



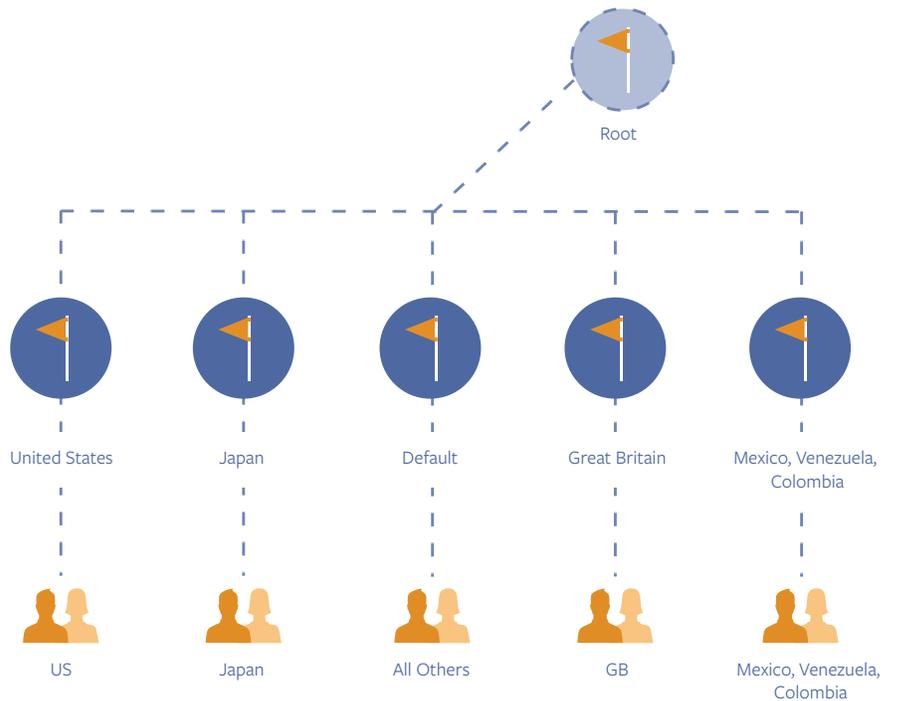
Global Pages

One global brand, Many localized experiences

March 2015

Top takeaways

1. Global Pages gives each of your customers a localized experience
2. How Global Pages work
3. How to set up Global Pages on Facebook
4. What to expect during the transition to Global Pages
5. Managing your Global Pages structure
6. Frequently Asked Questions



Global Pages gives each of your customers a localized experience

With Global Pages, people can:

- See the most relevant content for them (from a regional, country-level, or language Page) based on their current IP location and/or language set on their Facebook profile
- Experience locally relevant content on the Page (photos, posts, etc.)
- Join a global audience (with one global like count on all Pages) for a stronger brand connection

With Global Pages, businesses can:

- Promote your Page with one Facebook web address
- Learn about all of your customers through one set of global insights
- Share relevant content with your audience according to where they live and which language they speak
- View individual insights of Pages within the structure

How Global Pages work

You can customize the experience for your global audience based on where they live and the language they speak. People searching for your brand will be automatically redirected to the best Page for them. For example:



People in Brazil see this



People in Israel see this



People in Australia and New Zealand see this



Everyone else sees this

You can also add an additional layer of customization and redirect people to a Page according to the language they speak. For example, redirect people in Japan who speak Japanese to the 'Japan' Page, but people who speak English in Japan to your default English Page.

What information is shared across all of your Pages?

- One global like count
- One universal Page name for your brand (local languages and local brand names for identical products—e.g. Caress and LUX— are okay)
- One Facebook web address (Facebook.com/yourbrand)
- Use one web address in your marketing efforts and people will be automatically redirected to the relevant Page based on where they live and what language they speak

What can you customize for each Page?

- Posts
- About section
- Cover photo
- Profile photo
- Admins
- Applications

How does the Global Page structure work?

There are three types of Pages in the structure (refer to image on first Page):

- Market Pages: you can have as many market Pages as you want. You can customize who gets redirected to which Page according to where they live and which language they speak.
- The default Page: this is the default page where a fan will be redirected if they do not meet any of the criteria you set for your market Pages. This Page also acts as the main URL for your Page structure (e.g. www.facebook.com/brand). When people navigate to the default Page's web address, they'll then be redirected to the appropriate Page (market Page or default Page).
- The root Page: this Page is invisible and overlooks the whole structure. The root Page gives you insights for the whole structure. Admins of the root Page can also manage the Global Page structure (e.g. add/remove countries and edit Pages).

How to set up Global Pages on Facebook

To connect your Pages in a Global Pages structure, read the steps below and complete the spreadsheet template.

1. List all of the existing Pages for your brand, and create any new Pages you may want for new markets

- If you have one Page for your brand, create new Pages for your major markets:
 - You can create a Page for a single country or for more than one country
 - You can add additional customization with language redirecting if you wish
 - You can select your current Page as the default Page and experiment with one or two markets
- If you already have more than one Page for your brand:
 - List your current market Pages
 - Create additional Pages for your major markets, as necessary

2. Coordinate with your global teams to make sure everyone knows about the changes

- Your Sales representative will communicate the expected timeline for the transition
- Make sure your global teams are aware that Page names may change in order to comply with Global Pages policy

3. Complete the Global Pages spreadsheet and send it to your Sales representative

- Facebook's Pages team will transition you to Global Pages
- You can add Pages one at a time to get comfortable with the process and structure
- Review spreadsheet tips at the end of this guide to ensure a smooth process
- Refer to the Global Pages FAQ document for tips on how to fill out the spreadsheet correctly

What to expect during the transition to Global Pages

During the first few days:

- Fans will migrate to the appropriate market Page and will start seeing updates from the best market Page for them in their News Feed

During the first week after the migration is complete:

- Page insights will record the transition of fans from one Page to another, causing spikes and fluctuations in the data. These changes will not be readjusted after the fact. It will take roughly one week after the fan migration is complete to reflect new Page-level insights for each market Page.
- Individual Page insights will be available on both the default and market Pages. Admins of market Pages and the default Page will see insights for people subscribed to that Page (people in that specific country/countries speaking a specific language - if that option is selected too). Admins of the root Page will see aggregated insights for all fans across all Pages in that Global Pages structure.

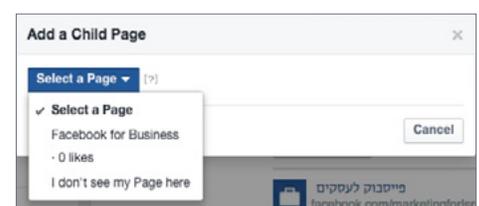
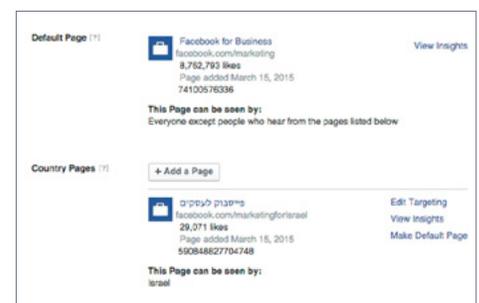
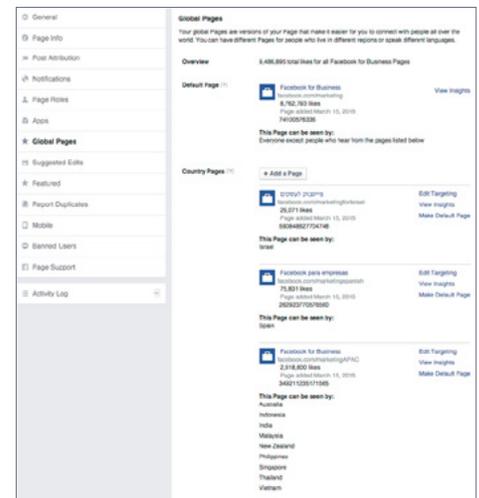
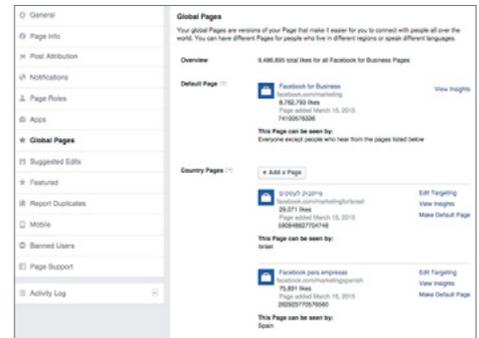
Managing your Global Pages structure

To access the Global Pages settings, click Settings at the top of the Page and then Global Pages on the left side.

The Global Pages settings page displays all of the Pages connected in the Global Pages structure. People who manage the root Page can also edit the countries and languages associated with any of the market Pages. This option is only available to people who manage the root Page.

To add a Page to the Global Pages structure:

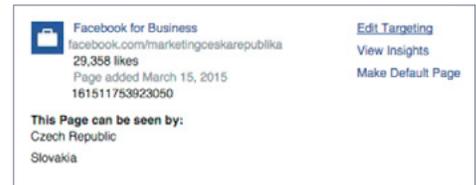
Click Add a Page, select the right Page, and choose which country/countries and/or languages you want mapped to that Page. If your Page doesn't appear in the dropdown, select *I don't see my Page here*.



To edit the countries or languages associated with a Page to the Global Pages structure:

Step 1: Edit Countries

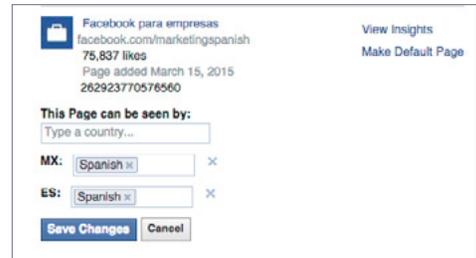
Go to the Global Pages settings page, click Edit Targeting, and type the name of the country or countries you wish to be associated with this Page.



Step 2: Edit Languages

From the same menu, you can determine who will see your Page by adding a language for each country you selected. This means that only people who speak this language within the country you selected will see your Page.

Here, this Page will be shown to people who live in Mexico and Spain and also speak Spanish.



Frequently Asked Questions:

What are common mistakes to avoid when uploading the spreadsheet?

- Complete the Page ID column; the Global Pages spreadsheet does not create new Pages so you must create the new Pages before connecting them in the Global Pages structure
- Double check that the Page ID is entered correctly and maps to the desired Page
- Remove country qualifiers from the Page name (e.g. “Brand France” should be “Brand”)

What should a brand expect during the transition?

The transition should happen within a few hours. During these few hours, you’ll notice fans moving from one Page to another, and insights fluctuating.

What happens to Page Insights after the transition?

After the transition, expect insights to be inaccurate for another week. After that, insights will reflect the Pages in their Global Pages structure. The insights are not retroactive, however. This means that if a brand transitioned to Global Pages in March 2015, the person managing the Page will see the same insights they would have seen in January 2015.

Both default and market Pages will have their own insights. The person managing the root Page can see insights about the fans aggregated across all their Pages.

Insights for market Pages show metrics that pertain to that market Page. For example, if a Page only has fans from France, they’ll only be able to see insights about those fans. The default Page will have its own insights as well. The root Page, however, will have aggregate insights about all fans across all the Pages (default and market Pages).

If demographic data for fans by market is important to a brand, we recommend creating a market Page for every market about which they’d like detailed insights.

How does Facebook determine a person's location?

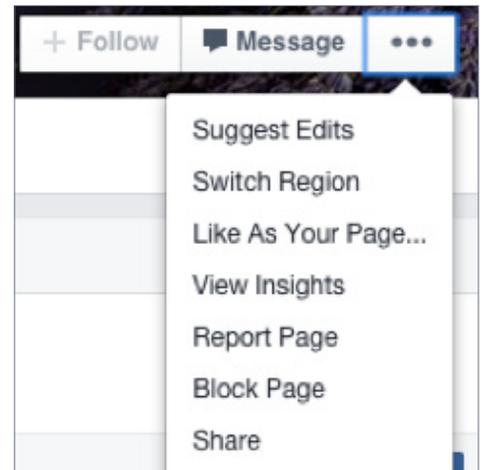
We determine a person's location information through a combination of inputs, such as current IP address and profile information. If we're unable to determine where someone is we'll redirect them to the default Page.

How do people switch between market Pages?

People can manually specify which Page they'd like to hear from using the "Switch Region..." option located in the "..." menu in the cover. If they switch their region, we'll remember it next time when they visit that Page, but switching to another region will only apply to the Page they've switched, not to future Global Pages.

How will running ads change after a brand migrates to Global Pages?

There is no difference or change in the way your ads will operate under a Global Page structure. You should treat each market Page and the default Page as normal Pages.



Can a global Page publish a post and have it also posted on all market Pages?

No. Currently posts from the global Page will not be replicated to all market Pages. People connected to the default Page will see posts from the default Page, and people connected to a market Page will see posts from that market Page. For important messages brands want all of their audiences to hear, they should translate into the best local language for them and post it to their market Page.

Admins can also re-share posts from one Page to another. Engagement stats (i.e. likes and comments) between re-shares will remain separate from each other. Finally, through the Pages API brands can work with a Marketing Partner to have them auto-post untranslated content to all Pages, but we strongly encourage that messages that are important to all fans be translated into their local language to provide the best, localized experience.