

Facebook

You need a facebook account before you set up a facebook page.

You need a facebook account before you set up a
facebook page.

Why am I saying this, Personal is personal
Company is company

Set up a Company mail account for facebook
before setting up a facebook page

facebook

☐ Remember Me

[Forgot your password?](#)

Login

Facebook helps you connect and share with
the people in your life.



Sign Up

It's free and anyone can join

Full Name:

Your Email:

New Password:

I am:

Birthday: Month: Day: Year:

Why do I need to provide this?

Sign Up

To create a page for a celebrity, band or business, [click here](#).

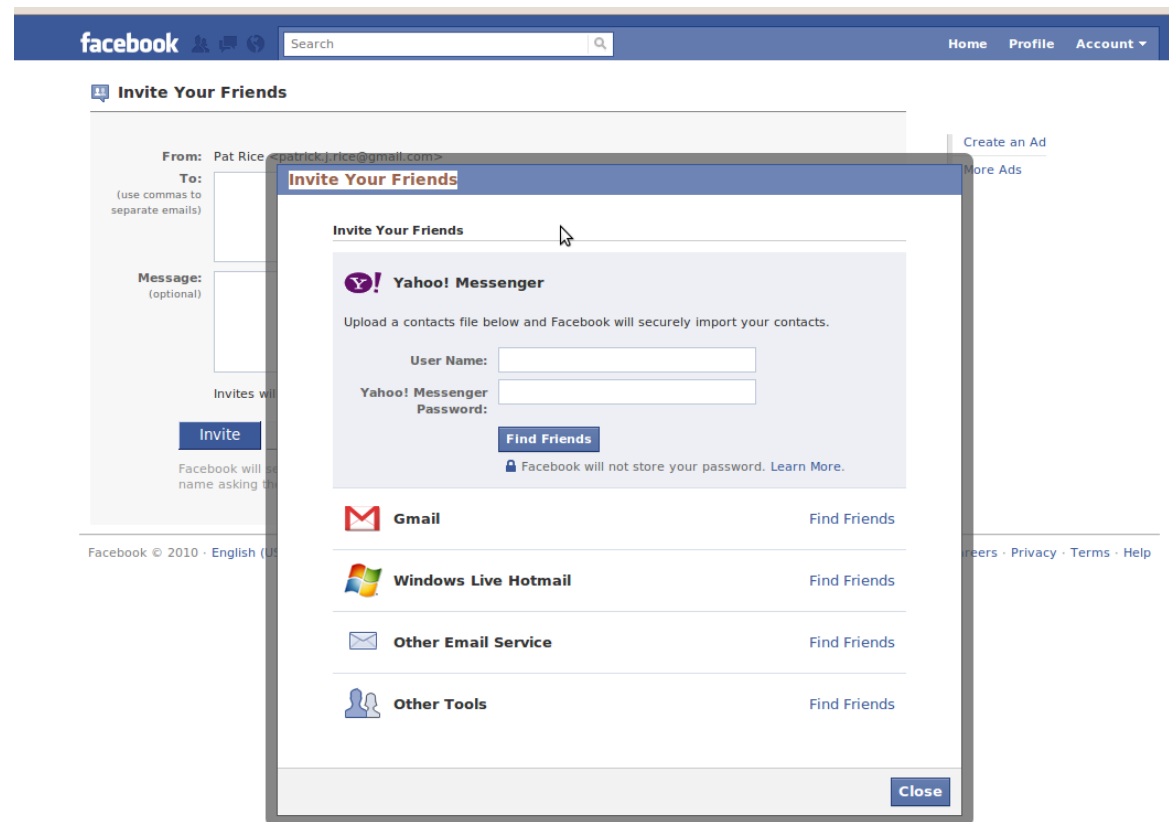
Facebook data

- **First Name**
- **Last Name**
- **E-mail**
- **Sex**
- **Birthday (I have a facebook birthday not a real one)**

Check you e-mail account

- Check your e-mail account, you should get an e-mail confirmation for the account.
- Click on this to activate your account.

Find friends using the email account



settings

If this is being set up on your professional email,



- you will want to likely control what information you wish the general public (anyone who has a Facebook account),
- people in your "**network**" (your country),
- your "**friends**" (those you invite to be your friends for Facebook purposes).
- On the top menu bar on the right side is a link for "settings"-- clicking there will give you three options:
 - account settings,
 - privacy settings,
 - application settings.

Different pages

- The **Group** page allows for posting of videos, photos, weblinks (as resources), hosting of a Wall (where people can have conversations, post items, and a discussion forum).
- The **Organization (FAN page)** page can do most of the same things as the Group pages,
 - except that there is a limit as to what students might be able to post on the page, other than in the discussion forums or wall.
 - Those who are interested in following your "organization" can become "fans."
 - This gives you more control

Creating pages

Two types

facebook   [Home](#) [Profile](#) [Account ▾](#)

Create a Page

Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Please note that you will not be able to edit the name of a Page after it has been created.

Page name:

(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Please note that you will not be able to edit the name of a Page after it has been created.

Create a Page for a:

- ☐ Local business
- ☐ Brand, product, or organization
- ☐ Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

☐ I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

[Create Official Page](#)

Creating a fan page

[Home](#) [Profile](#) [Account ▾](#)

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

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[Review the Facebook Terms](#)

[Create Official Page](#)

[About](#) · [Advertising](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Here's on I created earlier



The screenshot shows a Facebook page for "Happy F-ARThurz Day". The cover photo is a green gas mask with large white eyes. The page has tabs for Wall, Info, Photos, Discussions, and a plus icon. Below the tabs is a text box for posting, followed by an "Attach" section with icons for photos, videos, links, and a "Share" button. The page name "Happy F-ARThurz Day" is followed by "Just Happy F-ARThurz Day" and "Just Others". There are links for "Spam" and "Settings". The description of the page is: "This is a page dedicated to measuring the environmental impact that Arthur's day will have on the growth on the ozone layer due to all the Guinness fartz!". Below the description is a section for "Information" and "Insights". The "Insights" section shows "Monthly Active Users", "Daily New Likes", "Daily Post Views", and "Daily Post Feedback". At the bottom, there is a "RECENT ACTIVITY" section showing that the page changed its description and joined Facebook.

facebook

Check Your Spam Filter [close](#)
Posts likely to be spam will appear there. You can review, remove or approve these posts at any time. [Learn more.](#)

Happy F-ARThurz Day

Wall Info Photos Discussions +

What's on your mind?

Attach: [Share](#)

Happy F-ARThurz Day + Others **Just Happy F-ARThurz Day** Just Others
[Spam](#) [Settings](#)

Happy F-ARThurz Day This is a page dedicated to measuring the environmental impact that Arthur's day will have on the growth on the ozone layer due to all the Guinness fartz!
September 23 at 4:42pm · [Unlike](#) · [Comment](#) · [Promote](#)

You and Nicola Sheehan like this.

Happy F-ARThurz Day should we have Happy F-ARThurz Day on the day of the Guinness propaganda day, or should it be the day after?
September 24 at 9:29am · [Like](#)

Nicola Sheehan To F-ARThurz..... ("")
September 25 at 2:39pm · [Like](#) · [Flag](#)

Blanka Fischer oh geez, f-arther Ted...what have I done?! and besides, where's the beer gone?
October 28 at 6:43pm · [Like](#) · [Flag](#)

RECENT ACTIVITY

Happy F-ARThurz Day changed their Description.

Happy F-ARThurz Day joined Facebook.

Information

Description:
This is a page dedicated to measuring the environmental impact that Arthur's day will have on the growth on the ozone layer due to all the Guinness fartz!




Insights [See All](#)


- 0 Monthly Active Users
- 0 Daily New Likes
- 0 Daily Post Views
- 0 Daily Post Feedback

Insights are visible to page admins

Editing the page


le@gmail.com on facebook.com


facebook   


Search 


Home Profile Account ▾


Happy F-ARThurz Day [◀ View Page](#)


 Manage Permissions


 **Basic Information**


 Profile Picture


 Marketing

 Manage Admins

 Applications

 Mobile

 Insights ➔

 Pages Help ➔

Name:

Website:


Description:

[Save Changes](#) [Cancel](#)

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Editing the picture

facebook 

Search 


Home Profile Account ▾


 Manage Permissions

 Basic Information


 **Profile Picture**

 Marketing

 Manage Admins


 Applications

 Mobile

 Insights →

 Pages Help →

Happy F-ARThurz Day [◀ View Page](#)




[Edit Thumbnail](#)
[Remove Your Picture](#)

Select an image file on your computer (4MB max):

[Browse...](#)

OR

 [Take a Picture](#)

By uploading a file you certify that you have the right to distribute this picture and that it does not violate the [Terms of Service](#).

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Getting some data



[Ads Manager](#) | [Pages](#) | [Help](#) | [Export Data](#)

[Promote your page](#)

New Insights Dashboard

[close](#)

Hey Insights users: we've launched a new version of the Insights dashboard, available at <http://www.facebook.com/insights>. The new version has many new features including analytics on your Page's tabs, referral sources, and the ability to track Facebook sharing and Likes on your own blog or website. There's a blog post explaining some of the new changes [here](#). Please check it out and let us know what you think on our Page: <http://www.facebook.com/FacebookPages!>



0 Interactions This Week [?](#) 0 Likes 0 Comments 0 Wall Posts

0 Post Quality [?](#)

Users Who Interact With Happy F-ARTHURz Day

Interactions Over Time [Learn more](#)

Choose a graph: Mentions [v](#)



! No data on active fans to display at this time. For privacy reasons, Facebook will not provide demographic data (such as age and gender) unless there is a greater number of fans interacting with your page. To increase your number of active fans, you may want to write on your Page's Wall, post photos, or post videos to your Page. [Learn more](#)

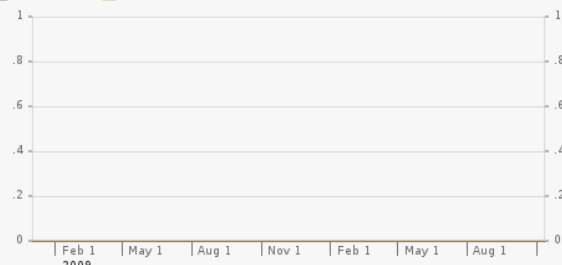
! You do not have enough recent interactions to display geographic data. You can generate interactions by publishing more posts to your fans.

All People Who Like Happy F-ARTHURz Day

All Likes Over Time [Learn more](#)

Choose a graph: Total Fans / Unsubscribed Fans [v](#)

☒ Total Likes ☒ Hidden From News Feed



! No data about fan demographics to display at this time. For privacy reasons, Facebook will not provide demographic data (such as user age and gender) unless there is a greater number of fans for your Page. You can recruit more fans using Facebook advertising. [Create an ad.](#)

! You do not have enough fans to display geographic data. You can recruit more fans using Facebook advertising. [Create an ad.](#)

Getting data via e-mail


Get Mail Write Address Book Reply Reply All Forward Tag Delete Junk Print Back

Subject: Your Weekly Facebook Page Update
From: Facebook <notification+m3humv7m@facebookmail.com>
Reply-To: noreply <noreply@facebookmail.com>
Date: 15/11/10 18:19
To: Pat Rice

facebook

Hi Pat,

Here is this week's summary for your Facebook Page:

 **Happy F-ARThurz Day**

1 monthly active user ↓2 since last week

0 people like this no change since last week

0 wall posts and comments this week no change since last week

0 visits this week no change since last week

- [Send an update to people who like this](#)
- [Visit your Insights Page](#)
- [Promote with Facebook Ads](#)



[Learn more about how to update via mobile](#)

Thanks,
The Facebook Team

This message was intended for patrick.j.rice@gmail.com. If you do not wish to receive this type of email from Facebook in the future, please click [here](#) to unsubscribe.
Facebook, Inc. P.O. Box 10005, Palo Alto, CA 94303

Facebook adds

<http://www.facebook.com/advertising/>


facebook   [Home](#) [Profile](#) [Account ▾](#)

Facebook Ads

Reach over 500 million people where they connect and share


[Create an Ad](#)
or manage your existing ads

[Overview](#) [Case Studies](#)




Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your [Facebook Page](#) or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team ▸](#)

To learn more, [visit our Guide to Facebook Ads ▸](#)

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Design the add



Advertise on Facebook

1. Design Your Ad

Destination URL Example: <http://www.yourwebsite.com/> [?]

Suggest an Ad [?]

I want to advertise something I have on Facebook.

Title 25 characters left. [?]

Body Text 135 characters left. [?]

Image (required) [?]

Example Ad Title

Your body text will go here.

[Continue](#)

Targeting the add

2. Targeting

[Ad Targeting FAQ](#)

Location

Country: [?]

Ireland x

☐ Everywhere

☒ By City [?]

Cork x

☒ Include cities within 50 miles.

Demographics

Age: [?]

18 - 23

☐ Require exact age match [?]

Sex: [?]

☒ All

☐ Men

☐ Women

Likes & Interests

Bike x

Enter an interest

☐ Dirt Bikes

☐ Mountain Biking

☐ Bike Rides

☐ Bikes

☒ Riding

☐ The Bicycle Thief

Connections on Facebook

Connections: [?]

Target users who are connected to:

Enter your Page, Event, Group, or Application [?]

Target users who are not already connected to:

Enter your Page, Event, Group, or Application [?]

Friends of connections:

Target users whose friends are connected to:

Enter your Page, Event, Group, or Application [?]

[+ Show Advanced Targeting Options](#)

Estimated Reach

60 people

- who live in **Ireland**
- who live within 50 miles of **Cork**
- between the ages of **18** and **23** inclusive
- who like **bike**

Target specific marketing

Estimated Reach

60 people

- who live in **Ireland**
- who live within 50 miles of **Cork**
- between the ages of **18** and **23** inclusive
- who like **bike**

Target specific marketing

Estimated Reach

44,920 people

- who live in **Ireland**
- who live within 50 miles of **Cork**
- between the ages of **18** and **23** inclusive

Paying for it

3. Campaigns, Pricing and Scheduling

Ad Campaigns and Pricing

Account Currency

US Dollars (USD)

Account Time Zone

Country/Territory Ireland

Time Zone

(GMT) Dublin Time

Campaign & Budget

Campaign Name: My Ads

Budget (USD):

350.00

Lifetime budget

[?]

What is the most you want to spend over the campaign's scheduled time period? (min 1.00 USD)

Schedule

11/17/2010 at 1:00 am Dublin Time

12/17/2010 at 1:00 am Dublin Time

☐ Run my campaign continuously starting today

Pricing

Based on your targeting options, Facebook suggests a bid of **\$0.75** per click. You may pay up to this much per click, but you will likely pay less.

All bids, budgets, and other amounts in the UI are exclusive of tax.

[Set a Different Bid \(Advanced Mode\)](#)

[Review Ad](#)

[Questions about creating your ads?](#)

Show me the money



Review Ad

[Help Center](#)

Please review your ad for accuracy.

Ad Preview:



Ad Name:

test

Audience:

This ad targets users:

- who live in Ireland
- who live within 50 miles of Cork
- between the ages of 18 and 23 inclusive

Campaign:

My Ads (New Campaign)

Bid Type:

CPC

Bid:

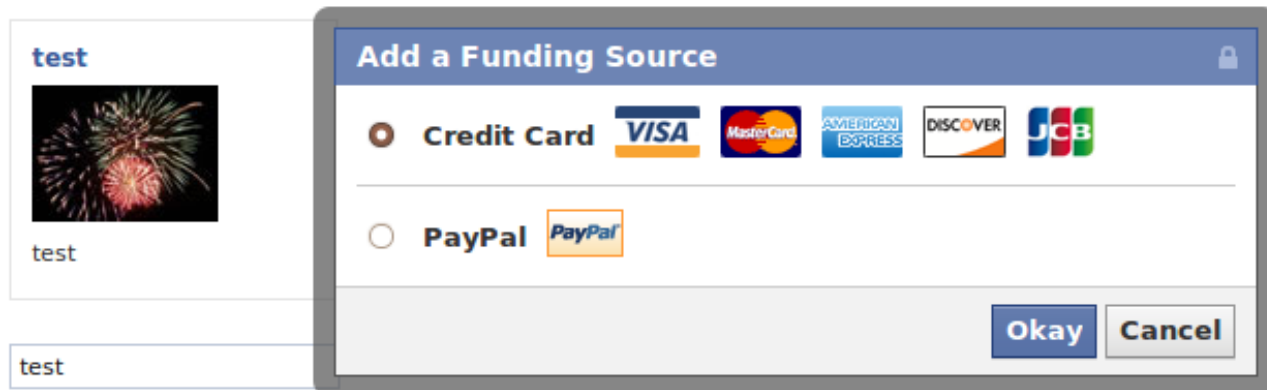
\$0.77 USD per click

Lifetime Budget:

\$100.00 USD

Duration:

11/17/2010 9:00am to 12/17/2010
9:00am Dublin Time



[Place Order](#)

[Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my

Facebook security settings

- The keep changing
- That means what I write here is out of date
- If you don't want it on the web don't put it on facebook
- If you don't want it on the web don't put it on facebook
- Facebook is not private (see above)