

# Facebook Business Page Changes

March 22, 2011



## What's New?

### Business Pages Can Be Used Like Profiles

- Businesses can add comments (when permissible)
- Businesses can like other pages

### New Design and Display

- Tabs are replaced by left-side navigation links
- Photos are displayed at the top (like profiles)
- News feed display: Top Posts versus Most Recent

### Admin Tools for You

- Email notifications of activity are available to admins
- News feed for the Business' likes
- *Feature other pages the Business likes*
- Feature Business Page admins



## How to:

### Switch between the Business and personal profile

- Click Account in the top right
- Choose "Use Facebook as page" or "Switch back to [your name]"

### View the business news feed

- Use Facebook as a page
- Click Facebook in the top left (or go to [www.facebook.com](http://www.facebook.com))

### Feature other Pages on your Page

- Click "Edit Page" in the top right from your Business Page
- Click "Featured" in the top left
- Click "Edit Featured Likes"



## Excerpts from Facebook Page Marketing eBook:

<http://www.hubspot.com/ebooks/facebook-page-marketing-ebook-2011/>

- "The number one reason people become fan is to take advantage of promotional offers."
- "Take them to a landing tab where there's an opportunity for them to be able to share this out with their friends, and that's the best way to get into the news feed."
- "...posting on the weekend and in the mornings is optimum for getting a lot more engagement for your page."
- "...the optimal frequency was about every other day..."
- "One of the most popular topics on Facebook is Facebook."
- "If you have an email newsletter, if you have a Web site, make sure you're including "like buttons."

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