



Facebook Public Profiles: Music & Bands

The Opportunity

If you are a musician or band, Facebook public profiles can bring you closer to millions of fans on Facebook and help you discover new fans with unparalleled distribution. Are you a:

- **Recording Artist**
- **Musician v/ Songwriter**
- **Band**

Connection: Create an authentic connection with people on Facebook by sharing new and exclusive information and encouraging them to show support by posting comments and sharing content with their friends.

Content: Share updates on your latest tour or album, stream new music, post behind the scenes photos and video, and create event reminders for upcoming live shows.

Distribution: Get access to a global audience of over 175 million Facebook users and grow your fan base. Keep current people on Facebook engaged through News Feed updates when you post new content and share information on your public profile.

The screenshot shows the Facebook profile for Britney Spears. The profile picture is a promotional image for her 'Circus Spears' tour, featuring her in a dark, sequined outfit against a background of bright, sparkling lights. The text 'BRITNEY SPEARS' is written in large, stylized letters, with 'CIRCUS' in a smaller font below it. The profile header includes the name 'Britney Spears' and a verified badge. Below the name are navigation tabs for 'Wall', 'Info', 'Boxes', 'Photos', 'YouTube', and 'Discussions'. A text box prompts the user to 'What's on your mind?' with a 'Share' button. Below this are buttons for 'Britney Spears + Fans', 'Just Britney Spears', and 'Just Fans'. The main content area shows two posts. The first post is titled 'BREAKING NEWS: Britney is the new Candie's Girl' and includes a small image of her. The second post is titled 'EXCLUSIVE: The Setlist' and also includes a small image of her. Both posts have a timestamp of 6:06pm and options to 'Comment', 'Like', and 'Share'. On the left side of the profile, there are links for 'Suggest to Friends', 'Add to my Page's Favorites', 'View Updates', and 'More'. Below these links is an 'Information' section with the following details: Genre: Pop; Hometown: Kentwood, LA; Los Angeles, CA; Record Label: (blank).

Tips & Tricks

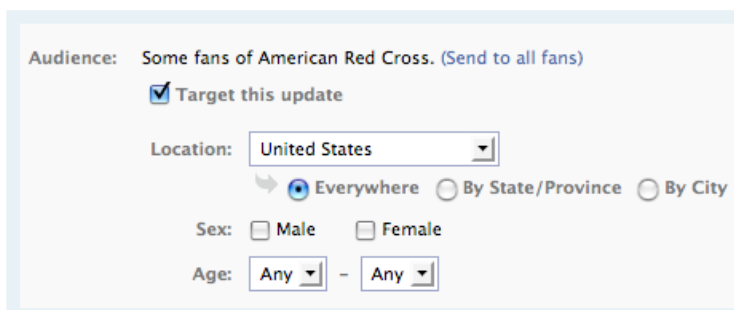
Publisher & Wall: Use the Publisher on the Wall tab to post an update about an upcoming tour, album release or your thoughts on a new song. Upload behind the scenes videos or photos from a video shoot or create a tour diary using Notes.

Favorite Pages: Use Favorite Pages to call attention to the other public profile on Facebook that you care about, such as other artists who have inspired you, your new perfume or clothing line or other public figures or brands you care about.



Share, Like and Commenting: Remind users to participate on your public profile. The more that 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 upcoming live shows or ticket promotions in their geographic area.



Useful Facebook Applications

Simply click on the name of each application below to add these applications 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:

Share your music

Music Player - Music Player lets people stream your band's tracks directly from your public profile. Add as many tracks as you want, and update Music Player as you create new music.

Discography - Discography helps people track the history of your records. List your album name thumbnail photo and individual tracks.

Blogging & Feedback

Notes - Think of Facebook Notes as a blog feature on Facebook. You can share band or album news, thoughts on current events or personal diary entries. People can comment on your Notes and you can add images and links to any entry. If you have an existing blog you can use the RSS feed to automatically import your blog posts to your Facebook public profile.

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 favorite tour moments and set-list comparisons)

Media

Photos - With Facebook Photos, you can upload an unlimited number of photo albums to your public profile (share shots from your recent live show, album release party or anything important to you).

Video - With Video, you can upload video files and record video messages right from your public profile. You can create a video diary of life on the road clips from a recent show, or upload your most recent music video.

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, ticket sites, 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 create 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:

Awareness & Fundraising

iLike Songs - Musicians, add music to your public profile with Songs (by iLike)! With iLike's music player people can dedicate your songs to friends, add your music to their profile, or buy it on iTunes, spreading your music.

iLike iCast - Send bulletins with iCast. You can send multimedia or mobile bulletins, or just plain blogs. Your bulletins will show not only to people on Facebook, but via iLike across 10 different networks.

iLike Concerts - Add events to your public profile. Major shows are listed automatically, saving you time. Your fans can say I'm going / wanna go. Only iLike's concerts display on the "Concerts my friends are going to" pages in Facebook.

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](#):

Musicians

[Britney Spears](#)

Bands

[U2](#)

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