


Converting a Facebook Profile to a Page

What's the Difference?

Facebook Profiles – Profiles represent individual people. Profiles have friends.

Facebook Pages – Pages can represent. Pages have “likes”.

- Local business or place
- Company, organization or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Cause or community



2,263 people like this

Why Convert to a Page?



Denise R. Fairley It seems that FB is in the process of deleting profiles of anyone using their pets name and info as their profile information. I don't get it! What harm does it cause to anyone. For instance, I had one friend on here who's dogs name was Horatio Canine - obviously named after David Caruso's character on CSI Miami - Hora...

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1. Facebook ads
2. No friend limit (5000 friends is the limit)
3. New "Likes" are automatically accepted (less work)
4. "Like" widgets and badges to promote outside of Facebook
5. Metrics, demographic report and insights
6. Access to third party page applications and services
7. Select a page category and sub-category
8. Profanity and moderation settings
9. Display featured page "Likes"
10. No risk of account deletion for violating Facebook's Terms of Use

Frequently Asked Questions

- **What will happen to all my current friends?**
Answer: Friends are converted to “likes” on your new page.
- **What will be migrated to my new page?**
Only your friends and profile photo will be migrated.
- **What will not be migrated?**
Your wall posts, photos and vanity URL will not be migrated to your new page.
- **How can I recover my vanity URL?**
The first try the normal process at www.facebook.com/username. If that fails there are reports of success using the username infringement form at www.facebook.com/help/?faq=15080.
- **Can I save my wall and photos before I convert?**
Yes, there is a simple download process. See www.facebook.com/help/?faq=18842.

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Step by Step

Step 1: Download your wall, photos and other data

- Go to your Account Settings page at www.facebook.com/editaccount.php.
- Find “Download Your Information” and click the “learn more” link.
- Click the “Download” button at the bottom of the page.
- Facebook will email you a zip file link with your data.
- NOTE: It may take a few hours for Facebook to email the link.

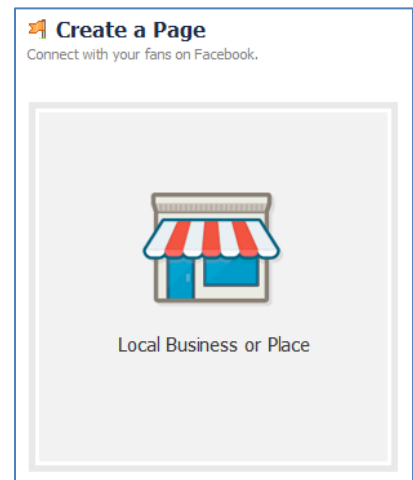


Step 2: Begin the conversion process

- NOTE: Do not start this process until you have downloaded your data from Step 1.
- Go to www.facebook.com/pages/create.php?migrate.
- Choose your page category (this is not permanent and can be easily changed)
- Enter your page name. It must be the same or very similar to your profile name. Your page name can be changed after the conversion.

Step 3: Manage your new Page

- Review and update the page settings.
- Add additional admins as needed.
- Manually import your photos, content and data as needed.
- Facebook Pages Help: www.facebook.com/help/?topic=pages



If something goes wrong you can submit an appeal to reverse the conversion to Facebook at www.facebook.com/help/?faq=19696.

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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