

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®), all set against a solid blue rectangular background.

facebook®

Creating a Fan Page

What is a Fan Page?

The Facebook Terms of Service prevent individuals from having multiple profile pages. You can assign multiple email addresses to a single profile (to aid in searching) but you should have only ONE personal profile

Instead of a second profile page, Facebook has another type of page to help separate personal from professional.

Like profile pages, Facebook Fan Pages enable public figures, businesses, organizations and others to create an authentic, official, and public presence on Facebook that is separate from your personal profile page.

Unlike your profile page, Facebook Fan Pages are visible to everyone on the Internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan of them and then receive their updates in your News Feed and interact with them.

Fan Pages have an administrator (the creator of the page by default) but multiple people can be assigned the role of administrator.

Here is the URL to create a Fan Page:

<http://www.facebook.com/pages/create.php>

Creating a Fan Page

Create New Facebook Page

Category:

- Local:
- Brand, Product, or Organization
- Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

Note: Creating an unauthorized Page violates our [Statement of Rights and Responsibilities](#). If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please [create a Facebook Group](#) to establish an unofficial "fan page"

There are no hard and fast rules to creating a Fan Page, but Facebook requires that you be authorized to do so. Unofficial pages are forbidden and subject to deletion and other penalties.

What a Fan Page looks like:

The image shows a screenshot of a Facebook fan page for Stephen J. Cole, Square Dance Caller. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The main header features the user's name and profile picture, along with tabs for Wall, Info, Photos, Discussions, Boxes, and Notes. Below the header is a post creation area with a text box, attachment options, a privacy dropdown set to 'Everyone', and a 'Share' button. The page content is divided into sections: a 'Just Fans' section with a 'Settings' link, a post titled 'Stephen J. Cole, Square Dance Caller' about 'Callerlab ARC Membership' with a text description and a date of January 15 at 9:03pm, and a post titled 'Stephen J. Cole, Square Dance Caller' about '2010-01-04 Rosetown Ramblers "Black and White Ball"' with a text description and a date of January 14 at 6:08pm. On the right side, there is a 'Get More Fans' advertisement and a 'Become a Fan' button. On the left side, there are options to 'Edit Page', 'Promote with an Ad', 'Add to My Page's Favorites', and 'Suggest to Friends', along with a bio and an 'Information' section listing affiliation and location.

facebook Search Home Profile Account

Stephen J. Cole, Square Dance Caller

Wall Info Photos Discussions Boxes Notes +

What's on your mind?

Attach: Everyone Share

Stephen J. Cole, Square Dance Caller + Fans Stephen J. Cole, Square Dance Caller Just Fans Settings

Stephen J. Cole, Square Dance Caller

Callerlab ARC Membership

I've been asked to serve on Callerlab's Application Review Committee. (The ARC.) It's probably not huge news to most of Square Dance Land, but, to me, it's a pretty big deal. The fo...

January 15 at 9:03pm - Comment - Like - Share

3 people like this.

Susan Morris Good for you!!!!
January 15 at 10:20pm - Delete - Report

Mary Marshall Fowler Great! Congratulations!
January 16 at 12:23am - Delete - Report

Janet Shannon I agree with Susan... good for you. I also agree about holding callers feet to the fire.
January 17 at 2:15am - Delete - Report

Write a comment...

Stephen J. Cole, Square Dance Caller

2010-01-04 Rosetown Ramblers "Black and White Ball"

While you may or may not do the "New Year's Resolution" thing, I believe a good party is always a great way to celebrate your friends, no matter what day it is. Than...

January 14 at 6:08pm - Comment - Like - Share

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

Stephen J. Cole, Square Dance Caller

Your Text Here

Stephen Cole is a fan.

Become a Fan

Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Stephen is an accomplished square dance caller and travels all over the the USA calling and teaching square dancing.

Information

Affiliation:
Callerlab, the International Association of Square Dance Callers

Location:
Tempe, AZ, 85282

Benefits of a Fan Page

The overall look of a Fan Page is the same as an individual's Profile Page. Fan Page Administrators can limit what people can or can't be posted to a Fan Page's Wall, Discussion Groups, or Photos.

Once a Fan Page gets 100 fans, the page administrator can request a URL (web address) that can be used to create direct links.
For example: <http://www.facebook.com/stephen.cole.caller>

Here is the top portion of the Fan Page administrator's view.

The screenshot shows the Facebook interface for a Fan Page administrator. At the top is the Facebook navigation bar with the logo, search bar, and links for Home, Profile, and Account. Below this is a secondary navigation bar with links for Ads Manager, Pages, and Help, and a green button labeled "Promote your page". The main content area is divided into three columns. The left column features a profile picture of Stephen J. Cole and his name, "Stephen J. Cole, Square Dance Caller", with links for "Back to Pages", "View Page", and "Delete Page". Below the profile information are three settings boxes: "Settings" (with an "Edit" link and description: "Edit country restrictions, age restrictions, published status and gender"), "Wall Settings" (with an "Edit" link and description: "Change the default view for fans and control who can post to your Wall."), and "Mobile" (with an "Edit · Learn more" link and description: "Publish status updates, photos and videos to your Facebook Page on the go."). The middle column is titled "News for Page Admins" and contains three news items: "Introducing per post analytics for Pages" (dated 3:52pm Jan 21), "Fan Badges - Have your fans show their support to their friends" (dated 3:40pm Dec 17), and "Use your Mobile Phone to publish to Facebook fans! (esp. Blackberry or iPhone)" (dated 12:58pm Dec 14). A "See More News" link is at the bottom of this column. The right column features a "Create an Ad" section with an advertisement for "ASU Sun Devil Cruiser" featuring a yellow bicycle. The ad text says: "Only 40 of these officially-licensed cruisers left. Just \$299 plus free shipping. Too many features to list. Money back guarantee." and includes a "Like" button. At the bottom of the right column is a large orange button with the word "Free*" in white.