

# Facebook Pages vs. Profile



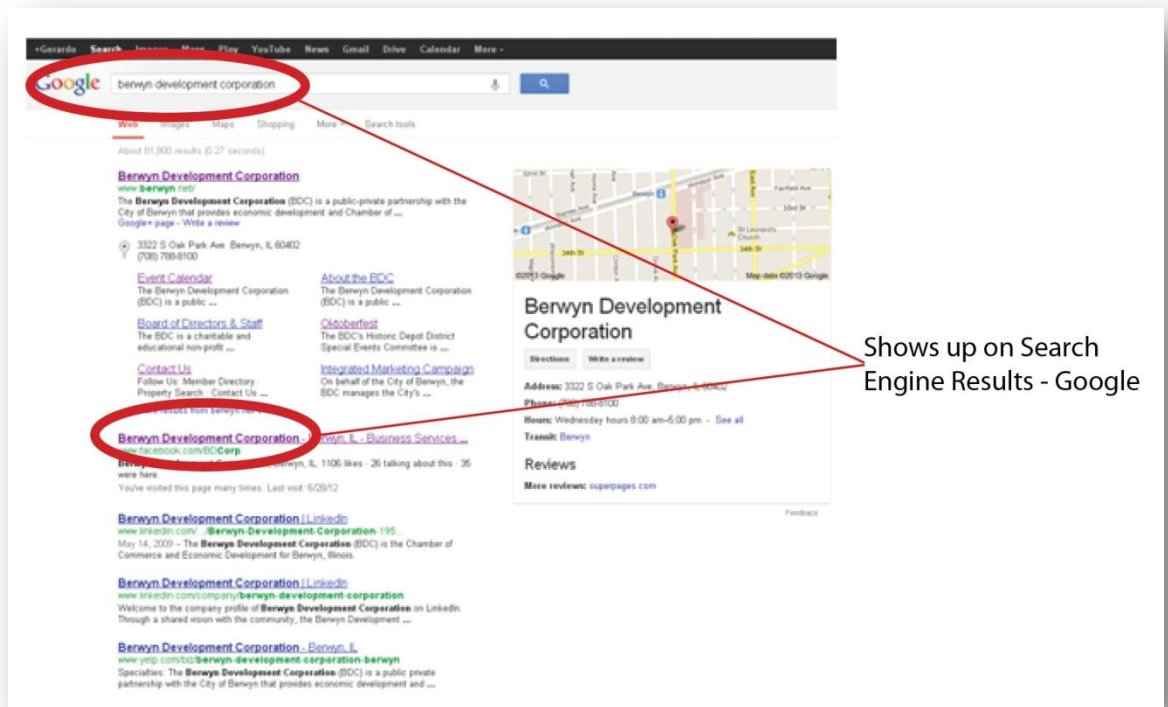
## Facebook Pages

- Are designed for businesses
- People “Like” your page

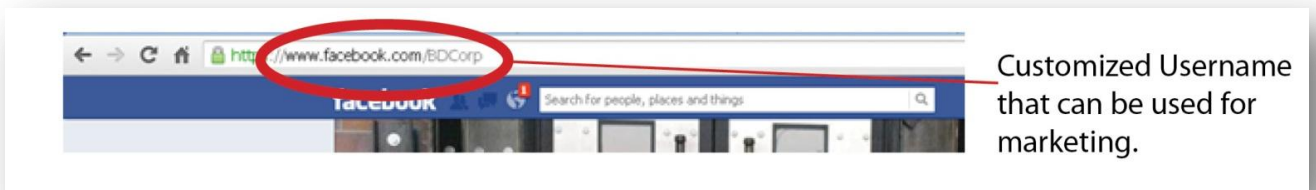


- Unlimited amount of “Likes”
- Admin can be anonymous to keep personal profile private
- Personal profiles can be converted to Pages
  - <https://www.facebook.com/help/175644189234902/>

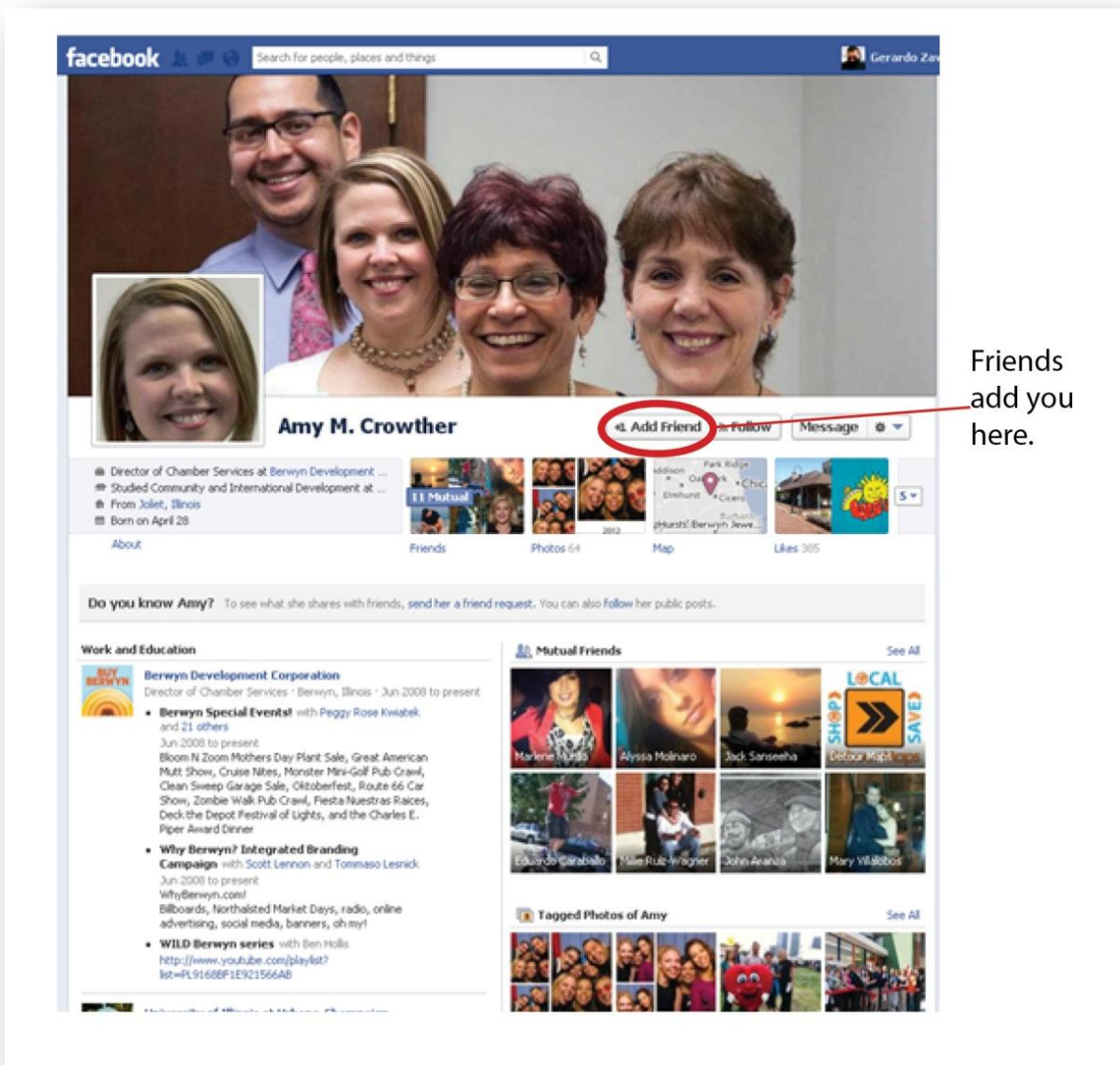
- Can set admins and business can have multiple pages
- Shows up on Search Engine Results - Google



- Can have a Username
  - [www.facebook.com/BDCorp](http://www.facebook.com/BDCorp)



- Viewers can see the Page even if they don't have Facebook
- Can be a de facto webpage
- Provides Page Insight to Admins
  - <https://www.facebook.com/help/pages/insights>
- Paid Advertising to gain more followers
  - Target specific audience by location, age, gender
  - <https://www.facebook.com/advertising/>



Friends add you here.

## A Facebook Profile is for a person

- Connections are called “Friends”



- Restricted to 5,000 friends
- Very personal

- Technically speaking, Businesses' are not permitted to have a personal Facebook profile.
- Very limited to one personal profile
- Not found on Search Engine Results – Google
- No Page Insight Available

## **Summary**

For an individual, Facebook is best for renewing old connections, maintaining current and establishing new ones.

For businesses, Facebook's greatest advantage is the ability to create a community, interactions and ultimately make those actions into customers.

**The WINNER is..**

# Facebook Page for YOUR business!

Make sure to "Like" our page and stay connected

facebook.com/BDCorp?fref=ts

facebook Search for people, places and things Gerardo Za

**BUY BERWYN**

**Berwyn Development Corporation**  
1,107 likes · 25 talking about this · 35 were here

Business Services · Community Organization · Add A Cate  
3322 S Oak Park Avenue, 2nd Floor, Berwyn, IL  
(708) 788-8100  
Today 8:00 am - 5:00 pm

About · Suggest an Edit

Photos Likes Map Join My List

Highlights

Post Photo / Video  
Write something...

**Berwyn Development Corporation**  
Yesterday

Your BDC membership speaks highly of the way you do business!  
According to a nationwide study, your affiliation with BDC,  
Berwyn's local provider of Chamber Services, creates lasting  
benefits for your business!

27 Friends  
Like Berwyn Development Corporation

Recent Posts by Others on Berwyn Development Corporation See All

**John Jovan Bosanac**  
@ https://sphotos-b.xx.fbcdn.net/hphotos-ash3/579743\_3...  
February 26 at 1:48pm

**Cigars and Stripes**

[www.facebook.com/BDCorp](http://www.facebook.com/BDCorp)