

Pages

Mission control for your business on Facebook

Pages are the essential place on Facebook for businesses to build connections with people. It's where you connect with fans by announcing new products, sharing news, and gathering feedback. Your Page is also where you create unique brand content that can become ads and sponsored stories. It's the core place for businesses to manage their posting and advertising content.

Pages allow you to:

1. Express your identity with features like cover photo and Page timeline.
2. Reach and engage your audience on the web and on mobile.
3. Respond to people in a quick, more personal way.



Cover photo

Use a photo that captures the essence of your brand and showcases your product or service.

Profile picture

Use a logo that people associate with your business.

Views and apps

Your photos, events, and custom apps are now easier for people to find.

Friend activity

People can see how their friends are engaging with your Page.

Composer

Post regularly on your Page to reach your audience and drive engagement.

Pinned post

Anchor the most important story to the top of your Page for up to 7 days.



Use a consistent and branded profile picture that scales well from 180x180 to 32x32 pixels. Your profile picture follows your business on Facebook as a thumbnail image in news feed stories, ads and sponsored stories.

Starbucks
January 9

Tom wants you to know that he enjoyed his Skinny Mocha today. He also stuck to his new years resolution.



Like · Comment · Share

11,115 923 257

Starbucks
February 17

Mocha: a self portrait.



Like · Comment · Share

2,825

54,259 people like this.

View all 2,609 comments

Write a comment...

Starbucks shared a link.
February 16

Here's a Create Jobs For USA update – in the first 3 months we've distributed half a million wristbands and raised over \$7 million in donations thanks to you! These donations will directly support \$50 million in new financing to help create 2,300 new jobs in America!

Voir la traduction



Create Jobs for USA
createjobsforusa.org

Americans Helping Americans Create Jobs. Discover how Starbucks and Opportunity Finance Network (OFN) are working together to create and sustain jobs in our communities.

Like · Comment · Share

340

5,038 people like this.

View all 310 comments

Write a comment...

1971

Opened in 1971

We opened our first store in Seattle's Pike Place Market.



Like · Comment

Star and hide stories

Highlight important stories and hide stories that aren't as engaging or relevant.



Make your Page posts visually engaging. While a diverse set of post types is important, posts including a photo album or picture can generate 2x more engagement than other post types.¹

Larger stories

Take advantage of our larger photo format to drive engagement.



Use Page Insights to find out when people engage most with your content and post during those hours. On average, we have found that people visit and engage with Pages most often between 9pm and 10pm, with the 18-24 age group being the most active.²

Milestones

Define your key moments through time.

1. Average figures, based on internal studies, July 2011.
2. Average figures, based on internal studies, December 2011.