

facebook

TIMELINE FOR BUSINESS

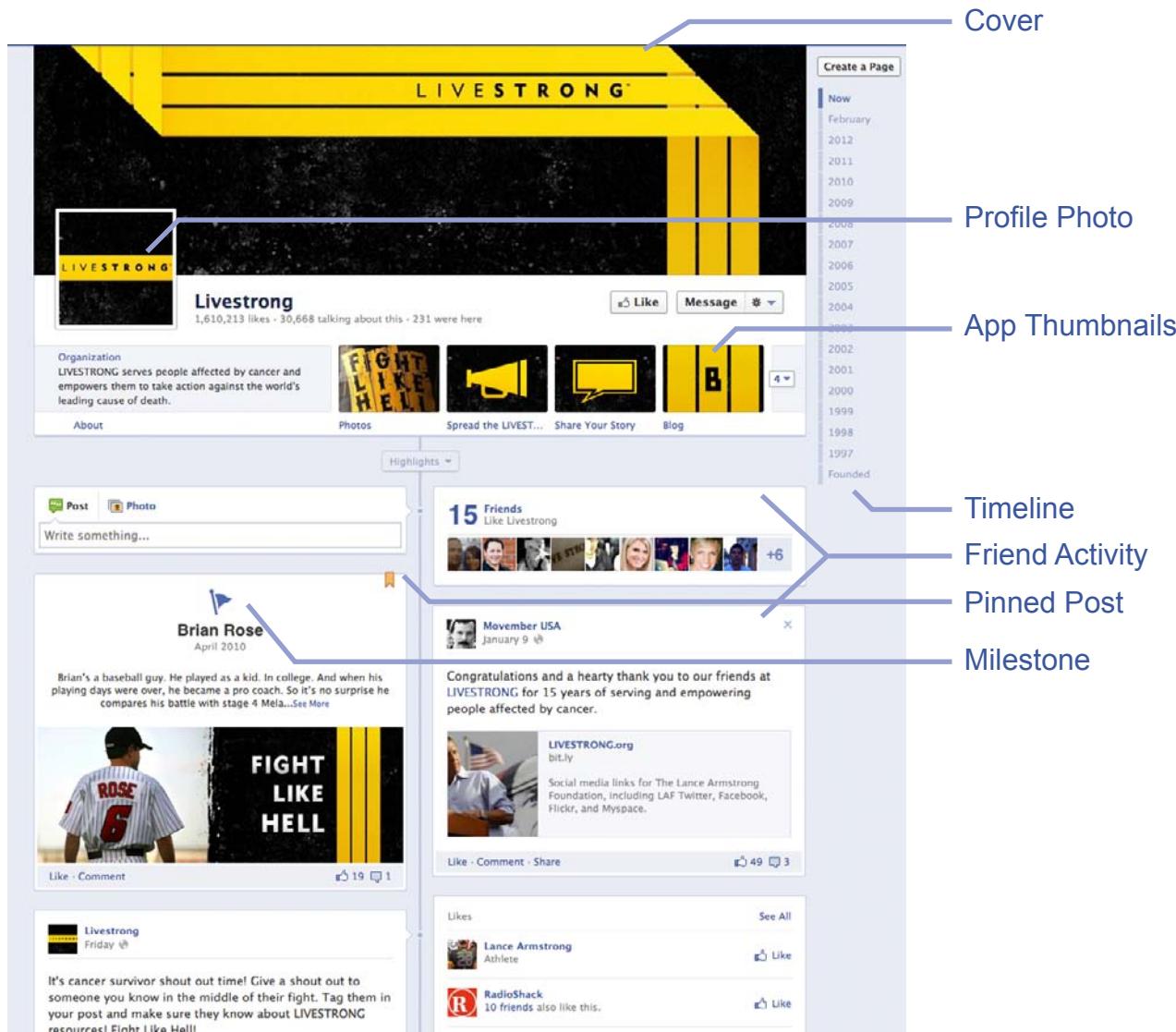
Highlights ▾

Highlights ▾

Feb. 29, 2012 — Facebook Releases Timeline for Pages

As of March 30th, 2012, Facebook will convert all pages over to the new Timeline layout that personal profiles have had since the Fall of 2011.

This means big changes for how a brand page both looks and functions on Facebook. With this change comes opportunities and challenges. We will review the main changes that Facebook has implemented and outline how businesses can make this a smooth transition.



- Facebook is allowing all pages to test the Timeline layout until March 30th, 2012. But not all functionality can be explored in test mode.

Highlights ▾

How Timeline Is Different

Facebook focused on three points during the official announcement: emphasis on visual branding, the ability to highlight the content that is most important, and an improved admin panel that centralizes moderation functionality and feature controls.



Brand your Page

Add a unique cover photo and showcase your most important news on your Page timeline.



Highlight what matters

Pin a new post to the top of your Page each week so people notice what's important.



Manage everything in one place

See and respond to your recent activity and private messages right from the top of your Page.

“(Facebook Timelines are) a better opportunity for branding instead of a space of never ending complaints.”

Matthew Knell, Social Media Director at AOL

“The new Timeline is a better brandable space for businesses, it is an easier tool for customer service, and turns Facebook pages into a more engaging experience for fans — one that Facebook hopes fans will spend more time with.”

Jason Keath, CEO of Social Fresh

This whitepaper will review seven elements of the new Timeline

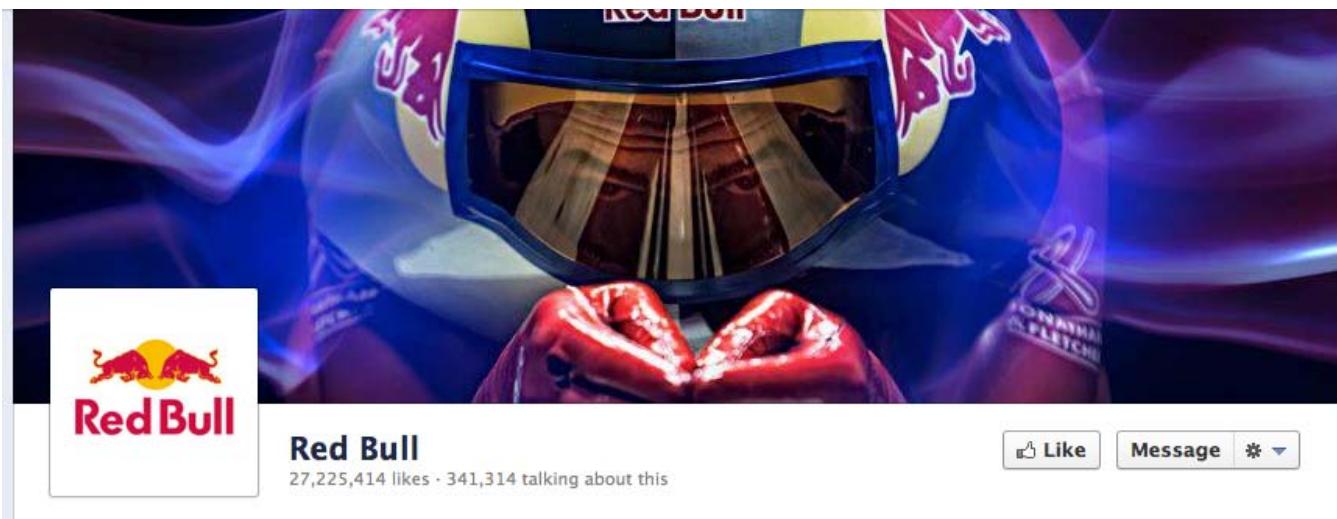
1. Cover
2. Apps
3. Friend Activity
4. Pinned Posts
5. Larger Story Layouts
6. Milestones
7. Admin Features

Highlights ▾

1. Cover

Facebook pages had become a branding platform for many businesses already. Using the full branding opportunities from Facebook included the Facebook profile image, the five Facebook page photo strip images, and content images on a page's wall.

The new Cover feature greatly simplifies that process and provides brands a larger branding space at the top of the page.



Important Details for Cover Images

1. Profile images are now square and must work alone while also working well in concert with the large Cover image
2. Cover images are always public
3. Dimensions: 851 X 315 pixels (top 35 pixels sometimes hidden)
4. Facebook Covers cannot include:
 - Calls to action, including arrows pointing to a Like button or apps
 - Suggestions to Like, Share, or reference other Facebook actions
 - Pricing, sales, discounts
 - Contact information, including email, phone, or website

“Facebook wants the Cover image as an aesthetically pleasing photo, not a billboard for advertisements. They are still the anti-Myspace.”

Jason Keath, Social Fresh

Highlights ▾

2. Apps

What were once calls custom tabs, iFrame apps, canvas apps, pages, and landing pages are now called one thing: Apps.

The actual app pages are now wider. And the links to get to your apps are larger thumbnail images just below the Cover image.

A very important change from Facebook no longer allows an app to be the default landing space for your Facebook page. Users default to the Timeline.



Coca-Cola's main apps



Livestrong's main apps

“That first visit experience is important and needs to be thought out by brands. Give fans an app to click on that helps them. When visitors are potentially overwhelmed with the new look of pages, giving them a bit of a guide to get them on their way is useful. And that guide (app page) is a great place for a call to action, for a like or email subscribe...

The new Timeline is your front door and needs to drive the fans to an action that works for you.”

Matthew Knell, AOL

Important App Details

1. Photos will always be the far left app and cannot be changed
2. Pages can customize the other three default apps
3. Thumbnail images are 111 X 74 pixel thumbnails and can be edited
4. Up to 12 apps total can be displayed including the drop down

Highlights ▾

2. Apps

Landing pages are no longer an option with the new Facebook Timeline for pages. Apps must be linked to in other ways.

The screenshot shows the Livestrong app page on Facebook. At the top, there's a navigation bar with the Livestrong logo, a "Share Your Story" button, and a "Like" button. The main heading is "SHARE + INSPIRE LIVESTRONG STORIES". Below it, a text block says: "At LIVESTRONG we are constantly inspired by the healthy achievements of our supporters. These achievements are what make the LIVESTRONG network so powerful. We are united by stories from people who are working toward a world without cancer and those who are making a commitment to health and wellness, daily." Another text block below reads: "We are proud to offer a space for LIVESTRONG Stories. Here, we hope you'll share your achievement stories and inspire others." A call-to-action text "There's no such thing as an achievement story too small. If you've overcome cancer, or defied the odds--we want to hear from you." is followed by a decorative graphic of several Polaroid photos hanging from a string with clothespins. Below this, a button says "Share your LIVESTRONG Story about cancer on the LIVESTRONG Foundation's wall." A "SHARE" button is also present. To the right, there's a photo of a man and a woman.

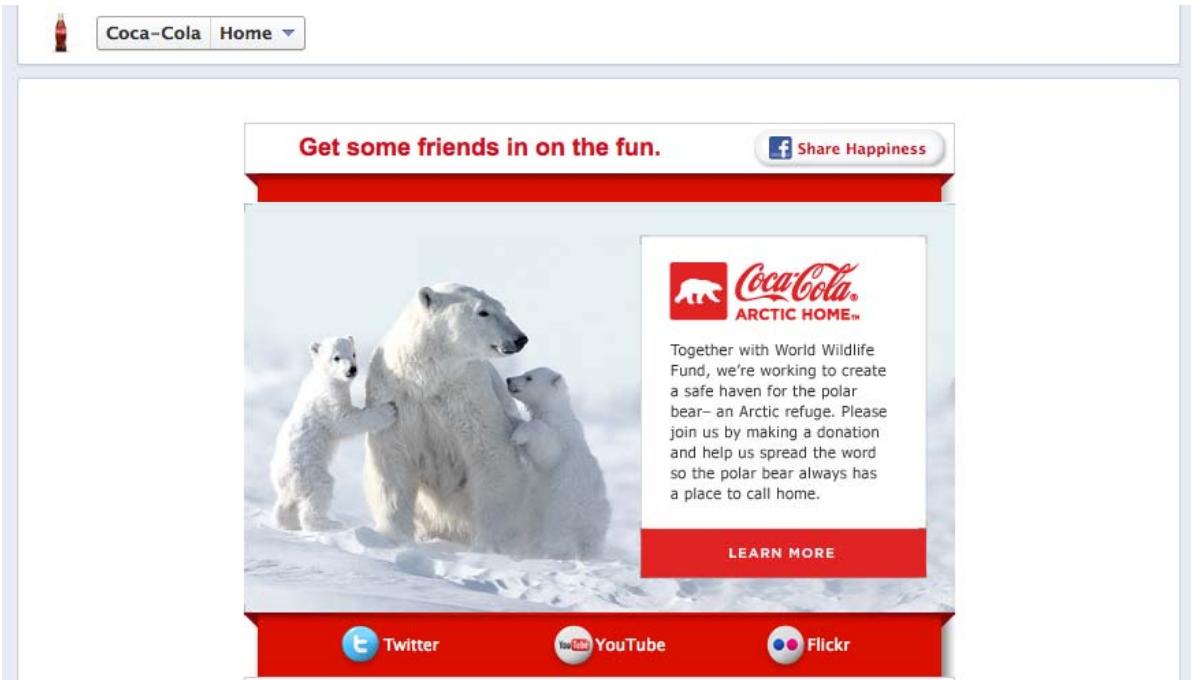
Important App Page Details

1. The app pages are now 810 pixels wide
2. Previous apps that were 520 pixels wide, will be centered with 145 pixels of white space on each side
3. App pages have a new navigation bar that includes:
 - A small thumbnail of the page profile image
 - Page home link
 - App navigation drop down
 - Page like button (top right)

Highlights ▾

2. Apps

Now that tabs can no longer be a landing page, how should apps be used and thought of by businesses moving forward?



Apps (tabs) will no longer be the first thing an organic visitor sees.

Brands will need to use status updates, pinned posts, Facebook ads as well as existing resources like blogs and email lists to drive traffic to apps.

“If you relied on the default tab to get traffic to tabs in the past, the only way you can really get there now is with (Facebook) advertising.”

Matthew Knell, AOL

Most of your views come from what happens in the news feed. But people like to stay in the news feed. They do not go consistently back to a page. Timeline hopes to change this.

“At the end of the day this weans people off of a tactic (default landing tabs) that was never very successful.”

Justin Kistner, Director of Social Products at Webtrends

Highlights ▾

2. Apps

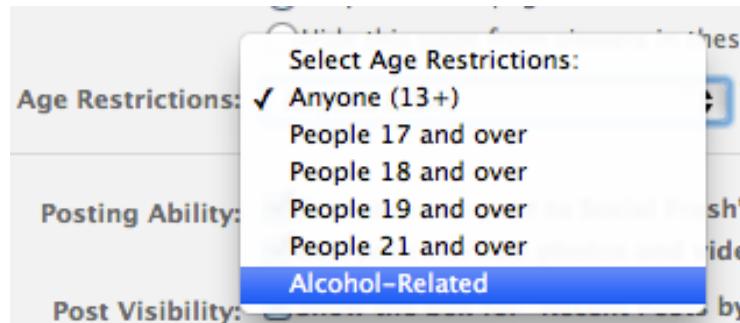
Is Like gating still possible?

Yes. Apps can still like gate content or contests, requiring fans to like the page (through an app page) in order to get access to fan only content.

This has been used in the past, in conjunction with making this type of a page a default landing tab, in order to convert more Facebook page visitors to fans. You can still Like gate content, but you have to drive visitors to the specific tab now instead just to your page.

What about spirits brands that used Like gating and default landing tabs to filter out underage visitors?

The new Facebook Timeline still allows age permissions. Spirits brands should select the “Alcohol-Related” age restriction, preventing Facebook users younger than 21 from visiting the page or finding it in search.



Highlights ▾

3. Friend Activity

The top right section of each page's Timeline is now committed to a friend activity section. This provides social proof, showing visitors if their friends like the page or are actively talking about the page.

A count of how many of your friends like a page is featured, followed by a sample of friend profile images, and then a featured friend status update.

The main goal here, according to Facebook, is to create immediate relevance for anyone visiting the page.

Important Friend Activity Details

1. Friend activity displays to both existing fans and non-fans
2. Tags are not required for a relevant status update to show up
 - Meaning if a friend casually talks about a brand, it can still show up on the brand page in the friend activity section.
3. Post visibility options remain however. You can setup your Timeline so that friend activity posts have to be “allowed” by an admin in order to display — This setting is in “manage permissions” under “edit page” in the admin panel

Highlights ▾

4. Pinned Posts

The top left section of each page's Timeline can now feature a "pinned post" that will remain the most prominent content on your page for up to seven days. This is visually signified by the yellow flag in the top right corner of a post, as you see below on Macy's first pinned post.



Important Pinned Posts Details

1. Displays on the top left of the page, beneath the status update box
2. Displays for seven days max, keep your content fresh
3. Calls to action are encouraged in this section. Facebook is disallowing calls to action in the Cover, but allowing content to be featured in pinned posts that promotes campaigns and apps brands want to promote

Highlights ▾

5. Larger Story Layouts

Content on the Timeline has a larger visual impact than on the previous Facebook page wall. Photos, videos, and links all display more prominently with several options for making them standout even more.

Nike
March 1, 2012

02.29.12: An extra day to #makeitcount (14 photos)

Hundreds of athletes hit London's Southbank last night to celebrate an extra day to #makeitcount.

We took over The Official London Eye with NTC Live classes, saw 300 runners hit the streets making their way down from NIKE TOWN, and hosted a 3-on-3 basketball tournament at County Hall. — in London, England.



Coca-Cola shared a link.
February 5

Looks like polar bears get pretty into football. Wonder what this game would look like with them on the field?



Like · Comment · Share

489

AT&T shared a link.
Wednesday

Only our amazing fans are getting the inside scoop on the opening of our Casting Call for the AT&T Spotlight Performance on **Dancing With The Stars!** Tell your story of how the power of dance has helped you push the limits of possibilities in your life!



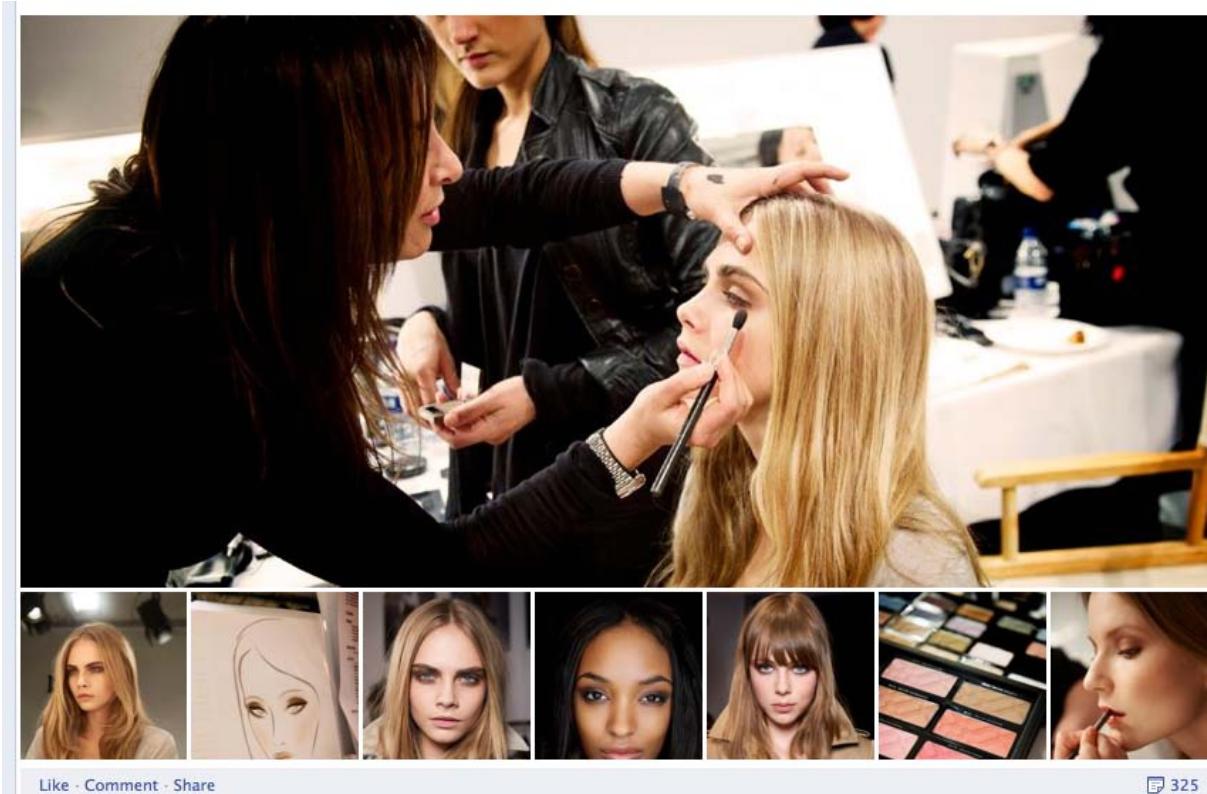
AT&T Spotlight Performance Casting Call
social.att.com

Submit your story and video for a chance to be featured in the AT&T Spotlight Performance on Dancing with the Stars.

Highlights ▾

5. Larger Story Layouts

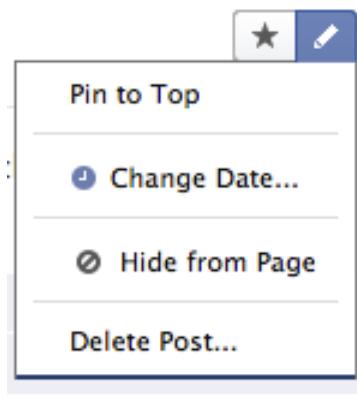
Normal content will have a more significant visual impact, complimenting the Timeline Cover and app images to make the space more brandable.



Like · Comment · Share

325

Additionally, content can be “highlighted” by selecting a star icon on the top right of Timeline content boxes. Highlighted posts display as the full width of the Timeline, as seen in the photo album example above from Burberry.

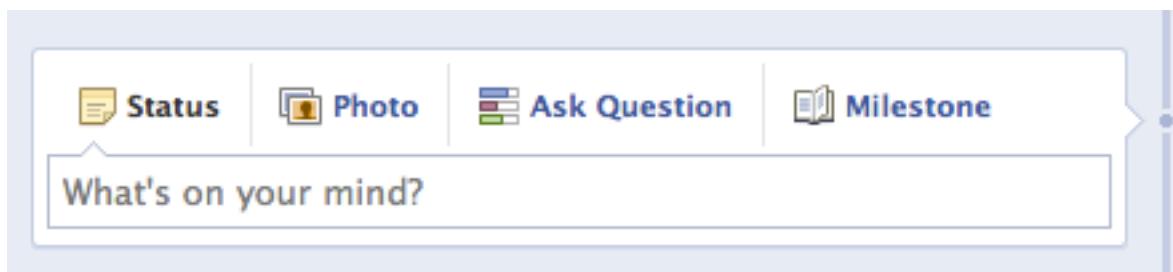


Highlights ▾

6. Milestones

The “time” part of the Timeline comes into play in the new ability to include and edit the date of content. When you publish content to a new page, you have the added option of a Milestone. Milestones are intended to be significant moments for a business.

When a brand was founded, when they built their first factory, or when they released an important product are examples of Milestone worthy content. But there are no hard and fast rules for what justifies a Milestone. It is a feature that brands can use creatively as they wish.



Important Milestone Details

1. You must use the Timeline “as a page” in order to see the Milestone update option
2. Milestone content is marked with a blue flag image
3. Milestone content can include a date, location, image and story (or caption)
4. Milestone content is full width, similar to highlighted content
5. Milestone content will create a date link in the right-hand sidebar of the Timeline

Highlights ▾

6. Milestone Examples

From the Today Show:

2000



TODAY expands to three hours

October 2, 2000

TODAY becomes the only morning show to add a daily third hour to its program. The broadcast, which aired at 9 a.m. in most markets, featured most prominently Ann and Al as co-hosts.

Like · Comment

From Ford Motor Company:



World's first moving automotive assembly line begins operation at Highland Park Plant, Michigan.

October 7, 1913



A black and white historical photograph showing several men in early 20th-century work clothes and hats working at a long assembly line. They are focused on assembling car parts, specifically what appear to be hubcaps or wheel covers, which are mounted on a conveyor belt system. The scene is a factory floor with various tools and equipment visible in the background.

Like · Comment

3

Highlights ▾

7. Admin Features

The admin features of the new Timeline have been centralized, expanded, and are easier to get to. Some functionality has moved, so there will be a learning curve for many, but the functionality is improved in several ways.

Admin Panel

Notifications		See
	Cision North America tagged you in a post. about an hour ago	
	Leah Schklar, Barry Hott and 20 others commented on your status update. 14 hours ago	
	Webtrends tagged you in a post. 16 hours ago	
	Matthew Knell tagged you in a post. 17 hours ago	

Manage ▾ Build Audience ▾ Help ▾ Hide

- [Edit Page](#)
- [Use Activity Log](#)
- [See Banned Users...](#)
- [See All](#)

Use Facebook as Jason

new messages. When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

New Likes	See All	Insights	See All	Page Tips	Next
	Jill Phillips Seo & Online Marketing at DJ...	 Your Posts Talking About This Reach			View Insights Use Page Insights to find useful information about who is interacting with your page and what content they enjoy.
	Jessie Nuez				
	Júlia Taboada Universidade Estácio de Sá				
	Katy Kirby Nashville, Tennessee				

The new admin panel is accessible through a link located at the top right of the Timeline above the date links. This will expand a snapshot view of page activity along with links to three main sections of the admin: manage, build audience, and help.

The admin panel snapshot includes:

1. Page notifications
2. New messages
3. New likes
4. Insights (soon to be realtime)

Admin Panel

Now

February

2012

2011

2010

2009

Founded

Highlights ▾

7. Admin Features

ACTIVITY LOG

One very important new admin feature is the activity log. With the new Timeline you can no longer scroll through a Facebook page wall and see ALL the page and user content chronologically. Some of it will not show up. The activity log solves that problem and more. It is the moderation tool the Facebook page always needed.

The screenshot shows a timeline interface for March 2012. At the top, it says "March 2012". Below that, under "Today", there are two entries:

- 10:42am Social Fresh updated their cover photo. 
- 10:05am Social Fresh updated their status.  "Got Facebook Timeline questions? List them here and we will cover in today's webinar."

Important Activity Log Details

1. All content, mentions, comments are listed
2. All page and user content is included
3. Admins can filter content in incredible detail by almost any information you can think of: date, comments, photos, spam, by others, by page, etc.
4. Content can be deleted, marked as spam, allowed, highlighted, hidden, or the date can be changed
5. All hidden posts and spam that do not display on the Timeline by default are viewable and editable from the activity log
6. Admins can click through from the activity log to specific content

Highlights ▾

7. Admin Features

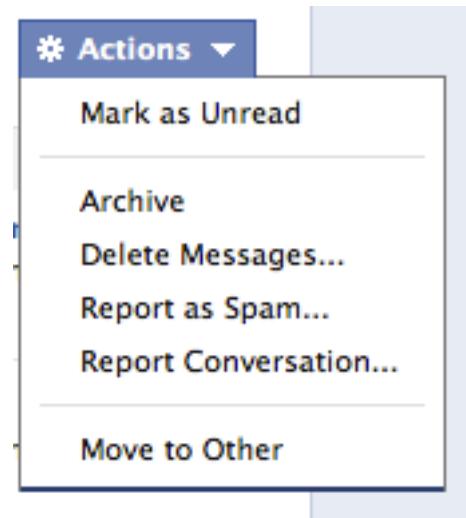
MESSAGES

A new optional Facebook Timeline feature is the message button, which displays with the Like button directly below the Cover on the right. Brands can choose to hide this feature, but when active it gives fans direct access to message a page. This is a very useful option for customer service activity on pages.

 Message

Important Message Feature Details

1. Can be turned off by page
2. Fans and non-fans can message page
3. Reply in admin
4. Pages cannot message fans first, they can only reply once a message has been initiated by a fan
5. Admins can archive messages, delete them, report as spam, etc.



“You need to be able to handle customer service messages on your page with more finesse. This is a really important feature.”

Justin Kistner, Webtrends

“Having this feature will allow us the ability to take conversations offline more easily without the overhead.”

Matthew Knell, AOL

Highlights ▾

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