April 4, 2012

Introducing the New Facebook Timeline
New Timeline = New Opportunities
Facebook Timeline: Overall Benefits to Changes

- more opportunity for fan engagement and interaction
- more ways to highlight important content
- increased visibility
- more opportunity to express yourself (as a brand) and act as a publisher
- FB analytics available in real-time
- with new public user insights, ‘likes’ will no longer be the only visible means of engagement
- all of the new FB features will boost your search engine visibility, especially when you create content around a hot topic
Facebook Timeline: Covers and Thumbnails

Cover designs cannot include:

• any price or purchase information

• any calls to action

• no references to FB features, such as ‘like’ or ‘share’

Thumbnails

• thumbnails are typically a logo or type due to space constraints

• fans view your thumbnail in their newsfeeds, so choose wisely

Design Tips

- don’t be afraid to change up and design and feel of cover page often

- cover design should be visually engaging
Facebook Timeline: Pinned Posts

• default landing pages are now defunct; a pinned post is a good option to keep a message front and center (consider this the new way to feature a promotion)

• you may keep a post pinned for 7 days; and you may continue to repin once the pinning period expires
Facebook Timeline: Starred Posts

- starred posts get preferential treatment in your Timeline and appear directly below the fold
Facebook Timeline: Apps/Tabs Layout

- choose the top 4 tabs you’d like to feature (other tabs will appear below the fold)
- maximum of 12 tabs
- keep the information on your tabs fresh; avoid duplicating your website content
- HTML can be loaded into tabs so you can creatively extend your brand messaging
Facebook Timeline: ‘People Talking About This’

- ‘Friends talking about you’ populates on your page whenever anyone mentions you, regardless of whether or not you’re tagged.

- Important to note: this can potentially pull negative mentions, as well as positive.

- Allows users to see how their friends are interacting with your brand.

Recent Posts by Others on Buffalo Wild Wings

- Connie Ackles
  If the Notre Dame win the game tonight against Baylo...
  18 minutes ago

- Jose Germosen
  We Need one around south jersey -!! C'MON SON--! Al...
  about an hour ago

- Toko Konet
  Can buffalo wild wings hire as a part time cook? I'm g...
  about an hour ago

More Posts
Facebook Timeline: Communications

- fans of pages will now be able to direct message brands in private - brands can reply back in private
Facebook Timeline: Milestones

• allows you to share the history of your brand and communicate your story

• visuals make the story personal and dynamic
Facebook Timeline: Offers

- ‘Offers’ enables you to feature free and direct marketing promotions on your page

- you may also run ‘Offers’ ads that can be claimed and shared by fans and friends of fans (users can opt in/click on an ad and it will immediately be emailed to them)

- this feature is limited to ‘managed’ users, but will be expanded soon
Facebook Timeline: Brand FB Page Analytics

- now available to the public
- includes age group, city, most popular week, people talking about you in general, weekly number of people talking about you, number of new likes, and friends who like you (featuring avatars)
Facebook Timeline: Paid Media

Reach Generator:

• currently, only about 16% of your fan base sees your posts

• Reach Generator ensures that you will reach at least 75% of your audience (without having to create more ads)

• available to brands with “large” fanbases (this number has yet to be announced)

News Feed Ads and Logout:

• brands can now push out ads via news feeds (you do not have to be a fan to see the ad) and logout (starts at $100k)

image courtesy of theverge.com
Facebook Timeline: Admin Panel

*Enhanced admin abilities:*

- anyone can directly message you
- build audience by quickly creating sponsored stories (leveraging paid media in real time)
- view traffic referrals (i.e. analytics from feed, timeline, notifications, bookmarks, search, and unknown sources)
- in April, FB will rollout 5 levels of page management
Facebook Timeline: Examples

Featured SolDesign Clients:

• http://www.facebook.com/LifeAlly

• http://www.facebook.com/smallconcept

• http://www.facebook.com/OnAirTeens

Other Examples:

• http://www.facebook.com/cocacola

• http://www.facebook.com/realsimple

• http://www.facebook.com/Starbucks
Questions

Email:
mgaines@soldesignco.com
mtveit@soldesignco.com
Facebook Timeline: Resources

- http://on.mash.to/Hrw0nV
- http://www.allfacebook.com/add-app-to-page-2012-03