

## Changes to Facebook Business Pages – 31<sup>st</sup> March 2012

### Introduction:

Facebook has done it again.

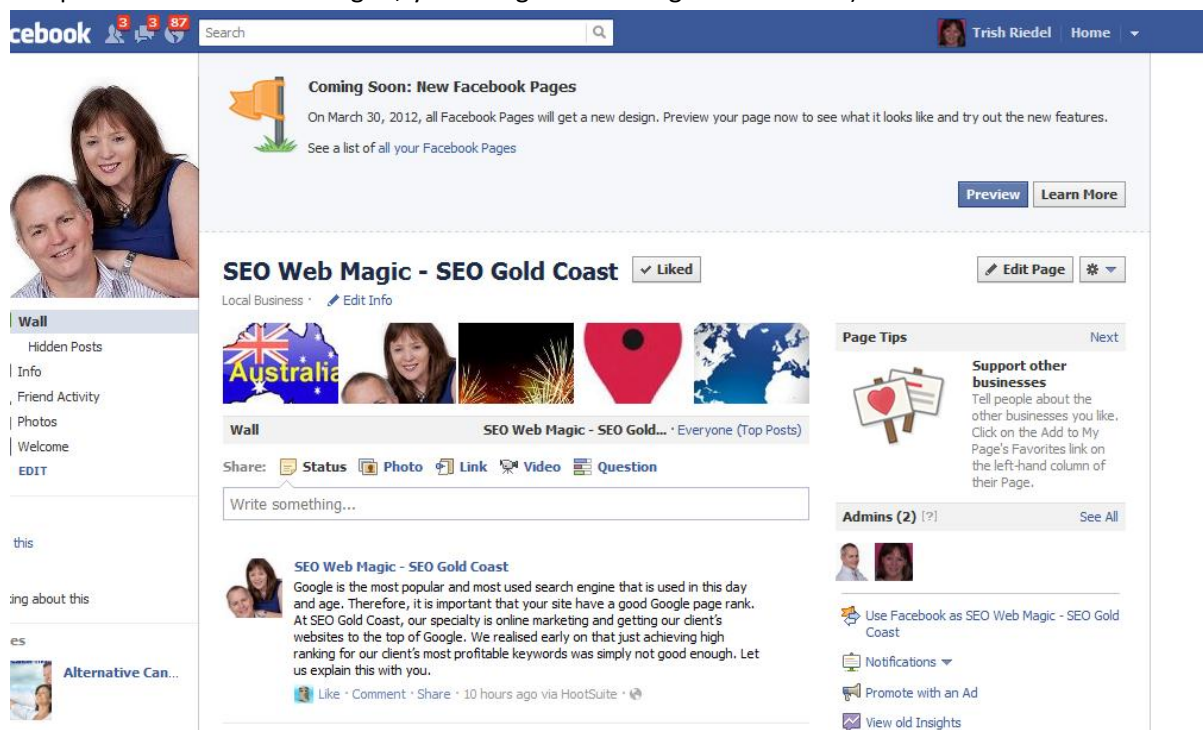
On March 30<sup>th</sup> 2012 your Facebook Business/Fan page and the way it looks will be dramatically changed.

The mandatory introduction of the Facebook Timeline heralds some far reaching alterations, not only in the way Facebook pages will look but also the manner in which you interface with Facebook and the people who Like your page.

Also as usual Facebook has a number of rules around what you can do and can't do. I will cover these for each section

To show you what I mean, let's take a look at typical business/fan page and how it looks today.

This is our SEO Web Magic Business Page as it looks today. You can see the notification at the top warning us that the changes will occur on March 30<sup>th</sup> (For those who are part of our Free and Inexpensive Tools and Strategies, yes I "Jinged" the image in 2 seconds)



After 30<sup>th</sup> March your page is going to the new timeline style.

I have already moved ours across and below is what it looks like now.

Or click on this link and see it live. <http://www.facebook.com/SEOWebMagic>



But yours won't look like when the change happens on 30<sup>th</sup> March this because there are a number of things you need to do.



Even if you don't have a fan page, your personal profile page will take on the same look. These changes should come as no surprise as they have been available in "review mode" since Sep 2011.

However, if you are like me, you may well have ignored them. Personally I didn't like the time line version on personal profiles. I am a simple girl, just like to do a quick scan of what's new and then get out of Facebook. But now that I understand it, I really like it, much more interesting.

### Overview of what is changing

1. As you can see above, the mandatory Timeline dramatically alters the way your Profile Page and your fan pages look.
2. You need to create and upload a cover photo and, if you haven't already, a profile picture, which has significant size restrictions
3. The section below your cover photo provides access to page content that was previously accessed from a column menu that was on the left hand side.
4. Changes to Custom Tabs and Default Landing Pages
5. Interface modifications will change the way you create Facebook pages or custom tabs and apps.

Just be aware that these are just the most important changes, there are others, but if you are a local business, with a reasonably basic Facebook Fan Page, you don't really need to worry about them.



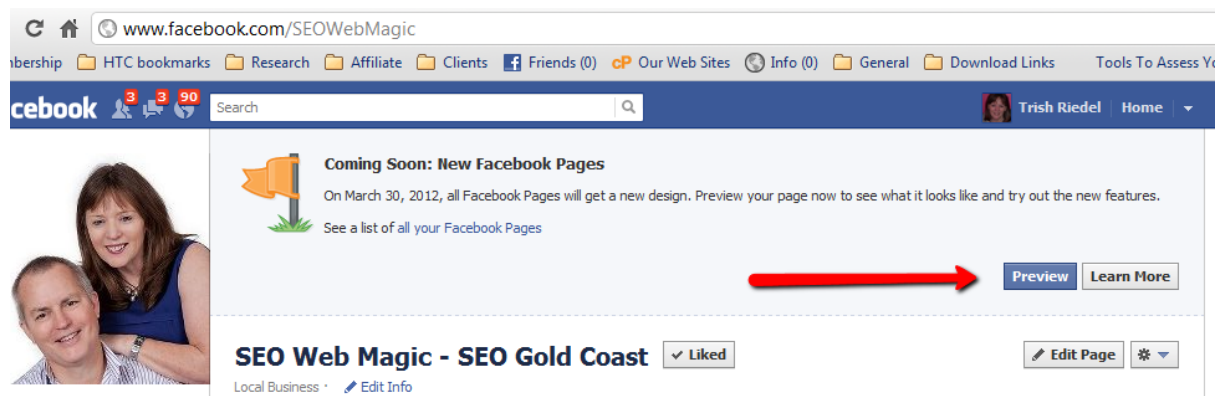
## What Do You Need To Do?

I recommend that you make these changes as soon as possible. You can keep your Fan Page in Review mode so that you can monitor how it all looks and then only publish when you are happy.

Just be warned Facebook will publish your Fan Page in Timeline mode on 30<sup>th</sup> March whether you make the changes or not. When they make these changes parts of your Fan Page may disappear unless you make some changes.

Firstly make sure you are signed into Facebook with your email address that is the admin for your Fan Page.

You should have a box at the top announcing the changes. You can access the review mode and make changes just by clicking Preview. So long as you don't click publish your Fan Page will stay the same until you are ready.



If you don't have this announcement you can access it at <http://www.facebook.com/about/pages> and click on Preview Pages in green in the cover image.

Before you click through, go to the section near the bottom that gives examples of what some of the bigger companies have done for their new timelines. Make sure you check out their Cover Images for inspiration.

I am only going to cover instructions for your Business or Fan Pages.

## Cover Image

Image Size: 815 x 351 pxls

If you try to load an image that is a different size Facebook will reposition it and it may come out blurred or strange. If you have an image you really want to use that is a different size you could try creating a coloured background (maybe white or black) which is 815 x 351 and then overlay your image on the background. This will solve the problem of having strange or blurred images.



### Rules:

1. Your image must be unique, you can't go to someone else's page and copy their image. You can't copy images from the internet
2. You are not allowed to sell. No prices, discount offers, enticement to purchase
3. No contact information - address, phone number, website etc. You can have your company name and branding
4. No references to Facebook, such as arrows to the Like button, Images of Facebook Like buttons. No enticements to click the like button
5. No call to actions, whatsoever

If your cover image does not comply with these rules it will be removed.

I recommend you find an image that represents who you are, the more interesting the better. You can change your cover image as many times as you like. You could create a collage of images to demonstrate different aspects of your business.

### Profile Image

This is the image that currently sits at the top left hand side of your page. This was ours



Our image is reasonably short, but a lot of people had quite long images. This is no longer possible

Size: The picture that sits in the bottom left of the Cover Image: 180 x 180 pxls

This image will also be used around your Fan Page where you post etc. and will be reduced to 32 x 32 pxls. So make sure you choose an image that will still look good when reduced.

My recommendation is that it should be a picture of you. Facebook is about relationships and people want to know who you are. If this is not appropriate then your logo if it fits the square sizing

### Custom Tabs

If you have a basic Fan Page, move past this section. You may not understand what I am talking about anyway.

Custom Tabs that were sitting on the left hand side are now sitting directly under the Cover Image



You can have up to 12 Custom Tabs with a maximum of 4 showing. I have not created a custom tab for our new fan page yet, so here is an example from Cold Plays Band Page. Here is the link if you want to see it live <http://www.facebook.com/coldplay>



You have “About” to the left – more about that later  
“Photos” always come next, then likes.

Cold Play have set up 4 Custom Tabs. The first one is “Events”. If you click on this image it will take you to their events page.

The second is their “North American Ticket Shop”, where you can buy tickets for their next tour.

I also know they have 2 more, because to the right of the North American Ticket Shop is the number 2 with a down arrow. Any custom tabs that you set up that don’t show in the bar when your page opens can be accessed by clicking on the down arrow. You can change the order of the custom tabs so you choose which 2 show on the main page.

Image Size: 110 x 74 pxls

Again make sure you have the right size to get the best result

### Changes to Custom Tabs

1. You can no longer make your custom tab the default landing page, unless it is directly through an advertisement that you place on Facebook. People will be taken directly to your wall – the new timeline style, although I have a solution.
2. Facebook has increased the size of the custom tab page from 520 pxls wide to 810 pxls wide. I recommend you have images at 800 pxls wide. There is no restriction to the length



3. You can still have Fangate or 2 step Reveal pages. These are pages where people land and are given an offer such as – “Click the Like Button and you will receive your free gift”. When they click the Like Button they are then taken to a second page for their free gift or to provide their email address to get their free gift.

If you have reveal pages already make sure they still work. Remember to unlike your page first. Some people have reported that their Reveal pages didn't work. You may need to direct the app to your page again. If you need help with this we can sort it out for you ... for a small fee.

If you want to market a Custom Tab you can get around it by buying a unique domain name and then getting your host company to redirect it to the url of your Custom Tab. Every custom tab has its own unique url.

### About Section

Simply click anywhere in the “About” box or on the word "About". Find “about” in your Personal details and write a description of your business. You only have 165 characters. This is the place to put your web address and physical address if you want people to come to your business and of course your phone number if you want them to ring you.



If you are in the category – Local business, you can't change the “About” box. It will show your address, opening hours, phone number. If this is what you want people to see then you can leave it as it is.

If you want to be more creative in this section you have to choose a new category such as Product/Service. You can do this in the same section, click edit next to Basic Info and make the change.

This should be enough information to get your new timeline style Fan Page set up.

Email us at [trish@seowebmagic.com.au](mailto:trish@seowebmagic.com.au) with your Fan Page and we will like it for you and please like our new Fan Page, we would be very grateful.



If you just don't have the time or the inclination, or you have Custom Tabs that you are not sure of, we can create a cover image and make the changes for you for \$97

[Click here to contact us, so we can get started immediately](#)

Andrew and Trish Riedel  
[www.seowebmagic.com.au](http://www.seowebmagic.com.au)

