

FACEBOOK GLOBAL FAN PAGES

Overview

Global Pages enable you to group your individual Facebook pages together to create a seamless brand experience for your fans who may be visiting from multiple countries and regions around the world. Facebook Global Pages provides one search result and one entry-point URL for your users. All of your pages can be individually localized for Name, Profile, Tabs, Walls, Cover Photo, and Info.

Note - If you change your individual Facebook page URLs, you will need to reprovision your Facebook pages in Buddy Media. Please contact your Account Representative to do so.

User Experience

The following occurs when you use Global Pages:

- A user requests your brand on Facebook.
- Facebook determines the location of the individual and attempts to locate a page you have designated for that country.
- If an appropriate country page exists, the user is redirected to the page you have designated for the country.
- If no page exists for the user's country then Facebook attempts to locate a page you have designated for the region.
- If an appropriate region page exists, the user is redirected to the appropriate page you have designated for the region.
- If no region page exists the user is then redirected to your designated Global default page.

Note - The user's location is determined solely by Facebook.

Page Likes

When a user visits any page within your group of Global Pages they will see the total number of Global Page Likes. The total Global Page Likes is the sum of all of your page counts.

Note - This can cause an inconsistent Page Likes count when summing Page Likes in Buddy Media. Because of this we recommend the following best practices:

- *Do not use a popular/meaningful page as your default page. Rather use a page custom built as a default or one of your less popular pages.*



- Use the Page Likes metric rather than the Fan Count metric in the Buddy Media Dashboard, in Buddy Media Analytics, and when using Business Reporting.
- When creating Page Like reports, select the individual pages that make up your Global Pages group.

Set Up Global Pages





To set up Global Pages, complete the following steps:

1. For each country and region you would like to represent, create a Facebook page.
2. From these pages, select a default page.
3. Contact your Facebook Account Executive and describe your pages.
4. Facebook will create your group of pages and direct traffic as necessary to your default page based on user location.

Note - When switching to Facebook Global Pages you may need to contact your Buddy Media Account Representative to purchase additional Buddy Media licences, as each local page uses a social account entitlement.

For example, a multinational brand is switching to Global Facebook Pages. First, they will establish the Global default page. Then each local team from the brand creates and populates their own pages before asking Facebook to integrate the pages into the Global Pages framework.

Have questions? Contact us:

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