

# Guide Book

Facebook is the world's leading social network, with over 300 million users and more than 900 employees. But how do you get the most out of it? To answer this question and more, Mashable has created The Facebook Guide Book, a complete collection of resources to help you master Facebook.

- Pete Cashmore, Mashable

[www.mashable.com/guide/facebook](http://www.mashable.com/guide/facebook)



Pages are for organizations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications that help the entity communicate with and engage their fans, and capture new audiences virally through their fans' recommendations to their friends.

## Facebook Page

Click [here](#) to create a page to represent your organization on Facebook.



Groups are different than Pages. You can set join permissions on groups so that they are either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join. Administrators can also appoint "officers" who are nominally in charge – however, being an officer doesn't mean the person has the ability to administer the group.

## Facebook Group

### Creating a Group:

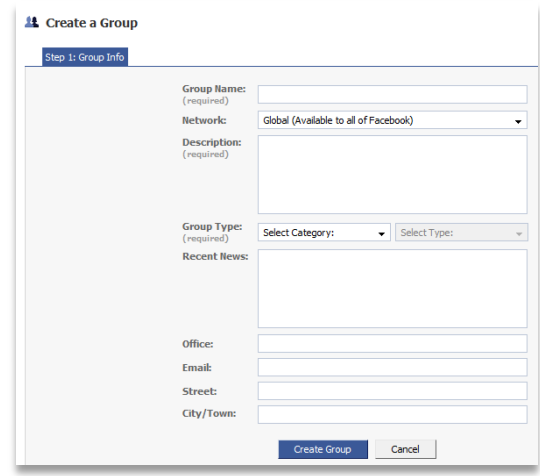
- Click on the Group link on the left navigation of the home page.
- Create a group by going to the Groups application and clicking "Create a Group" in the upper right corner of the page.
- On the following page, you will be able to add descriptive information about your group.
- All groups require a group name, description and group type.
- Click "Create Group" when you are finished.
- After you have added this information, you will then be able to control settings related to your group's privacy and add a group picture.

### Admin Privileges:

- After creating a group, you can make any member admin by clicking the "Make Admin" button next to each member's name in the member list or on the Edit Members tab.

### Group Invitations:

- Click the "Invite" tab on the "Edit Group" page and list your friends' email addresses in the box labeled "Invite People via Email." Next, click "Send Invitations" to send email invitations to these people.



**TIP:** You can change these settings at any time by clicking "Edit Group" on the group's main page.

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## Pages vs. Groups: How to Know Which to Use

Groups and Pages serve different purposes on Facebook. Groups are meant to **foster group discussion** around a particular topic area; while Pages allow entities such as public figures and organizations to **broadcast information** to their fans. Only the authorized representative of the entity can run a Page.

<p><b>PERSONAL VS. PROFESSIONAL</b></p>	<p> Only groups under 5,000 members can send email blasts, Facebook Groups are set up for more personal interaction. Groups are also directly connected to the people who administer them, meaning that activities that go on there could reflect on you personally.</p> <p> Pages, on the other hand, don't list the names of administrators, and are thought of as a person, almost like a corporate entity is considered a 'person' under the law.</p> <p> Facebook considers groups to be an extension of your personal actions. When you post something as a group administrator, it appears to be coming from you and is attached to your personal profile.</p> <p> Alternately, Pages can create content that comes from the Page itself, so that content doesn't have to be linked to you personally.</p>
<p><b>EMAIL VS. UPDATES</b></p>	<p> As long as a group is under 5,000 members, group admins can send messages to the group members that will appear in their inboxes.</p> <p> Page admins can send updates to fans through the Page, and these updates will appear in the "Updates" section of fans' inboxes. There is no limit on how many fans you may send an update to, or how many total fans a Page can have.</p>
<p><b>USER CONTROL:</b></p>	<p> Groups offer far more control over who gets to participate. Permissions settings make it possible for group admins to restrict access to a group, so that new members have to be approved.</p> <p> Access to a Page, however, can only be restricted by certain ages and locations. Again, this makes groups more like a private club.</p>
<p><b>APPLICATIONS:</b></p>	<p> An effective Facebook Page not only attracts fans, but is sticky so that fans keep coming back and may even share the content on the Page. To do that, you need a well thought out Page that has some great applications supported by good, relevant content.</p> <p> <a href="#">Click here to read about the "Eight essential Apps for your Brand's Facebook Page".</a></p>
<p><b>MODERATION:</b></p>	<p> Neither Groups nor Pages have great moderation features. They can both be a little granular as to how things get posted, who can post, and what kind of media can be posted, but that's about it.</p> <p> If someone posts spam on your Group or your Page, you have to remove it manually, and you can also remove specific members.</p>
<p><b>EVENTS:</b></p>	<p> Both Groups and Pages allow you to create related Events, which show up under the users' Request. Neither have any added functionality beyond the generally available Facebook Events application.</p>
<p><b>ADVERTISEMENT</b></p>	<p> Facebook Ads for Pages and Events allow users to engage with your ads the same way they interact with other content on Facebook – without leaving the page they are viewing. Ads for Pages include a "Become a fan" link, while ads for Facebook Events include an "RSVP" link. <a href="#">Click here to learn more about Facebook Ads</a></p>
<p><b>THE BOTTOM</b></p>	<p> Groups are great for organizing on a personal level and for smaller scale interaction around a cause. Pages are better for brands, businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook's 5,000 friend cap.</p>