

STEP-BY-STEP GUIDE TO

NEW FACEBOOK BUSINESS PAGE TIMELINES



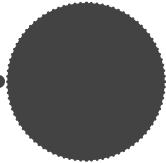
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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read HubSpot's introductory guide "[How to Use Facebook for Business.](#)"



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GUIDE TO NEW FACEBOOK BUSINESS PAGE TIMELINES

Edited by Magdalena Georgieva

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Previously, Maggie was on HubSpot's email marketing team, managed the company's landing page creation and optimization, and jump started the production of HubSpot's customer case studies.

Maggie is a regular blogger for the HubSpot blog and has contributed to other sites and publications, such as MarketingProfs, Brian Solis' blog, BostInnovation.com and *The St. Petersburg Times*.



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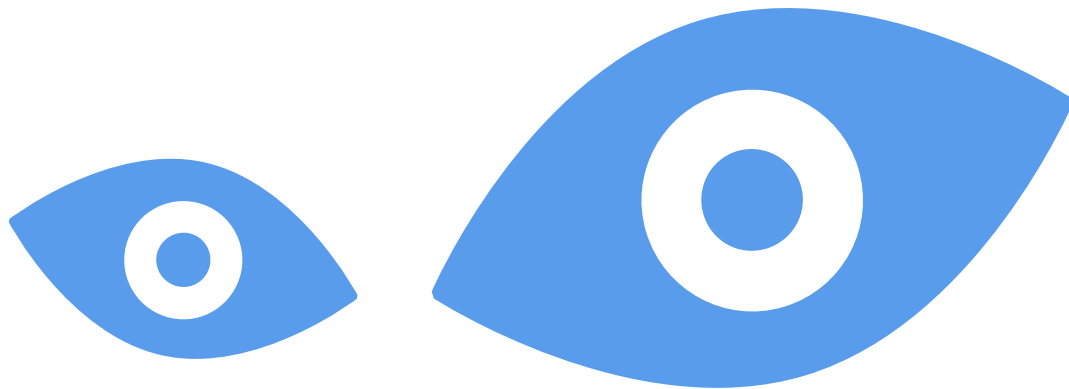


“ *The display of information in a new framework affects our behavior with the platform.* ”

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Many businesses are fearing the changes that come with the new Facebook Timeline. “It is really creating a communication problem between us and our client base,” said Stephen Terrell, a Senior Vice President of branding for the Lifeline Program, [in an interview](#) with the *San Jose Mercury News*.

The new look of the social network creates yet another learning curve for both brands and their audiences. The display of information in a new framework affects our behavior with the platform, taking it down a much more visual path.



“It’s a lot more visual,” [wrote](#) Sam Lessin, a product manager at Facebook, about the Facebook Timeline. This notion of emphasized visuals has recently becoming leading in the world of online marketing.

The rise of visual storytelling as a means of spreading a marketing message couldn’t possibly have evaded you. A number of image-based platforms out there, including [Pinterest](#), Instagram, and SlideShare, have already made a strong statement about how visual content can impact business results. Not surprisingly, images are some of the most popular pieces of content that HubSpot has shared on our [Facebook page](#). They accumulate thousands of views, engaging more people than other content types do.

In this ebook we will help you make sense of the Facebook Business Page Timeline: the new features it comes with and how to use them for marketing success. We will also highlight a few businesses that have done a fantastic job with their Facebook Timelines. Enjoy this intentionally visual read!

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CHAPTER 1

6 FACEBOOK TIMELINE FEATURES YOU SHOULD KNOW

BY PAMELA VAUGHAN



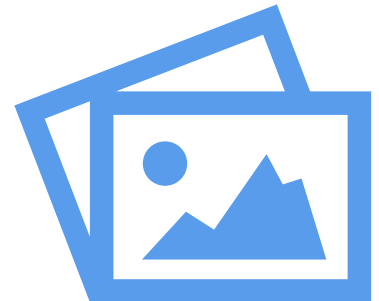
“ Facebook Timeline allows a number of changes businesses should be familiar with. ”

Facebook Timeline comes with a set of new features which affect what businesses can and cannot control on the social platform. Some of the new features offer brands more flexibility, while others limit organizations by requiring them to follow specific guidelines. In this section we will discuss these new features in an order that follows the path of setting up a Facebook Timeline.



SET YOUR COVER PHOTO

The cover photo dimensions are 851 x 315 pixels. Choose an image that is representative of your brand, and don't be afraid to get creative with it.



FACEBOOK'S POLICIES STATE THAT COVER PHOTOS CANNOT INCLUDE:

- ✗ PRICE OR PURCHASE INFORMATION
- ✗ CONTACT INFORMATION
- ✗ REFERENCES TO FACEBOOK FEATURES OR ACTIONS
- ✗ CALLS-TO-ACTION

Covers must not be false, deceptive or misleading, and must not infringe on third parties' intellectual property.

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SET YOUR PROFILE PICTURE

Adjust your profile picture, the image that will get shown next to each of your updates on your wall and in users' news feeds.

Choose an image that fits 180 x 180 pixels and also looks good when scaled down to a thumbnail size of 32 x 32 pixels.

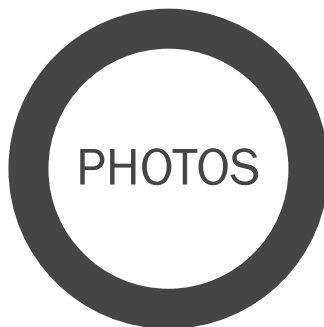


This image will also appear with any sponsored stories or ads that you run. A logo is a great choice here!



ORGANIZE VIEWS & 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.



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STAR, HIDE, PIN

By hovering over individual stories, you can make them wider, hide them from your Timeline with the pencil icon, highlight them as important with the star icon, or delete them entirely.



You can pin/anchor a specific story to the top of your Timeline for up to seven days. This means you can highlight specific posts and they won't get buried by more recent updates.



ENABLE MESSAGES

Admins can now allow users to send them personal messages, making it easier for brands to have private conversations with their fans.



Use this feature when you need to discuss a topic or customer service issue in more depth, and when you'd prefer the conversation not be made public for all page visitors to see.

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FEATURE MILESTONES

The new design also allows admins to feature what are called “Milestones” on their page. This allows page admins to highlight some of their business’ biggest accomplishments, such as fan growth, award wins, product releases, etc.



Milestone images are set at 843 x 403 pixels. You create a new (or past) milestone via the status update box, which will prompt you to input information about your milestone.



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CHAPTER 2

BEST PRACTICES FOR USING FACEBOOK TIMELINE

BY PAMELA VAUGHAN



“Since Timeline is altering the shelf-life of Facebook content, we must now change the way we use Facebook.”

Now that the complete rollout of Timeline to all Facebook users is complete, the change means one crucial thing for Facebook marketers: The life of a status update is diminishing. Fast. That means it's time marketers recognize that since Timeline is altering the shelf-life of Facebook content, we must now change the way we use Facebook.



PUBLISH VISUAL CONTENT

The new Timeline page design places more emphasis on visual content like images and videos, so use that to your advantage. According to an [internal Facebook study](#), “posts including a photo album or picture can generate 2X more engagement than other post types.”

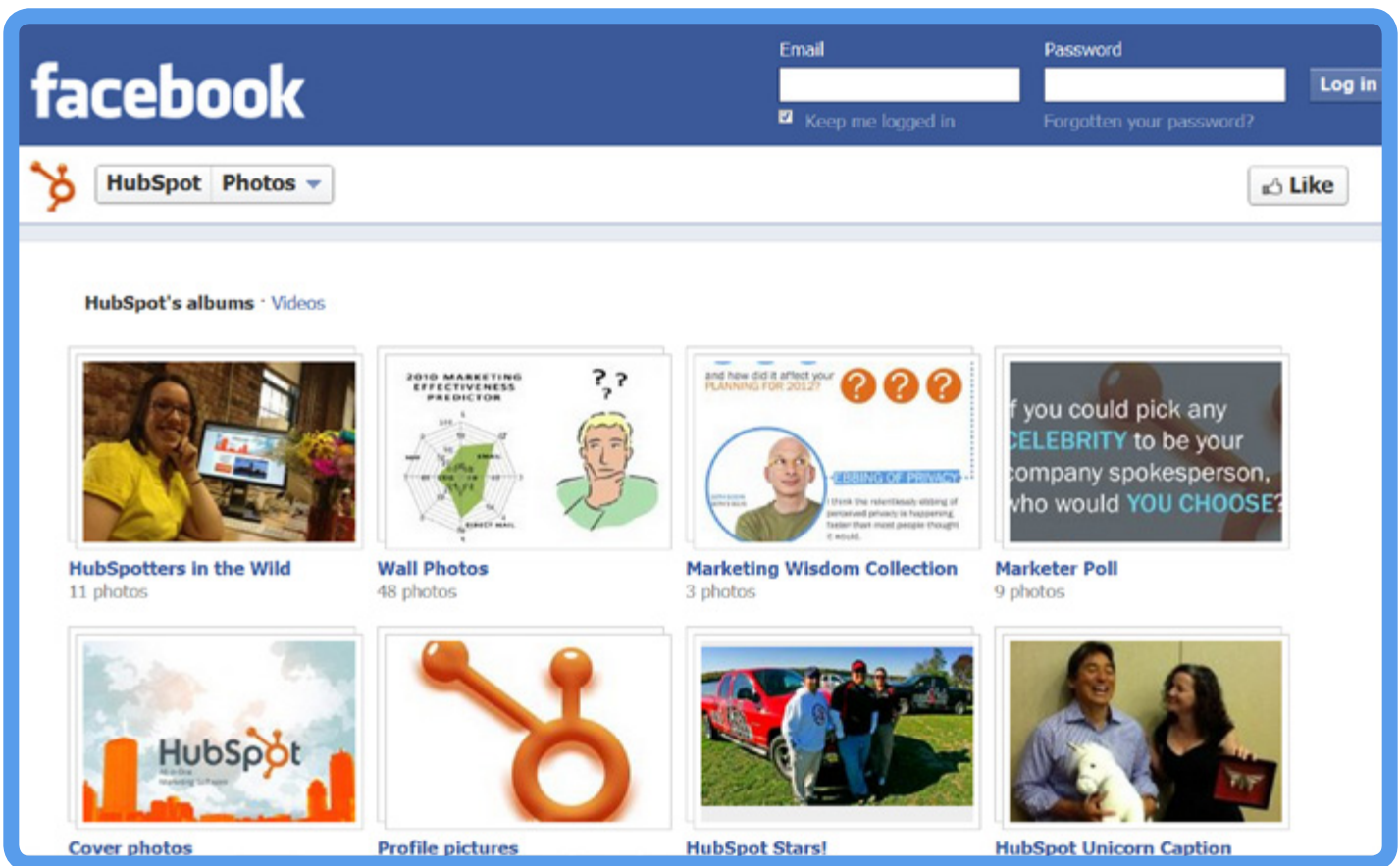


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Because these images will now appear larger and more prominently on your page, make it a point of posting your best visual content to your Facebook page, or make more of an effort to turn your content into a visual delight: think photos, charts, infographics, and other content visualizations. And hey – you can always use it on other visual-oriented social networks like Pinterest and Google+, too!

As an example, review the different types of photos HubSpot posts [on our Facebook page](#): they include pictures featuring our employees and customers, events, marketing content and contests:



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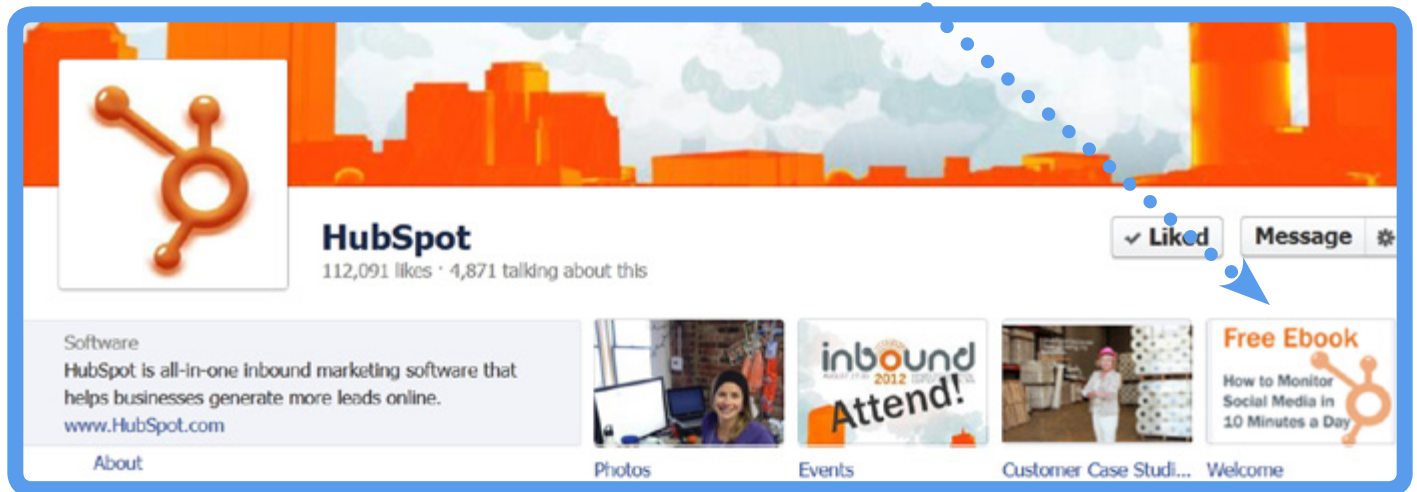
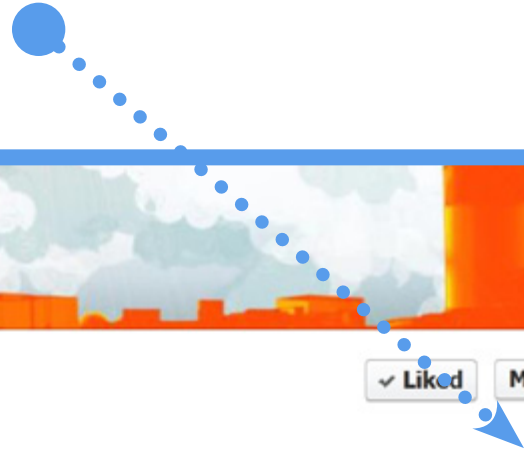


FEATURE CUSTOM TABS IN VIEWS & APPS TOOLBAR



Unfortunately, with the new Timeline design for pages, Facebook no longer allows you to set a default landing tab for your business page. All new page visitors will automatically be directed to your Timeline.

This means that for those of you using the [HubSpot Facebook Welcome App](#), you can no longer make it so that new visitors see that tab upon visiting your page for the first time. That being said, you can feature the app (or other custom apps/tabs) in the Views & Apps toolbar below your cover photo. As we mentioned in the first section of this ebook, be sure to rearrange your Views & Apps icons to highlight tabs you're using for lead generation.



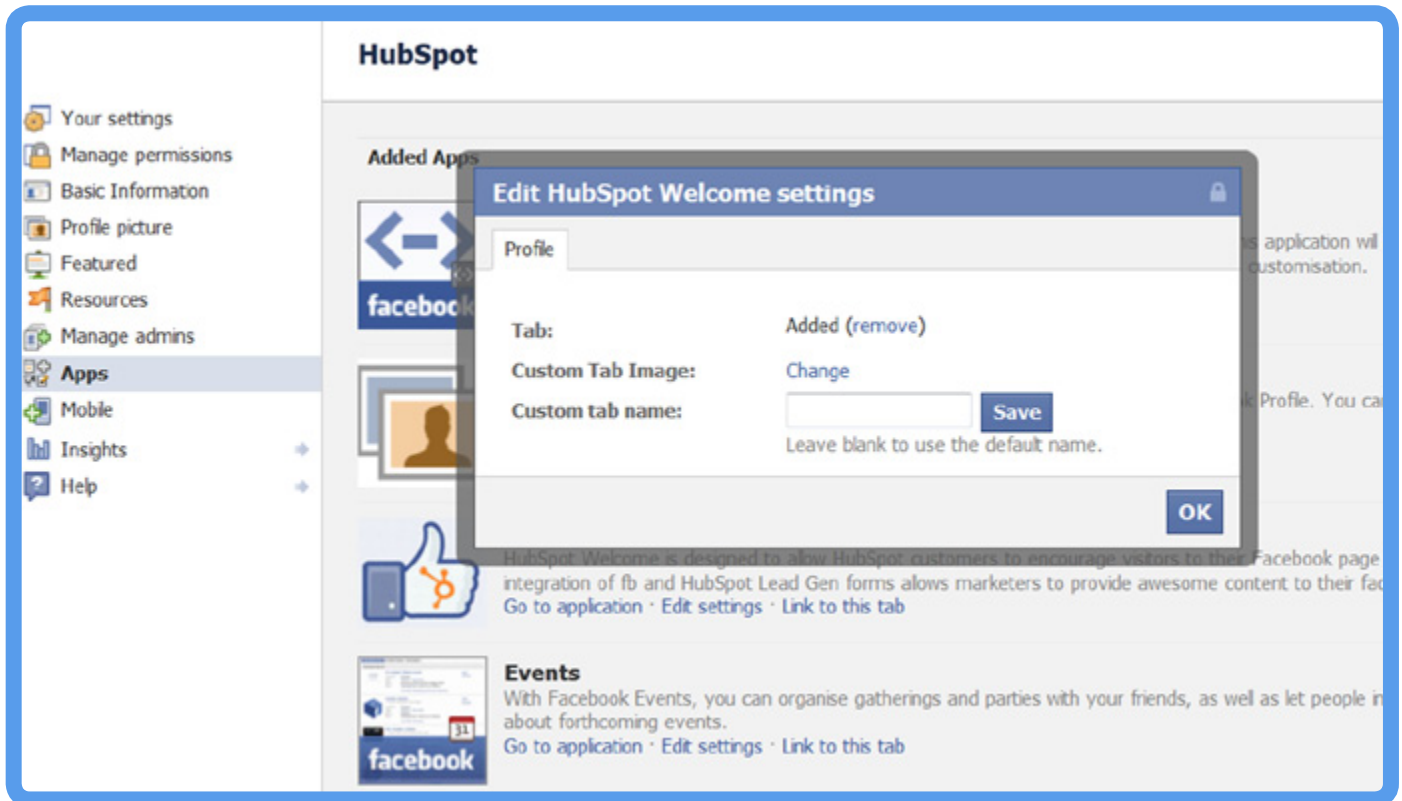
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EDIT IMAGES

To build off our last best practice, you'll also want to make sure you choose the best images possible to represent the items in your Views & Apps toolbar. To customize the way these apps appear on your page, visit the Admin Panel, click 'Manage,' and choose 'Edit Page' from the dropdown menu.

In the 'Apps' section, click 'Edit Settings' for the specific app image. Then you can upload the new image you'd like to use to feature that app (dimensions should be 111 x 74 pixels).



This will enable you to turn your featured apps into compelling [calls-to-action](#), as HubSpot did in the image example above to highlight its HubSpot Welcome App tab. Use these to call attention to your premium content to support Facebook lead generation.

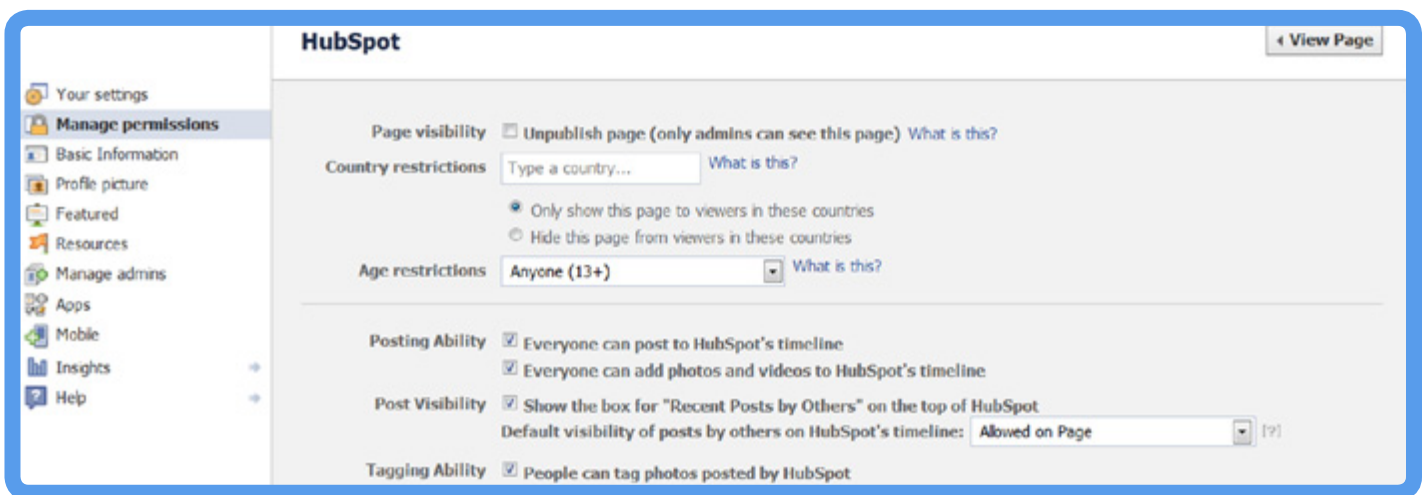
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HIGHLIGHT BEST POSTS

Make sure to expose visitors of your page to your most important content. To do so, make your default setting 'Allowed on Timeline' by checking 'Everyone can post to HubSpot's timeline' in the 'Manage Permissions' section of your page settings.



To highlight posts you want to give prominent placement on your Timeline (they'll take up the full width of your Timeline), access your Activity Log and select 'Highlight on Timeline' to star particular posts.



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PIN NEW PROMOTIONS EVERY SEVEN DAYS

As we already mentioned, admins are now able to pin content to the tops of their pages for seven days at a time. Use this to anchor updates about the promotions you want to feature (e.g. events, new marketing offers, other awesome content, etc.) to the top of your page to make them as visible to page visitors as possible.

Pinned stories will appear right below the status update compose box. Update your anchor pin every seven days once the old one expires. To pin an update, hover over a story, click on the pencil icon in the top right corner, and choose 'Pin to Top.'



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PUBLISH MORE THAN ONCE A DAY

The old rule of thumb for Facebook was to post regularly, but not more than once a day so that each update received proper attention while simultaneously not being spammy. Well folks, today we're here to say that this rule should no longer apply.

Posting once a day in conjunction with the Ticker and [EdgeRank](#) algorithm means that your post only has a short span of time during which people will likely see it. Once those three hours are up—your status is old news. Your post will be quickly overridden by the hordes of other updates becoming the top stories in a user's News Feed.



On the [HubSpot Facebook page](#), we tested the waters by posting every hour. Each hour, a completely different group of users liked, commented on, and shared the content. Not only did we not experience a decrease in fans, but our strategy also brought fans to the latest update and got them liking even more content that was also on the wall – content they may have never seen otherwise. While we don't necessarily recommend posting every hour unless you have a large fanbase on Facebook and are creating high volumes of content, the point is, once a day isn't going to cut it anymore.

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CHAPTER 3

EXAMPLES OF GREAT BUSINESS PAGE TIMELINES

BY COREY ERIDON



“Take a look at how these brands are making use of the new Facebook page design.”

Now that you are aware of Facebook’s new features and how to use them for marketing, aren’t you curious to see what other brands have done with the Timeline? We thought so.

To get your creative juices flowing, we’ve scoured Facebook for examples of brands using the new page layout in appealing ways. Take a look at how these brands are making use of the new Facebook page design, and use it as inspiration to get your own page up to date!

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1

BEST USE OF PINS

Pins let you anchor a story to the top of your Timeline for up to seven days so it isn't buried by other stories. Take a look at how [Starbucks](#) is using the pinning feature.

That little orange flag at the top of the post indicates it has been pinned to the top of Starbucks' Timeline, and the comments, likes, and shares you see at the bottom show the effect pinning has on the story.

If you have a product that's visually appealing, take advantage of this new Facebook feature to showcase it and get people craving what you've got to offer. If you sell something less visually appealing, use this area to highlight [calls-to-action](#), marketing offers, and other promotions you'd like to feature.



The new cover photos have placed restrictions on your use of calls-to-action, so pinning is a perfect opportunity to highlight those great offers in a very prominent place on your page where your fans can also share it.

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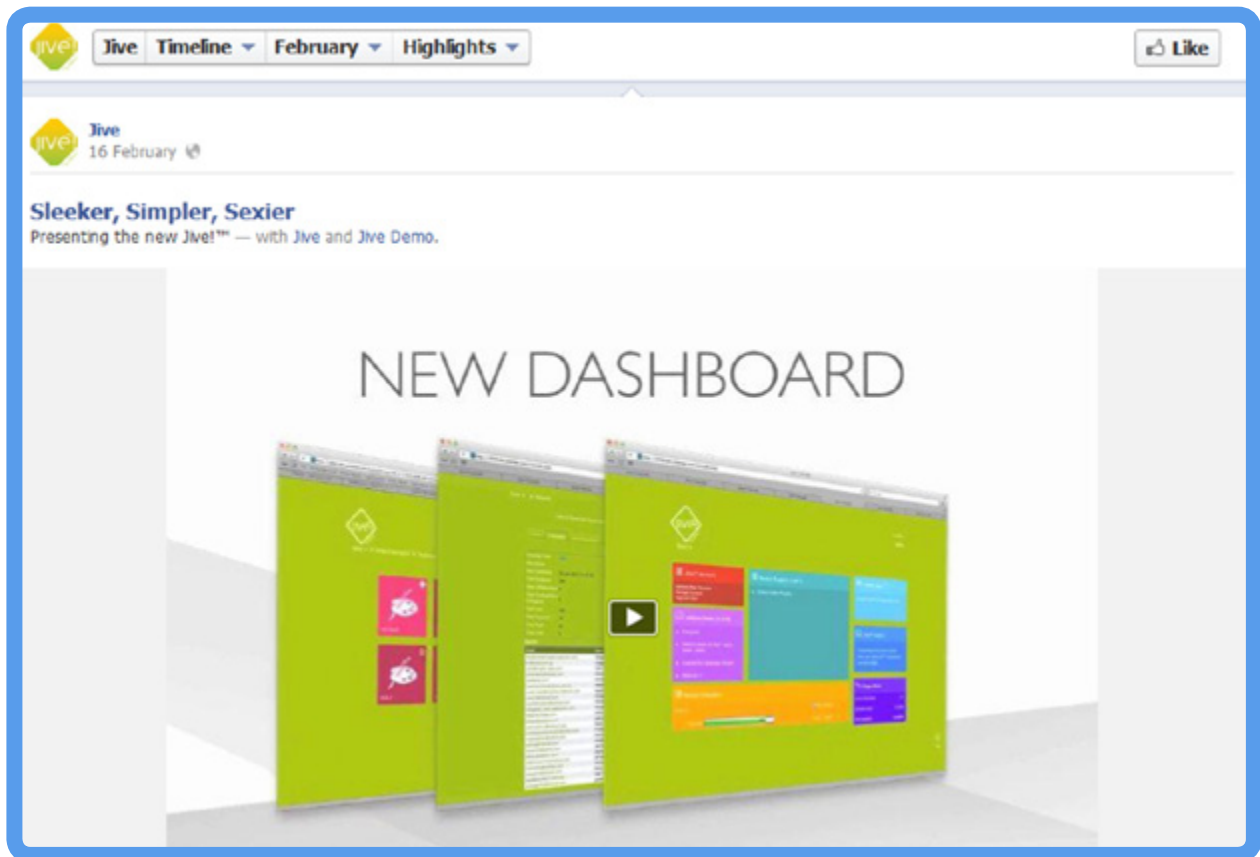


HOW TO USE THE HIGHLIGHT FEATURE

When you hover over a story and highlight it (by clicking the star icon), you make it wider than others so it takes up more physical space on your Timeline.



Software company [Jive!](#) makes great use of the star feature, which expands a selected story to fit the width of your page. You can apply this concept to all of your content offers -- slide decks, ebooks, webinars, ebooks -- just be sure to include a [call-to-action](#) at the end of each piece of content so that when your fans are done consuming the content, you can convert a new lead or reconvert an existing one.



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GREAT COVER PHOTO

Make your cover photo both reflective of your brand and visually stimulating. [HubSpot](#), for example, combined the orange for which we're known with our tagline, "All-in-One Marketing Software," as well as something more personal -- the Boston skyline, the "Hub" of our enterprise.



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FEATURING CALLS-TO-ACTION

You can't include calls-to-action in your cover photo, but you can get them close to your cover photo.



If you want a call-to-action that's more permanent than a seven-day pin, use the app toolbar that appears in the lower right-hand corner of your cover photo to display your call-to-action like search company [Distilled](#) has done.



You can place up to 12 apps in this area, and if you use your Facebook page to generate leads, this is an area of the new Facebook page layout you should take advantage of. Distilled asks fans to opt in to their email list, but you could use this area to collect submissions for a content you're running, promote a new ebook you're launching, or collect registrants for a webinar you're hosting.

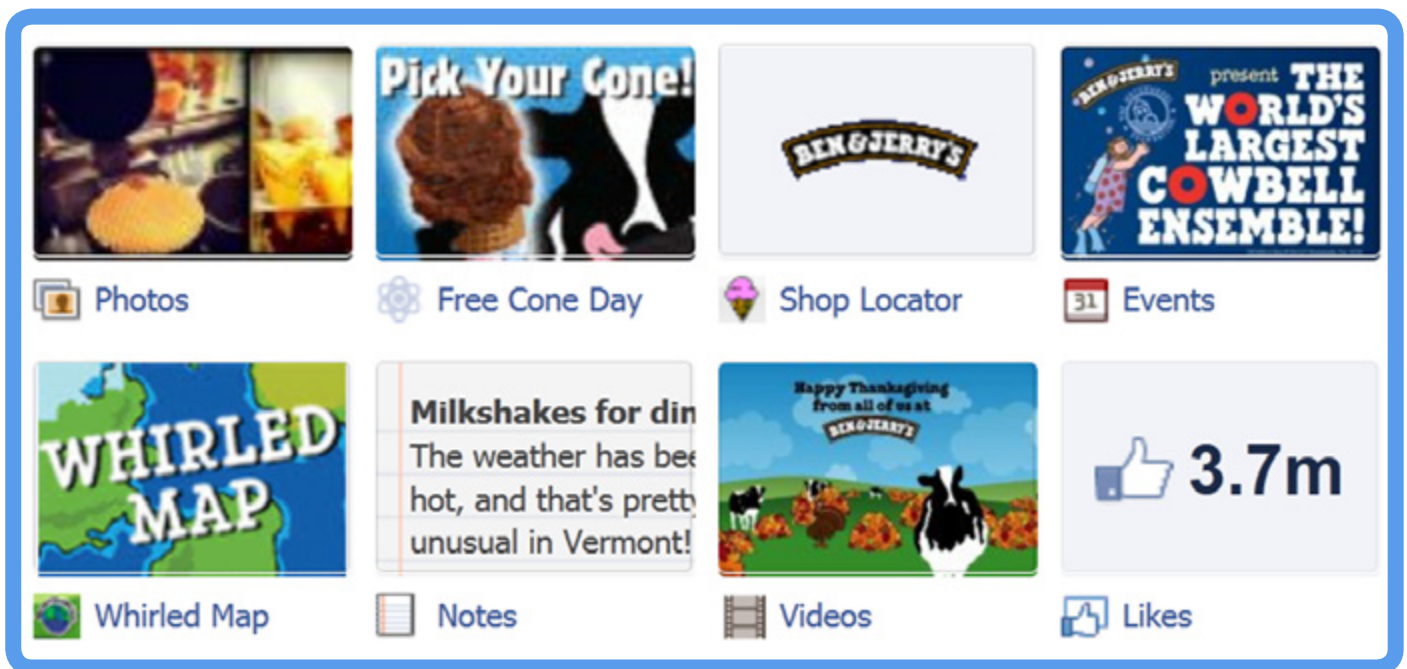
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SHOWCASING APPS

Besides just calls-to-action, you can also use the app area to showcase, well, your apps. Take a look at how Ben & Jerry's is taking advantage of the new prominence of apps in this layout.

Ben & Jerry's is using common apps like 'Events' and 'Notes,' both apps with a low barrier to entry if you're just starting out with Facebook or don't have a development budget. They've used Notes, for example, to publish recipes -- and just try to get out of there without jonesin' for a milkshake.



But they're also investing in more interactive apps that they've designed themselves, like their Whirled Map which takes you Around the Whirled that directs you to the Ben & Jerry's Facebook pages in other countries. What a great idea for chains, franchise organizations, and the like to manage Facebook pages for multiple locations!

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6

SETTING MILESTONES

Milestones let businesses highlight big accomplishments – new product releases, fan growth, key hires, acquisitions, events, awards – right on their Timeline.

[Lance Armstrong's Livestrong page](#) got to using this feature immediately by setting a milestone for opening Livestrong's Cancer Navigation Center, and pinning it at the top of their page for more visibility. The organization also went back to update their past activities, such as date founded:



Filling in milestones for past events helps tell a chronological story about your company's growth. Be sure to include an image like Livestrong did to make your milestone more engaging, and include a short description in the 'Story' field to give your fans context.

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CONCLUSION & ADDITIONAL RESOURCES



“ *You have a competitive advantage to leverage the Facebook Timeline and tell your business story.* ”

.....

Facebook has shaken things up for brands with this new page design, and many companies will surely lag their feet updating their design, and utilizing all of the features. Having read this ebook, you have a competitive advantage to leverage the Facebook Timeline and tell your business story in an engaging fashion. You now know how to use Facebook’s new updates to achieve brand consistency, introduce calls-to-action and build an active following.

Now go and experiment with the layout and features so you can find the best ways to use them for your company. Good luck, and don’t forget to use visuals!

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MEASURE THE ROI OF **FACEBOOK**

As you get up-to-speed with Facebook's timeline, don't forget to track the impact of your efforts. [Start your free trial with HubSpot](#) to measure how many leads & customers you're getting from Facebook.



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