off as well as rearranged. To do this, go to your About tab, and add a position that relates to your page writer, blogger, owner, marketer, etc. Make sure your page appears when you start typing in the company name. Amy Porterfield has a great example of marketing your business with your personal profile timeline cover photo. Note that you can add your pages to the About tab information and be sure to add your most important pages here. You should also add links to your main websites and even other social profiles under your contact information. Beneath what is shown above, people can scroll through to the same sections in the left side of your main timeline design. Anything you toggled on or off using the Edit Sections option will also be shown or not in this area. The only way to attract attention to an update is to use the Highlight option, which just adds a little ribbon to the top right of the update. You can highlight multiple status updates on your timeline. This can help make your updates stand out over others posted to your wall or tagged with your name. You can also draw attention to special photos in your albums by highlighting those as well. Just hover over a photo of your choosing and click the star icon. Your photo will then be expanded to cover four squares. The Future Design of Facebook Pages Is it inevitable that this same design will eventually roll out to Facebook pages? You can read how to do that here. Your Thoughts on the New Facebook Timeline What are your thoughts on the new timeline design for personal profiles, and how would you feel about this design ending up on your Facebook pages? Please share in the comments! Oh, and if you like this article, be sure to like my page on Facebook too!

### Chapter 3 : New Facebook Timeline for Business Pages: Need to Know Basics - Social Media Artizon Digital

*2 guide to Facebook business page timelines calendrierdelascience.com share this ebook! introductory content is for marketers who are new to the subject. this content typically includes step-by-step instructions on how.*

We have updated our Facebook for Business capabilities post. Please head over to this link for the updated version as of August. Facebook began rolling out the business edition of its new Timeline format shortly after most personal pages were required to adopt Timeline in December. Timeline for business pages will become mandatory on March. This gives you the opportunity to create a unique Facebook logo for your business. Two column layout, divided by a timeline. Your customers can drag the timeline to see what you were doing in the past. Use this to your advantage to tell your customers how your business has progressed. For example, post photos of your grand opening, your biggest sale, the first positive review you got and so forth. Label your photos with the correct dates so they go in the right part of your timeline. Tabs on top instead of landing page. Instead, you can choose which three tabs run across the top of the page. Use your tabs to help with your branding; choose tabs that reflect popular projects or items of interest to your customers. Ability to pin items to top of page. The Timeline feature allows you to pin items that are important to you. Pinned items appear at the top of your page regardless of how much other content you have on your page. You can use pins to help solidify your marketing efforts. Pin links to blogs, recent events and other items that you want your customers to see as soon as they access your page. You will now be able to send private messages to customers who have joined your page. You can use this to send targeted messages to customers who might be interested in a particular sale or follow up on a customer concern. When setting up your Facebook business page using Timeline, keep in mind that your cover photo, tabs and first two items are most important. The above the fold information is more important than the rest of your Timeline because prospective customers may not scroll down to see what else you have on your page.

### Chapter 4 : Timeline for Facebook Pages - Are You Ready?

*Your Facebook Page is the voice of your business on Facebook. Build relationships, find new customers and increase sales.*

You can adopt the new look now or wait until Facebook changes the look for you on March 30th. The changes are fairly significant and will definitely impact the way your Facebook Page works, so you likely want to review these changes and get your page ready before the roll out. There are 5 major changes you need to be prepared for.

**Overall Appearance** The look of the new page will be much like the Timeline layout for your personal profile. It will have a large cover photo at the top of the page and a two column timeline running down the page. The dimensions of the large Facebook cover photo are px xpx. This large photo will give you a nice way to promote your brand. It is important to note, that Facebook warns you, that you are not to use this space for promotion or advertising. You will also be able to pin one post to the top of the timeline for a week or until a new item is pinned. This will allow you to feature a particular post or promotion at the top of the page. You can also feature specific posts throughout the timeline, by choosing to highlight them. This will cause the post to extend across both timeline columns, making it stand out against the other posts. Product launches, management changes, etc. This meant you could have users land on page with specific content such as your opt-in sign up or a special welcome message. This is not part of the functionality of the new Timeline Pages. You can update your links to Facebook Page on your website so that the links go to the app you choose. For example if I wanted the people to see my website portfolio photo gallery first, I could change the Facebook links on my site to <http://> Less Tab Visibility The old version of Facebook Pages allowed you to have hundreds of tabs on the sidebar. The new version still lets you have the tabs but they show as icon boxes under the Cover Photo. Only 4 boxes are visible the rest appear as a drop down and one of the four prime boxes is fixed as photos. So that means there are only three boxes above the fold. Choose your apps carefully and be sure the most important three are featured above the fold. New Tab Content and App Dimensions Gone are the squishy px layouts and in are new wider px layouts. Page owners will need to revisit their tab and app content to make sure it looks optimal in the new layout. Private Messaging You will now be able to communicate with visitors privately through the message system. As you can see, there will be some pretty significant changes when the new looks goes live on March 30, You will want to make sure you page is ready for the transition, by previewing the new look and updating your content. Once your site is ready be sure to make it live so you can be one of the Facebook Timeline pioneers! What do you think of these changes? Will this new look be more effective for social media marketers? Share your thoughts in the comments below. If you need help designing a new cover photo, content icons or general help preparing for the change, feel free contact me.

### Chapter 5 : 5 Tips for the New Facebook Timeline for Personal Profiles

*With just one month before switchover to a completely new page layout for companies on Facebook, we've rated the impact as 10 out of 5, although that depends on how important Facebook is for your business. If you're short on time, I recommend you go straight for the new Facebook pages FAQ for.*

This time they have added the new timeline to business pages. With it come both good and bad changes. Instead use that same negative energy and turn it into a positive. Use it as a lesson for not putting all of your social eggs in one basket! The best thing you can do is stop complaining and get to work. The new Facebook business page timeline is here to stay at least until they decide to make the next round of changes. Might as well get use to it and make the most of it! Below are some must know tips as well as loads of Facebook reference urls at the bottom to hopefully save you some time in case you get stuck or have further questions. Note, there are more changes than what I included in this blog post. The new Facebook timeline is set to launch on all business pages March 30, You can start playing with your new page now and see it in preview mode before actually pushing live. I encourage you to do this as soon as possible. Create a new Facebook timeline cover image. The cover image provides amazing opportunities for branding and to visually inspire and connect with your fans. The options are endless as long as you stay within the Facebook guidelines outlined in 3 below. Create several different timeline covers so you can provide a fresh and inspiration experience for your timeline visitors! Know the Facebook cover image content guidelines rules. What you CAN do: Brand the heck out of your company, book or personal brand. This include brand images, logos, photos and any other visual marks. Inspire your audience with visually appealing graphics, colors and images. Use simple language that will help you inspire and connect with your fans. What you can NOT do: It is not meant for blatant self promotion or hard sales. No default landing tabs. You can no longer set a tab as a default landing tab. Now before you go off on a wild rant about how terrible this is, remember this is a post designed to help you move forward and do good things with your new Facebook timeline. Now here are a few things you CAN do: Maximize use and space of cover image. Use the unique urls of apps to direct people directly to the app from pages outside of Facebook as well as posts, status updates within Facebook. Maximize use of the top apps shown underneath your cover photo. Use the apps for call to actions and to engage your fans. Use this as an excuse to get out of your box and focus on truly inspiring and connecting with your audience 5. Tabs are now Apps! Apps are the new tabs. You can utilize a max of 14 custom apps on your timeline. Create a custom thumbnail for your app. You can change the order of the apps by clicking on the pencil to the right of each app and then selecting the app you want to swap it with for that particular spot. Use a unique url in place of landing tabs. Although you can no longer set a default landing tab, you can still easily get around this. I suggest purchasing a unique url that you can use to drive traffic to your Facebook app of choice. Now I will use it to drive traffic to an app of my choice. The best part of using a domain that you own is that no matter how many times Facebook changes the apps, tabs, timelines, pages or other, you can stick to one or two urls that you use on a regular basis. Create custom thumbnails for apps. It is super easy to create a custom thumbnail image for each and every app. Note custom images can not be set for photos and likes. It will show a number which represents the number of apps you are using. Upload the new image 8. Fans can now send you a private message. You can not message your fans. The messages are user fan initiated. Messages are a good way to encourage one to one communication if you have an interest in doing such with your fans. Milestones You can set milestones for your business for current, or past dates. This is a great way to highlight key events such as grand opening, ribbon cuttings, launch of new products, new partnerships, business milestones and achievements. Milestone images are x pixels. Click Milesone in the sharing bar at the top of your page b. Add a headline, date, location and details c. Choose to add a photo d. You can set any post to be highlighted which means it will take up both sides of the page. I expected to see some type of real highlight. This feature enables you to bring special attention to a particular post within the timeline. You can set a post to be pinned to the top of the page. Pinned posts will stay on top of your timeline for up to 7 days. If possible, try not to wait the full 7 days before you change out the post unless you have a very important message to share.

Chances are you have repeat visitors coming to your page throughout the week. Give them something new and fresh to check out. Like button and interest lists. You can create your own list as well as subscribe to lists the page owner has created. Users can also select if they want to see your posts in their timeline right from your Facebook timeline by hovering over the same like button. I will do more research on these feature and provide further detail in a subsequent post. Know the required image sizes. No need to over complicate this. Note the required image sizes and jot them down on a sticky. As I always say, it is what happens after the like that matters most. Remember, you do not own Facebook. Facebook can make any changes they see fit, whenever they decide to do so. It is a free platform and although you may have put too much weight into the platform for the success of your business, use the anxiety you feel today as a positive to move at least a few eggs out of the Facebook basket. Putting all your eggs in one basket is never a good thing, particularly when it is a basket you do not own! Below I have compiled numerous Facebook pages to help you get acquainted with the most recent changes as well as the standard guidelines for Facebook features such as advertising and promotions. Start setup of a new Facebook Business Page:

### Chapter 6 : Facebook Covers, Timeline Covers, Facebook Banners - myFBCovers

*Wow! this is a great deal using the face-book timeline for our business page. I never knew about this before. before I was thinking that face-book timeline is just letting us know the history of our profile since we started using this social media site.*

### Chapter 7 : Key Features on Facebook Timeline for Business | Gatorworks

*The new presentation emphasizes chronological history, with the Timeline extending back to when the business first started using Facebook or back to the beginning of the business--well over*

### Chapter 8 : New Facebook Business Page Timeline Free Webinar

*9 guide to facebook business page timelines " Facebook Timeline allows a number of changes businesses " should be familiar calendrierdelascience.comok Timeline comes with a set of new features which affect what businesses can and can-not control on the social platform.*

### Chapter 9 : Announcing New Facebook Timeline for Business Pages

*Facebook Timeline for Pages (click to see full size) First thing first, you can view your new Page Timeline now by clicking the Preview button at the top right, in the Coming Soon box.*