

# Social Media Strategy: Facebook Timeline

A series of Social Media Webinars.

# Let's Take A Look



## 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.

Learn more: <http://www.facebook.com/about/pages>

# Facebook Timeline for Pages

Cover Photo

Profile Picture

“Pinned” Post

“Stared” Post



Send Private Messages

Application Icons

Friend Activity

Page Activity from others

# Major Changes

- All Pages NOW have the New design.

# Major Changes

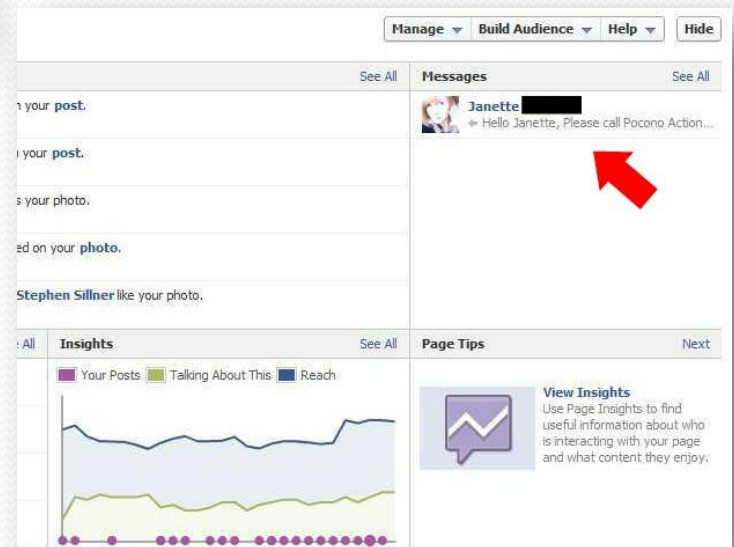
- All Pages now have the New design.
- Fans can now send your page a private message (**very important to monitor**).

# Facebook Timeline for Pages



Your community can click the message button just under your profile picture to send you a private message.

You will see all private messages in the new Admin Panel on the top right.



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- Tab width (for custom tabs) are going from 520px to 810px wide. This is great news!



# Custom Tab/App Page

810  
Pixel  
Wide  
App.



The screenshot shows a Facebook interface with a custom app. The app has a blue background and features a video player with a play button. Below the video is a form with three input fields for Name, Email Address, and Phone Number, and a button labeled "I Want To Go Boating". The video player shows a family of five people on two motorboats on a lake. The text "The Family That Boats Together..." is displayed above the video. The Facebook header includes the "facebook" logo, a search bar, and the user's name "Josh". The app is titled "Engaged! A Social Media Firm" and "Lead Generation". A "Liked" button is visible in the top right corner of the app frame.

facebook Search Josh

Engaged! A Social Media Firm Lead Generation Liked

The Family That Boats Together...

The family that boats together

0:00 / 4:15

Are You Ready to go Boating?

Name\*

Email Address\*

Phone Number\*

I Want To Go Boating

Powered by Engaged!

Video by Discover Boating

[http://www.facebook.com/StartEngaging/app\\_302737926446067](http://www.facebook.com/StartEngaging/app_302737926446067)

# Custom Tab/App Page

520 pixel  
wide app in  
the 810px  
Frame

facebook Search Josh

Candlewood East Marina Boat Trip Planner Liked

DiscoverBOATING

**WELCOME To The WATER**

**CREATE YOUR EVENT**

Welcome to the Water is the ultimate boating event app for getting family and friends on the water this summer. Send your invites to compete with other boaters for a chance to win great prizes in our *Ultimate Summer Giveaway*.

**TOTAL INVITES ACCEPTED**

**04119**

**CREATE YOUR EVENT**

**WHERE DO YOU RANK?**

When the crew accepts your invites, you'll increase your ranking. Create as many events as you like, and continue to boost your rank.

Partnership with

**TAKE ME FISHING**

BoatUS SPERRY TOP-SIDER BoatName GEAR NorChill

Learn more about the boating life at [Discover Boating](#)

[http://www.facebook.com/StartEngaging/app\\_302737926446067](http://www.facebook.com/StartEngaging/app_302737926446067)



Engaged!

# Major Changes

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- Fans can now send your page a private message (very important to monitor).
- Default landing pages are going away (Timeline will be the default – except for Facebook ads and direct links).
- Tab width (for custom tabs) are going from 520px to 810px wide. This is great news!
- New “Admin Panel” is displayed at the top of your page and shows recent likes, activity, private messages & tips.

# New Admin Panel (at the top)

Recent Activity →

## Admin Panel

Manage ▾ Build Audience ▾ Help ▾ Hide

### Notifications

See All

-  **Racecar Driver and Amazing Stories** shared links on your timeline. on Monday
-  **Carl** commented on your photo. on Monday
-  **Carl** and **Amy** like your photo. on Monday

### Messages

See All



No 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.

← Private Messages

→ New Likes

### New Likes

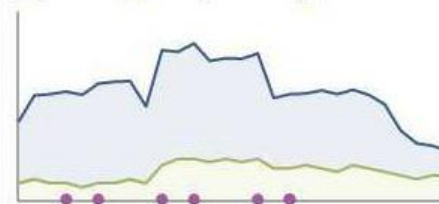
See All

-  **Racecar Driver** on Monday
-  **Avri** last Saturday
-  **Angela** about a week ago
-  **Timothy** about a week ago

### Insights

See All

■ Your Posts ■ Talking About This ■ Reach



↑ Insights

Your Posts, Talking About & Reach

### Page Tips

Next



**Tell customers**  
Encourage customers to like your Facebook Page and check-in while they're at your store.

← Tips

# Major Changes

- A large “Cover Photo” is displayed at the top of your page. The size of the image is 851px X 315px. Only the bottom 215px are displayed until you scroll up (keep that in mind when designing your cover photo).

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- A large “Cover Photo” is displayed at the top of your page. The size of the image is 851px X 315px. Only the bottom 215px are displayed until you scroll up (keep that in mind when designing your cover photo).
- Profile pictures shrink to 180px X 180px square. The profile picture is the picture that will follow your page around Facebook. If you do not have a square photo, make one. Most other social networks use a square photo anyway.

# Facebook Timeline for Pages



The image shows a screenshot of a Facebook page for 'Discover Boating'. At the top, the Facebook logo and navigation icons are visible. The main cover photo depicts a young man in a yellow life vest jumping from the side of a white pontoon boat. A woman is seated on the boat in the background. The text 'WELCOME To The WATER' is overlaid on the right side of the cover photo. Below the cover photo, the page name 'Discover Boating' is displayed, along with the statistics '220,518 likes · 658 talking about this'. To the left of the page name is a profile picture of a dog. On the right side, there are buttons for 'Liked', 'Message', and a settings icon.

# Major Changes

- Tabs like events, photos and custom tabs or apps are now displayed to the right under your cover photo. You can only display 4, but you can edit the tab name and icon.



# Facebook Timeline for Pages

The screenshot shows the Facebook interface for the page 'Engaged! A Social Media Firm'. At the top, the Facebook logo and search bar are visible. The page name 'Engaged! A Social Media Firm' is displayed with navigation tabs for 'Timeline', 'Now', and 'Highlights'. A 'Liked' button is also present. The main content area features a large banner image of a city skyline with the text 'Are you ready to connect and engage with your community?' and a white arrow pointing upwards. Below the banner is the profile picture, a blue square with a white 'e!' logo. The page name 'Engaged! A Social Media Firm' is repeated, along with statistics: '416 likes · 12 talking about this · 1 was here'. To the right of the name are 'Liked' and 'Message' buttons. Below this is a row of app icons: 'Photos', 'Lead Generation', 'Inventory Application', and 'Dashboard Pricing'. A red arrow points to the 'Lead Generation' icon with the text 'Tab/App Icons'. On the left, business services information is listed: 'Business Services', '7518- F Fullerton Road, Springfield, VA.', '1 888.845.8608', and 'Open until 6:00 pm.'. An 'About' link is at the bottom left of the page content area.

# Major Changes

- Tabs like events, photos and custom tabs or apps are now displayed to the right under your cover photo. You can only display 4, but you can edit the tab name and icon.
- You can “Pin” a post to the top of your page. The “Pinned” post will stay at the top for 7 days. Content to pin include; events, pictures, polls or important info.

# Facebook Timeline for Pages

The screenshot shows the Facebook interface for the 'Pier 33 Marina' page. At the top, the Facebook logo and search bar are visible. The page name 'Pier 33 Marina' is displayed with navigation tabs for 'Timeline', 'Now', and 'Highlights'. A 'Liked' button is also present. Below the header, the page's location and contact information are shown: 'Public Places & Attractions · Marina · Business Services', '250 Anchors Way, Saint Joseph, MI.', '1 800.886.0493', and 'Open until 5:00 pm.'. There are four featured images: 'About', 'Photos', 'Boat Trip Planner', and 'Free Boating DVD'. A 'Likes' counter shows 2,538 likes. A 'Highlights' dropdown menu is open, pointing to a 'Pinned' post. The post is from 'Pier 33 Marina', posted 16 hours ago via Engaged!, and contains text about seasonal workers. To the right, a 'Recent Posts by Others on Pier 33 Marina' section shows four posts from users: Alexis Koostra, Tiffany Ibbetson, Heather Dantama, and Foto Serviss. A red arrow points to the 'Pinned' post.

facebook

Pier 33 Marina Timeline Now Highlights

Public Places & Attractions · Marina · Business Services  
250 Anchors Way, Saint Joseph, MI.  
1 800.886.0493  
Open until 5:00 pm.

About Photos Boat Trip Planner Free Boating DVD Likes

2,538

Highlights

"Pinned" Post

Status Photo Ask Question Milestone

Write something...

Pier 33 Marina  
16 hours ago via Engaged!

Pier 33 is currently seeking to add seasonal workers as Fuel Dock Attendants. Part-time, temporary employment. Summertime duties include fuel dock operation, launch-on-command dockside assistance, marina maintenance and customer service, SW... See More

Recent Posts by Others on Pier 33 Marina

See All

Allexis Koostra  
im friends with Pier 33 Marina now and thank you Cool Mike f...  
1 · Sunday at 10:53am

Tiffany Ibbetson  
i got the link from Cool Mike im like your page now  
1 · Sunday at 10:51am

Heather Dantama  
hello friend of Cool Mike now we are friends  
1 · Sunday at 10:23am

Foto Serviss  
belle barche!!!  
March 17 at 9:09am

More Posts

Recommendations

See All

# Major Changes

- Tabs like events, photos and custom tabs or apps are now displayed to the right under your cover photo. You can only display 4, but you can edit the tab name and icon.
- You can “Pin” a post to the top of your page. The “Pinned” post will stay at the top for 7 days. Content to pin include; events, pictures, polls or important info.
- You can “Star” a post. When “starring” a post, it will take up both columns and stay until you un-star it. Content to star include; pictures, important information or post with a lot of engagement.

# Facebook Timeline for Pages

The screenshot shows the Facebook interface for the 'Candlewood East Marina' page. At the top, the Facebook logo and search bar are visible. The page name 'Candlewood East Marina' is displayed with navigation options for 'Timeline', 'Now', and 'Highlights'. A 'Liked' button is also present. The main content area features a large photo of the marina building with 'CANDLEWOOD EAST MARINA' on its facade, surrounded by pink cherry blossom trees. Below this is a gallery of seven smaller photos showing various views of the marina, including docks, boats, and waterfront scenery. Underneath the gallery, there are interaction options: 'Like · Comment · Share', a notification that '5 people like this', and a 'Write a comment...' text box. A red arrow points to the 'Write a comment...' box with the text '"Stared" Post'. Below the main post area, there are two smaller posts. The first is from 'Candlewood East Marina' with the text 'Yesterday via Engaged!' and a question: 'What memories do you have of boating with the family?'. The second is a check-in post by 'Ryan Slater' stating 'Ryan Slater was at Candlewood East Marina. June 10, 2011' with 'Like · Comment' options.

# Important Image Sizes

The screenshot shows a Facebook profile for 'Engaged!' with the following elements and annotations:

- Header:** 'Engaged!' logo and 'StartEngaging.com' website link.
- Timeline Cover Photo:** A large blue banner with the text 'Timeline Cover Photo 851 x 315 px'.
- Profile Picture:** A square image with the annotation '180 x 180 compressed to 125 x 125 px'.
- Profile Name:** 'Engaged! A Social Media Firm' with '100 px hidden' and '215 px shown' annotations.
- Interactions:** '407 likes · 5 talking about this · 1 was here', 'Liked', and 'Message' buttons.
- Business Services:** 'Business Services', '7518-F Fullerton Road, Springfield, VA.', and '1 888.845.8608'.
- Navigation Tabs:** 'About', 'Photos', 'Lead Generation', 'Inventory Application', and 'Dashboard Pricing'. The 'Photos' tab is highlighted with the annotation '111 x 74 Pixels'.
- App Tabs:** Three 'App Tab' buttons, each with the annotation '111 x 74 Pixels'.
- Page Count:** A '14' dropdown menu for the app tabs.

[www.Facebook.com/StartEngaging](http://www.Facebook.com/StartEngaging)

# Let's Talk Content... from Discover Boating

- Tabs
- Status Updates

# Install The Discover Boating Facebook Applications on Your Facebook Page



DiscoverBOATING

Get Started in Boating with Your Free DVD at DiscoverBoating.com



CREATE YOUR EVENT

Welcome to the Water is the ultimate boating event for getting family and friends on the water this summer. It invites you to compete with other boaters for a chance to win great prizes in our *Ultimate Summer Giveaway*.

TOTAL INVITES ACCEPTED

04124

CREATE YOUR EVENT

WHERE YOU RANK

When the crew of your boat increases your rank, you increase your rank. Create as many events as you like, and you'll boost your rank.



Find the right boat for you with our boat selector

 ALL PURPOSE FISHING	 BASS BOATS	 CRUISING SAILBOATS	 CENTER CONSOLE
 DECK BOATS	 DINGHIES	 FISH AND SKI	 HOUSEBOATS
 INBOARD CRUISERS	 INBOARD WAKEBOARD	 PONTOON BOATS	 SPORTFISHING BOATS

Click here to "Get Started!"



# The “Get Started in Boating” DVD



## US – DVD

[https://www.facebook.com/dialog/pagetab?app\\_id=239571662733097&next=%20https://www.discoverboating.com/static/facebook/order-dvd.aspx](https://www.facebook.com/dialog/pagetab?app_id=239571662733097&next=%20https://www.discoverboating.com/static/facebook/order-dvd.aspx)

## CA – Free DVD Gratuit

[https://www.facebook.com/dialog/pagetab?app\\_id=453810707967272&next=%20https://www.discoverboating.com/static/facebook/en-ca/order-dvd.aspx](https://www.facebook.com/dialog/pagetab?app_id=453810707967272&next=%20https://www.discoverboating.com/static/facebook/en-ca/order-dvd.aspx)

# The Boat Selector



Find the right boat for you with our boat selector

 ALL PURPOSE FISHING	 BASS BOATS	 CRUISING SAILBOATS	 CENTER CONSOLE
 DECK BOATS	 DINGHIES	 FISH AND SKI	 HOUSEBOATS
 INBOARD CRUISERS	 INBOARD WAKEBOARD	 PONTOON BOATS	 SPORTFISHING BOATS

Click here to "Get Started!"

## US – Boat Selector

[https://www.facebook.com/dialog/pageta b?app\\_id=167271990009971&next=https://www.discoverboating.com/static/facebook/boat-selector.aspx](https://www.facebook.com/dialog/pageta b?app_id=167271990009971&next=https://www.discoverboating.com/static/facebook/boat-selector.aspx)

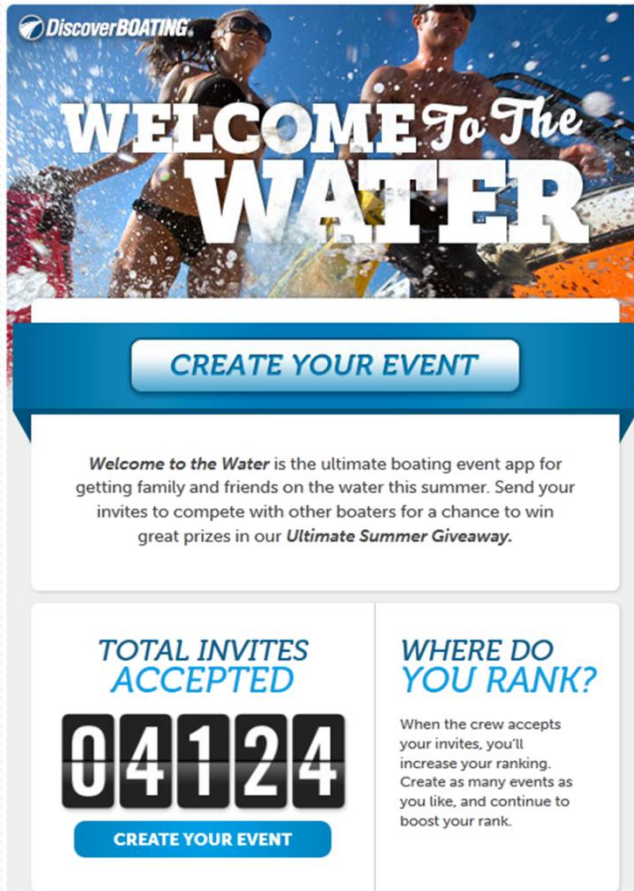
## CA – Boat Selector (English)

[https://www.facebook.com/dialog/pageta b?app\\_id=163569953771242&next=https://www.discoverboating.com/static/facebook/en-ca/boat-selector.aspx](https://www.facebook.com/dialog/pageta b?app_id=163569953771242&next=https://www.discoverboating.com/static/facebook/en-ca/boat-selector.aspx)

## CA – Selecteur de bateau (Français)

[https://www.facebook.com/dialog/pageta b?app\\_id=234779409964043&next=https://www.discoverboating.com/static/facebook/fr-ca/boat-selector.aspx](https://www.facebook.com/dialog/pageta b?app_id=234779409964043&next=https://www.discoverboating.com/static/facebook/fr-ca/boat-selector.aspx)

# The Boat Trip Planner



**DiscoverBOATING**

## WELCOME To The WATER

**CREATE YOUR EVENT**

*Welcome to the Water* is the ultimate boating event app for getting family and friends on the water this summer. Send your invites to compete with other boaters for a chance to win great prizes in our *Ultimate Summer Giveaway*.

**TOTAL INVITES ACCEPTED**

**04124**

**CREATE YOUR EVENT**

**WHERE DO YOU RANK?**

When the crew accepts your invites, you'll increase your ranking. Create as many events as you like, and continue to boost your rank.

## US – Welcome To The Water

[https://www.facebook.com/dialog/pagetab?app\\_id=169120966474841&next=https://apps.facebook.com/welcometothewater/](https://www.facebook.com/dialog/pagetab?app_id=169120966474841&next=https://apps.facebook.com/welcometothewater/)

## CA – Boat Trip Planner

[https://www.facebook.com/dialog/pagetab?app\\_id=166566420074224&next=https://apps.facebook.com/boattripplannerca/](https://www.facebook.com/dialog/pagetab?app_id=166566420074224&next=https://apps.facebook.com/boattripplannerca/)

# The Making Waves Boating Game



Coming soon...

# Movie Maker – Coming soon!

The screenshot shows a Facebook page for 'Discover BOATING'. At the top, there's a search bar and a 'Home' dropdown. Below the navigation bar is a large banner image with the text 'WELCOME To The WATER MOVIE MAKER'. Underneath the banner is a 'SAMPLE VIDEO' section with a play button icon and a 'GET STARTED' button. To the right of the video section, there's a text box that says 'Turn your snapshots into a quick, exciting and personalized video to share with friends and family.' Below this are three icons: a photo icon with 'CHOOSE YOUR PHOTOS', a music icon with 'CHOOSE YOUR SOUNDTRACK', and a speech bubble icon with 'ADD YOUR CAPTIONS'. The right side of the page shows a list of sponsored posts and user activity, including 'Scott Harris likes JackThreads.', 'Angela Lea played CityVille.', 'Angela Lea played Indiana Jones Adventure World.', 'Erica Nett Rodeghero played Bubble Witch Saga.', 'Seth Dickenson played Mahjong Saga.', and 'Erica Nett Rodeghero played Bubble Witch Saga.'. There are also sponsored stories for 'Monique Thomas' and 'Tough Mudder'.

Announcing our new Movie Maker application! Users can create short videos using their own photos and captions. Add some cool music and then you can share with your family and friends!

# Share our Content



**Discover Boating** shared a link.  
March 8

Happy International Women's Day! Check out our wealth of information & useful tools, covering everything from how to get started in boating to determining which boat is right for you to gaining the skill to step up and take the helm. To all the women out there, the day is all about YOU!

**Boating Education: Recreation Boating Tips for Women at the Helm**  
www.discoverboating.com

For women interested in recreation boating, Discover Boating's boating education resources will help you confidently get out of the passenger seat and take

Like · Comment · **Share** 29

Carl D Blackwell and 103 others like this.

View all 8 comments

**Mona Bloom** captained my own flybridge 26 footer for 5 years...best years of my life...even in northeaster winds and rain. on the long Island sound  
March 8 at 4:56pm · Unlike · 2

**Tammy Thoy Stewart** Miss my own 19ft Four Winn of 3 years!! :((  
March 8 at 9:23pm · Like

Write a comment...

Let us do the work! We have a team creating new, engaging, boating content every day so you can take a day off now and again! How to use the share function so that Discover Boating and YOUR BRAND reap the benefits?

- Log in as your business on Facebook
- Visit [www.facebook.com/discoverboating](http://www.facebook.com/discoverboating) or check us out in your feed
- Click "Share", that's it!

**Engaged!**

Thank you 😊



Start Engaging

## Contact Josh

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Twitter: [Twitter.com/StartEngaging](https://twitter.com/StartEngaging)

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## Engaged! Product & Services

Social Media Management Dashboard;  
[startengaging.com/dashboard-features.html](http://startengaging.com/dashboard-features.html)

Social Media Management Service;  
[startengaging.com/social-media-mgmt.html](http://startengaging.com/social-media-mgmt.html)