Facebook Timeline for Pages

MARY KAY

What is **Facebook Timeline** for Pages?

Facebook has changed the layout of all Facebook Pages to a new format called Timeline. We've outlined the key features of Timeline along with simple steps that will help you seamlessly transition your Page to Timeline in no time at all.

Facebook Pages: Checklist

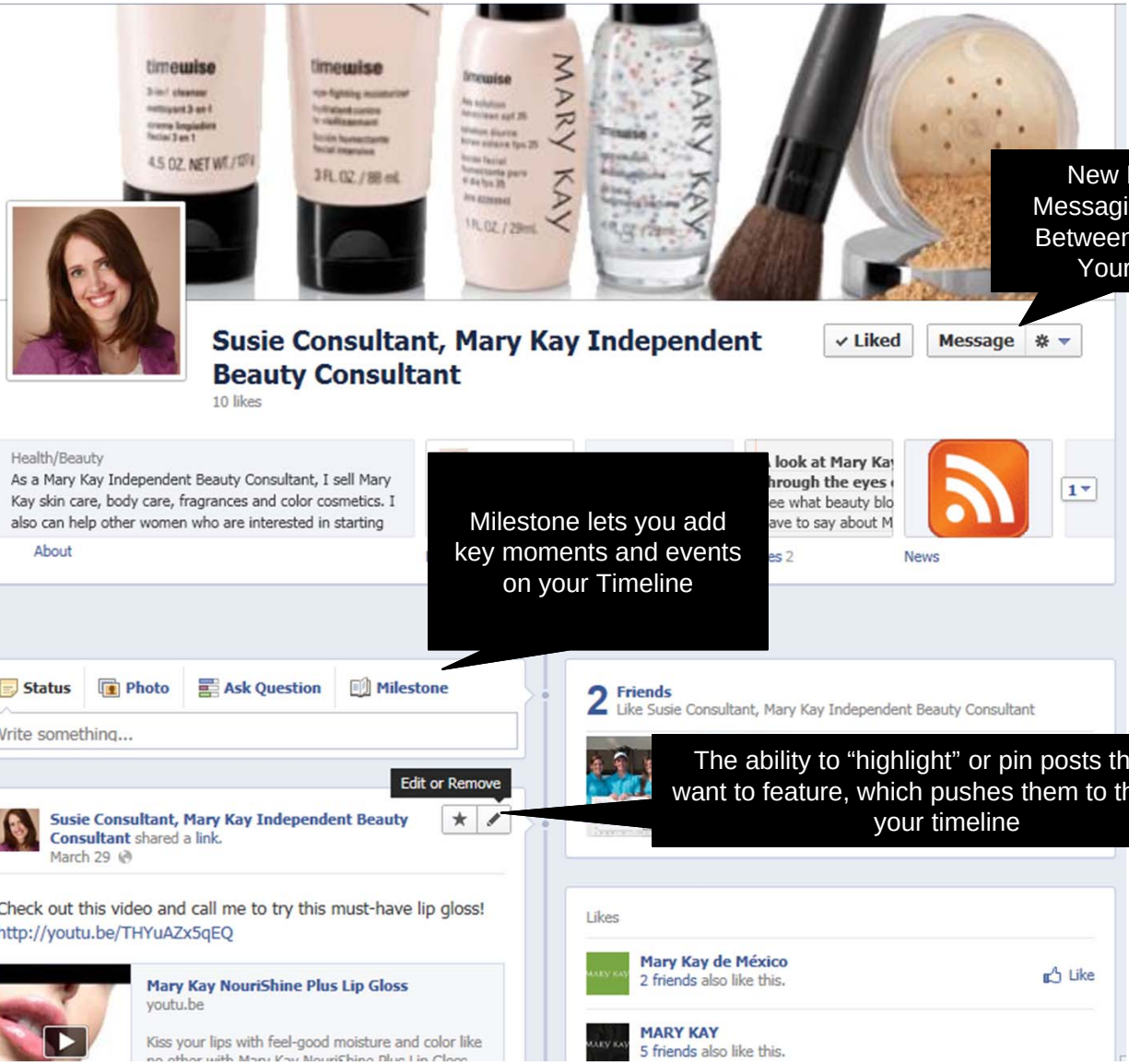
MARY KAY

Here are a few key features to the new **Facebook Timeline**:

- A cover photo will be one of the main features
- Feature important moments as “Milestones”
- “Pin” important posts at the top of your Page
- “Highlighting” a post makes it the full width of the page
- Fans can now message you on your page

Facebook Pages: Quick Reference Guide

The new profile pic has been resized to an almost-square 124 X 125 pixels



New Private Messaging Option Between You and Your Fans

About section has a new location. Showcase business details. Links to more in-depth About page.

Milestone lets you add key moments and events on your Timeline

The ability to “highlight” or pin posts that you want to feature, which pushes them to the top of your timeline

MARY KAY

Here are some things to keep in mind for the **Cover Photo**:

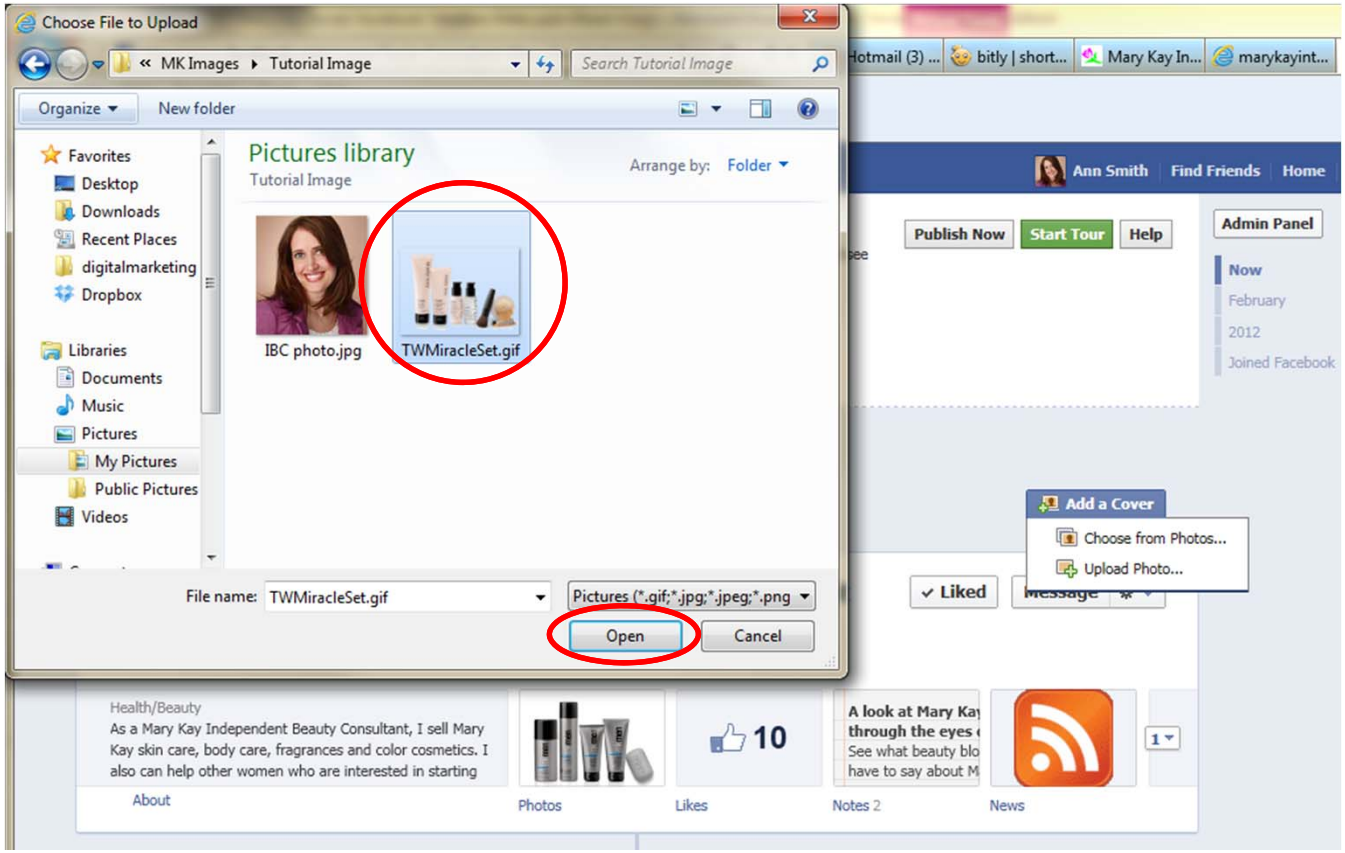
- The cover photo is the first thing people will see when they visit the page your Page
- It is an 851 x 315 pixel banner displayed across the top of page
- Choose a unique image that best represents Mary Kay and also creates visual impact and emotion
- Do not include any of the following in the Cover Photo; **it is against Facebook policy:**
  - Calls to action (“Like Us”)
  - Price or purchase information
  - Contact information

Facebook Pages: Cover Photo

Click on the “Add a Cover” button and upload a new photo or choose from photos that you have previously uploaded to your Facebook Page.

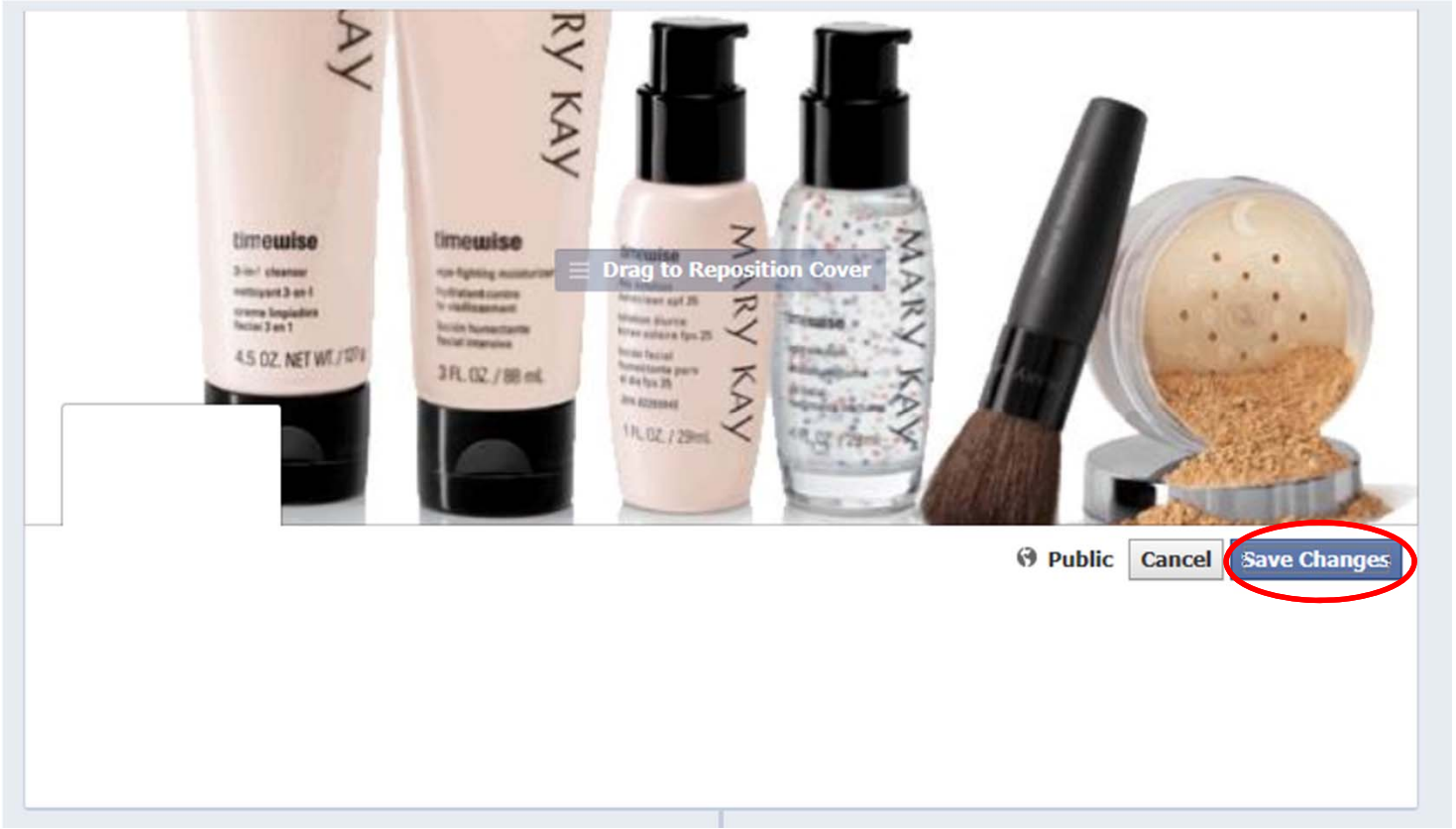
Facebook Pages: Cover Photo

Select a Cover Photo.



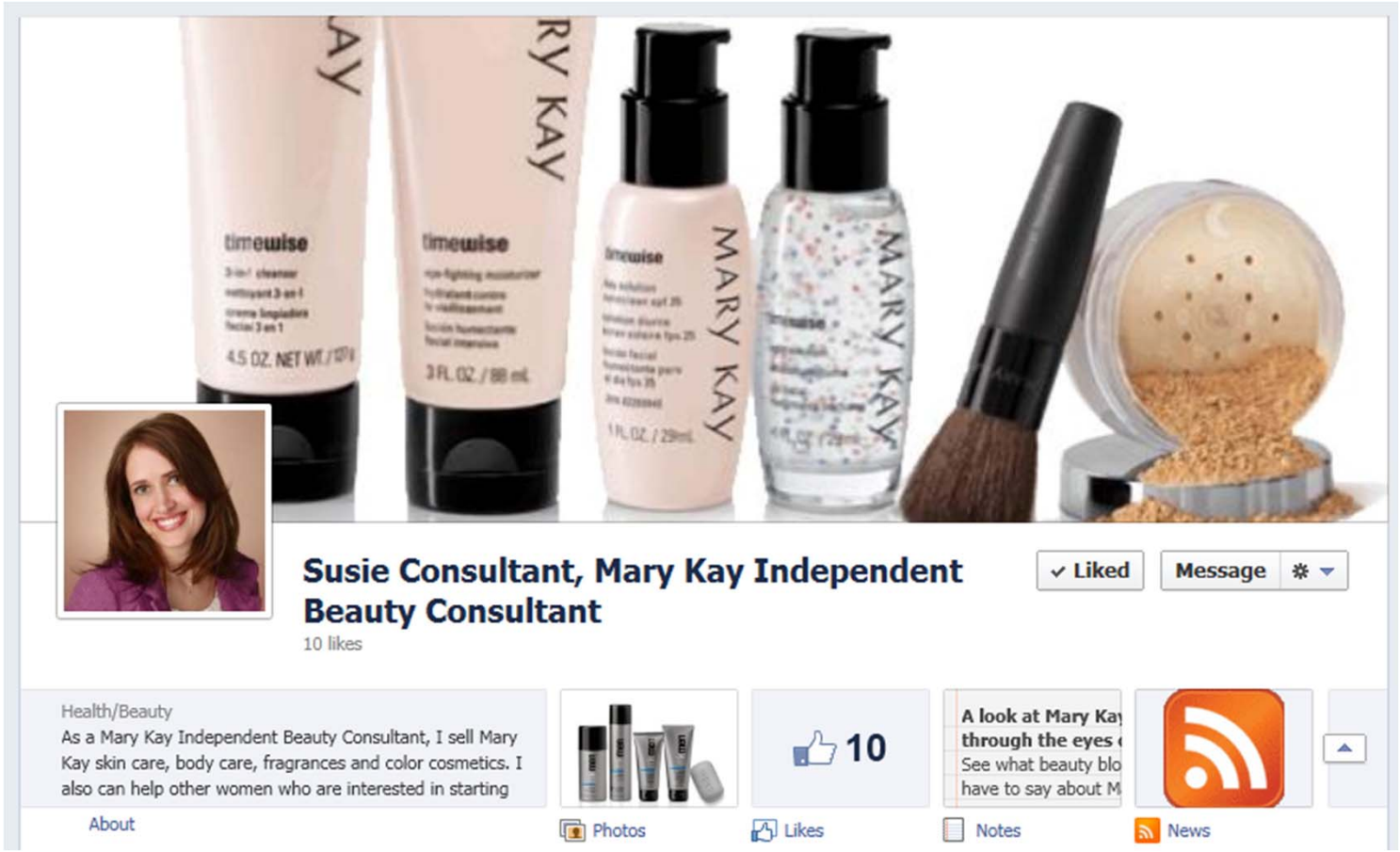
Facebook Pages: Cover Photo

Save Changes.



Facebook Pages: Cover Photo

Your Cover Photo has been added!

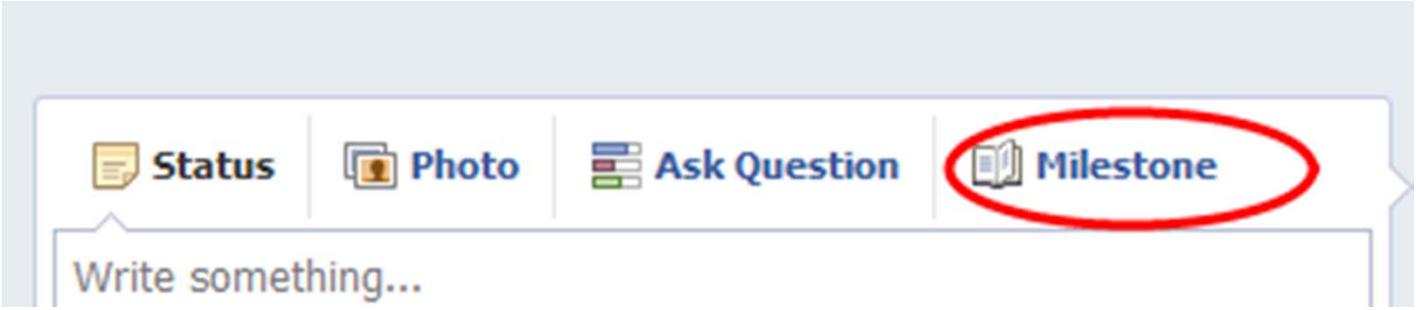


Facebook Pages: Milestones

MARY KAY

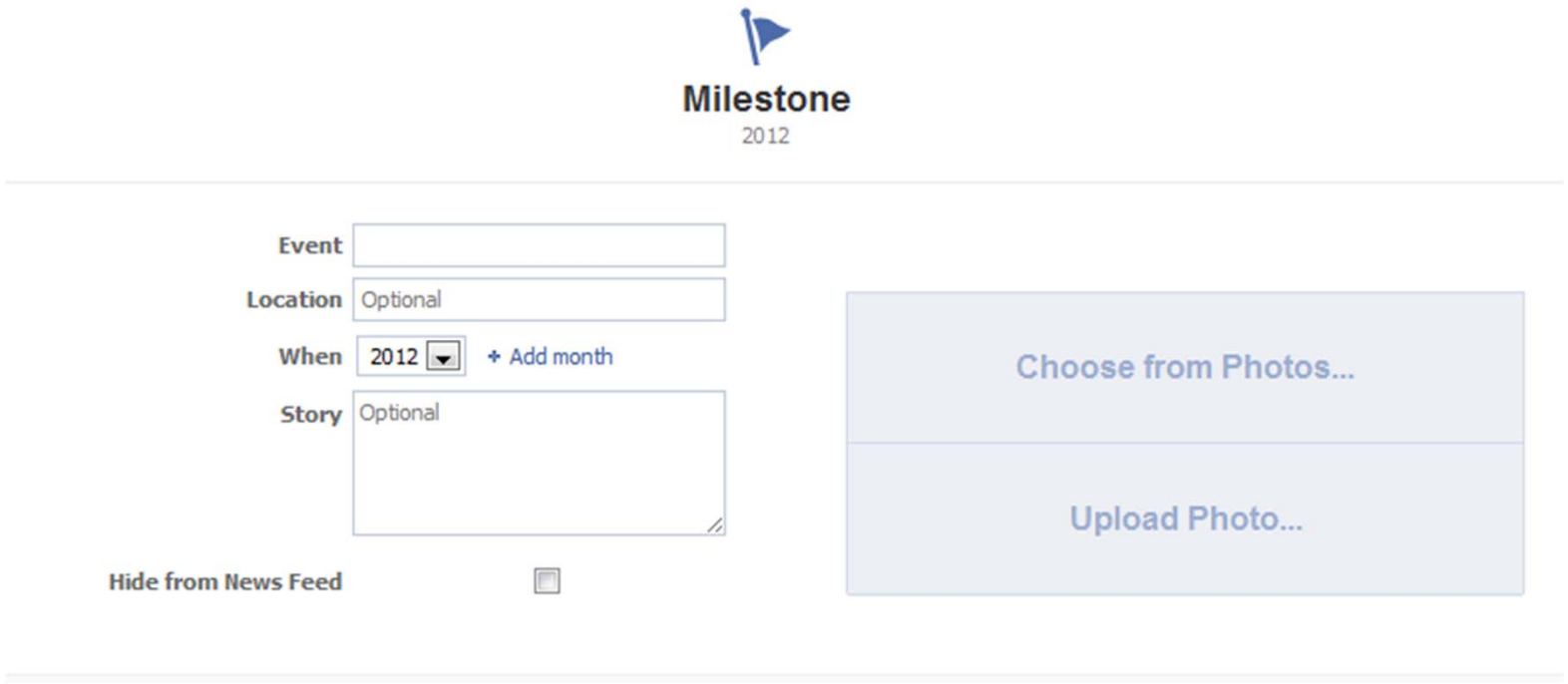
Milestones

Now you can add Milestones which allows you to bring attention key moments on your Facebook Timeline.



Facebook Pages: Milestones

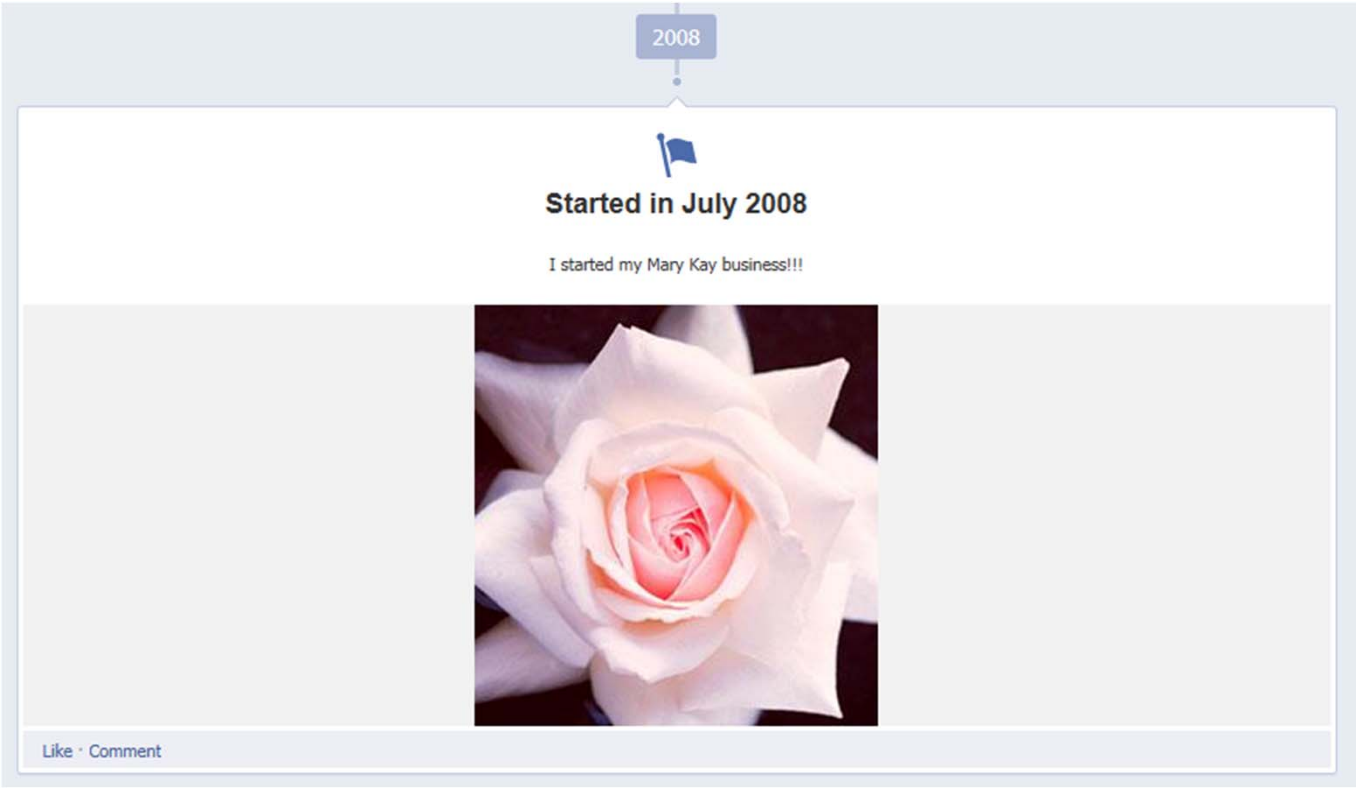
When you add a Milestone you can name the “event,” choose a location and date, and add a story. You can choose from existing photos on your Facebook Page or upload a new one.



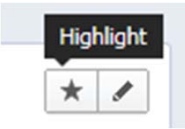
MARY KAY

Facebook Pages: Milestones

Here is what a milestone will look like once you add it.

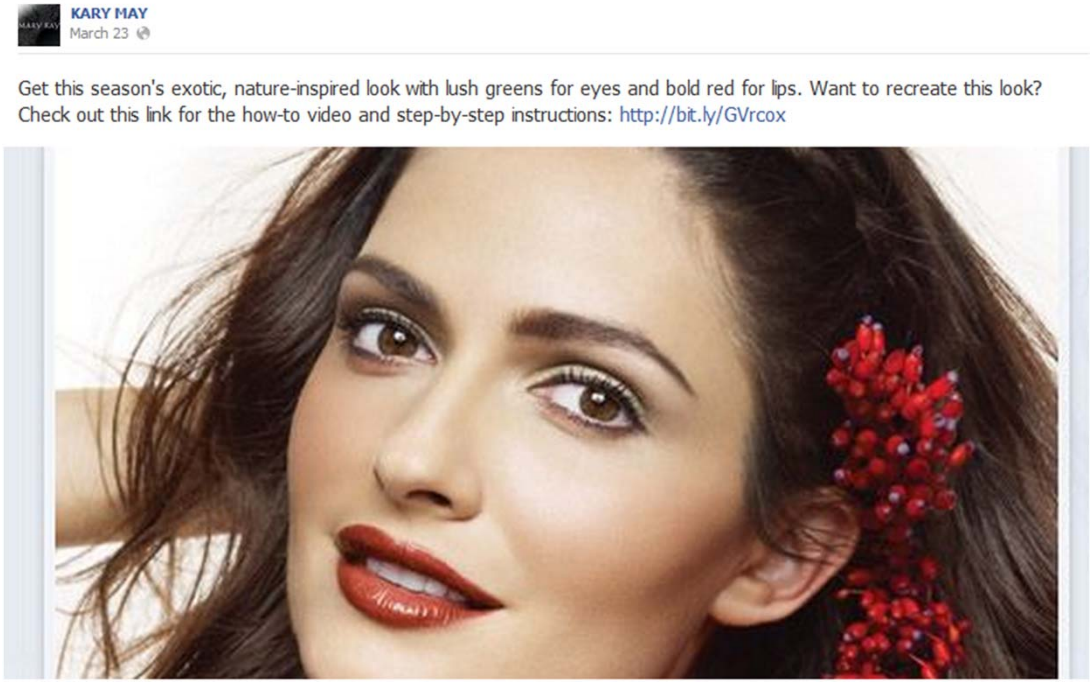


Facebook Pages: Highlight Items



Highlight Items

You can choose to highlight important posts by selecting the “star” button. This feature will highlight the post by stretching it across the width of your Page. Go back through your Timeline to star your best photos and links that are still relevant, while hiding posts that are no longer current.



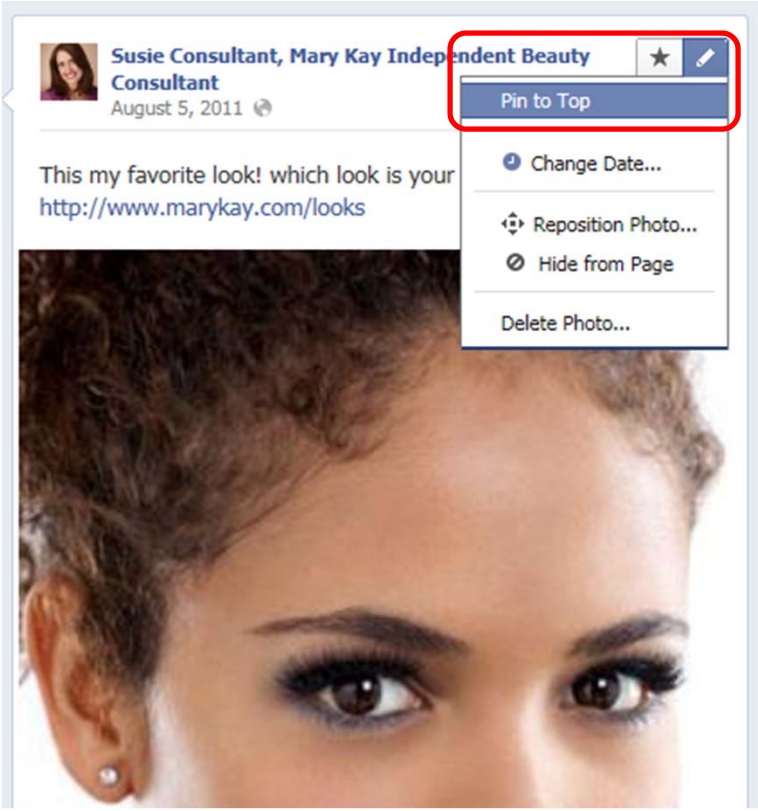
MARY KAY

Facebook Pages: Pinning Posts

Pinning Posts

You are now able to “pin” a certain post, which will keep that post at the top of the page for up to 7 days. Select the “Edit or Remove” button and choose the “Pin to Top” option. Pinning a post is great for:

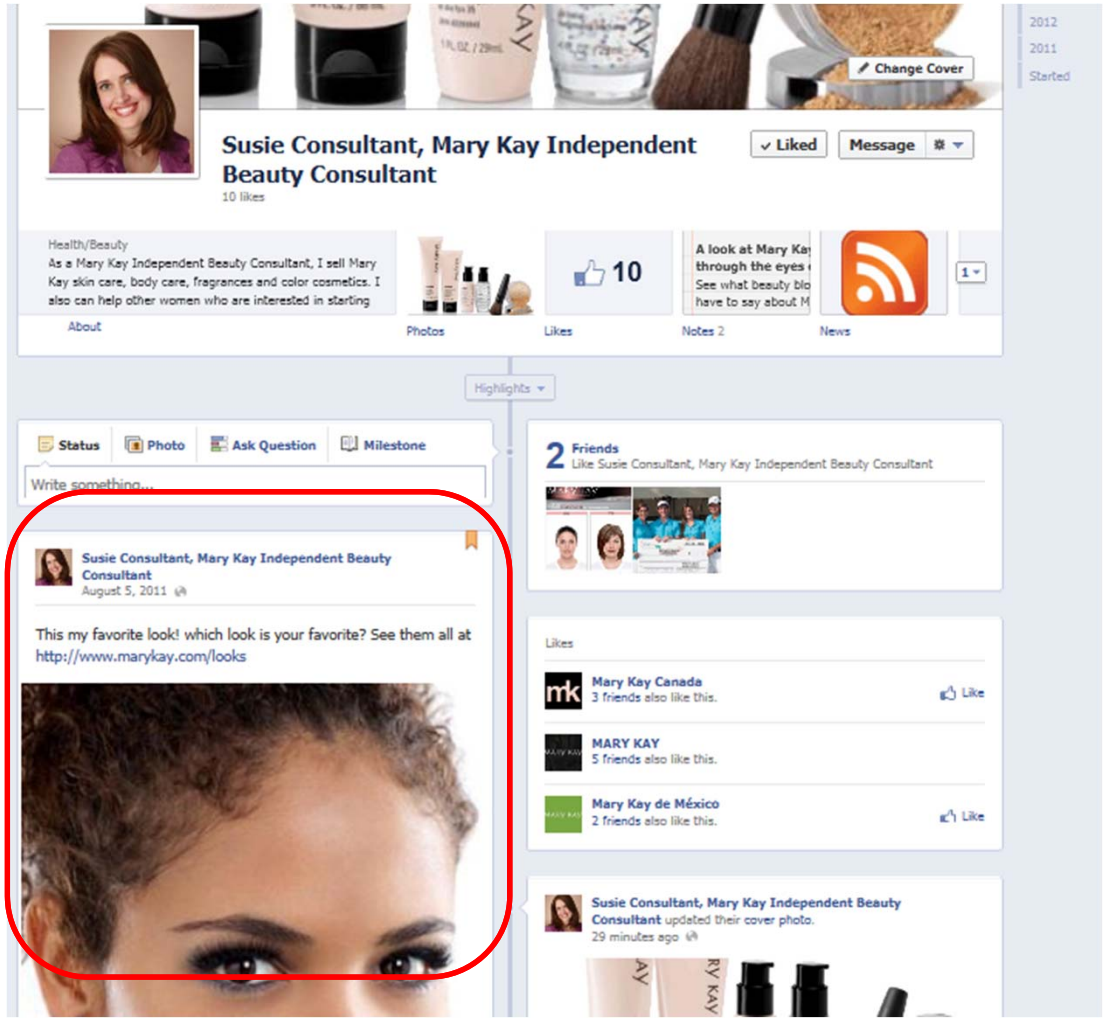
- Perfect for keeping a current campaign/promotion alive
- Display an important status update
- Highlight some positive fan responses



Facebook Pages: Pinning Posts

Pinning Posts

Your pinned posts will now be featured towards the top of your page.

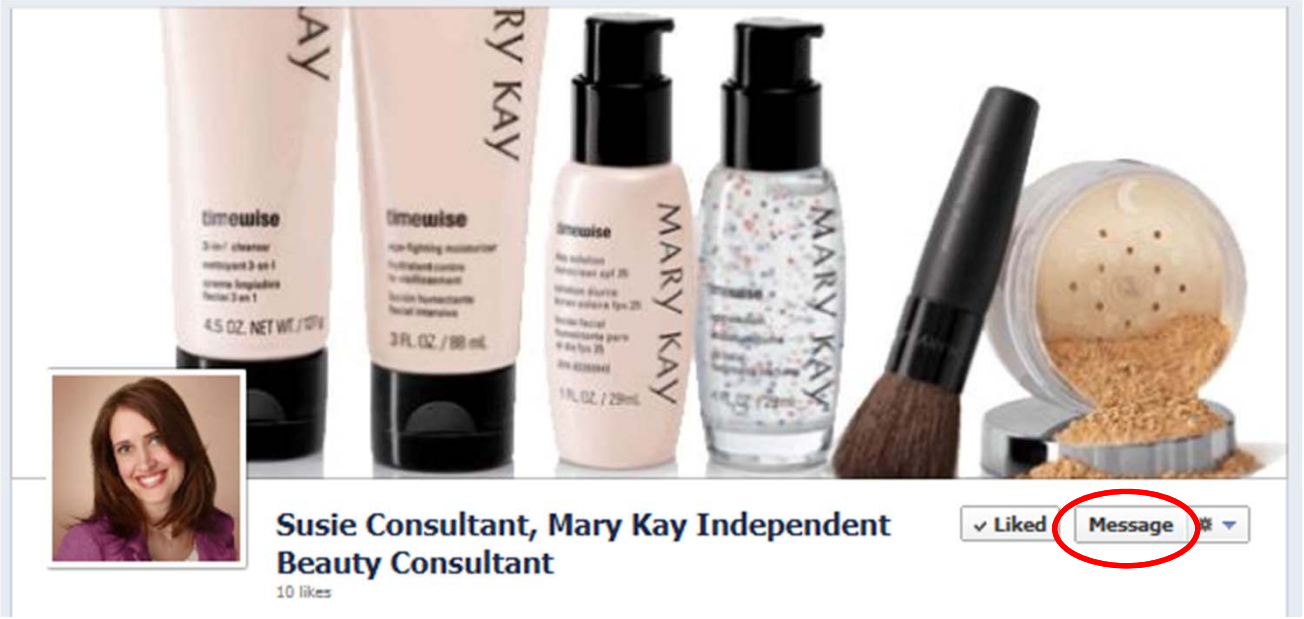


Facebook Pages: Messages

Messages

Timeline creates a new channel for your fans to communicate with you by allowing them to send messages to your page. Here are a few things to keep in mind:

- You cannot proactively send Messages to your Facebook users, you can only respond.
- You'll need to consistently monitor and respond to messages through this channel
- If you do not want to receive messages, you can turn disable this button in your Page settings

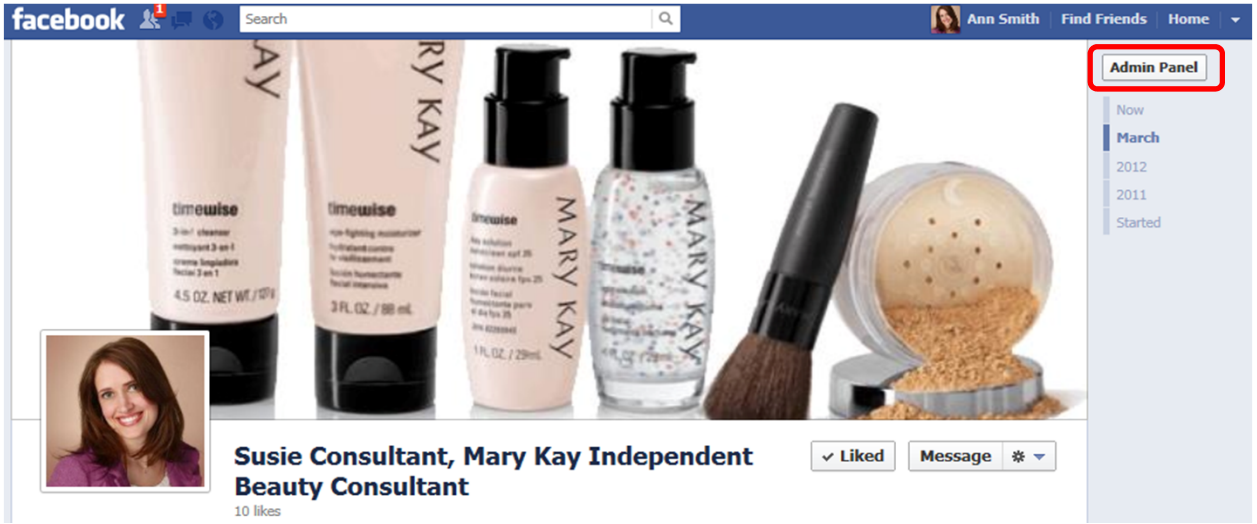


Facebook Pages: Messages

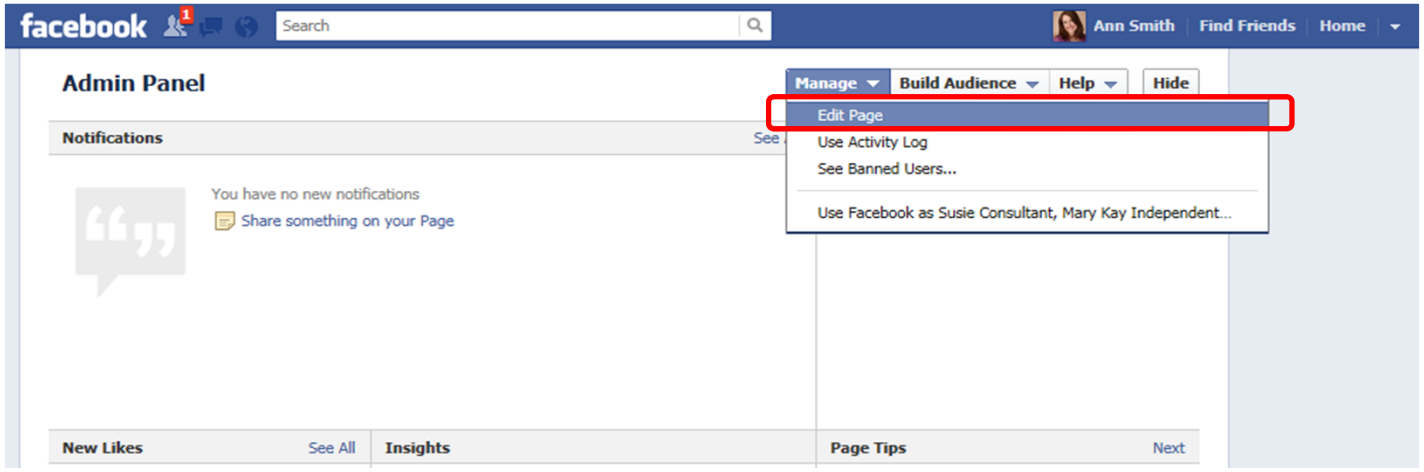
Messages

To disable Messages, follow these steps:

- Select Admin Panel



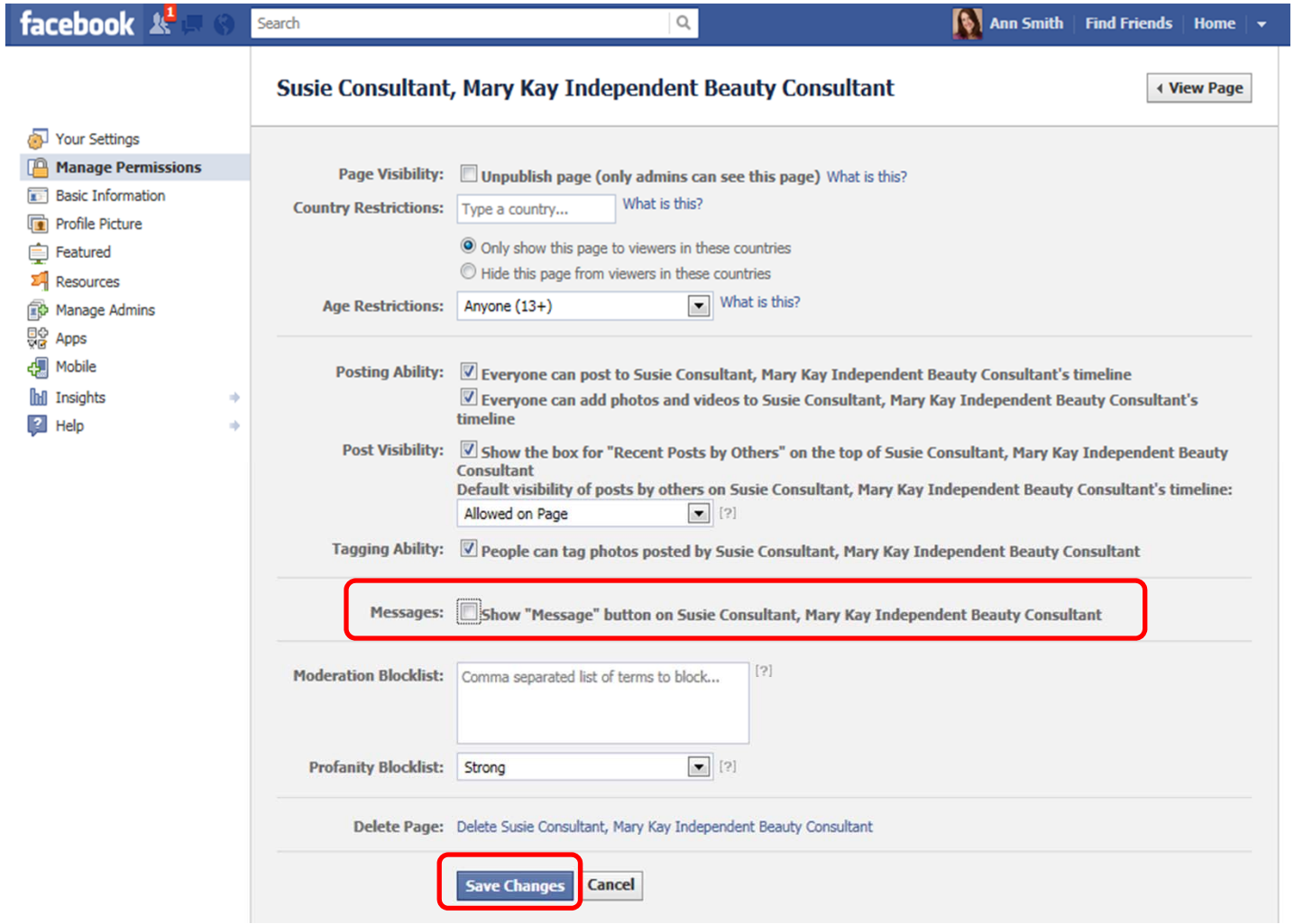
- Now select Manage and Edit Page



Facebook Pages: Messages

Messages

- Finally uncheck the box that says: **Show "Message" button on Susie Consultant, Mary Kay Independent Beauty Consultant** and **Save Changes**.



MARY KAY

Facebook Pages: Timeline

MARY KAY

To ensure you are complying with your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement with the Company, please review the

Social Media Guidelines in the Digital Zone on Mary Kay InTouch®.

Enjoy the new Facebook Timeline format!