

Facebook

**THE NEW FACEBOOK PAGE
EXPERIENCE - WHAT'S NEW
AND WHAT HAS CHANGED?**

What We Will Cover

1. Background to the New Page Layout

- Are all pages being moved over to the new layout at once?
- How to check if your account has been changed to the new Page Experience

2. What are main changes you need to be aware of

- You now need to switch between using Facebook as a personal profile or business profile
- They have reintroduced “View page as a visitor”
- You have a new section on the page called mentions
- How to unhide / hide sections on your page
- The option to unpublish a new page has been removed
- Where you update all your page info has moved
- Where have all your page settings moved to?
 - How to control what people can post on your page
 - How to control posts that you are mentioned in
- Page Roles (admin, editor etc) have changed to Facebook Access & Task Access
- How to “connect to your Instagram account” has moved to “LinkedIn Accounts”
- You now have a Feed for your page
- Page Insights have moved to Meta Business Suite

Background to the new page layout



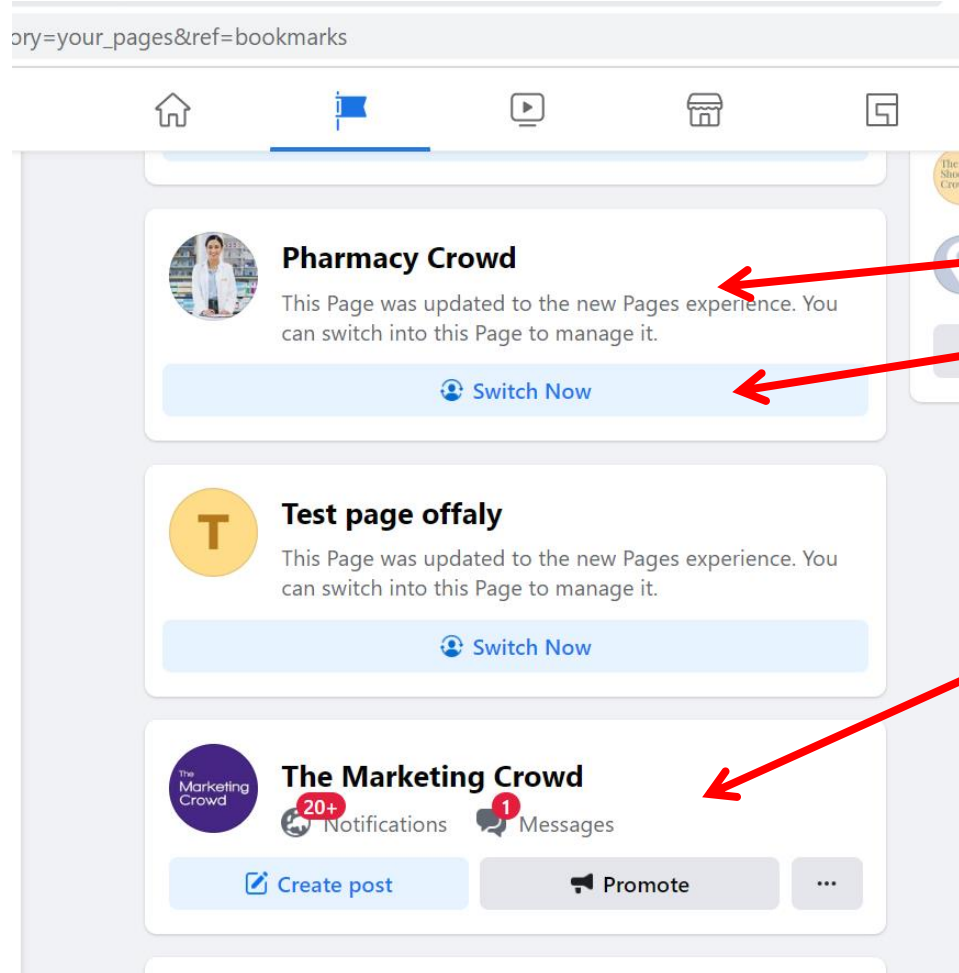
Over the past 9 months Facebook has been rolling out a new page experience

Not everyone has been moved to the new Page Experience / Design yet but by end of November most business pages will have been moved.

When you move there are some major differences in terms of

- How you get to and use the page
- Where key components of the page are now located.

How to check if your account has been changed to the new layout



When you login to Facebook as yourself, click on the flag icon

It will tell you whether your page has been updated

If it has, it will say Switch.

Switch means, switch from using Facebook as yourself to using Facebook as your page,

If it does not say that your page was updated hang tight. It will change in the coming weeks.

What We Will Cover

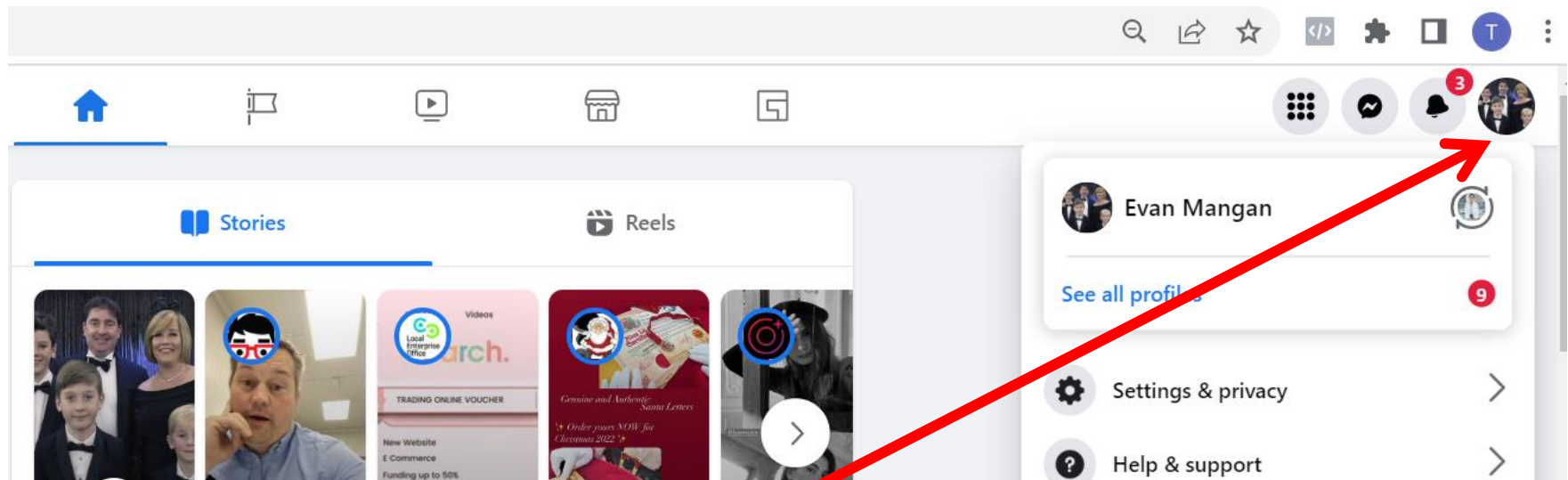
1. Background to the New Page Layout

- Are all pages being moved over to the new layout at once?
- How to check if your account has been changed to the new Page Experience

2. What are main changes you need to be aware of

- You now need to switch between using Facebook as a personal profile or business profile
- There is no longer a like button – your page likes have switched to followers
- They have reintroduced “View page as a visitor”
- You have a new section on the page called mentions
- How to unhide / hide sections on your page
- The option to unpublish a new page has been removed
- Where you update all your page info has moved
- Where have all your page settings moved to?
 - How to control what people can post on your page
 - How to control posts that you are mentioned in
- Page Roles (admin, editor etc) have changed to Facebook Access & Task Access
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You now need to switch between using Facebook as a personal profile or business profile



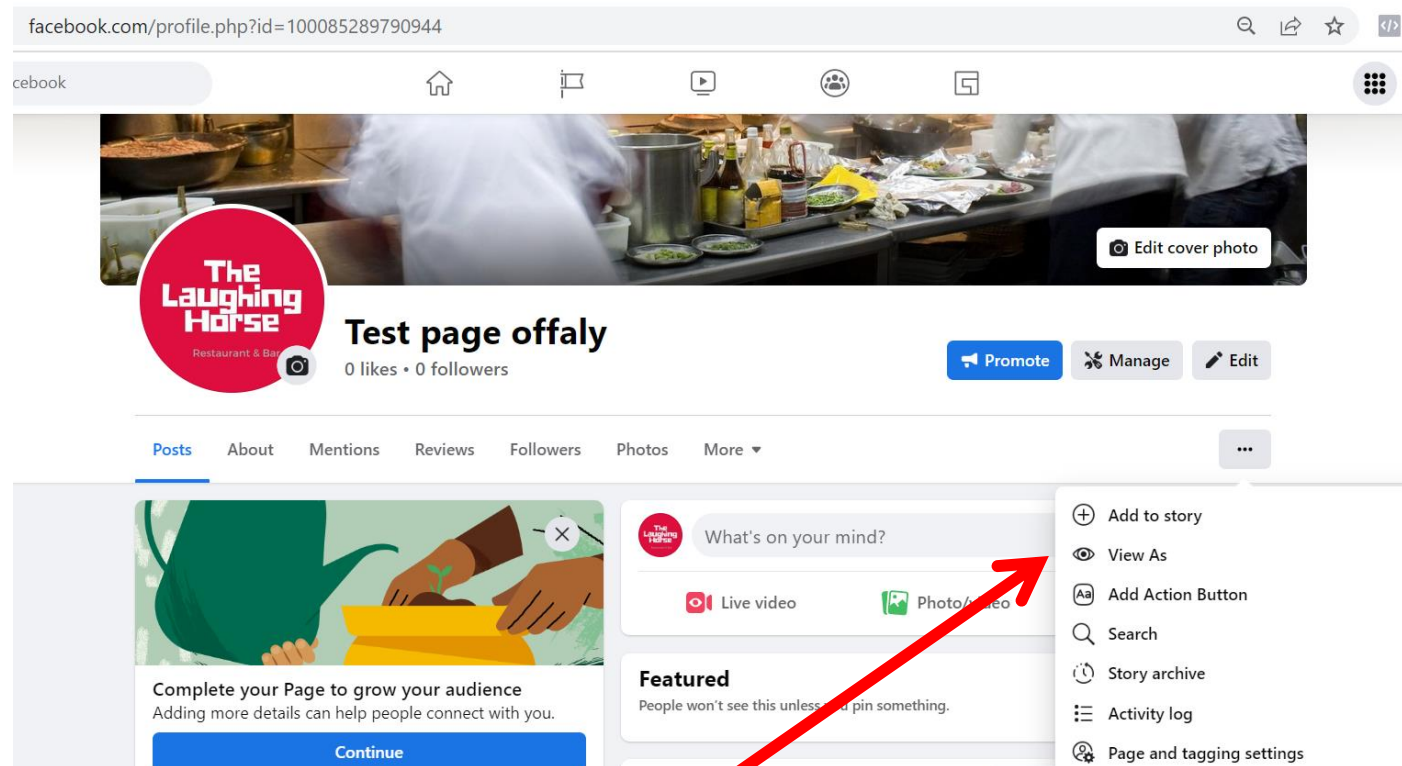
When you login to Facebook you are using Facebook as you. This means you have

- A feed for you
- A profile for you
- You post as you and like comment and share as you.

Now you can click on the circle top right and SWITCH to using Facebook as your page. This means

- You have a feed for your page
- You can like, comment, share as your page
- You can create a group as your page.

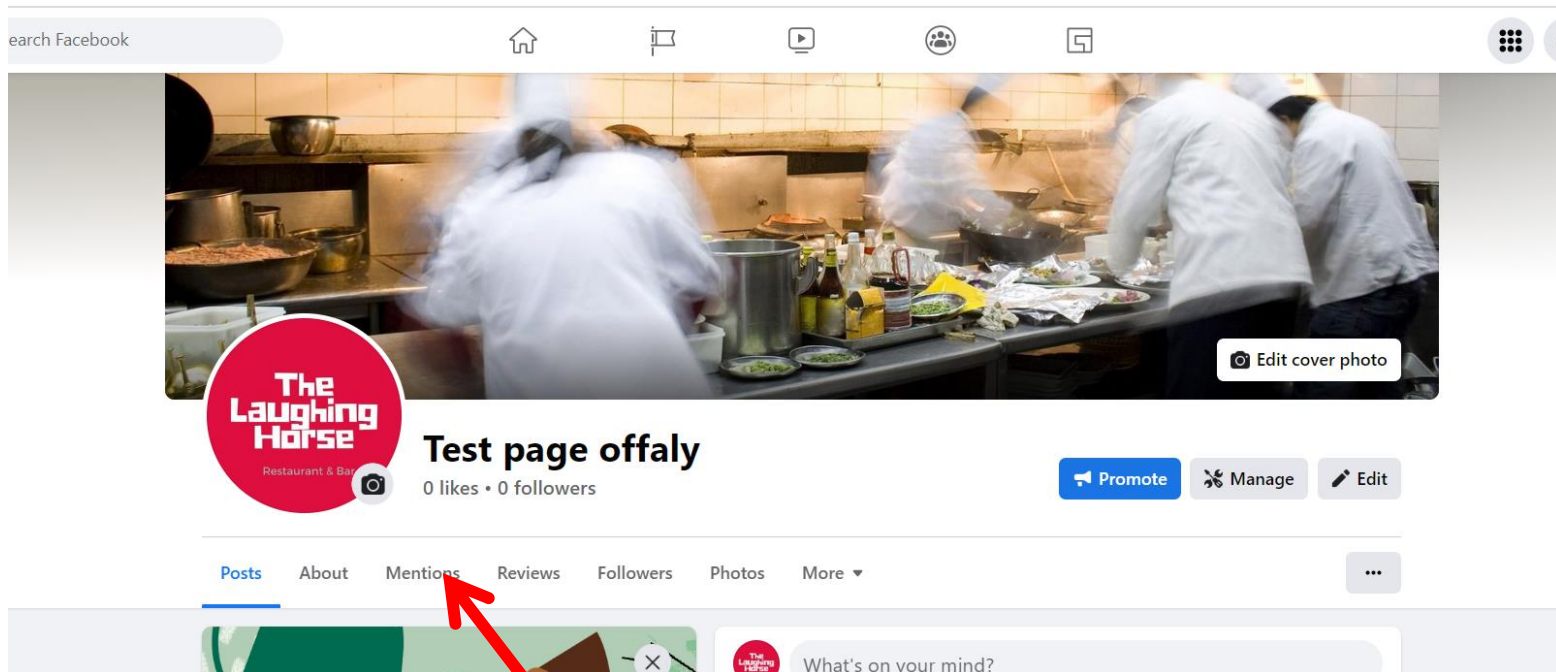
They have reintroduced “View page as a visitor”



A few years ago they had the facility to check what your page looks like when people visit it. They removed this on desktop but kept it on mobile app.

It is now back on desktop.
Tap the three dots and click on View As

You have a new section on the page called mentions



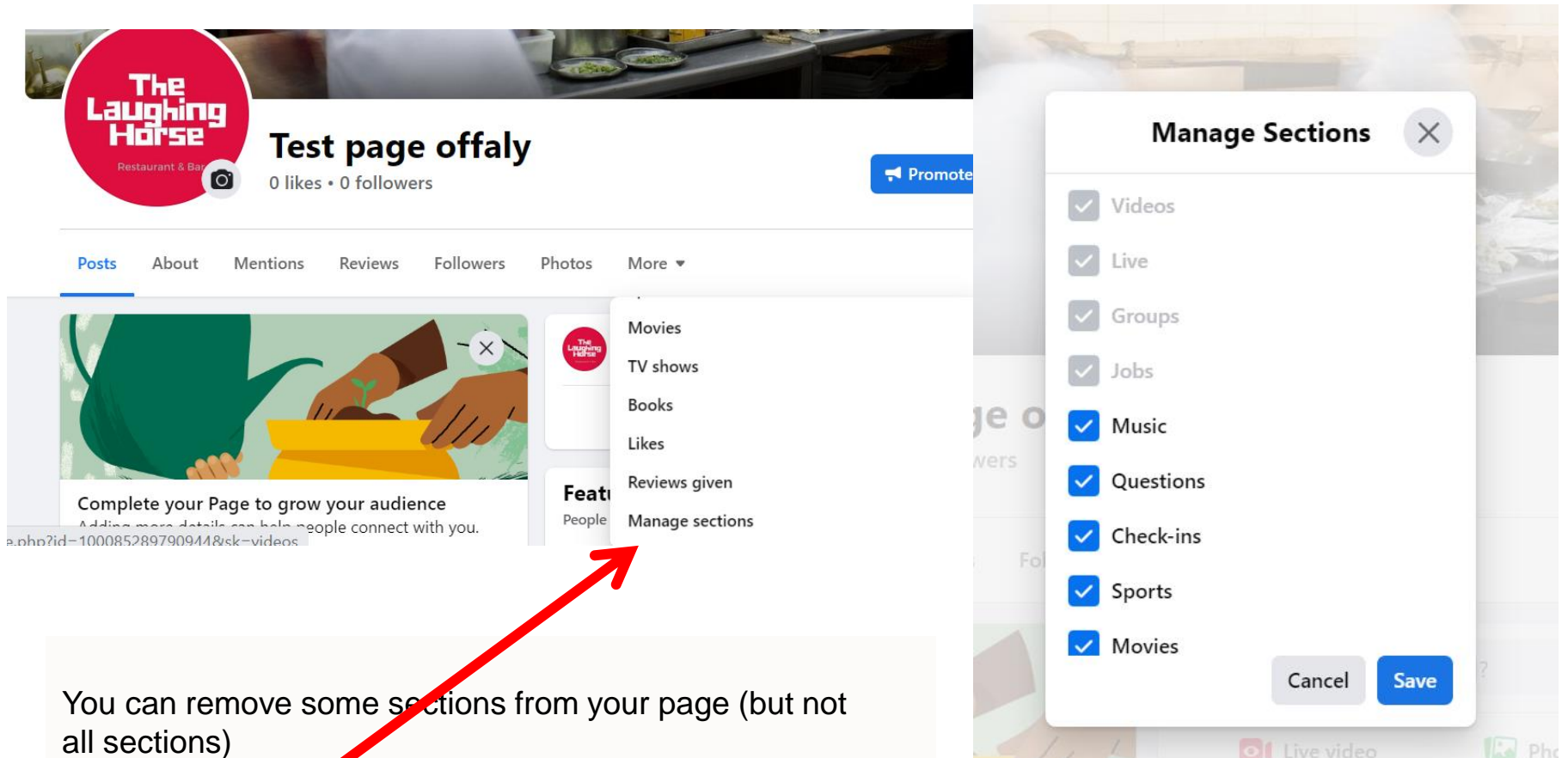
There is a new section that called Mentions

If anyone mentions you in a post the post will appear here where your page visitors can see them

If you want to you can approve any posts that you are mentioned in before they appear on your page

This will be covered shortly

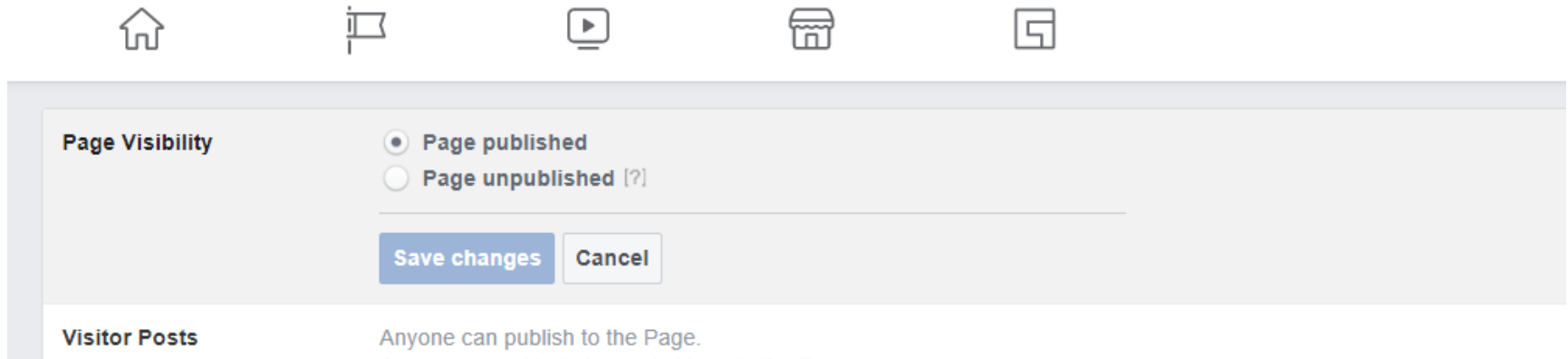
How to unhide / hide sections on your page



You can remove some sections from your page (but not all sections)

Click More and then manage sections
You can see the sections that you can tick or untick to add or remove

The option to unpublish a new page has been removed



The image shows a screenshot of the Facebook Page settings interface. At the top, there is a navigation bar with five icons: a home icon, a flag icon, a video icon, a storefront icon, and a square icon. Below this, the 'Page Visibility' section is visible. It contains two radio buttons: 'Page published' (which is selected) and 'Page unpublished [?]'. Below the radio buttons are two buttons: 'Save changes' and 'Cancel'. Below the 'Page Visibility' section, the 'Visitor Posts' section is partially visible, showing the text 'Anyone can publish to the Page.'

Page Visibility

☒ Page published

☐ Page unpublished [?]

Save changes Cancel

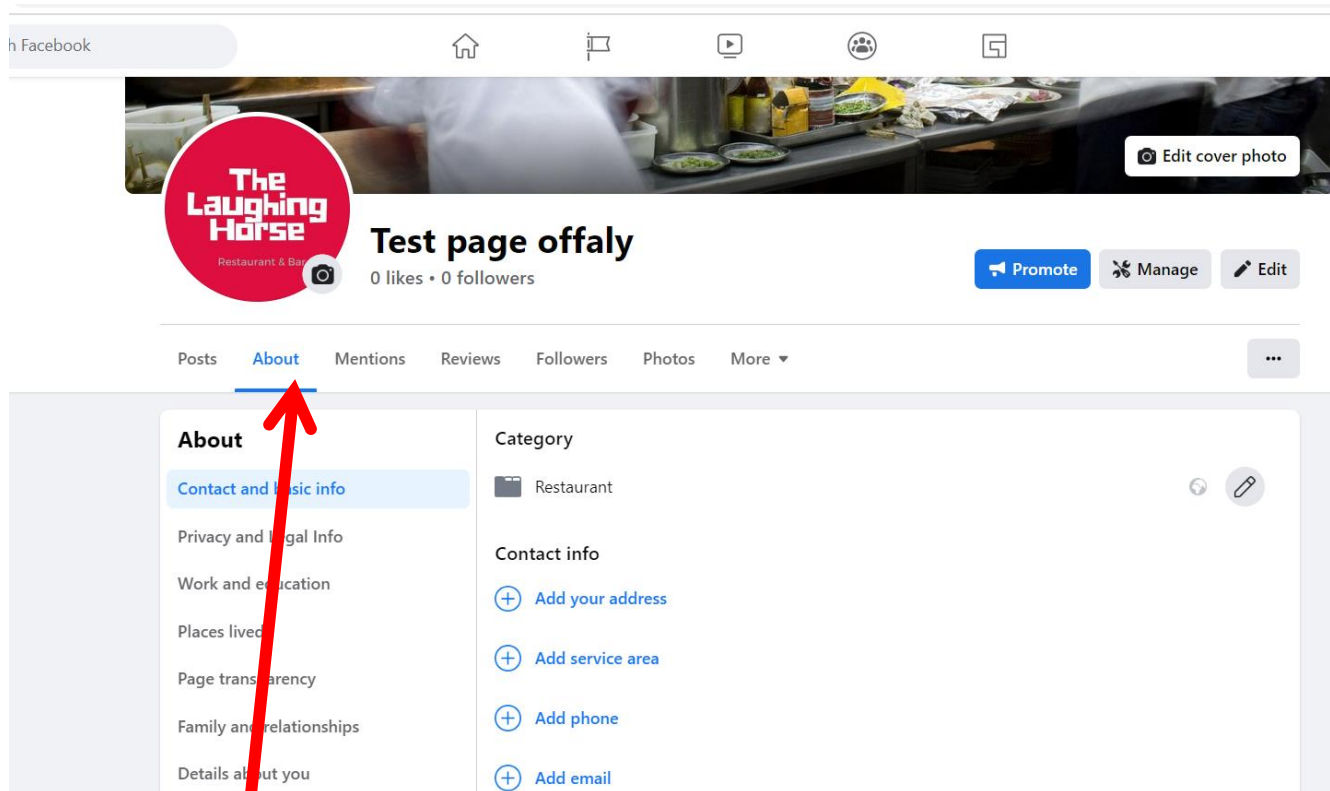
Visitor Posts

Anyone can publish to the Page.

In the classic layout you could go into settings and unpublish your page so it was only visible to you. You could then publish it when it was ready

This has been removed

Where you update all your page info has moved



Your page “about info” will still appear prominently on the left of the page when people visit.

However, where you go to update it has change.

Simply click on “about” section and then there is an edit button for each text area.

You can add a large call to action button

facebook.com/profile.php?id=100085289790944&sk=about

Facebook

The Laughing Horse
Restaurant & Bar

Test page offaly
0 likes • 0 followers

Promote

- + Add to story
- View As
- Aa Add Action Button
- Search
- Story archive
- Activity log
- Page and tagging settings
- Invite friends
- Switch to Classic Pages
- Start Tour

Customize your action button •
Prefer email over messaging, or want to drive traffic to your site?
Choose an option based on the engagement you want.
Try It

Posts About Mentions Reviews Followers Photos More ▾

Click on the 3 dots
Click Add action button
Then click try it
Then choose the call to action button
that you want

Action Button

Choose an option
Tell people how to engage with you by customizing the action button at the top of your Page.

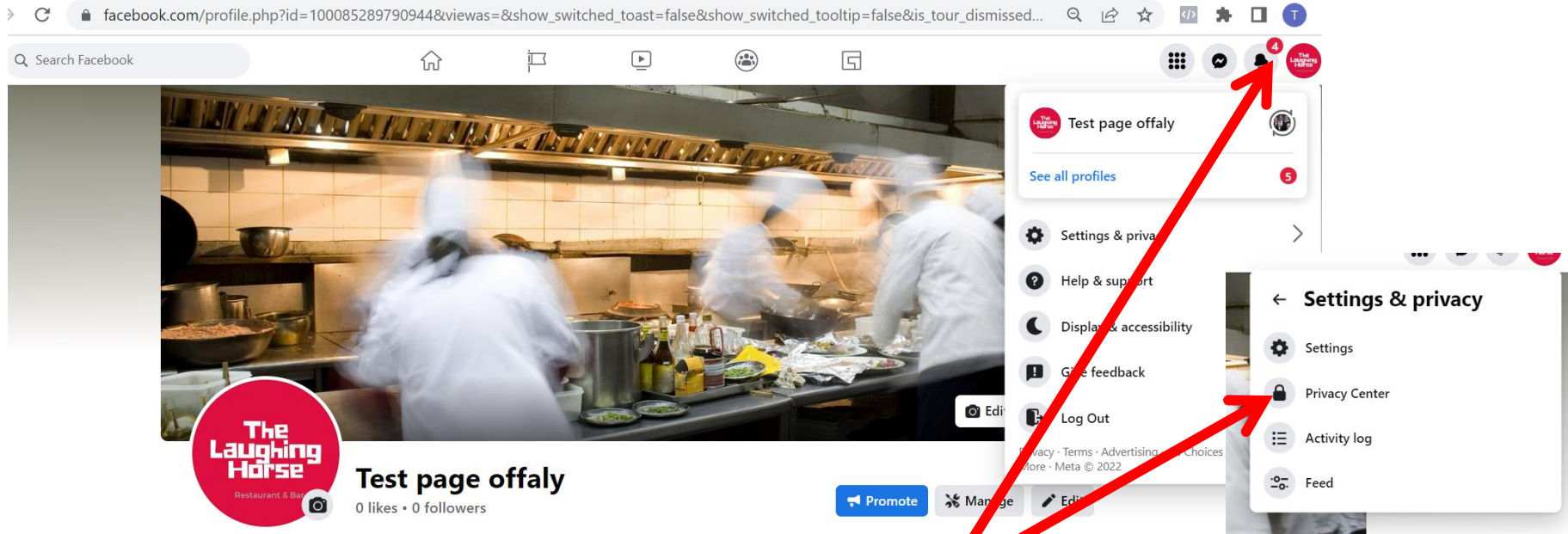
Help people support you

- ☐ Book Now
Connect a scheduling tool so people can book appointments
- ☐ Sign Up
Opens a website with a sign-up form
- ☐ Start Order
Opens a website for a restaurant
- ☐ View Shop
Choose where people can find your products
- ☐ Get Tickets
Choose where people can find tickets

Get people to contact you

- ☒ Send Message
Starts chat on Facebook Messenger
- ☐ Send WhatsApp Message
Starts chat through WhatsApp
- ☐ Call Now
Starts a phone call
- ☐ Send Email
Send an email message

Where have all your page settings moved to?



In the classic design. Settings were on the left hand side of the page.

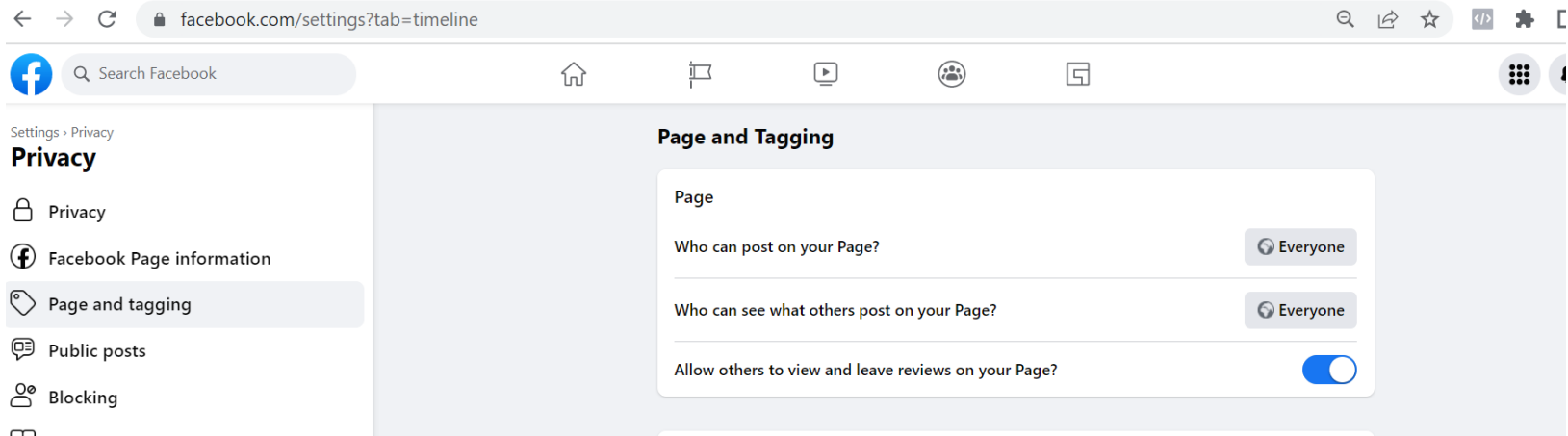
In the new design, they are more hidden

Click the Circle top right and then click settings and privacy

Then choose either settings or privacy

Remember, because you are using Facebook as your page, these are the settings and privacy for your page.

How to control what people can post on your page

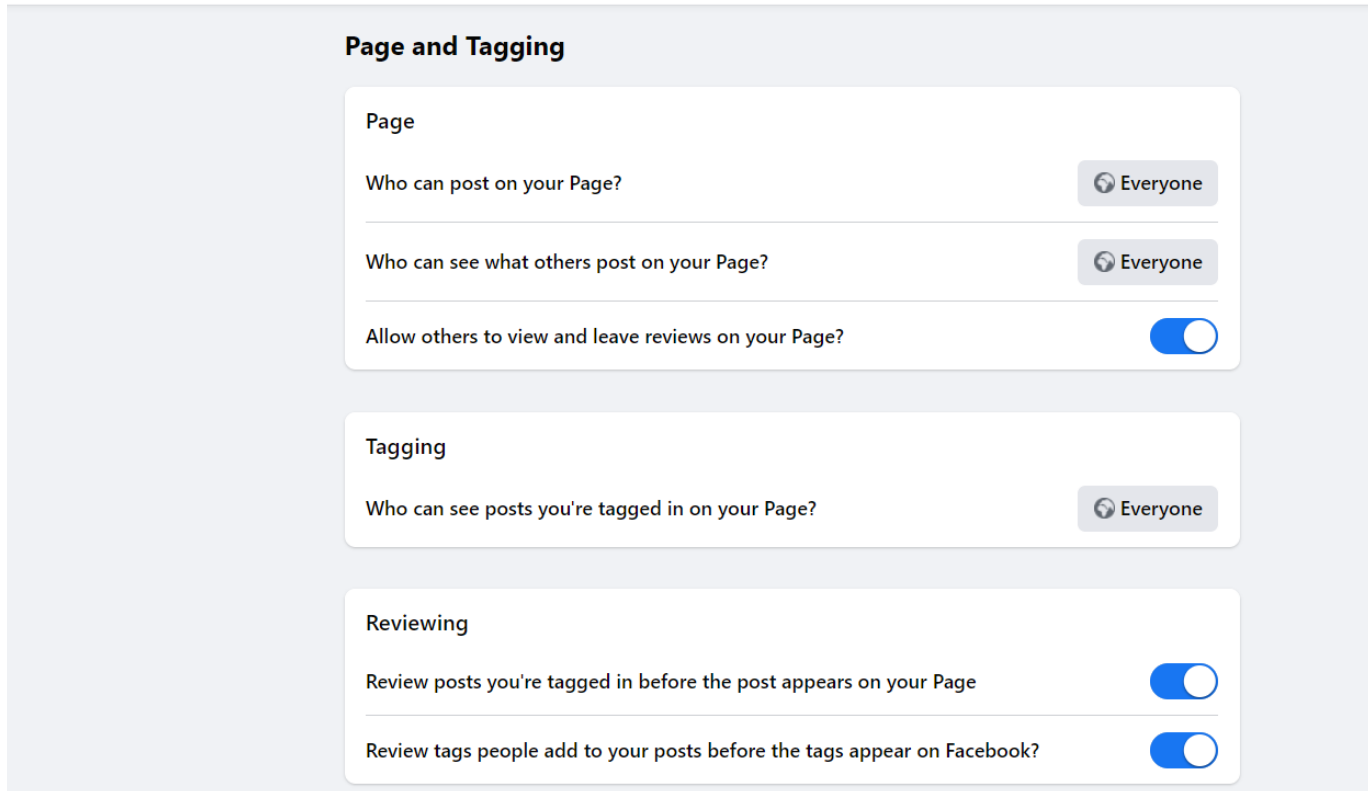


When you are in settings, click privacy and then click pages and tagging

Who can post on your page – Change to Only me if you don't want people to post
Who can see what other people post? – change to only me if you want to control it

Note – some people might post spam or negative things

How to control posts you are mentioned in

A screenshot of the Facebook 'Page and Tagging' settings interface. The interface is divided into three main sections: 'Page', 'Tagging', and 'Reviewing'. The 'Page' section has three settings: 'Who can post on your Page?' set to 'Everyone', 'Who can see what others post on your Page?' set to 'Everyone', and 'Allow others to view and leave reviews on your Page?' which is a toggle switch turned on. The 'Tagging' section has one setting: 'Who can see posts you're tagged in on your Page?' set to 'Everyone'. The 'Reviewing' section has two toggle switches, both turned on: 'Review posts you're tagged in before the post appears on your Page' and 'Review tags people add to your posts before the tags appear on Facebook?'.

Page and Tagging

Page

Who can post on your Page? Everyone

Who can see what others post on your Page? Everyone

Allow others to view and leave reviews on your Page? ☒

Tagging

Who can see posts you're tagged in on your Page? Everyone

Reviewing

Review posts you're tagged in before the post appears on your Page ☒

Review tags people add to your posts before the tags appear on Facebook? ☒

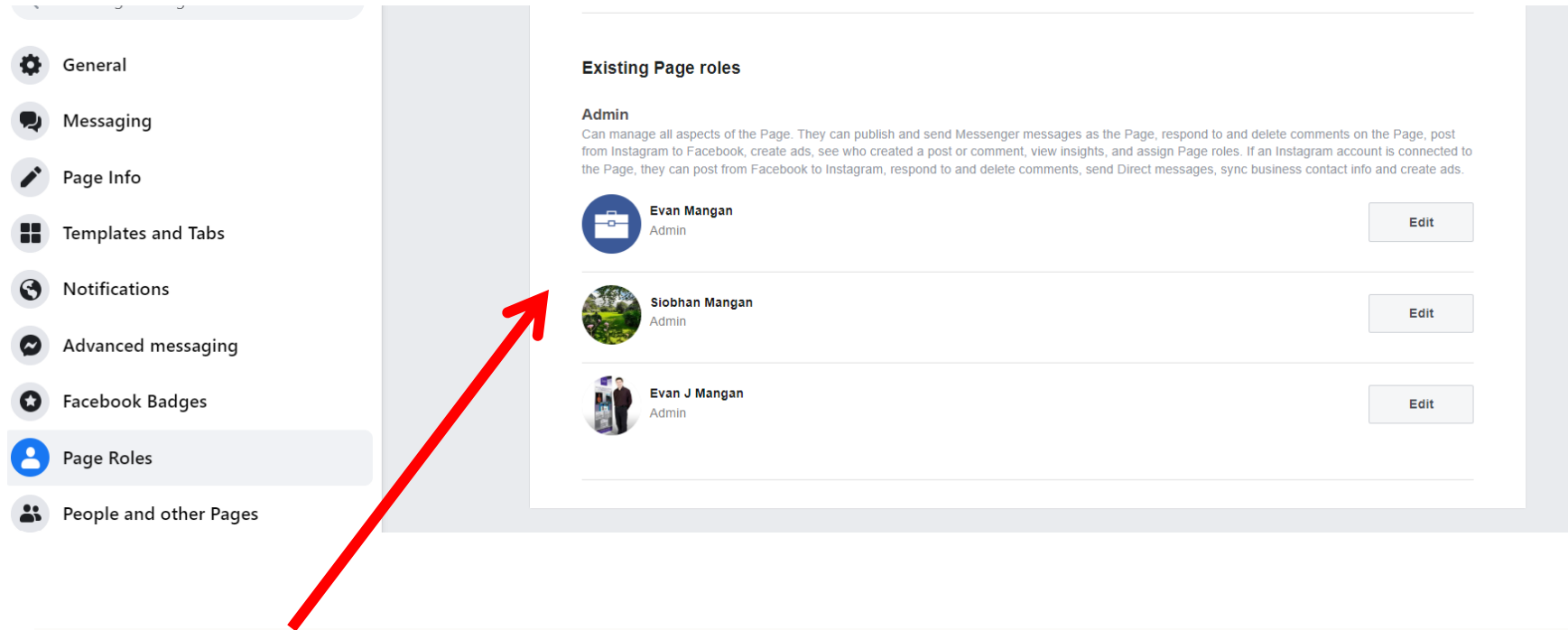
When you are in settings click pages and tagging

Tagging – who can see posts you're tagged in. Leave as everyone or change to only me

Reviewing – I would switch both of those on

Note – you really want to be able to control what people tag your page on because these will now appear prominently on a section of your page

Page Roles (admin, editor etc) have changed to Facebook Access & Task Access



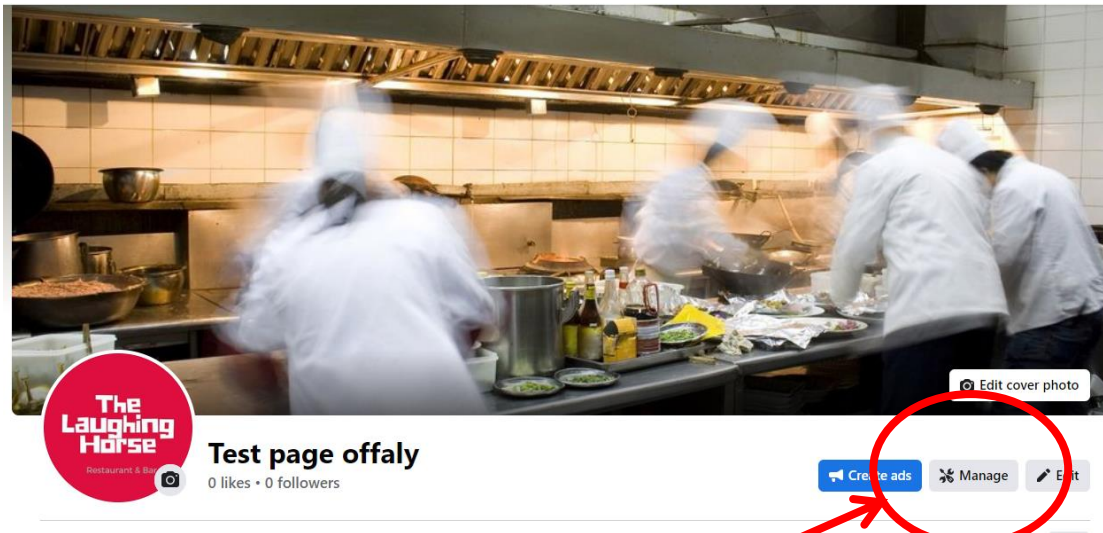
In the classic page, you could make someone an admin, editor, analyst

An Admin had full control of the page, can make other people admins, can remove people

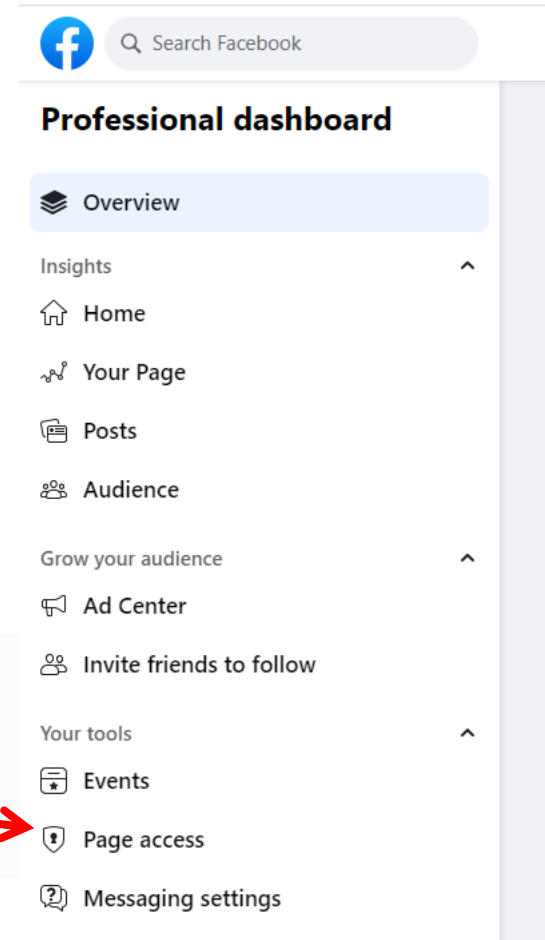
An editor cannot change settings, make someone else an admin.

However, this has changed with the new page layout

Page Roles (admin, editor etc) have changed to Facebook Access & Task Access



1. Click on Manage
2. Then on the next page, click Page Access



What does Facebook Access mean?

Manage and view access

People with Facebook access ⓘ

[Add New](#)

...



Evan Mangan (You)

Page Deletion, Permissions, Content, Messages, Community Activity, Ads, Insights

People with task access ⓘ

[Add New](#)

[Manage](#)

Community Managers

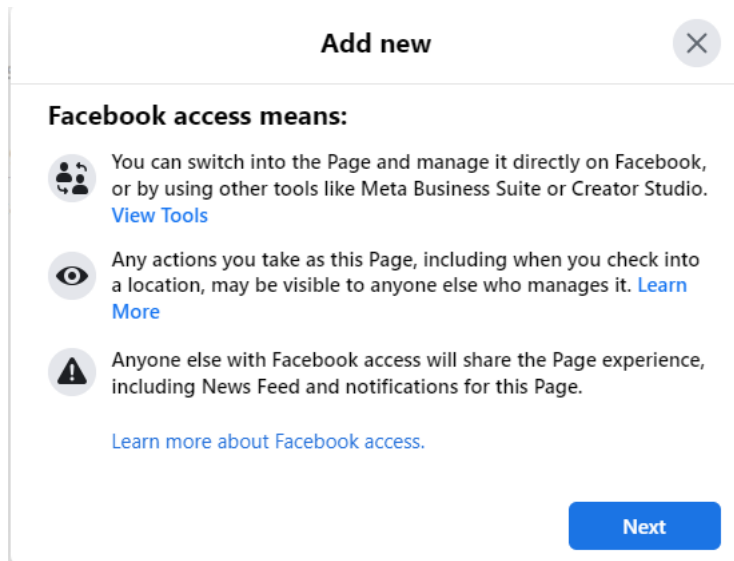
Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

If you have switched to the new Pages experience, you can give trusted people Facebook access or task access to your Page to help manage it.

Compare classic Page roles on your new Page:

- Admin: Facebook access with full control
- Editor: Facebook access with partial control
- Moderator: Task access for Messages, community activity, ads, Insights
- Advertiser: Task access for ads, Insights Analyst: Task access for Insights

What does Facebook Access mean?



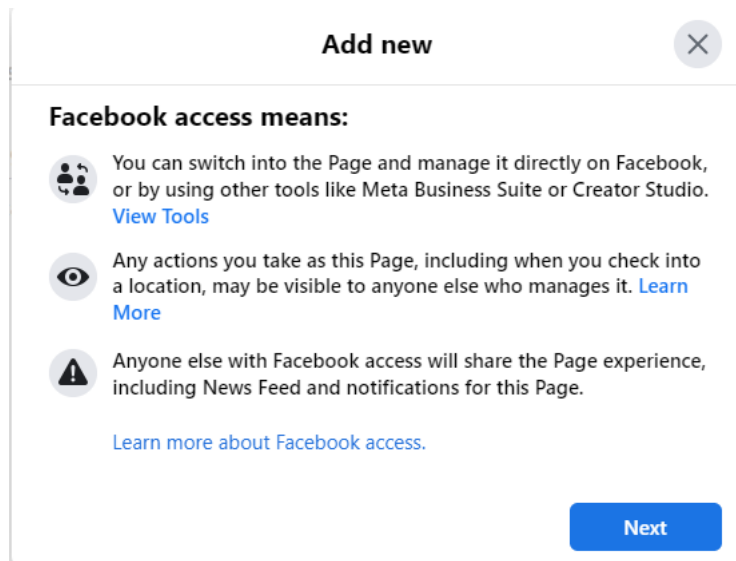
Facebook access

People can have Facebook access with full control or partial control.

People with Facebook access with full control or partial control of the new Page can manage the following:

- Content: Create, manage or delete any content on the Page, such as posts, Stories and more.
- Messages: Respond to direct messages as the Page in Inbox.
- Comments: Respond to comments on the Page, and edit or delete existing comments made by the Page.
- Linked accounts: Add, manage or remove linked accounts, such as Instagram.
- Ads: Create, manage and delete ads.
- Insights: Use Page, post and ad insights to analyse the performance of the Page.
- Events: Create, edit and delete events by the Page.
- Removal & bans: Remove or ban people from the Page.

What does Facebook Access mean?



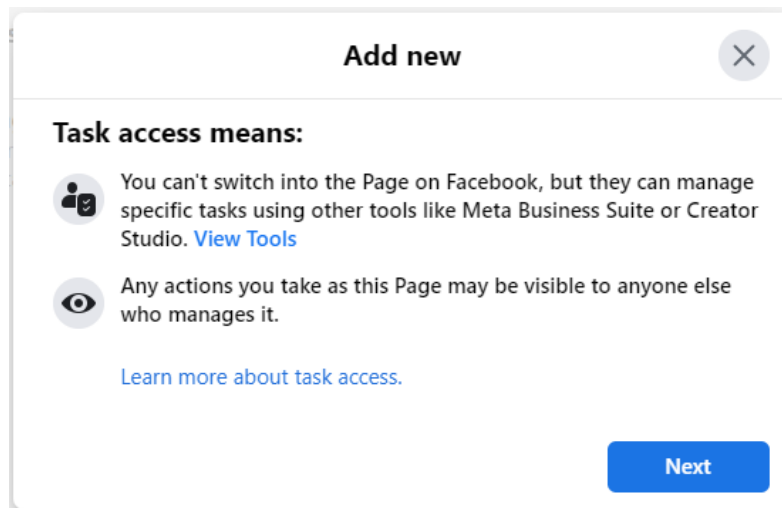
People with Facebook access with full control of the new Page can manage the following:

- Settings: Manage and edit all settings, such as Page info and deleting the Page.
- Access: Give and/or remove people's Facebook or task access to the Page or linked Instagram account, including others with Facebook access with full control.

People with Facebook access can manage the Page from:

- Facebook
- Instagram
- Meta Business Suite
- Creator Studio
- Ads Manager
- Business Manager

What does Task Access mean?



People with task access to your new Page can manage the following from management tools, if you choose to give them access:

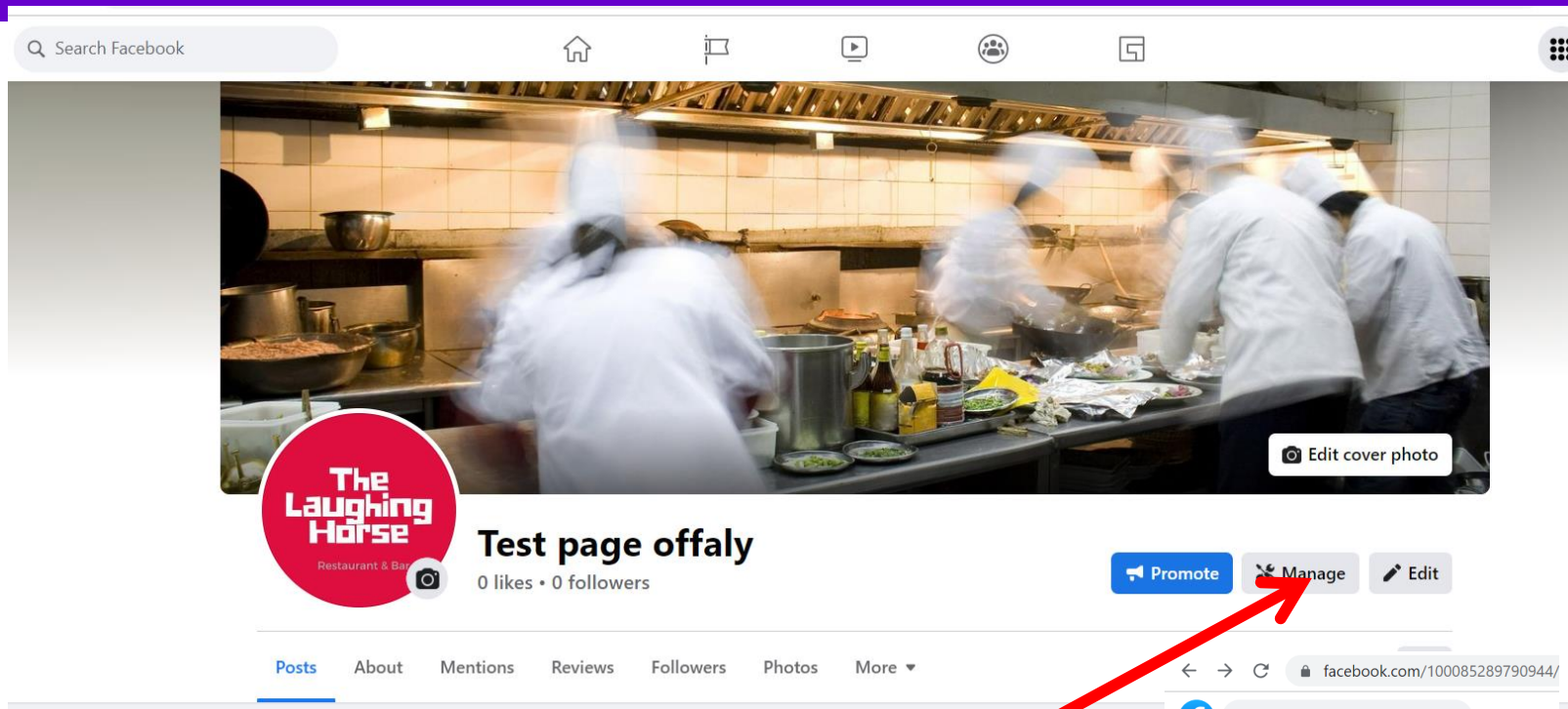
Content: Create, manage or delete posts. Stories, and more. Respond to comments and update Page information.

Messages and Community Activity: Send and respond to direct messages as the Page, and other functionality in Inbox. Review and respond to comments, edit unwanted content and report activity on the Page, etc.

Ads: Create, manage and delete ads, and other ads-related tasks.

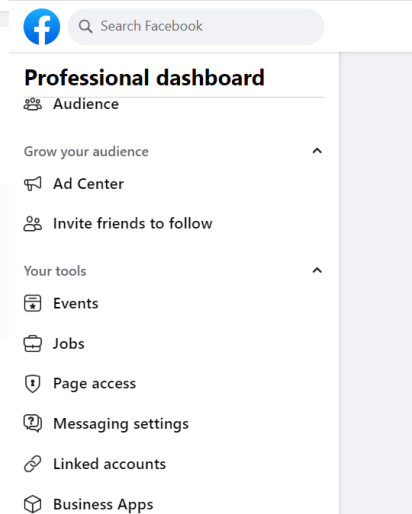
Insights: See how the Page, content, ads and other metrics perform. Insights will be shared with people who have task access to your new Page.

How to “connect to your Instagram account” has moved to “LinkedIn Accounts”

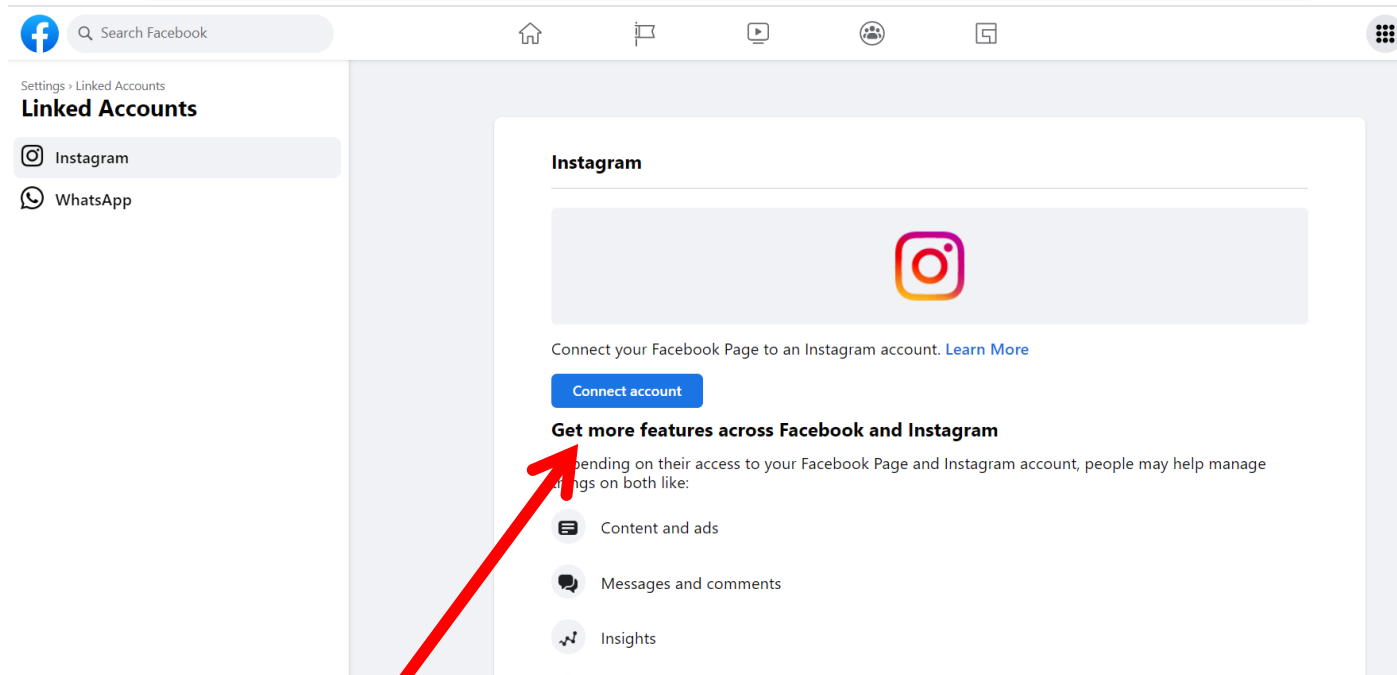


To link to your Instagram account

1. Click on Manage
2. Then Linked accounts



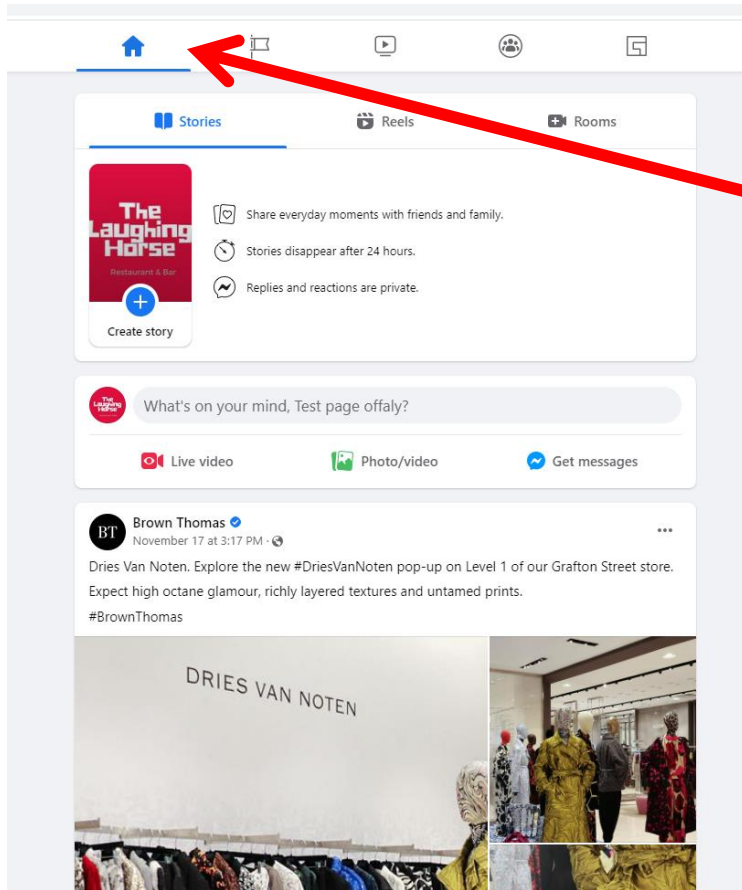
How to “connect to your Instagram account” has moved to “LinkedIn Accounts”



You can now connect to your Instagram account

Click connect and enter your Instagram username and password

You now have a Feed for your page

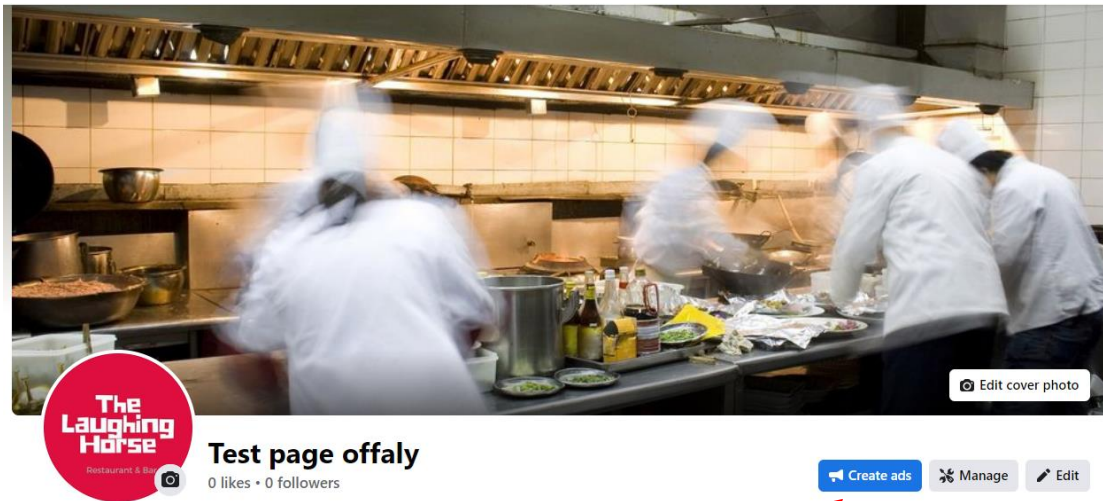


Because you are using Facebook as your page you can like another page and their posts then come into your feed.

Click on the Home icon to get to your feed

You can then Like. Comment, Share as your page

Page Insights have moved to Meta Business Suite



Page Insights are no longer available directly on your page. You need to go to Meta Business Suite

1. Click on Manage
2. Then on the next page, click Meta Business Suite

Professional dashboard

- Home
- Your Page
- Posts
- Audience
- Grow your audience
- Ad Center
- Invite friends to follow

Your tools

- Events
- Page access
- Messaging settings
- Linked accounts
- Business Apps

Platform tools

- Meta Business Suite

Tools to try

- Moderation Assist
- Paid online events
- Menu