



Introducing the new Pages experience

We are rolling out a new Pages experience aimed at making it easier for public figures, creators and businesses to manage their accounts, interact personally across the app, and achieve their business objectives on Facebook.

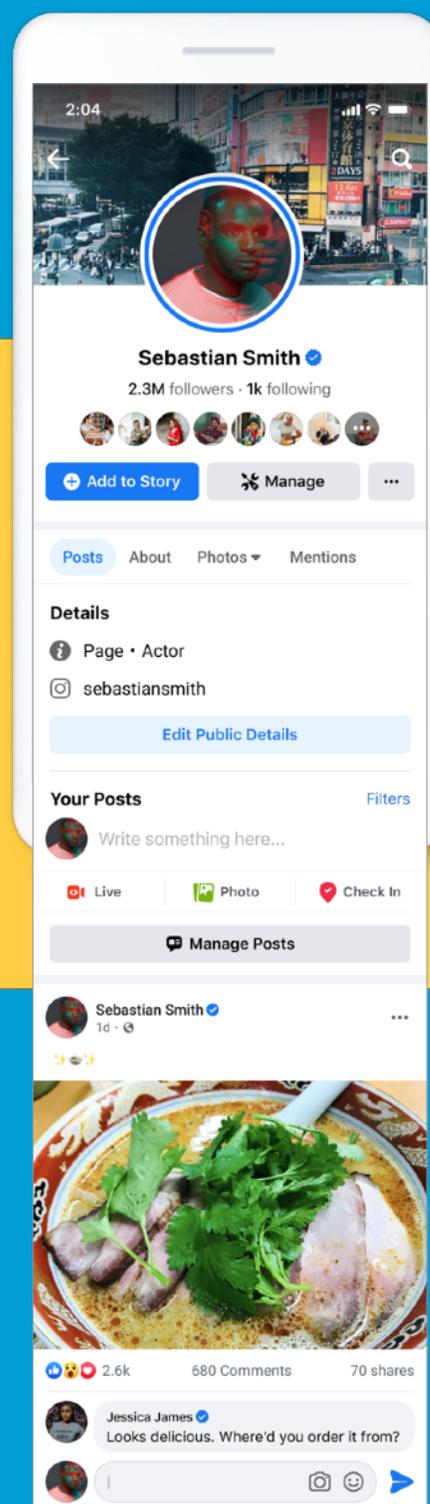
With the new Facebook Pages experience, you can expect a cleaner and more streamlined layout, easier navigation between your personal and public accounts, and access to News Feed to more seamlessly interact with other accounts.

Highlights:

- **redesigned layout** that's cleaner and more intuitive
- **easy navigation** between your personal profile and public accounts
- **seamless interactions** with other accounts via access to News Feed
- **actionable insights** and more relevant notifications
- **admin controls** giving trusted Page admins full control or partial access

Additionally, we're launching improvements throughout Facebook that make it easier to expand your reach and interact with your community, such as new ways for people to follow your Page and receive updates in their News Feeds.

Visit the Help Center at www.facebook.com/business/help/NewPageExperience/



Product Highlights

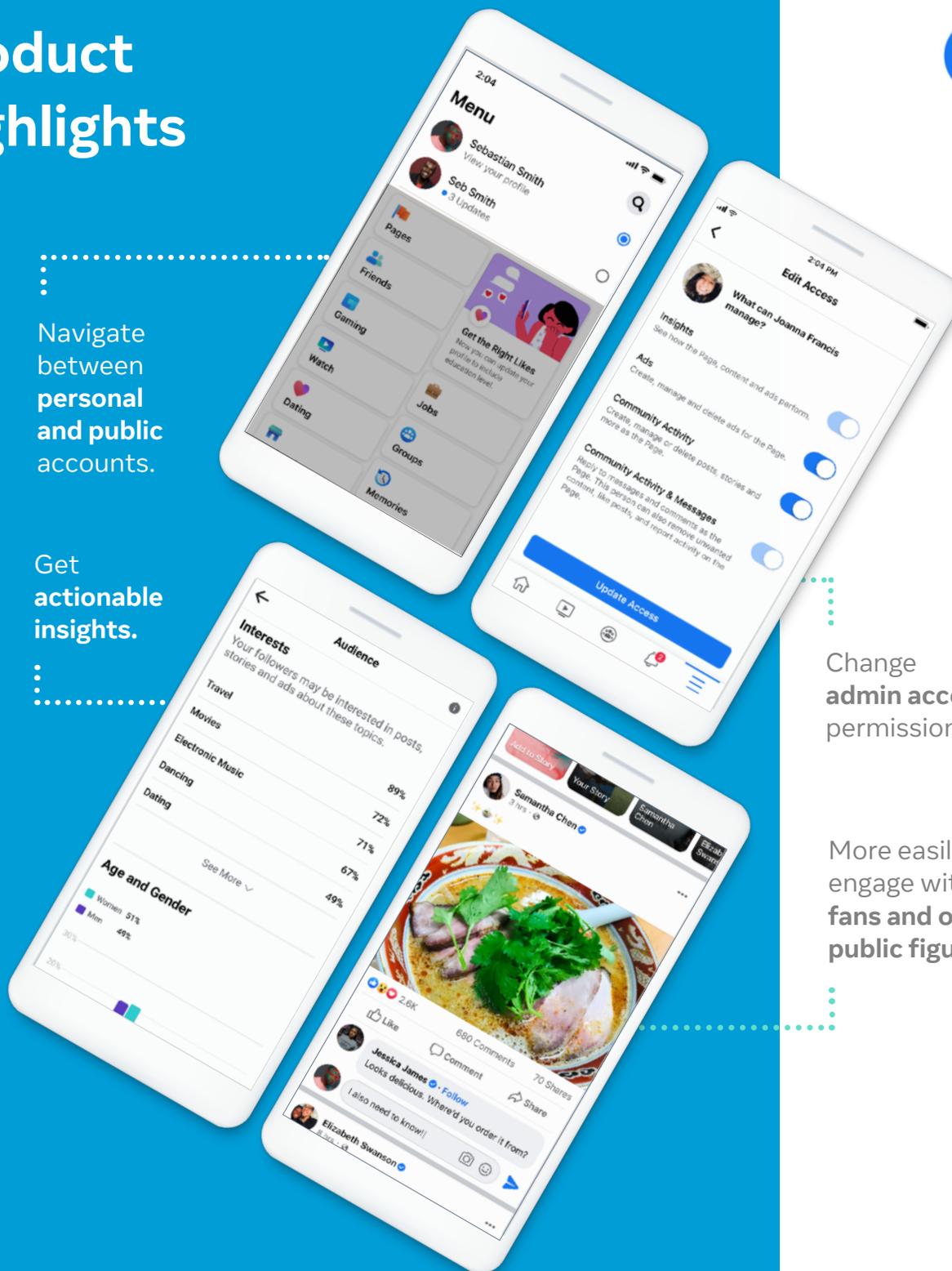


Navigate between **personal and public** accounts.

Get **actionable insights**.

Change **admin access** permissions.

More easily engage with **fans and other public figures**.



Goodbye Page Likes, Hello Page Follows

Your updated Page will only display number of followers and a 'follow' button in place of number of likes and a 'like' button. We made this change to simplify things - since followers represent the people who are able to receive updates from your Page in their News Feed.

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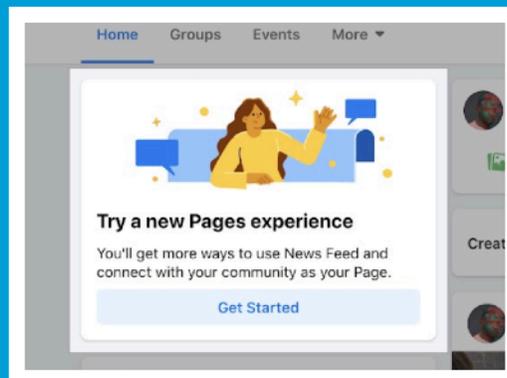


Transition Your Page

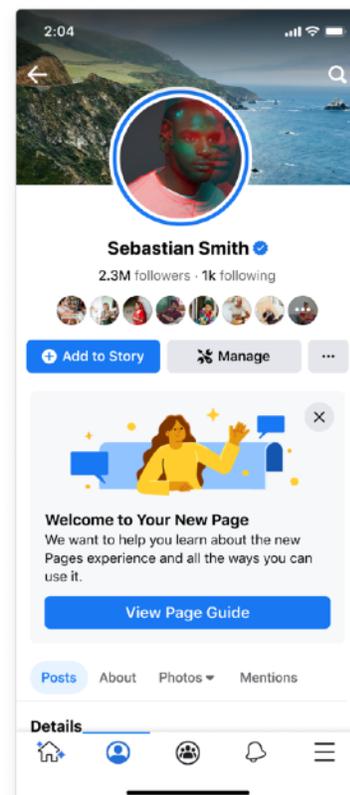
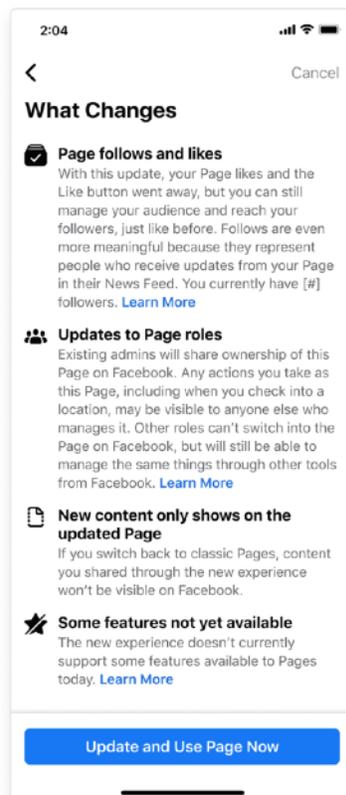
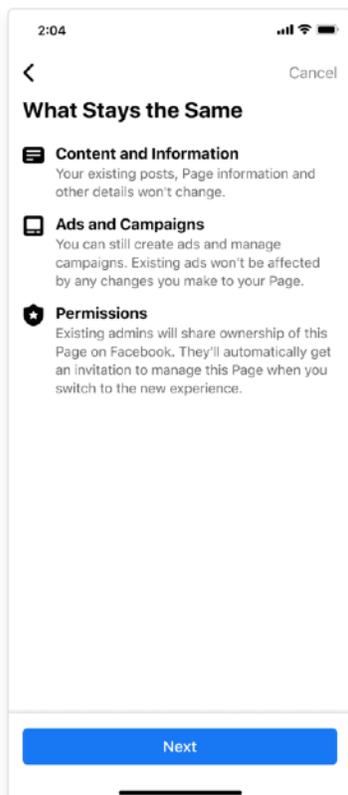
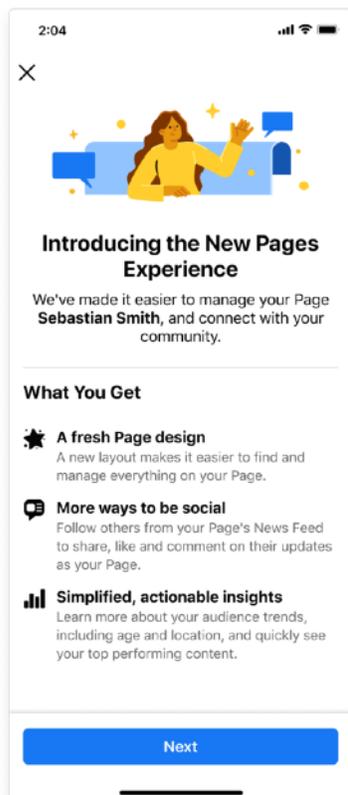
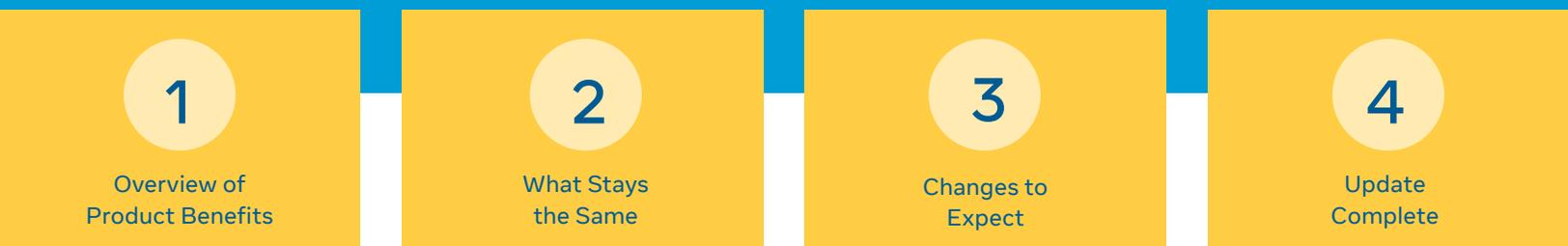
When you land on your Page, you will see a pop up introducing you to the new Pages experience.

Click 'Next' to learn more about what stays the same and what changes. Finally, click 'Update and Use Page Now' to start using your Page. We suggest clicking "View Page Guide" when you land on the new Page to learn more about optimizing your presence.

The desktop prompt looks like this:



The transition flow on a mobile device looks like this:





Give Facebook Access Or Task Access

Anyone who is currently an admin on your Page will continue to have Facebook access, with full control to manage the Page directly on Facebook. Anyone who is currently an editor on your Page will also continue to have Facebook access, with the ability to manage the Page directly on Facebook. However, they will not be able to delete the Page, edit roles or permissions on the Page or add/remove the Page from a business.

People who held other roles (such as Advertiser or Moderator) will no longer be able to manage the Page on Facebook. Instead, they will be directed to use other Facebook tools, such as Facebook Business Suite and Creator Studio. These tools will allow your team to keep management of the Page separate from their personal profile and give them a dedicated space to get things done.

Task Access

You can give trusted people Task Access to your Page to help manage it. These people can't access the new Page on Facebook; however, they can use other tools from Facebook to manage the features you give them access to, including Content, Messages and Community Activity, Ads and Insights.

What tools should you use?

If you have Task Access on a Page that is focused on video content, we recommend using [Creator Studio](#) to manage the Page.

If you have Task Access on a Page that is not focused on video content, we recommend using [Facebook Business Suite](#) to manage the Page.

Moderators, Analysts and Advertisers will automatically have Task Access after transitioning to the new Pages experience.

Facebook Access

You can grant Facebook Access to people you trust to manage the Page directly on Facebook. You have the option to allow people with Facebook access to have full control of the Page, meaning they can give access to others, remove anyone from the Page (including you), or delete the Page. You can also choose to grant Facebook Access without full control, which allows people to manage the Page on Facebook, without allowing them to do things like give access to others or delete the Page.

People with Facebook access can manage features on Facebook and via Facebook tools.

- Insights
- Ads
- Content
- Messages & Community Activity

Admins will retain Facebook access with full control after transitioning to the new Pages experience, whereas Editors will have Facebook access without full control.

Give an advertiser or third party access to your Page

There are two ways to give an advertiser access:

Using Business Manager:

- Add an advertiser as a 'partner' to your Business Manager ([business/facebook.com/settings](https://business.facebook.com/settings)) and grant them advertising access to your Page and/or Instagram

This is best practice when working with brands or agencies who typically have their own Business Managers

Business Manager is the only 'official' way to give an advertiser access to Instagram without giving them a login.

Individually on the Page:

- Add another user to the Page and give limited / advertising access

This works best if you're not working with a large brand or agency and individuals on your own team.



Increase Engagement with Comments

With access to News Feed, you can more easily engage with other accounts on Facebook.

Interact in the comments section of your posts

Joining the conversation in the comments section of your own posts can delight your audience and maximize your reach.

Longer comments, like sharing your own perspective on the discussion or answering questions, can spark even more engagement with your content.

When you engage in the comments section on your own posts, the posts may be shown again in your followers' Feeds, which can further increase reach and engagement.

A test showed that public figures and creators that made meaningful comments on their Facebook posts saw an average of **5% more likes** and **20% more impressions**.*

Engage with content from other accounts

People are eager to get your take on conversations that people are already having around cultural moments, current events and trends. Feel free to weigh in, respond to things you enjoy, and re-share posts with your own commentary.

Verified accounts that comment on another Page's public post may appear higher in the comments section and be visible in News Feed. The post may also appear in your followers' Feeds, creating an additional touchpoint with your fans.

Additionally, a Follow button may appear by your name when you comment on other posts.

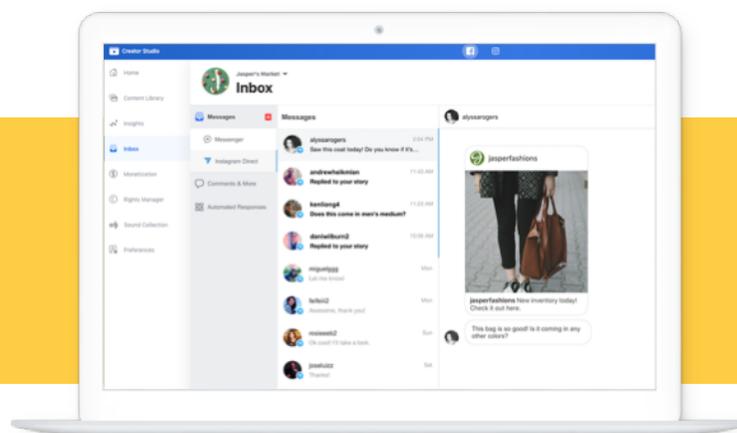
Source: Facebook internal data, run in August 2020

Tips for Success

- 1 Follow public figures and accounts that you want to see in your Feed and are interested in engaging with.
- 2 Make sure your comments are meaningful. Consider ways to share a thoughtful contribution to the conversation rather than an emoji.

- 3 Share your perspective by commenting on posts from other public figures and about cultural moments, current events, and trends.
- 4 Think about using your platforms for conversation rather than as an announcement board.

Comment on posts right from your Feed or you can use the Inbox tab in Creator Studio to easily respond to your fans' comments on your own posts and videos on Facebook and Instagram.



Comment Insights



Understand the value of engaging in conversations on your posts with new detailed insights.

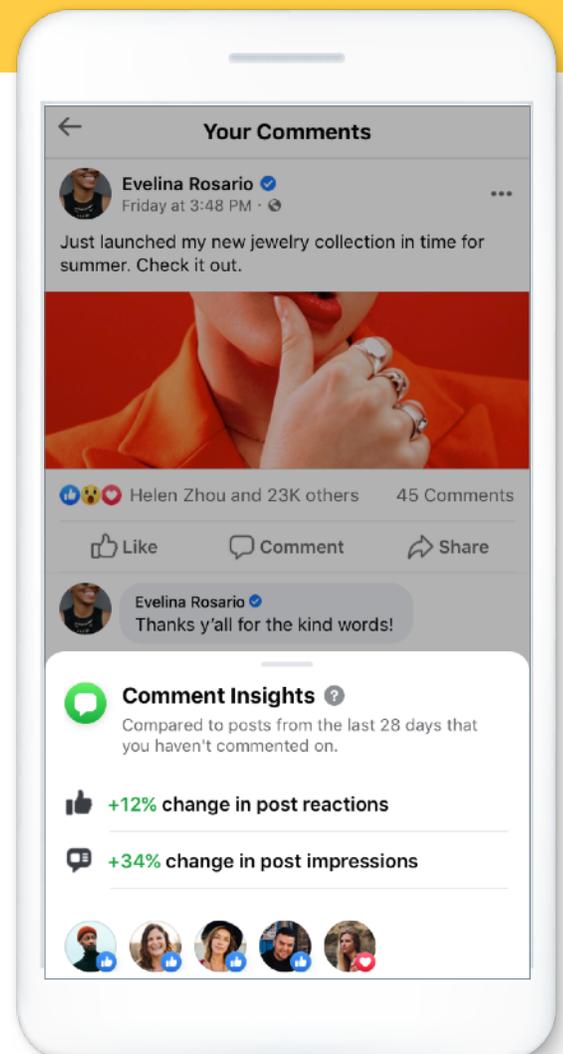
New insights can help you understand the impact of your audience engagement strategy on the performance of your posts.

When commenting on your own posts, you may receive a notification about the value of your comments. This notification leads to more detailed insights showing the increases in the percentage of views and engagement on a post you commented on versus posts you did not.

The insights provide a look at the change in reactions and impressions for posts you have commented on compared to posts you haven't commented on.

Comment insights include:

- **Change in post reactions:** The difference between the number of reactions on these posts compared to the number of reactions on posts from your Page that you haven't commented on.
- **Change in post impressions:** The difference between the number of times these posts appeared on screens compared to the number of times posts from your Page that you haven't commented on appeared on screens. This metric is estimated.





Account Safety and Security Tips

A quick refresher on ways to keep your account safe and secure on Facebook.



Two Factor Authentication: Turn on 2-factor authentication and add an extra layer of security for your account. On Facebook, go to the three lines in the bottom right, then "Settings & Privacy" on the bottom, then "Privacy Shortcuts", then "Use two-factor authentication". On Instagram, go to settings, then "Security", then "Two-Factor Authentication".



Password: Use a strong password that is unique and never shared with anyone. Avoid using anything that's personally identifiable, like your name, phone number, birthdate or address. For extra security, change your password every 6 months.



Facebook Admins: Selecting and assigning the right admin roles will help you manage your Facebook Page without risking passwords or financial information. Each person will log into their own personal account and work on the Page from there. Remember not everyone needs to have complete admin control over a Page; some people only need editorial or advertiser responsibilities.



Report a Post, Spam or Impersonation: The best way to report abusive content, spam or impersonation on Facebook is by using the "Report" link that appears near the content itself. We will review the report and take appropriate action. To see instructions for reporting all types of content, go to facebook.com/report.



Manage & Filter Comments: You can hide or delete individual comments to help you control what appears on your Page or profile. You can also use Comment Filters to block specific words or phrases on your Facebook and Instagram posts; these controls are available in Settings on your new Page. Additionally, we have a tool that lets you limit who can comment on your organic public posts, for instance only allowing comments from pages you follow or people/pages that you mention in your post.



Avoid Scams & Phishing Attempts: If you're ever unsure if an email is legitimate, you can go to your Facebook [Security and Login settings](#) and view all official emails sent to you via email. To help you identify phishing and spam emails, you can view official Instagram emails sent within the last 14 days from your Settings.



Hacked Accounts: If you think your account has been hacked or taken over, there are actions you can take to secure your account. Learn more about how to take action [on Facebook](#) and [on Instagram](#).



We're here for you.

We will continue to provide support and opportunities to share feedback as you transition to the new Page experience.

For additional information, please visit the Help Center:

www.facebook.com/business/help/NewPageExperience/

Read the press announcement:

<https://about.fb.com/news/2021/01/introducing-the-new-page-experience/>