



Facebook Public Profiles: Public Figures

The Opportunity

If you are a celebrity, athlete, politician or public figure, with Facebook public profiles, you can create an authentic connection with millions of fans and supporters on Facebook by communicating with your real voice and participating in the conversations already happening about you online. Are you a:

- **Celebrity**
- **Athlete**
- **Politician**
- **Public Figure**

Connection: Your fans and supporters have an incredible desire to connect with you, get updates on your every-day life and hear what is on your mind – direct from the source. Get access and engage in real-time with your fans – be apart of the conversation.

Content: Share your thoughts, updates about the causes you support, exclusive information on what is happening in your life, behind the scenes photos or videos and more, with the privacy controls you need to protect yourself online.

Distribution: Get the power of global reach and instant access to your fans through News Feed, viral distribution and targeted updates. With Facebook, you have the flexibility and controls to share want you want to share with the people you want to share it with.

The screenshot shows the Facebook profile of Ashton Kutcher. At the top left is a profile picture of him. To the right of the picture, the name "Ashton Kutcher" is displayed with a "Become a Fan" button. Below the name are navigation tabs: "Wall", "Info", "Video", "Photos", "Notes", "Discussions", and a plus sign. A text box for "What's on your mind?" is visible with a "Share" button. Below this are tabs for "Ashton Kutcher + Fans", "Just Ashton Kutcher", and "Just Fans", along with a "Settings" gear icon. The main content area shows two posts. The first post is from "Ashton Kutcher" with the text "listening to french music" and a timestamp of "10:50am - Comment - Like". The second post is also from "Ashton Kutcher" with the text "slightly rotund business man crossing" and a photo of a blue pedestrian crossing sign.

Tips & Tricks

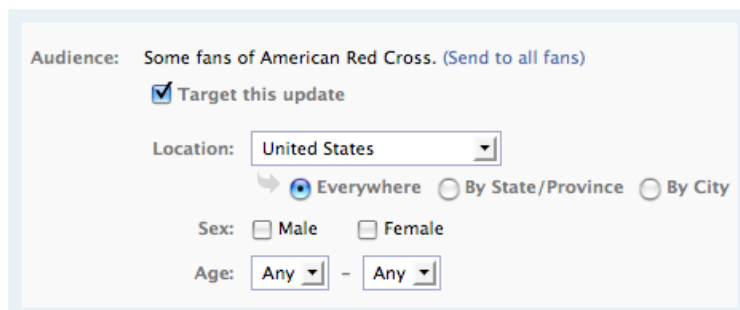
Publisher & Wall: Use the Publisher on the Wall tab to update your Status, upload new photos or videos, post Notes or Links to interesting content. Be sure to highlight recent news and information and remember that bringing your real voice to the content makes it that much more engaging.

Favorite Pages: Use Favorite Pages to highlight any other public profiles on Facebook you are affiliated with, other brands, products or people you support or just other entities you respect or care about



Share, Like and Commenting: Remind people connected to your public profile to participate on your page. The more people share, like or comment on your content the wider distribution you will receive through News Feed. Be sure to post engaging, relevant content at a pace that is steady without being overwhelming to your fan base.

Targeted Updates: In addition to News Feed distribution, you can send targeted updates to the people connected to you about special promotions, appearances or other exciting news within specific geographical areas.



Useful Facebook Applications

Simply click on the name of each application below to add each application or for more information. Each of these applications can be added as a box on your Wall or to the Boxes tab. Many can also be added as stand-alone tabs. Look for the 'Add to Page' button:

Blogging & Feedback

Notes - Think of Facebook Notes as a blog feature on Facebook: you can share your life, activities, thoughts and more with people on Facebook through written entries. They can comment on your Notes and you can even import your existing blog from an external site.

Discussion Boards - Discussion Boards can be used by you to spark a conversation among people you are connected to and get feedback on a particular topic or for users to start discussions on their own (such as your latest public appearance or game winning dunk).

Media

Photos - With Facebook Photos, you can upload an unlimited number of photo albums to your public profile (shots from recent events, important people or entities in your life or anything you want to share with people on Facebook.)

Video - With Video, you can upload video files and record video messages right from your public profile. You can create a video diary of the events in your life, clips from a recent show or game, or upload any video content you want to share.

Links - With Links, you can share your favorite content on the internet by posting it on your public profile. You can post links to your website, your external fan pages, or any external content you want to share. You can also post links to content on Facebook.

Custom Content

Static FBML - This application will add a box to your public profile in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

Flash Player - This application will add a box to your public profile in which you can upload your own Flash files to achieve advanced customization.

Events - With Facebook Events, you can make an event where people can RSVP to upcoming live shows, television appearances or album release dates.

Useful 3rd Party Applications

Facebook Developers have built thousands of free applications on Facebook. Here are a few that might be useful:

Causes - Causes lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits and major presidential campaigns. If you are a nonprofit that would like to work directly with us, please e-mail our Nonprofit Partner Team at partner@causes.com.

iLike Songs - iLike lets you add music to your public profile and show the people who are connected to you who you are listening to.

Public Profile Examples

We suggest you check out the public profiles below (by clicking on each name) for great examples of how to build a presence on Facebook and get started [creating your public profile now](#):

Actors

[Ashton Kutcher](#)
[Demi Moore](#)

Athletes

[Baron Davis](#)
[Dwyane Wade](#)
[Lance Armstrong](#)
[Michael Phelps](#)

Politicians

[President Barack Obama](#)
[President Nicolas Sarkozy](#)

News Anchors

[Anderson Cooper](#)

Be connected. Be discovered. **Be on Facebook.**