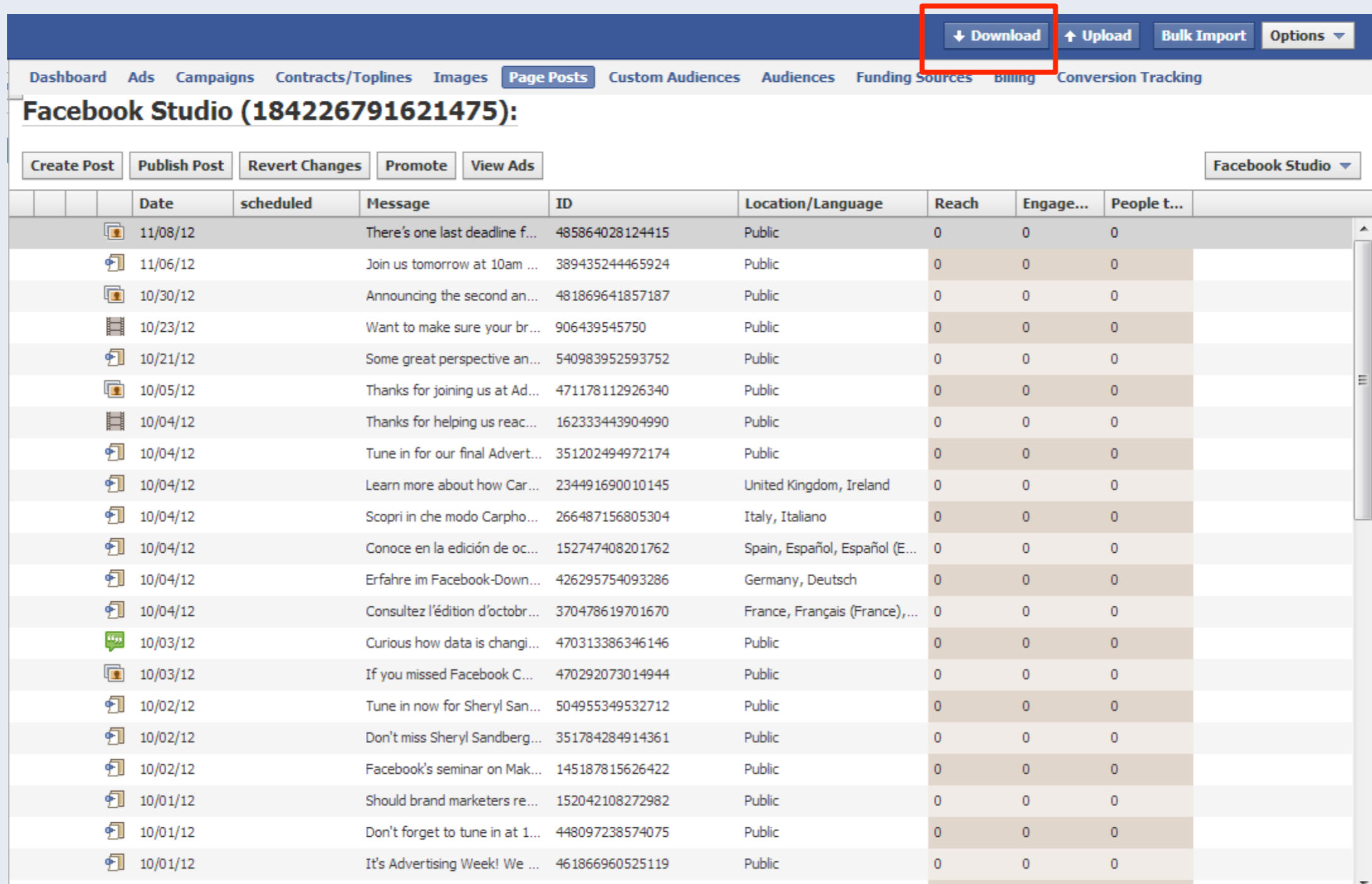


**facebook**

# Creating a Link Page post with a custom image

# Download the Page you want to create a Page post from



Facebook Studio (184226791621475):

Navigation: Dashboard Ads Campaigns Contracts/Toplines Images **Page Posts** Custom Audiences Audiences Funding Sources Billing Conversion Tracking

Buttons: Create Post Publish Post Revert Changes Promote View Ads Facebook Studio

	Date	scheduled	Message	ID	Location/Language	Reach	Engage...	People t...
	11/08/12		There's one last deadline f...	485864028124415	Public	0	0	0
	11/06/12		Join us tomorrow at 10am ...	389435244465924	Public	0	0	0
	10/30/12		Announcing the second an...	481869641857187	Public	0	0	0
	10/23/12		Want to make sure your br...	906439545750	Public	0	0	0
	10/21/12		Some great perspective an...	540983952593752	Public	0	0	0
	10/05/12		Thanks for joining us at Ad...	471178112926340	Public	0	0	0
	10/04/12		Thanks for helping us reac...	162333443904990	Public	0	0	0
	10/04/12		Tune in for our final Advert...	351202494972174	Public	0	0	0
	10/04/12		Learn more about how Car...	234491690010145	United Kingdom, Ireland	0	0	0
	10/04/12		Scopri in che modo Carpho...	266487156805304	Italy, Italiano	0	0	0
	10/04/12		Conoce en la edición de oc...	152747408201762	Spain, Español, Español (E...	0	0	0
	10/04/12		Erfahre im Facebook-Down...	426295754093286	Germany, Deutsch	0	0	0
	10/04/12		Consultez l'édition d'octobr...	370478619701670	France, Français (France),...	0	0	0
	10/03/12		Curious how data is changi...	470313386346146	Public	0	0	0
	10/03/12		If you missed Facebook C...	470292073014944	Public	0	0	0
	10/02/12		Tune in now for Sheryl San...	504955349532712	Public	0	0	0
	10/02/12		Don't miss Sheryl Sandberg...	351784284914361	Public	0	0	0
	10/02/12		Facebook's seminar on Mak...	145187815626422	Public	0	0	0
	10/01/12		Should brand marketers re...	152042108272982	Public	0	0	0
	10/01/12		Don't forget to tune in at 1...	448097238574075	Public	0	0	0
	10/01/12		It's Advertising Week! We ...	461866960525119	Public	0	0	0

# Click “Create Post” to start the post creation process

The screenshot shows the Facebook Studio interface for a page with ID 184226791621475. At the top, there are navigation tabs: Dashboard, Ads, Campaigns, Contracts/Toplines, Images, Page Posts (selected), Custom Audiences, Audiences, Funding Sources, Billing, and Conversion Tracking. Below the tabs, there are buttons for 'Download', 'Upload', 'Bulk Import', and 'Options'. The main header area includes the page name 'Facebook Studio (184226791621475):' and a 'Facebook Studio' dropdown menu. A row of action buttons is visible: 'Create Post' (highlighted with a red box), 'Publish Post', 'Revert Changes', 'Promote', and 'View Ads'. Below this is a table of posts with columns for Date, scheduled, Message, ID, Location/Language, Reach, Engage..., and People t... The table contains 18 rows of post data.

	Date	scheduled	Message	ID	Location/Language	Reach	Engage...	People t...
	11/08/12		There's one last deadline f...	485864028124415	Public	0	0	0
	11/06/12		Join us tomorrow at 10am ...	389435244465924	Public	0	0	0
	10/30/12		Announcing the second an...	481869641857187	Public	0	0	0
	10/23/12		Want to make sure your br...	906439545750	Public	0	0	0
	10/21/12		Some great perspective an...	540983952593752	Public	0	0	0
	10/05/12		Thanks for joining us at Ad...	471178112926340	Public	0	0	0
	10/04/12		Thanks for helping us reac...	162333443904990	Public	0	0	0
	10/04/12		Tune in for our final Advert...	351202494972174	Public	0	0	0
	10/04/12		Learn more about how Car...	234491690010145	United Kingdom, Ireland	0	0	0
	10/04/12		Scopri in che modo Carpho...	266487156805304	Italy, Italiano	0	0	0
	10/04/12		Conoce en la edición de oc...	152747408201762	Spain, Español, Español (E...	0	0	0
	10/04/12		Erfahre im Facebook-Down...	426295754093286	Germany, Deutsch	0	0	0
	10/04/12		Consultez l'édition d'octobr...	370478619701670	France, Français (France),...	0	0	0
	10/03/12		Curious how data is changi...	470313386346146	Public	0	0	0
	10/03/12		If you missed Facebook C...	470292073014944	Public	0	0	0
	10/02/12		Tune in now for Sheryl San...	504955349532712	Public	0	0	0
	10/02/12		Don't miss Sheryl Sandbera...	351784284914361	Public	0	0	0

# Click “link” to create a Link Page post

The screenshot shows the Facebook Studio interface for a page with ID 184226791621475. The top navigation bar includes 'Download', 'Upload', 'Bulk Import', and 'Options'. The main menu has 'Page Posts' selected. A modal window titled 'Compose a Page Post' is open, showing options for 'Share' (status, link, photo, video), a 'Message' field, and 'Targeting Options' for 'Languages' and 'Location'. The 'link' option is highlighted with a red box. Below the modal, a table lists various posts with columns for Date, scheduled status, Message, Reach, Engage..., and People t... The table contains 15 rows of post data.

Date	schedu	Message	Reach	Engage...	People t...
11/08/12			0	0	0
11/06/12			0	0	0
10/30/12			0	0	0
10/23/12			0	0	0
10/21/12			0	0	0
10/05/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/04/12			0	0	0
10/03/12		Curious how data is changi...	470313386346146	Public	0
10/03/12		If you missed Facebook C...	470292073014944	Public	0
10/02/12		Tune in now for Sheryl San...	504955349532712	Public	0
10/02/12		Don't miss Sheryl Sandberg...	351784284914361	Public	0
10/02/12		Facebook's seminar on Mak...	145187815626422	Public	0
10/01/12		Should brand marketers re...	152042108272982	Public	0
10/01/12		Don't forget to tune in at 1...	448097238574075	Public	0
10/01/12		It's Advertising Week! We ...	461866960525119	Public	0

# Click “show advanced options” to customize how your Page post will look like

The screenshot displays the Facebook Studio interface for a page with ID 184226791621475. The top navigation bar includes buttons for 'Download', 'Upload', 'Bulk Import', and 'Options'. Below this is a menu with 'Page Posts' selected. The main area shows a 'Compose a Page Post' modal window. The modal has a title bar and a 'Share:' section with options for 'status', 'link', 'photo', and 'video'. A note states: 'Ads created for post will only display first 90 characters of the message'. There are input fields for 'Link' and 'Message' (0 characters). A red box highlights the 'Show advanced options' button. Below this is the 'Targeting Options' section with 'Languages' and 'Location' fields. A warning message at the bottom of the modal reads: 'This post will not get organic distribution until you decide to publish it to the Page'. The background shows a table of posts with columns for 'Date', 'scheduled', 'Reach', 'Engage...', and 'People t...'. The table contains several rows of post data.

Date	scheduled	Reach	Engage...	People t...
11/08/12		0	0	0
11/06/12		0	0	0
10/30/12		0	0	0
10/23/12		0	0	0
10/21/12		0	0	0
10/05/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/03/12		0	0	0
10/03/12		0	0	0
10/02/12		0	0	0
10/02/12		0	0	0
10/02/12		0	0	0
10/01/12		0	0	0
10/01/12		0	0	0
10/01/12		0	0	0

# Fill out the “Link” and “Message” fields

Facebook Studio (184226791621475):

Create Post Publish Post Revert Changes Promote View Ads

Compose a Page Post

Share: status · **link** · photo · video

Ads created for post will only display first 90 characters of the message

**Link:**

**Message:**  63 characters

Hide advanced options

**Name:** [?]

**Caption:** [?]

**Description:** [?]  0 characters

**Picture:** [?]

**Source:** [?]

**Targeting Options:**

**Languages:**

**Location:** [?]

This post will not get organic distribution until you decide to publish it to the Page

Cancel Submit

Date	schedu	language	Reach	Engage...	People t
11/08/12			0	0	0
11/06/12			0	0	0
10/30/12			0	0	0
10/23/12			0	0	0
10/21/12			0	0	0
10/05/12			0	0	0
10/04/12			0	0	0
10/04/12		Ireland	0	0	0
10/04/12			0	0	0
10/04/12		español (E...	0	0	0
10/04/12		h	0	0	0
10/04/12		(France),...	0	0	0
10/03/12			0	0	0
10/03/12			0	0	0
10/02/12			0	0	0
10/02/12			0	0	0
10/02/12			0	0	0
10/01/12			0	0	0
10/01/12			0	0	0
10/01/12			0	0	0



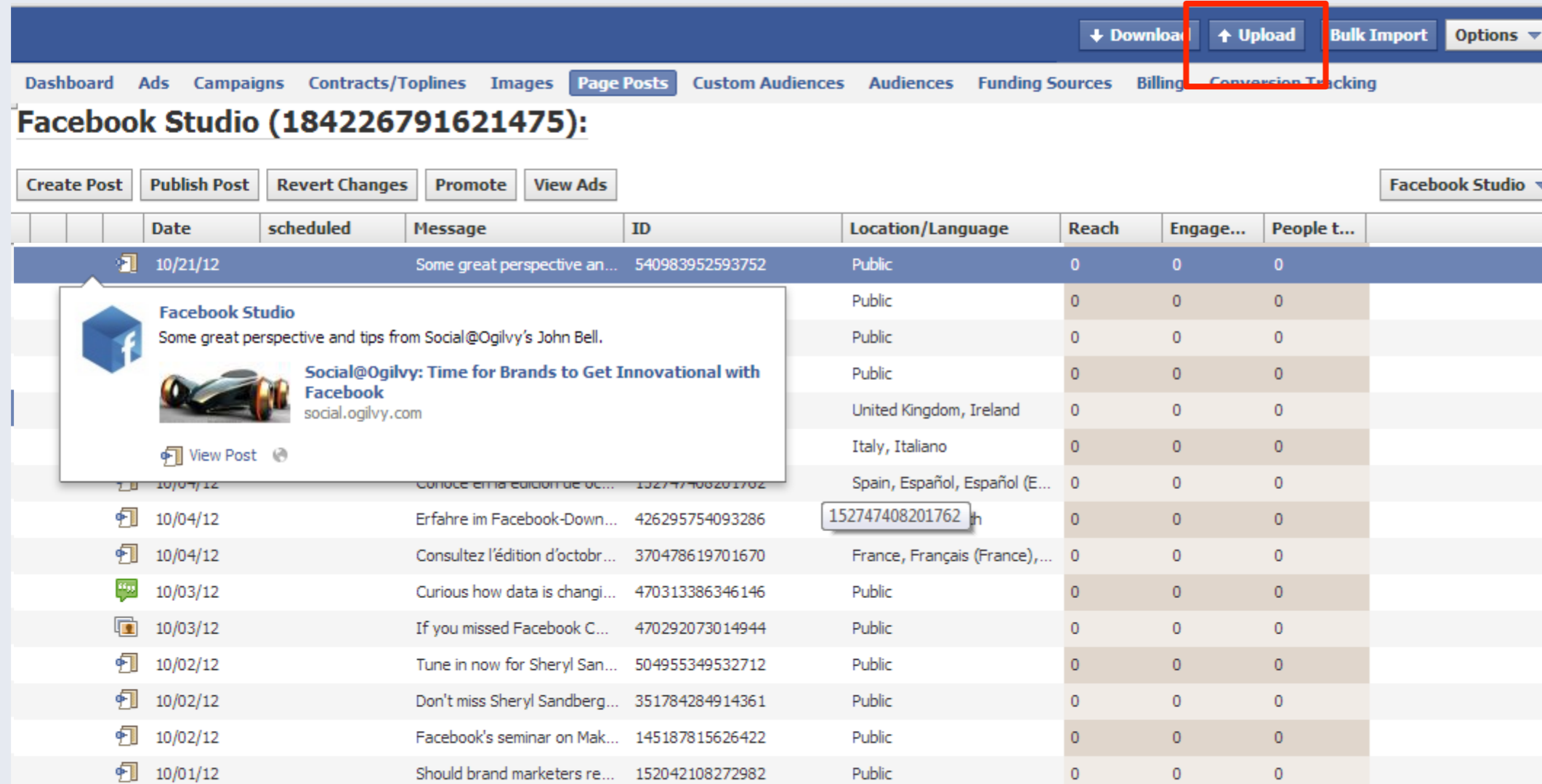


# Select your post from the list, and publish it (immediately, or at a certain date)

The screenshot displays the Facebook Studio interface for a page with ID 184226791621475. At the top, there are navigation tabs: Dashboard, Ads, Campaigns, Contracts/Toplines, Images, Page Posts (selected), Custom Audiences, Audiences, Funding Sources, Billing, and Conversion Tracking. Below the navigation is a header for the page and a row of action buttons: Create Post, Publish Post, Revert Changes, Promote, and View Ads. A table of posts is visible, with columns for Date, Page, Reach, Engage..., and People t... A modal window titled 'Publish Post' is open, showing a preview of a post from Facebook Studio with the text 'Some great perspective and tips from Social@Ogilvy's John Bell.' and an image of a race car. The modal also includes 'Publishing Options' with 'Publish Now' selected and 'Schedule a time to publish' as an alternative. 'Cancel' and 'Publish' buttons are at the bottom of the modal.

Date	Page	Reach	Engage...	People t...
11/08/12		0	0	0
11/06/12		0	0	0
10/30/12		0	0	0
10/23/12		0	0	0
10/21/12		0	0	0
10/05/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/04/12		0	0	0
10/03/12		0	0	0
10/03/12		0	0	0
10/02/12		0	0	0
10/02/12		0	0	0
10/02/12		0	0	0
10/01/12		0	0	0
10/01/12		0	0	0

# Click “Upload” and your post will get published, and can be promoted with ads



The screenshot displays the Facebook Studio interface. At the top right, the 'Upload' button is highlighted with a red box. Below the navigation bar, the page title is 'Facebook Studio (184226791621475):'. A row of action buttons includes 'Create Post', 'Publish Post', 'Revert Changes', 'Promote', and 'View Ads'. A table lists various posts with columns for Date, scheduled status, Message, ID, Location/Language, Reach, Engage..., and People t... A pop-up window shows a post from 'Facebook Studio' with the text 'Some great perspective and tips from Social@Ogilvy's John Bell.' and a link to 'Social@Ogilvy: Time for Brands to Get Innovational with Facebook'.

Date	scheduled	Message	ID	Location/Language	Reach	Engage...	People t...
10/21/12		Some great perspective an...	540983952593752	Public	0	0	0
				Public	0	0	0
				Public	0	0	0
				United Kingdom, Ireland	0	0	0
				Italy, Italiano	0	0	0
				Spain, Español, Español (E...	0	0	0
10/04/12		Erfahre im Facebook-Down...	426295754093286	152747408201762	0	0	0
10/04/12		Consultez l'édition d'octobr...	370478619701670	France, Français (France),...	0	0	0
10/03/12		Curious how data is changi...	470313386346146	Public	0	0	0
10/03/12		If you missed Facebook C...	470292073014944	Public	0	0	0
10/02/12		Tune in now for Sheryl San...	504955349532712	Public	0	0	0
10/02/12		Don't miss Sheryl Sandberg...	351784284914361	Public	0	0	0
10/02/12		Facebook's seminar on Mak...	145187815626422	Public	0	0	0
10/01/12		Should brand marketers re...	152042108272982	Public	0	0	0