

Facebook Timeline for Brand pages

After the mixed opinions and speculation surrounding the new 'Facebook Timeline' it appears that even brand and group pages will be experiencing the change along with personal profiles.

The layout will be the same as the existing profile layout with a changeable cover image to enhance the page and all the page photos and apps will appear at the top. Initially only page admin will be able to see a preview of the new page layout, and will be greeted with a 'Welcome to Your Page Preview' on log in, this will give the company the opportunity to fine tune past history keeping only what they want to share and how they want the page to look before it gets published.



We received our 'Welcome to Your Page Preview' on today's log in, although Facebook still haven't made an official announcement about the change and the notification after accepting the preview informs you that the new design will be automatically rolled out for everyone on 30th March 2012. We take this challenge and are working on a new creative timeline style design for our brand page, so watch this space!