

Facebook Timeline: The Cheatsheet

Facebook's Timeline feature is a great opportunity for you to share your story in a very visual way. This cheatsheet will help you set up your page and take advantage of Timeline's features to best promote your department.

Cover Photo:

Size: 851 x 315 px

- Should be representative of the department, fun, colorful, eye-catching
- Can and should be changed periodically

Cannot:

- Display calls to action
- Include contact information
- Make references to Facebook features

Profile Photo

Size: 180 x 180 px

- Scales to: 32 x 32 px in the news feed, so keep it simple and legible

Cannot:

- Alter the University logo

About

- In 1-2 sentences, tell your fans what your department does
- Include contact info
- Include your web address

Timeline

- Share information relevant to your department
- Publicize events your audience is interested in

UMass Lowell
Learning with Purpose

7,369 likes · 666 talking about this · 10,758 were here

College/University
www.uml.edu UMass Lowell is a comprehensive, national research university that helps students get ready for work, for life and for all the world offers.

Now
August
2012
2011
2010
2009
2008
1903
1900
1897
Founded

UMass Lowell shared a link.
September 21

Happy birthday Stephen King! Maybe we can give him a belated present when he visits campus in December? Be sure to save your spot to his rare public talk, Fans of Stephen King.

Chancellor's Speaker Series
www.uml.edu

Office of the Chancellor Allen House, UML South, Two Solomont Way, Lowell, MA 01854 . Phone: 978-934-2201 Fax: 978-934-3000 - Email: Marty_Meehan@uml.edu

Milestones

- Show off your department's history by creating "milestones"
- Create milestones for special awards/accomplishments

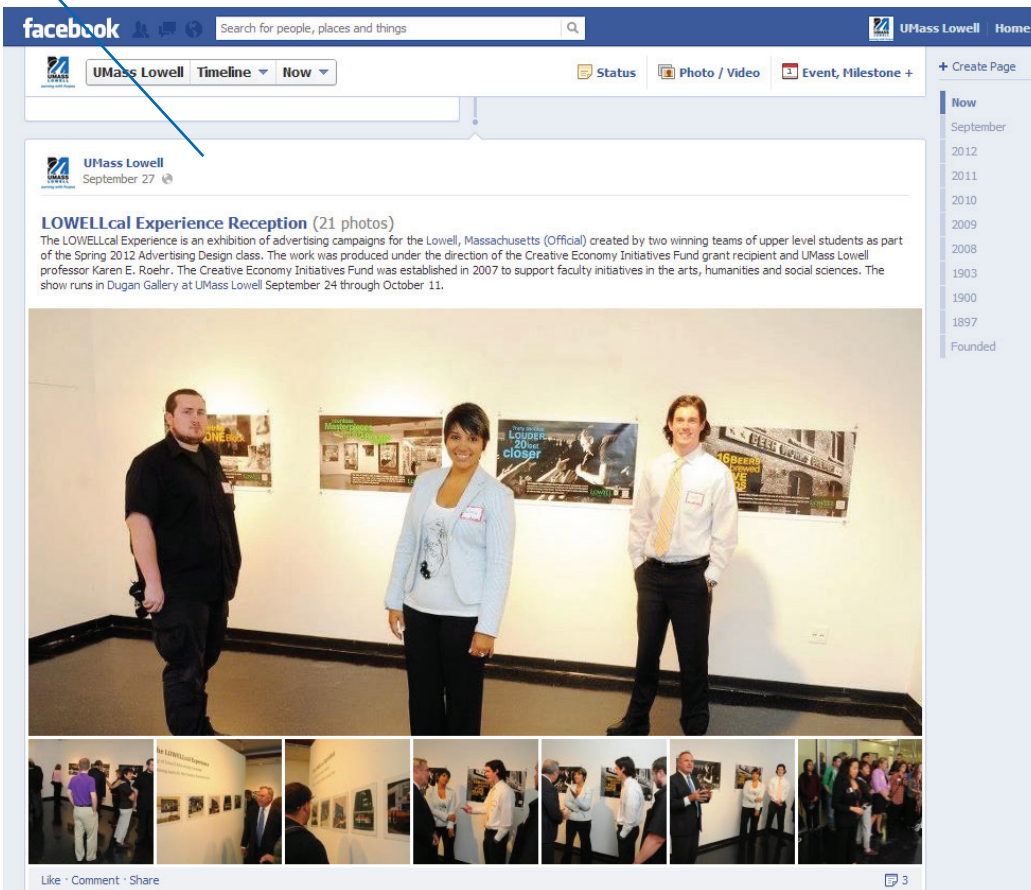
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Highlighted Posts

Size: 843 x 403 px

- Highlight posts of particular importance by clicking above ★ the post. The post will span the full length of the page
- Perfect for very crisp photos, displaying albums and highlighting special events



Pin to Top

- Click  and "Pin to Top" to keep a post at the top of your Facebook page
- Post will stay at the top for 7 days

Other Tips

- Be sure to enable messaging on your page so fans can contact you privately - Under the "Admin Panel" → "Edit Page" → "Manage Permissions" → "Messages" → check "Show 'messages' button"
- Respond to these messages promptly to keep fans engaged and show them you care what they have to say