



The
New Facebook Timeline
Emergency Guide

March 30, 2012



Introduction

Facebook rolls out the new timeline design globally on March 30, 2012 impacting every business page whether or not businesses were ready for it. In all fairness, it has been communicated to page admins over the months with clear-cut previews and guidance. The full impact of these changes, however, were not completely clear. The update impacts not only design but functionality, changing the way fans communicate with brands, and traffic to tabs or applications.

There is no need to panic! Change is good. Businesses will be gaining much more than lost.

This guide will tell you what you need to know in a nutshell about the changes to your business on Facebook and provide quick action items to get your page in-shape within a matter of hours (if you're super savvy in minutes).

Now, go make your timelines awesome!

Melonie Gallegos

@melonie

Founder, Brands With Fans Blog and
Fandom Marketing



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In A Nutshell

How Facebook Timeline Changes Impact Marketing

- March 30 Facebook rolls out the new timeline page format – ***There is no rush to design your page because Facebook will repurpose the current profile image and show no cover image until you add one***
- No more defaulting new visitors to a “welcome tab”, but you can link directly to tabs and continue fangating – ***Facebook is pushing brands to purchase advertising to drive traffic to tabs (points lost), and engage audiences on the wall which goes into newsfeeds (score!)***
- The new format requires one additional image “cover” and new sizes – ***Better and more creative branding opportunities, see following examples***
- Four tabs are visible and the remaining are hidden in a drop down, up to ten custom third party apps/tabs can be added, with up to three moved to the top because the fourth spot for photos cannot be moved – ***It’s time to prioritize what we want visitors to engage with on the page, get rid of apps nobody cares about, and provides more real estate for branding***
- All posts and activities by the brand and by others are shown in a timeline format in chronological order, with the ability to add “milestones” to define the company’s key moments through time – ***A better format to tell the brand story and browse historical content***
- Ability to “highlight” posts that will show up full width in the timeline, to “pin” posts so they appear at the top of the page for up to 7 days, or hide posts– ***Brands get more control over featured content on the wall with timeline***
- Ability for fans to message the brand – ***Improved communications with fans to “take it offline”, potentially decreasing public posts to the wall containing complaints***





An Overview

The New Timeline Format and Functionality

The screenshot shows the Ben & Jerry's Facebook page. At the top is a large cover photo of a cow in a field. Below it is the profile picture, a Ben & Jerry's logo. The page has navigation tabs for 'About', 'Photos', 'Free Cone Day', 'Shop Locator', and 'Events'. A post from Stacey Ross is visible, discussing the 'Free Cone Day' campaign. The right sidebar shows a 'Create a Page' button and a year-based navigation menu.

- Cover photo
- New profile image size
- Timeline and wall
- Four visible tabs with customizable images (photos are static)
- Message function
- About info (183 characters with spaces before it becomes useless, 255 max)

The 'New Message' dialog box shows the recipient as 'Ben & Jerry's'. There is a text input field for the message, a 'Send' button, and a 'Cancel' button. There are also icons for attaching files and photos.



**Don't Get Scared,
Get Inspired**



Axe

AXE
3,015,329 likes · 103,013 talking about this

Product/Service
AXE helps guys look, smell & feel their best.

About Photos Likes Can You Keep Up? The Graphic Novel

Highlights

Post Photo

Write something...

AXE
2 hours ago · 18

CHARLOTTESVILLE! AXE One Night Only is coming to YOU next with Diplo and Chiddy Bang!!! Who you gonna bring?!?!? -Dan + Lauren with AXE

Charlottesville, VA: AXE One Night Only Presents Diplo + Chiddy Bang!
Tuesday, April 3 at 11:00am
Join

Like · Comment · Share

77 people like this.

View all 5 comments

AXE Haha, you in VA, Derluz Iqbal? -LaurenwithAXE
2 hours ago · Like

Jonathan Dyer Imma take lauren with axe lol
about an hour ago · Like

Write a comment...

1 Friend
Likes AXE

Recent Posts by Others on AXE

Rohini Sharma
plz open this link n like the pic plz its a completion in my c...
23 minutes ago

HEYCASEY
Urbana was insanel! Axe knows how to throw a party!
about an hour ago

Kim'sokew Deik
Sup Axe! killer scene wit Diplo & Chiddy Bang, ...where are t...
about an hour ago

Jordan Lira
I would like this page, but I'm not trying to smell 14 anymore
about an hour ago

Santa de O
Deseo, querido Paul Polman, te retraces en tu decision. De...
about an hour ago

More Posts

Likes

SPIN
3 friends also like this.

Visit



Ford Mustang



Ford Mustang

3,824,670 likes · 166,651 talking about this

Like



Cars
Born in 1964, the legend of the Mustang continues to grow. Four models. Zero compromise. One mission: be the best.



6+

About

Photos

Ford Mustang

Customizer

Videos

Highlights

Post Photo

Write something...



Ford Mustang

March 24 via Publisher · 16

Brace yourself for the thrilling chase through the streets of San Francisco with the 2013 Mustang in the Alcatraz season finale. Catch an exclusive sneak peek now, then tune into Alcatraz on Monday 9/8c on Fox.



ALCATRAZ - Sneak Peek: "Garrett Stillman/Tommy Madsen"
<http://bit.ly/SUChwy>
Catch the 2-Hour Season Finale of ALCATRAZ on MON 3/25 at 8/7c, on FOX! http://bit.ly/Alcatraz_FB ("Like" on Facebook) http://bit.ly/Alcatraz_Twitter (Follow...

Share · via Publisher

Like · Comment

1,057 people like this.

View all 75 comments

Write a comment...



Ford Mustang

4 hours ago via Publisher · 16

If you haven't seen it yet, check out the Mustang Custom Live Wallpaper App for your Android device! Get a taste of the Mustang Customizer's virtually endless creative possibilities, anytime you look at your screen.



Ford Mustang Custom Wallpaper - Android Apps on Google Play
<http://bit.ly/H0059H>

2 Friends

Like Ford Mustang



Steve Eisenberg posted about Ford Mustang in his link.
October 31, 2011 · 16

An old school Mustang is the most restored vintage vehicle.

Ford releases unpainted bodies for classic Mustang convertibles
www.detroitnews.com

Ford Motor Co. has the perfect body for classic Mustang aficionados. The automaker is offering unpainted body shells that can be made into 1964 1/2, 1965 or 1966 Mustang convertibles.

Like · Comment · Share

1

Recent Posts by Others on Ford Mustang

See All



Esteban Sepulveda

<http://www.youtube.com/watch?v=7LPOB6M0FZo>

2 minutes ago



Chris Howd

Is this 1966 Ford Mustang Limo a worthy prom date, or ju...

15 minutes ago



Mary Filkins

www.zillow.com/lovesMustangs/

31 minutes ago



Cherlie Warren

Love the look of the new Fords own one in 1965 dark Metal F...

about an hour ago

More Posts

Visit





Google

The image shows a screenshot of the Google Facebook page. At the top, there is a large, colorful abstract graphic with red, yellow, and green shapes. Below this is the Google logo and the page name "Google" with 9,147,258 likes and 66,144 people talking about this. Navigation buttons for "Like" and "Message" are visible. Below the header are tabs for "About", "Photos", "Likes", "Google Doodles", and "Videos". The main content area shows a post from Google shared a link on Tuesday. The post text reads: "Are you a Harry Potter fan? Starting today, you can get your favorite Harry Potter novels at the Pottermore Shop and read them on the web, phones, and tablets with Google Play. To get started visit <http://goo.gl/LBoCa>". Below the text is a link preview for "POTTERMORE: a unique online Harry Potter experience from J.K. Rowling" with the URL store.pottermore.com. The post has 307 likes and 40 comments. To the right of the post is a large image of a lake in a mountainous region, with a road leading towards it. Below the image are interaction buttons for "Like", "Comment", and "Share", showing 2,946 likes and 244 comments.

Visit



Livestrong

LIVESTRONG

1,632,933 likes · 4,081 talking about this · 352 were here

Organization
LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death.

About Photos Vote for CIP Share Your Story Blog

Highlights

Post Photo

Write something...

Livestrong shared a link
3 hours ago

This year we celebrate 15 years as an organization. There is one thing we know for sure. We would not be here without the dedication and support from all of our supporters. **LIVESTRONG!**

LIVESTRONG: 15 Years
www.youtube.com

Like Comment Share 51

390 people like this.

View all 21 comments

"SMACI Sock Monkeys Against Cancer" Wow. Huge congrats. Monkey fist pump! about an hour ago · Like

Michael Okpe Just few weeks ago I come to know Livestrong, but ur views is inspiring about an hour ago · Like

Write a comment...

4 Friends Like Livestrong

Recommendations See All

Write a recommendation...

Patricia Lambert Jorgensen
https://www.facebook.com/pages/Prayer-for-Daniela/25644...
16 hours ago

Janice Benford
The more we know the more we can find cures for cancer. I ...
last Friday

1,124 more

Likes See All

RadioShack
3 friends also like this. Like

29 California Cancer Research Act Cause Like

Livestrong Cancer Navigation Center Austin
Counseling & Mental Health · Financial Aid · Patient Navigation Center Like

Visit



SportsCenter

SportsCenter
5,222,025 likes · 148,891 talking about this

Like Message

TV Show
ESPN's flagship program provides TV's most thorough presentation of sports news, highlights and analysis.

About Photos #BracketBrag Touts ESPN3 This is SportsCenter

Highlights

Post Photo
Write something...

5 Friends
Like SportsCenter

SportsCenter shared SportsCenter's photo.
about an hour ago

If you won the Mega Millions Lottery jackpot, what's the first sports-related thing you would do?

A world-record \$540 million Mega Millions jackpot has people everywhere wondering what they would do with that much money.

Like · Comment · Share
1,916 people like this.
View all 5,095 comments

Visit





Tiffany & Co.

Visit



Tide





Tide
2,732,297 likes · 19,778 talking about this

Like Message


Household Supplies
For over 60 years, Tide has been caring for the clothes of families & helping to provide the everyday miracle of clean clothing.

Photos Tide Pods MyTide Loads of Hope

Highlights


Post Photo
Write something...

5 Friends
Like Tide



Tide shared a link
2 hours ago

Our friends at Downy want to give you the chance to win big! Their "Turn up the Softness" contest is offering some amazing prizes such as \$1,000 in cash, a new washer & dryer, and even a year supply of Downy with SilkTouch! All you have to do is record a video of yourself dancing to their "Subele al Suave" song for your chance to win! Click here: <http://social.downy.com/Qpx> to learn more. Good Luck!



Downy - Subele al Suave | Turn up the Softness
social.downy.com

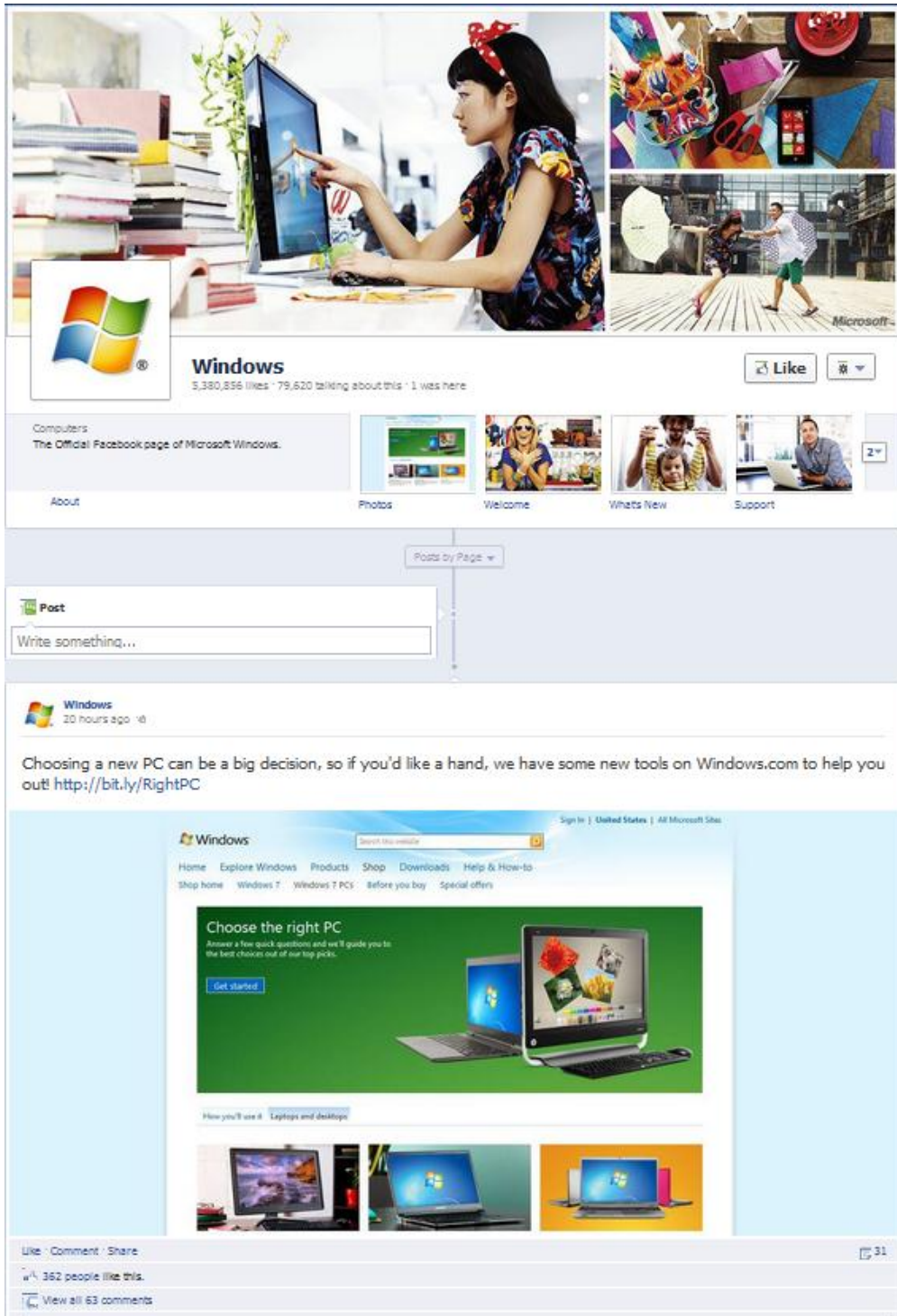
Likes See All

- Olay**
1 friend also likes this.
- Secret**
5 friends also like this.
- Downy**
2 friends also like this.
- Future Friendly**
2 friends also like this.
- Bounce**
1 friend also likes this.

Visit



Windows



The screenshot shows the Windows Facebook page. At the top is a large banner image of a woman in a floral dress pointing at a computer monitor. To the right of the banner are three smaller images: a colorful paper craft project, a person holding a white umbrella, and a person sitting at a desk. Below the banner is the Windows logo and the page name 'Windows' with 5,380,856 likes and 79,620 talking about this. The page description reads 'Computers The Official Facebook page of Microsoft Windows.' Below this are tabs for 'About', 'Photos', 'Welcome', 'What's New', and 'Support'. A 'Post' section is visible with a text input field containing 'Write something...'. Below the post section is a post from 'Windows' dated '20 hours ago' with the text: 'Choosing a new PC can be a big decision, so if you'd like a hand, we have some new tools on Windows.com to help you out! <http://bit.ly/RightPC>'. The post content shows a screenshot of the Windows.com website with a search bar and navigation links. The main content of the website is a 'Choose the right PC' section with a 'Get started' button and images of laptops and desktops. At the bottom of the Facebook post are interaction options: 'Like', 'Comment', 'Share', and '362 people like this'.

Visit



Red Bull



Red Bull

27,653,312 likes · 273,711 talking about this

Like Message

Food/Beverages

Red Bull Energy Drink is a functional beverage vitalizing body & mind. Red Bull gives wings to people who want to be mentally and physically active and have a zest for life.

About



Photos



redbull.tv



Athletes



Games + Apps

5+

Highlights

Red Bull shared a link
3 hours ago ·

The first 1080 on a skateboard. Ever.



First Ever 1080 Landed By 12-Year-Old Skateboarder Tom Schaar
win.gs

For years the holy grail of all skateboard tricks, the 1080, has eluded the biggest and most talented stars in skateboarding. While many have tried, it was never landed -- that is until now. From the most

Like · Comment · Share

1,819

7,784 people like this.

View all 425 comments

Write a comment...

Red Bull
about an hour ago ·

4/2.

16 Friends
Like Red Bull



+7

Jon Holm posted about Red Bull in his status.
September 23, 2011 near San Francisco, CA ·

On Red Bull #2 this morning after a good night of sleep. Please ignore the rumbling and tumbling from the apartment, it's just me doing cartwheels and bouncing off the walls.

Like · Comment · Share

1 · 1

Likes

See All

Red Bull Stratos
Community · Like

Red Bull Racing
Professional Sports Team · Like

Red Bull X-Fighters
Sports League · Like

Visit



Yogurtland

Yogurtland
247,132 likes · 1,950 talking about this

Food/Beverages
Bringing people together for a flavorful frozen yogurt experience while promoting a healthier lifestyle

About Photos Likes Events

Highlights

Post Photo

Write something...

Yogurtland shared a link 17 hours ago

Thanks Ricardo!

Yogurtland is a tasty treat - frozen yogurt in Denver, Colorado | Colorado Table - The Denver Post
blogs.denverpost.com

Yogurtland is a tasty treat, indeed -- but that's not what surprised us on a recent visit.

Like · Comment · Share

w/ 26 people like this.

Rigo Pier 17 hours ago · Like

Rubyfrance Marmolejo yum,yum,yummy. 17 hours ago · Like

Linda Vachalek Of all yogurt shops surrounding littleton, H.R., aurora, denver, Yogurtland is by far the tastiest! From drives thru missouri and kansas its just the best! Most shops, their yogurt tastes like powder form, yogurtland always has different flavors. 13 hours ago · Like · w/ 1

Write a comment...

6 Friends Like Yogurtland

Recent Posts by Others on Yogurtland See All

Kit Loke I love cake batter ice cream 3 hours ago

Cee Castillo U Soooo excited a Yogurtland is being open a block away fr... 12 hours ago

Kristy Britton Justinlano Love that pistachio, 1/2 cup is only 3 WeightWatchers point... w/ 1 · 13 hours ago

Susan Nguyen There should be a frequent shoppers card for yogurtland, lik... 13 hours ago

Jeffrina Tribble Hi Yogurtland! I have a question. Is it alright to take a free s... 17 hours ago

More Posts

Likes See All

Town Square Las Vegas Food & Restaurant · Shopping & Retail w/ Like

The Forum Peachtree Parkway Shopping & Retail w/ Like

Visit



Emergency Action Items



Facebook Timeline Checklist

DESIGN

- ✓ Create a cover image
- ✓ Resize or redesign the profile image
- ✓ Customize app/tab images
- ✓ Prioritize apps /tab and make the top three most important to your audience visible

CONTENT

- ✓ Clean up your wall “timeline” to hide irrelevant or poor posts by your brand and any spam posts from others
- ✓ Use the star icon to “highlight” posts throughout the timeline that display awesome images or videos
- ✓ Select a recent post or create a new one to pin to the top of your timeline and make sure it’s high quality (lasts 7 days)
- ✓ Add a company milestone starting with the founding of your company accompanied by a photo or video (use something iconic or from that time period to make it interesting)
- ✓ Review company info and clean up copy, make it short, friendly and ensure “about” is less than 183 characters with spaces for full display below the cover image

STRATEGY

- ✓ Rethink your “welcome tab” and how to link directly to it from external sources to drive new fan traffic (e.g. your website follow icons, newsletter, ads) now that Facebook no longer defaults from the wall
- ✓ Have a plan and assign responsibility for monitoring and responding to direct messages from fans (if you do not have a community manager, it might be time to resource one)
- ✓ Review your other social profiles such as YouTube or Twitter and update them too



Facebook Timeline Specs

MEDIA	SIZE	FORMAT	NOTES
Cover Image or Milestone Image	851x315	.png, .jpeg	Best Practices and Guidelines: <ul style="list-style-type: none">• No Call To Actions• No arrows pointing out like button• No contact info• Must be at the very minimal 399px (Facebook will stretch it from there) - not recommended
Profile Image	180x180	.png, .jpeg	Will only be displayed at either 150x150 or 125x125 depending on viewers screen size, and avatar will be as small as 30x30. Use a consistent and branded profile picture that scales well from 180x180 to 32x32 pixels.
Custom Thumbnails for 3rd Party Apps (Tabs)	111x74	.png, .jpeg	Facebook recommends 111 pixels wide by 74 high and will resize and convert images that are larger. For example, an image size of 280 x 180 would be auto sized

Awesome-sauce: Use the tools at TimelineCoverBanner.com for a free, easy way to design and size your timeline cover and profile graphics. You can customize your own or choose from a gallery of covers they offer with no watermarks.



Resource Center

FACEBOOK OFFICIAL RESOURCES

- [Pages Overview Guide](#)(PDF)
- If you're new to Pages and want to know how to get started, check out full [Pages Product Guide](#) (PDF)
- Walk through key features with product experts in the [Pages Learning video](#)
- To find answers to specific questions, visit the [Help Center](#)

BLOGS AND FORUMS

- [Facebook Timeline For Business Pages 21 Key Points](#) (by Mari Smith)
- [Facebook Timeline Brand Pages](#) (by Social Media Club)
- [Out With the Old In With the New](#) Infographic (by Fan Page Tool Kit)
- [Facebook Timeline For Business Pages Forum](#) (by Social Media Examiner)
- [Facebook For Business](#) (by Brands With Fans Blog – that's us!)



KEEP CALM AND FACEBOOK ON

In all seriousness, timeline isn't scary and not a true emergency. The majority of people who visit a page do it once, the first time they discover it and "like" it, and then they experience a brand through stories and interactions in their newsfeed.

Facebook and any other place your brand chooses to communicate one-on-one with people should be a happy place. Take this as an opportunity to step back to review your design and approach with your community to spread more happiness!

