

# Take a Minute

Your Marketing Tip



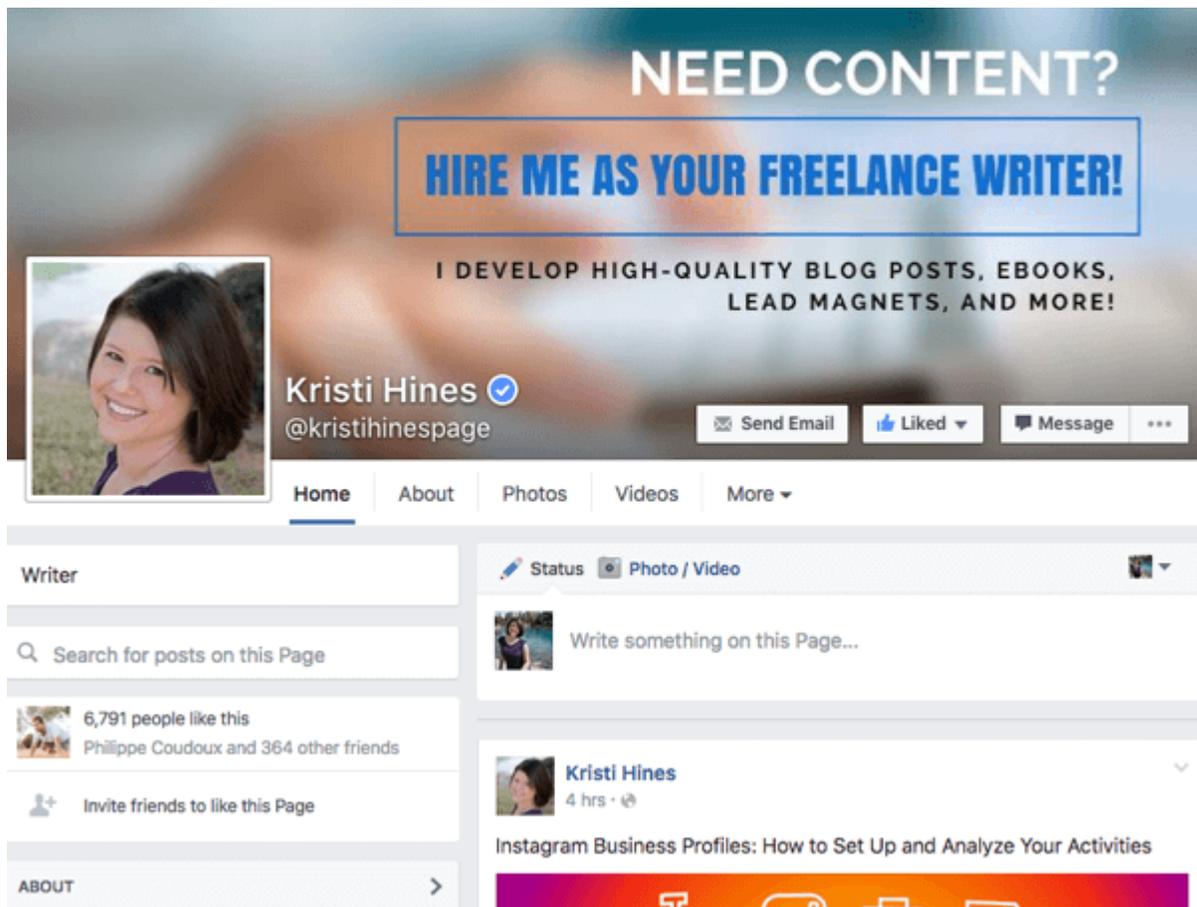
## Facebook Page Design Changes: Is your Facebook page ready for the new design?

From [SocialMediaExaminer.com](http://SocialMediaExaminer.com)

Did you notice what's changing on Facebook?

In this article, you'll discover how to prepare for the new Facebook page layout.  
**The Old Design vs. the New Design**

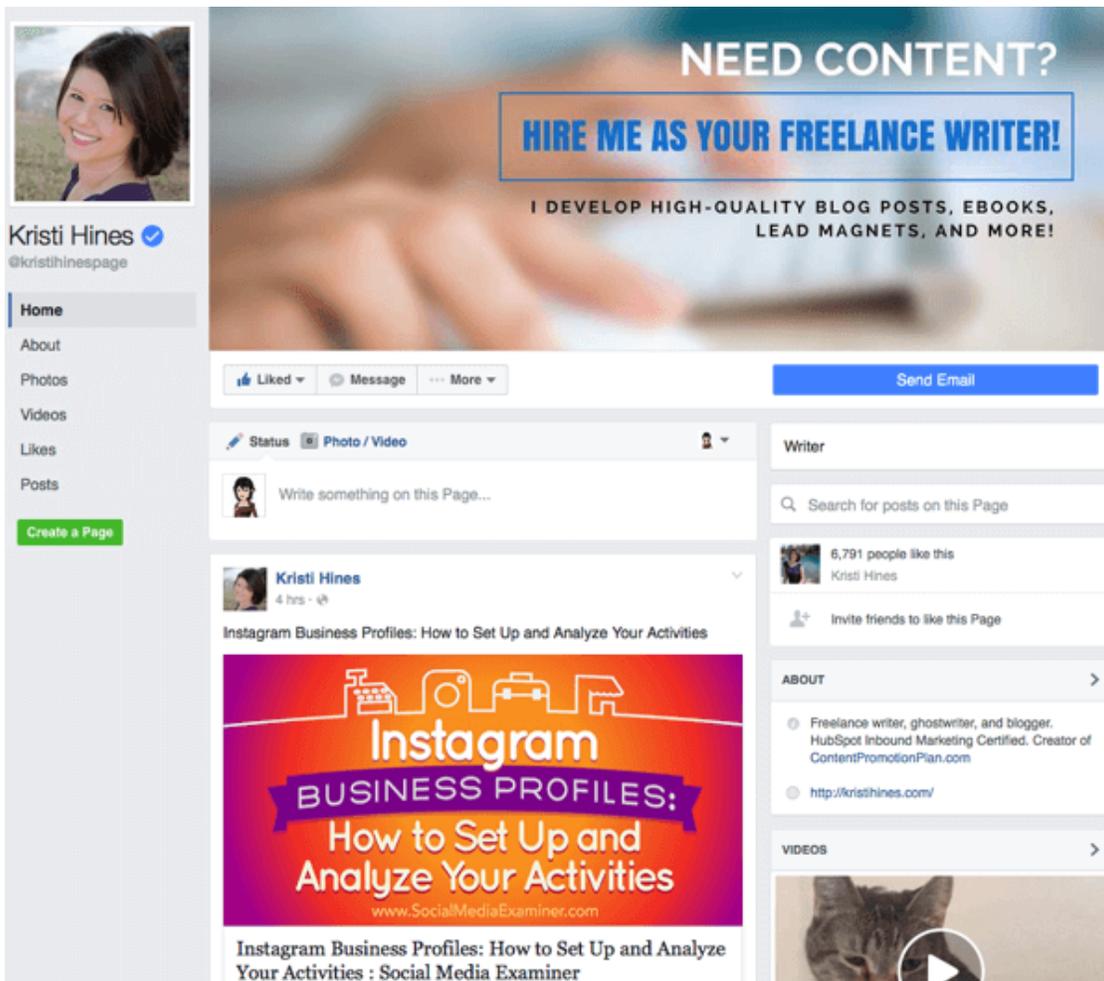
First off, let's look at the difference between the old/current design versus the new/upcoming design. This is the old/current design as seen by visitors to your page.



This is the old design.

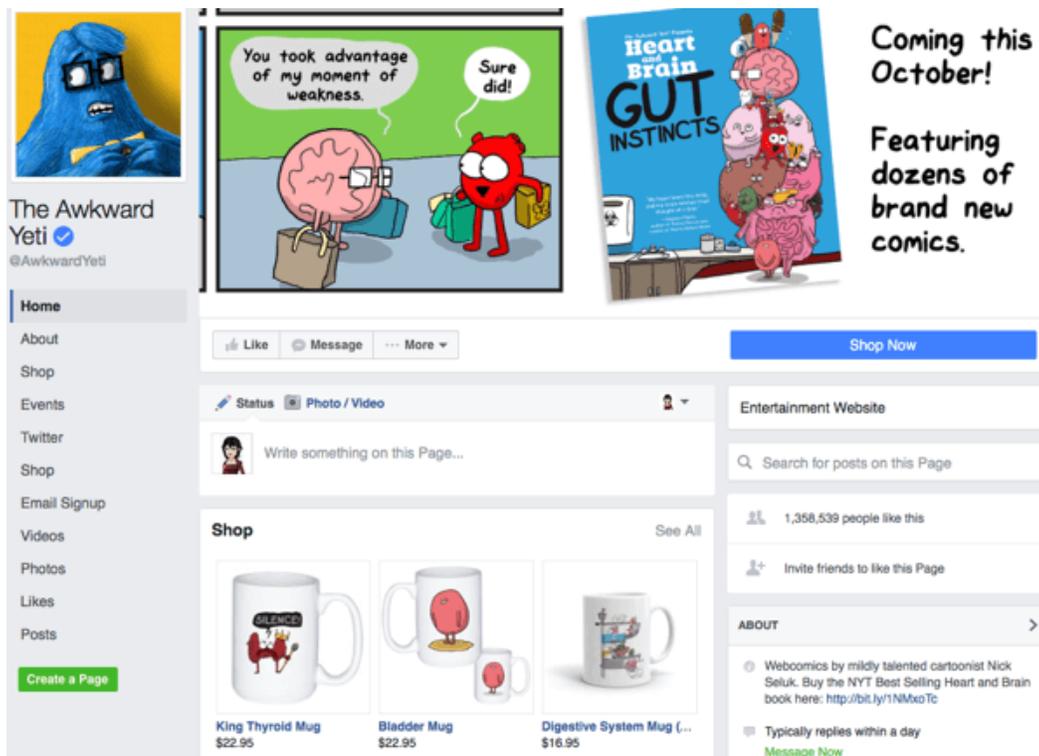
And this is the new/upcoming design as seen by visitors to your page. (see at top of next page)

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Here's the new design.

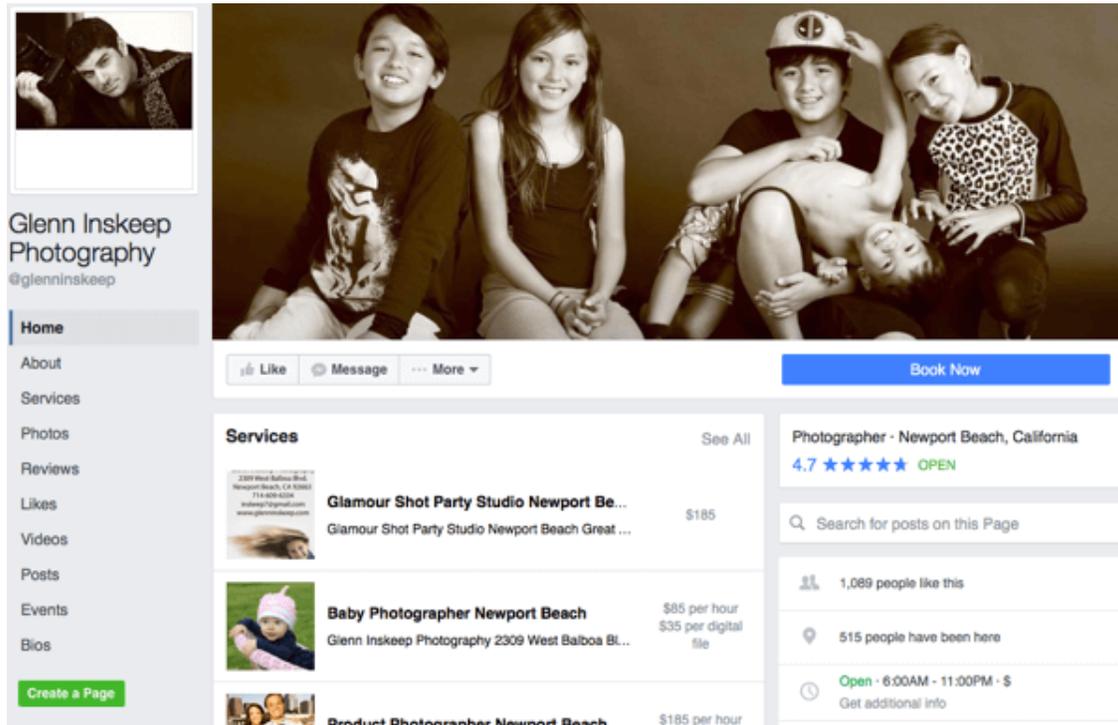
For those who have set up [Facebook shops](#), those will appear above your status updates.



The layout is different for those with Facebook shops.

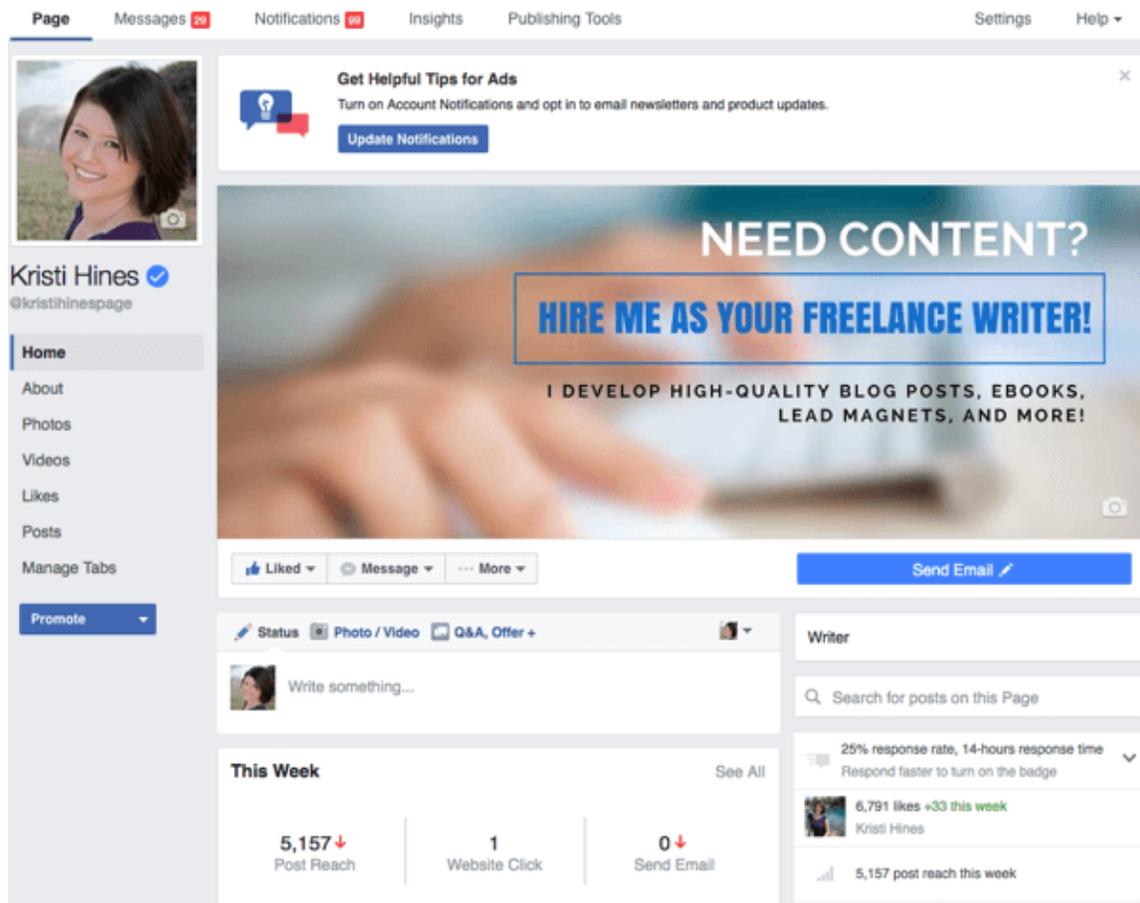
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The same goes for those who have set up a [Services section](#) on their Facebook page.



Services sections also have a different look.

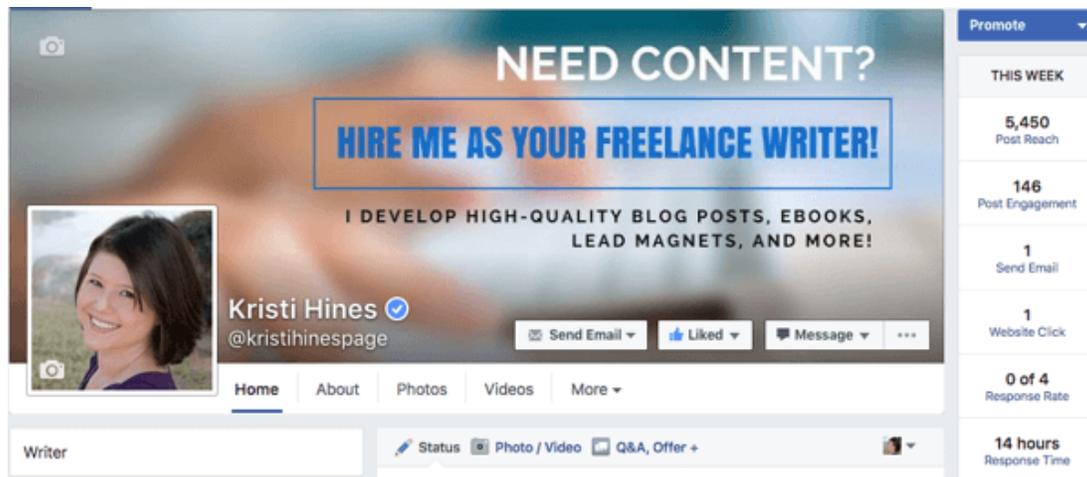
For page admins, the new/upcoming design looks like this.



The new page admin design.

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The main menu options on the top bar are the same, and the content within them are still the same, design-wise. The biggest change for admins is that the Promote button, which was to the top right of the cover photo on the current/old design, is now in the left sidebar at the bottom.



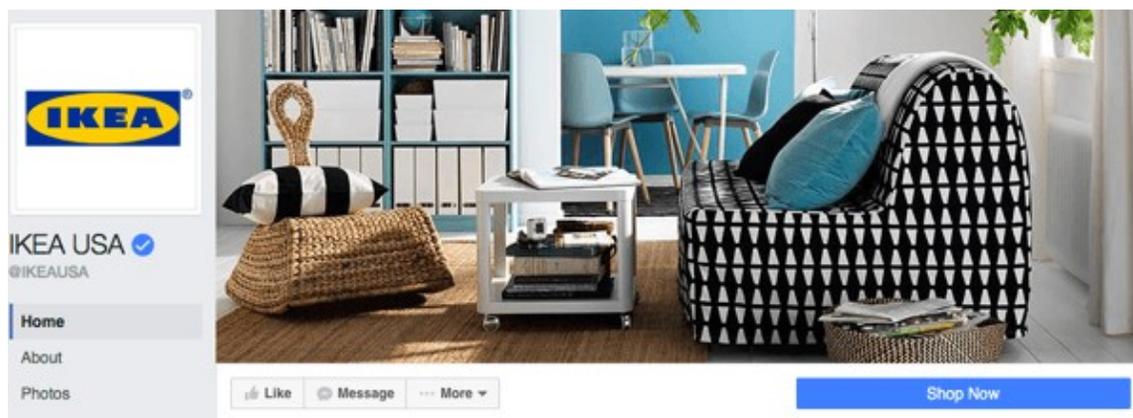
The old page admin design.

And statistics that were below the Promote button to the top right of the cover photo are now below the status update box.

Now that you've seen the plans, let's break down some important parts so you know what to prepare for when the new design becomes available for your Facebook page.

## #1: Design Your Cover Photo Without Worrying About Overlap

Previously, your Facebook page's cover photo was covered by your profile photo, page name, username, call-to-action (CTA) button, Like button, Message button, and additional options button. But with the new design, your cover photo will be shown in all of its glory.



New cover photos will be shown entirely.

This means no more designing around all of those other elements. You can **design your cover photo to show off your brand's uniqueness, products, or services** like [IKEA](#) does on its Facebook page. Facebook's Help page currently recommends that you **size your cover photo to be displayed on desktop browsers at 828 pixels wide by 315 pixels tall, and on mobile browsers at 640 pixels wide by 360 pixels tall.**

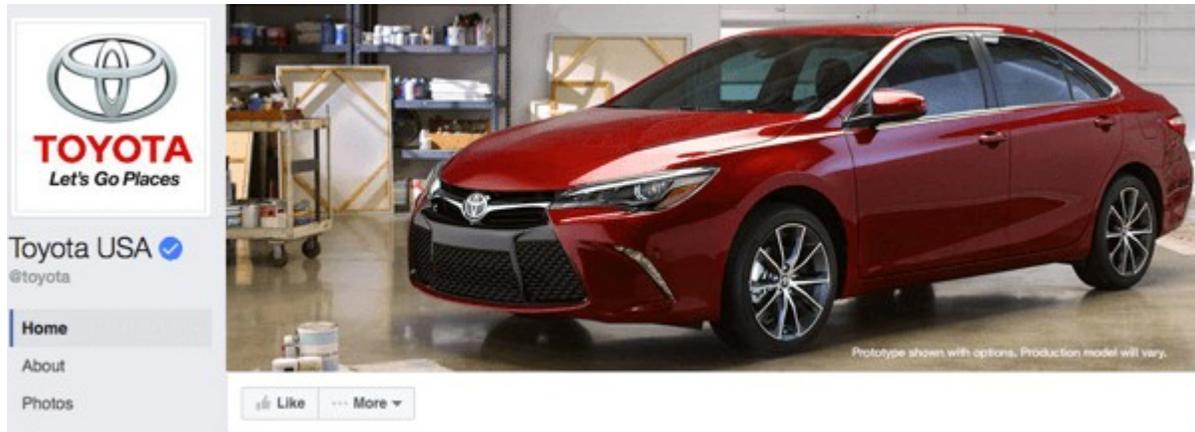
Hence, your cover photo should be at least 828 pixels wide and 360 pixels tall. Be sure to **test your cover photo on desktop browsers and mobile browsers** to make certain the main features of your cover photo are shown on both. This is important especially if you have text, because parts may get cut off and need to be rearranged.

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If you don't have good photos and aren't a designer, you can always use stock photos or services like Canva to create a [Facebook cover photo](#) for your page.

## #2: Add a Call-to-Action Button

Thanks to the bright, bold, new CTA button design, there's almost more of a chance that people will click your CTA than your Like button. Therefore, if you haven't already done so, now is the time to add a CTA button to your page. Otherwise, your page will look like there's something missing.



A missing CTA button will leave a blank space below the cover photo.

As you can see on the [Toyota](#) Facebook page, the missing CTA button leaves a long, blank space underneath the cover photo. On one hand, it might lead more people to click the Like button. On the other hand, the car company may miss out on people taking other actions, such as going to their website.

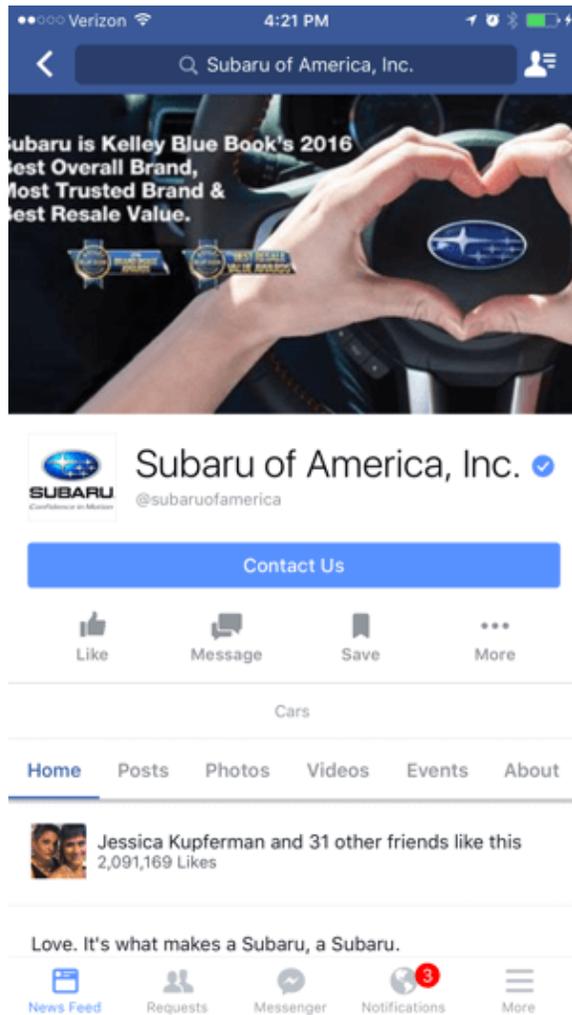
By comparison, the [Subaru](#) Facebook page's CTA button encourages people to contact the company.



Can you spot the CTA on the Subaru page?

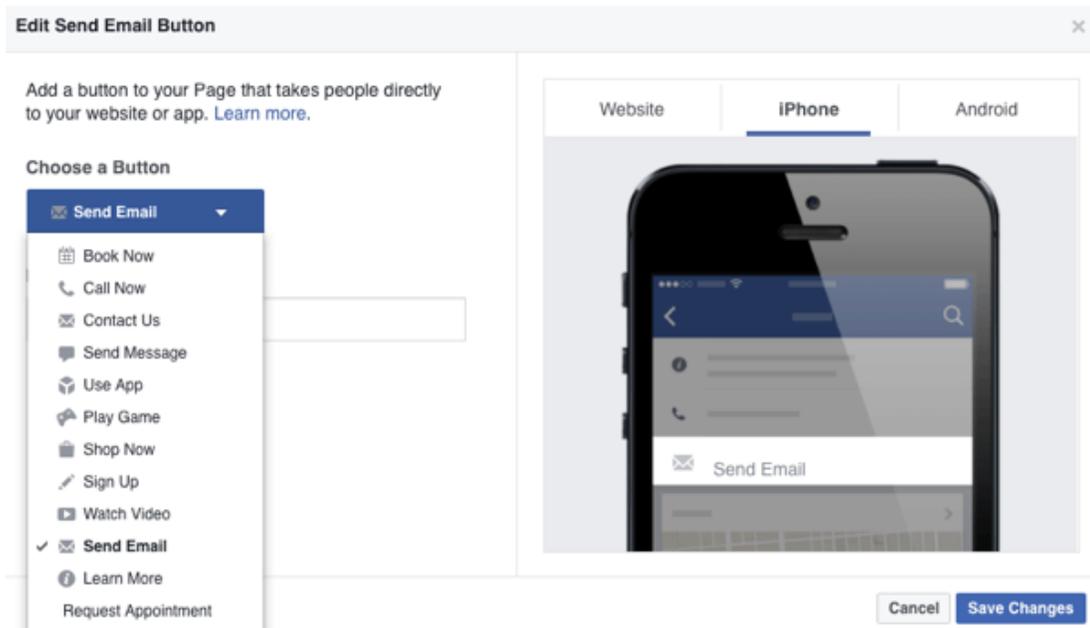
Also, note that the CTA button is important not only for your desktop Facebook page visitors but also for your mobile visitors. (See the mobile version at the top of the next page)

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CTA buttons are important for mobile visitors too.

You can **create different CTAs for desktop and mobile users**. For example, you can set the CTA so mobile users have the option to call instead of go to your website, if that's the preferred option.



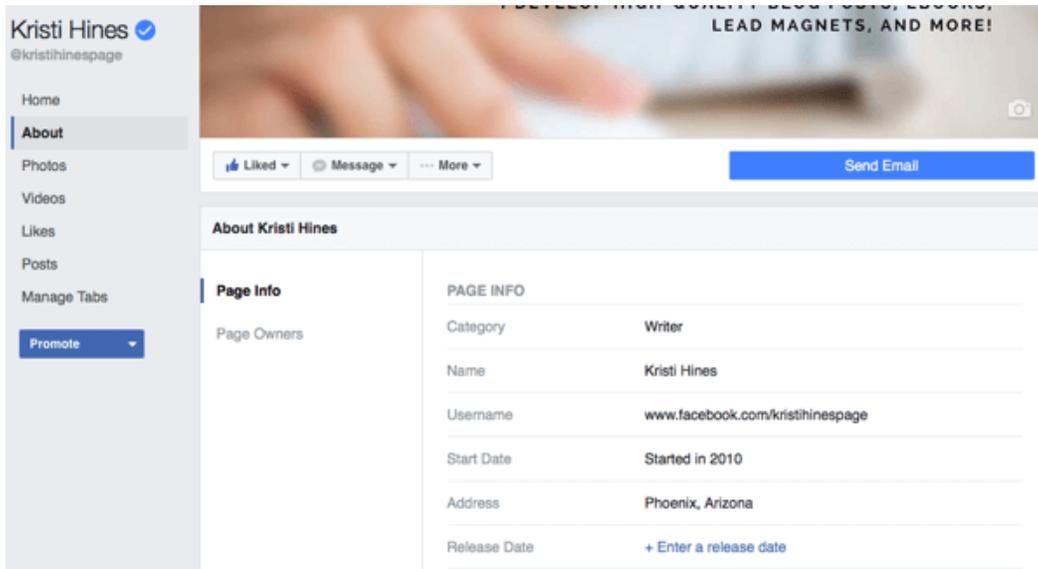
Mobile visitors might be encouraged to call, send an email, or try out the app.

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### #3: Make Sure That All of Your Tabs Have Content

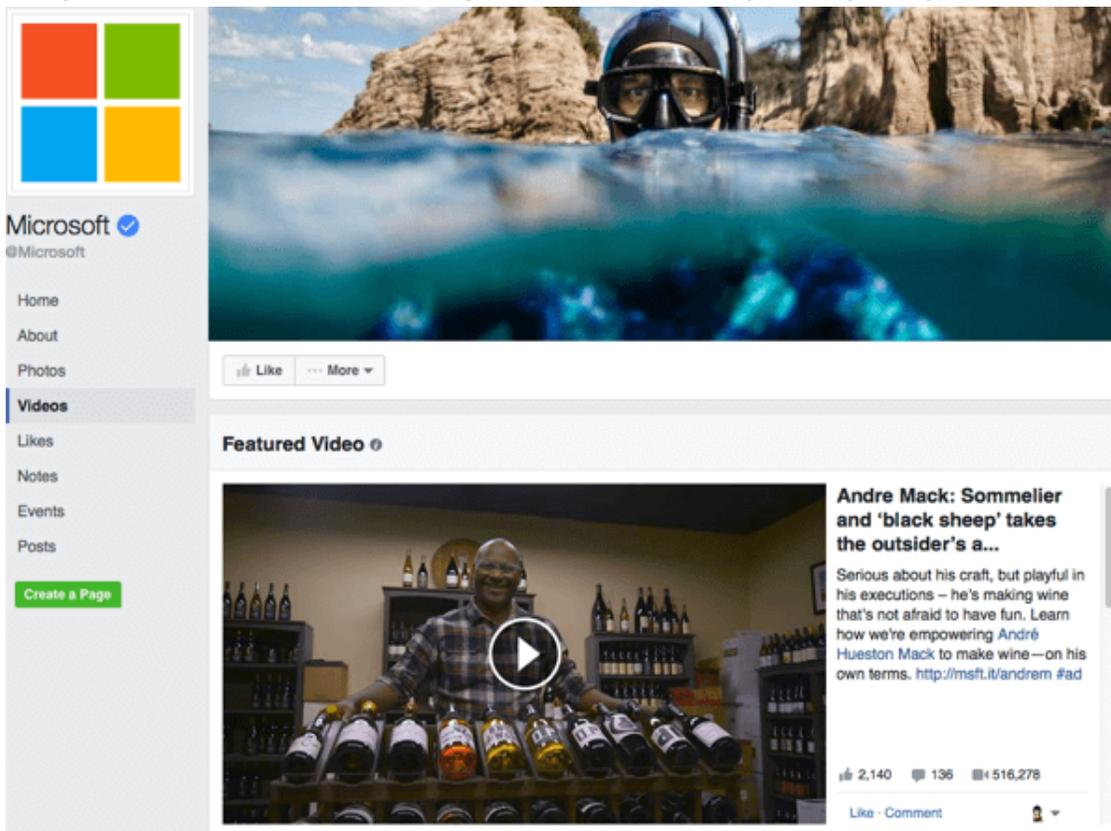
Previously, things like the About tab were a little less prominent, so having your information filled out completely wasn't as big of an issue. Now that tabs are on the left sidebar and are stationary as visitors scroll down your page, visitors are more likely to click on them.

Hence, now is the time to **make sure you have your About tab filled out.**



Tabs on the left are static now, so make sure you fill out the important information.

Also, since you can't get rid of main tabs like Photos and Videos, be prepared to **create some visual content to go in your main tabs** as well. Ideally, you'll want to **add at least one featured video** so people can get a good impression of your brand, products, or services. The featured video not only appears on the Videos tab, but will also appear above your About box, now on the right side in the new/upcoming design.



Make sure you add at least one featured video to your page.

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You may also want to **consider removing tabs that don't contain current content**, such as an Events tab where you no longer post new events. That way, people aren't clicking on things that don't have relevant content. This also applies to any custom tabs you've created. Speaking of which...

#### #4: Add Custom Tabs

With the current/old design, you could only show four tabs, and the rest would be put under the More drop-down menu. Because the Home and About tabs were stationary, that only left room for two custom tabs to be shown to visitors to your page, as shown below.



In the old design, four main tabs were visible (with the remaining tabs found beneath More).

This meant if you wanted to add custom tabs (for example, to get email subscribers, show off your YouTube channel, share your tweets, and show off your pins like [GetResponse](#) does on their Facebook page), most of those options would be hidden under the More drop-down menu. But with the new design, all of those custom tabs are shown in the left sidebar.



Custom tabs are displayed on the left.

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Now, those custom tab links stay in place while visitors scroll down the page, so they always have the option to click on them while browsing the page's posts. So if you were considering doing so, now is the time to **add custom tabs for custom features**.

In the GetResponse example, the Sign Up tab is created by their [web form builder](#). The social tabs for YouTube, Twitter, and Pinterest can be created by services like [Woobox](#). If you're looking for something more specialized and have developer skills, you can learn more about developing your own tabs [here](#).

### In Conclusion

From here, your goal is to continue your Facebook marketing strategy as usual. Continue regularly posting a variety of content that engages your target audience. Experiment with Facebook's latest features like [Notes](#) and [Live video](#). Reach more of your target audience through [Facebook advertising](#).

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**Many thanks to Kristi Hines, contributing editor for Social Media Examiner.**

Information provided for you by ~

**Marilyn K. Dayton, Your Marketing Consultant and Coach**

<http://www.marketingandbizpro.com> ~ [marilyn@marketingandbizpro.com](mailto:marilyn@marketingandbizpro.com)

**860-389-2521**

