

# So you have a Facebook page: Now what?



by Pete Codella, APR

May 13, 2011

# facebook

Email

Password

Login

Keep me logged in

[Forgot your password?](#)



Heading out? Stay connected  
Visit facebook.com on your mobile phone.

Get Facebook Mobile

## Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month:  Day:  Year:

Why do I need to provide my birthday?

Sign Up

Create a Page for a celebrity, band or business.

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Facebook © 2011 · [English \(US\)](#)

[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

# Uses

- Personal profile
- Business profile
- Facebook as a page (participate as a brand)
- Community pages
- Facebook groups, open or private



## Press Room

[Blog](#) · [About](#) ·  [Press Releases RSS](#)

### Statistics

#### People on Facebook

More than 500 million active users  
 50% of our active users log on to Facebook in any given day  
 Average user has 130 friends  
 People spend over 700 billion minutes per month on Facebook

#### Activity on Facebook

There are over 900 million objects that people interact with (pages, groups, events and community pages)  
 Average user is connected to 80 community pages, groups and events  
 Average user creates 90 pieces of content each month  
 More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

#### Global Reach

More than 70 translations available on the site  
 About 70% of Facebook users are outside the United States  
 Over 300,000 users helped translate the site through the translations application

#### Platform

Entrepreneurs and developers from more than 190 countries build with Facebook Platform  
 People on Facebook install 20 million applications every day  
 Every month, more than 250 million people engage with Facebook on external websites  
 Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day  
 More than 2.5 million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

#### Mobile

There are more than 250 million active users currently accessing Facebook through their mobile devices.  
 People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.  
 There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

#### COMPANY

- [Press Room](#)
- [Factsheet](#)
- [Statistics](#)
- [Timeline](#)
- [Executives](#)
- [Founder Bios](#)
- [Platform](#)
- [B-Roll](#)
- [Press Releases & Announcements](#)

#### CONTACTS

- [Images](#)
- [Speaker Requests](#)
- [Interview Requests](#)
- [Facebook Stories](#)

# Looking for deals, news and community

Existing customers | 84%

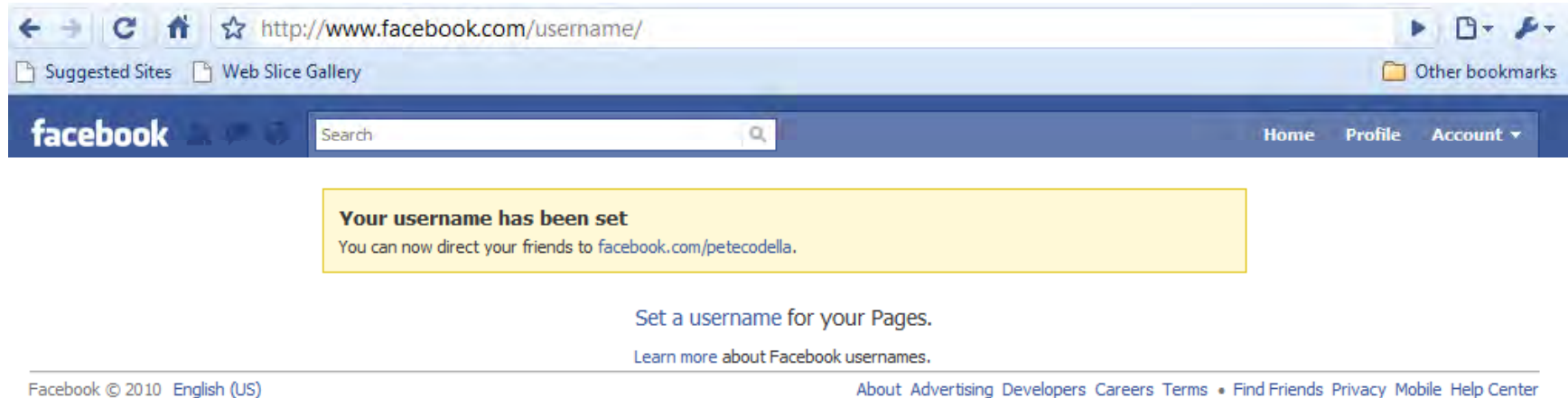
Want exclusive offers and benefits | 83%

Buy more after liking your page | 36%

via Webtrends & Hubspot



# Set your username



Need 25 page 'likes' to set a vanity username for your page

The image shows the word "Google" in its signature multi-colored font. The letters are blue, red, yellow, blue, green, and red from left to right. The logo is centered on a white background and has a slight drop shadow.

Global **By Country** By Category   Free Download Top 1,000,000 Sites (Updated Daily)

**Top Sites**  
The top 500 sites on the web.

**1**  
**2**  
**3**

- 1 **Google**  
google.com  
Enables users to search the Web, Usenet, and images. Features include PageRank, caching and tra...  
[More](#)  
★★★★★ Search Analytics ▶ Audience ▶

---

- 2 **Facebook - Bill Farmer**  
facebook.com  
[Requires membership] Wikipedia entry page with related Facebook posts and links.  
★★★★☆ Search Analytics ▶ Audience ▶

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- 3 **YouTube - Broadcast yourself**  
youtube.com  
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... [More](#)  
★★★★★ Search Analytics ▶ Audience ▶

---

- 4 **Yahoo!**  
yahoo.com  
Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.  
★★★★★ Search Analytics ▶ Audience ▶

---

- 5 **Windows Live**  
live.com  
Search engine from Microsoft.  
★★★★☆ Search Analytics ▶ Audience ▶

---

- 6 **Wikipedia**  
wikipedia.org  
An online collaborative encyclopedia.  
★★★★★ Search Analytics ▶ Audience ▶

---

- 7 **Baidu & MainMusik.com**  
baidu.com  
Music search engine and free MP3 & video streaming for all kind of topic.  
★★★★☆ Search Analytics ▶ Audience ▶

---

- 8 **Blogger.com**  
blogger.com  
Free, automated weblog publishing tool that sends updates to a site via FTP.  
★★★★★ Search Analytics ▶ Audience ▶

**Ads by Google**

[Official Google Analytics](#)  
Website. Gain traffic & optimize with Google Analytics. Free!  
[www.google.com/analytics](http://www.google.com/analytics)

[Free SEO Training Utah](#)  
SLC & Orem: June 10, 2010 2 Hr Free Class-Get your seat now!  
[GrowASite.com](http://GrowASite.com)

[LinkedIn DirectAds](#)  
Advertise on LinkedIn. Targeted Ads to Professionals. Just \$5 to Start.  
[www.Linkedin.com/DirectAds](http://www.Linkedin.com/DirectAds)

Advertise with Alexa

**Click here to get your FREE credit score**



codella marketing

Search

About 10,100 results (0.14 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More

Bountiful, UT

Change location

All results

Related searches

More search tools

[Codella Marketing | Salt Lake City social media, public relations ...](#)

Codella Marketing is home to the only \$199 a month online media room software — NewsCactus — a hosted press room solution developed by an Accredited public ... [www.codellamarketing.com/](#) - Cached - Similar

[Codella Marketing Newsroom | Salt Lake City social media, public ...](#) - 6/5/10

Online newsroom by NewsCactus for Salt Lake City public relations firm ... [news.codellamarketing.com/](#) - Cached - Similar

[Codella Marketing | Salt Lake City social media, public relations ...](#)

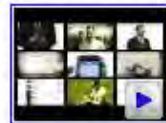
Codella Marketing | Salt Lake City social media, public relations and ... [codellamarketing.com/about/pete-codella](#) - Cached

[Codella Marketing | Salt Lake City social media, public relations ...](#)

Codella Marketing | Salt Lake City social media, public relations and ... [codellamarketing.com/legal](#) - Cached

Show more results from [codellamarketing.com](#)

[Social Media Song: Crazy Little Thing The Web](#)



3 min - Jun 24, 2009 - Uploaded by [codellamarketing](#)  
A social media song by Pete Codella and music video by MultiMediaWise.  
Vocals & Lyrics: [petecodella.com](#) @codella Video [multimediamwise ...](#)  
[www.youtube.com/watch?v=x96KP1wfbpY](#)

More videos for [codella marketing](#) »

[Codella Marketing | Facebook](#)

Welcome to a Facebook Page about **Codella Marketing**. Join Facebook to start connecting with **Codella Marketing**.

[www.facebook.com/CodellaMarketing](#) - Cached

[Codella Marketing | LinkedIn](#)

Welcome to the company profile of **Codella Marketing** on LinkedIn. **Codella Marketing** excels where technology and public relations meet. - Public relations -

[www.linkedin.com/company/codella-marketing](#) - Cached

[Codella Marketing < Utah Internet Marketing - A Directory of ...](#)

**Codella Marketing** is a Salt Lake City based public relations and marketing firm that excels where technology meets business communicati.

[www.utahinternetmarketing.com/m/woods-cross/codella-marketing/](#) - Cached

6

# Edit your page

The screenshot shows the Facebook interface for editing a page. At the top, the Facebook logo and navigation links (Home, Profile, Account) are visible. The page name 'Codella Marketing' is displayed with a 'View Page' button. The left sidebar contains a 'Your Settings' menu with options like Manage Permissions, Basic Information, Profile Picture, Featured, Marketing, Manage Admins, Apps, Mobile, Insights, and Help. The main content area is titled 'Posting Preferences' and 'Email Notifications'. Under 'Posting Preferences', there is a checked checkbox for 'Always comment and post on your page as Codella Marketing even when using Facebook as Pete Codella.' with a note: 'Note: You're currently using Facebook as Pete Codella. To use Facebook as Codella Marketing, go to Account at the top of any page.' Under 'Email Notifications', there is a checked checkbox for 'Send notifications to pete@codellamarketing.com when people post or comment on your page.' and a link to 'View all email settings for your pages.' At the bottom of the settings area are 'Save Changes' and 'Cancel' buttons. The footer contains 'Facebook © 2011 · English (US)' and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help'.

# Like box

facebook DEVELOPERS Documentation Forum Showcase Blog Status

## Social plugins

Home > Documentation > Social plugins > Like Box

### Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this page, and which of their friends like it too
- Read recent posts from the page
- Like the page with one click, without needing to visit the page

**Facebook Page ID (?)**  
119984535122

**Width (?)**  
300

**Connections (?)**  
10

**Stream (?)**  
 Show stream

**Header (?)**  
 Show header

[Get Code](#)











#### Find us on Facebook

**Codella Marketing**  
You like this. Unlike

**Codella Marketing** The latest article written by Codella Marketing owner, Pete Codella, in the 2009-2010 BYU Department of Communications Annual Report. Titled "The New Gutenberg," Codella discusses the 'Internet press' and how it has revolutionized how we communicate.  
[news.codellamarketing.com](http://news.codellamarketing.com)  
news.codellamarketing.com  
Yesterday at 4:53pm

**Codella Marketing**  
**Sign-up for Southwest Airlines Visa card and get a free flight**  
Do you fly Southwest Airlines? I do as often as possible, especially now that

Codella Marketing has 48 fans

 Shawn P.	 A Kent	 Rachel	 Holly	 Christy
 Aaren	 Bob	 Bingham	 Brad	 Ashley

Facebook social plugin

## Join us on Facebook

Codella Marketing

facebook






Name:  
**Codella Marketing**

Status:  
**Looking forward to being back in Las Vegas on...**

Fans:  
**79**

# Import an RSS feed

facebook  Search 

 **Import a Blog** [Back to Advanced CFO Solutions's Notes](#)

---

### Import an External Blog

You can import posts from one external blog so that they appear along with your notes. Facebook will automatically update your notes whenever you write in your blog. Imported blog posts cannot be edited.

**Please only import your own blog.** If you import too many blog posts in a day, you could be blocked from writing or importing new notes, and this could result in your account being disabled.

**You are not importing from an external blog to your notes.**  
Enter a URL below to import to your notes.

Web URL:

**By entering a URL, you represent that you have the right to permit us to reproduce this content on the Facebook site and that the content is not obscene or illegal.**

[Start Importing](#)

Edit page > Apps > Notes: Go to App

**facebook**  Search

---



**Codella**  
MARKETING

-  Codella Marketing's Notes
-  Notes About Codella Marketing
-  Codella Marketing's Drafts

**Browse Notes**

-  Friends' Notes
-  Pages' Notes
-  My Notes
-  My Drafts
-  Notes About Me

Jump to Friend or Page

**Subscribe**

 Codella Marketing's Notes  
[Edit import settings](#)

**Notes** ▶ **Codella Marketing's Notes** + Write a Note

---

**Handling negative comments about my social media song video**  
By Codella Marketing · 11 hours ago

Recently I've received a string of very negative comments about my 2009 social media song music video: *Crazy Little Thing The Web* (the number one "social media song" search result on YouTube, by the way). I have no problem with criticism. I read, receive and counsel others on how to confront it daily. I will admit though that I'm i...

[View Full Note](#) · [Like](#) · [Comment](#)

---

**[Why content curation is the foundation of digital public relations](#)**  
By Codella Marketing · Monday, April 11, 2011

We all know content is king. In fact, we're probably tired of hearing about it. But let's face it, when it comes to your online positioning, the most effective tool is frequently published content. For our purposes we'll treat content as any sort of online text, graphic, video, audio file, image, logo, game, widget, etc. And for pu...

[View Full Note](#) · [Like](#) · [Comment](#)

---

**Your personal brand, digital footprint and blogging**  
By Codella Marketing · Friday, March 25, 2011

Yesterday I spoke at the 2011 Mountain West Regional Public Relations Conference hosted by the Utah State University Public Relations Student Society of America. I'm embedding my presentation on my blog and would love to hear from any of you who attended my sessions or any blog readers. Also, if you'd like a text outline of the pre...

# involver™

APPLICATIONS

ENGAGEMENT PLATFORM

SML™ **NEW**

Everything you need to build and scale customized social marketing experiences with speed and pixel perfect quality.

[Get Apps](#)



## Application

### Static HTML For Pages

This new application from Involver offers the easiest way to render HTML in a Facebook iFrame and configure your fan page in just minutes. Customize your tab name and use it as a fan gate to drive Facebook Likes.

[Learn More](#)



## Product

### Introducing SML™: The World's First Markup Language For Social

Brand marketers and their agencies have been looking for a simple way to build immersive, customized experiences to engage audiences on social media platforms.

[Learn More](#)

BRANDS ENABLED 253,926

AUDIENCE SERVED 580,261,535

### Brands using Involver apps



### Quotes



*"We hired Involver to train us in SML, a perfect tool to enable our developers to build applications on Facebook. We found it very well structured and simple to use, so now we can focus on our main*

# Involver plugins

facebook Search

**Codella Marketing**

Wall Info Photos Boxes Notes Twitter >> +

Admin Controls: Edit Tab Settings | Contact us about Involver Premium

**Follow on Twitter**

@codella

**Share with friends**

Start Typing a Name

- 'Gady Shlasky'
- Patrick Doyle
- A Kent Merrell
- Aaren Humpherys
- Aaron Gaudin
- Aaron Mentzer
- Aaron Nelson
- Abby Brown

Send Page Invitation

Powered by Involver

**involver**

**@jakeneeley** announced by **@APStylebook**. article on **@Mashable**  
37 minutes ago

**@APStylebook** where's your newsroom and announcement about the new social media terms?  
about 21 hours ago

**AP Style:** Web site is changed to website - finally! Now who was it on LinkedIn that was giving me a difficult time about supporting that?  
about 21 hours ago

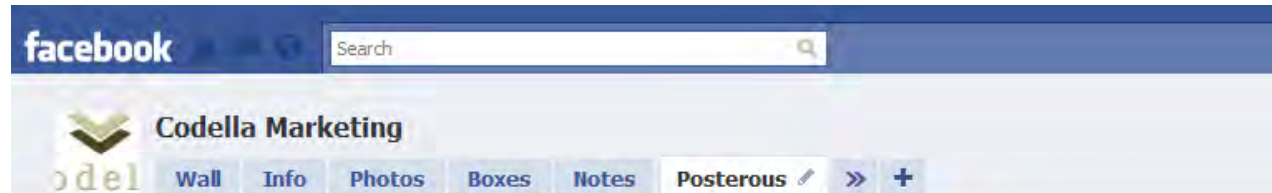
**@Tony\_Horton** I'm starting P90X soon. got the DVDs. need to get some equip & read up, then my 90 days begins!  
about 21 hours ago

**@SeeJaneTweet** cool! thx! it's a good series of articles  
about 1 day ago

# YouTube

The screenshot shows a Facebook page for 'Codella Marketing'. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, Photos, Boxes, Notes, and YouTube. Below the header, there are links for 'Admin Controls', 'Edit Tab Settings', and 'Contact us about Involver Premium'. The main content area features a video player with a grid of video thumbnails. The video title is 'Social Media Song: Crazy Little Thing The Web'. To the left of the video player is a 'Share with friends' section with a list of names and a 'Send Page Invitation' button. Below the video player is a 'Videos' section with a grid of video thumbnails and their titles: 'April fools copier joke', 'Flip video for Kent', 'Online PR Podcast: Episode 014', 'Social Media Song: Crazy Little Thing The Web', 'Social Media Changes Public Relations 6', and 'Social Media Changes Public Relations 5'. The page is powered by Involver.

# Posterous



## Pete's posterous

March 24, 2010

### MoMA acquires the @ symbol - what?

I heard a fascinating report and interview on NPR today about the Museum of Modern Art acquiring the @ symbol as part of its collection.

Here's a link to the blog post by Paola Antonelli, Senior Curator, Department of Architecture and Design describing @ at MoMA:

[http://www.moma.org/explore/inside\\_out/2010/03/22/at-moma](http://www.moma.org/explore/inside_out/2010/03/22/at-moma)

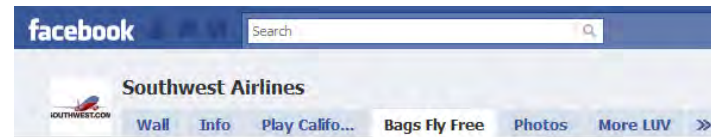
What do you think? Are they crazy to display the @ sign as art?

It's certainly an interesting choice.

Pete Codella | Accredited in Public Relations | 801.448.7383 | [petecodella.com](http://petecodella.com)

Comments [0]

# HTML on a page tab




An advertisement for Southwest Airlines. At the top left is the Southwest logo and "SOUTHWEST.COM". To the right is the text "GRAB YOUR BAG: IT'S ON". Below this is a video player with the title "REAL STUFF BEHIND THE SCENES" and a subtitle "The Chant: Behind the Scenes of Battle Cry". The video shows ground crew members in blue uniforms and orange safety vests. Below the video are two smaller thumbnail images. Underneath is a "Tell Us What You Think!" section with a comment box and a "Post" button. Two user comments are visible: one from Brianna Carter and one from Dan Busse.

# HTML on a page tab

The image shows a Facebook page for Southwest Airlines. At the top, the Facebook logo and search bar are visible. Below that, the Southwest Airlines profile header includes the name, logo, and navigation tabs for 'Wall', 'Info', 'Play Califo...', 'Bags Fly Free', 'Photos', and 'More LUV'. The main content area features a promotional banner for a contest. The banner has a blue background with a dolphin on the left and a red bridge on the right. The text reads: 'ONE MORE REASON TO LUV SOUTHWEST! PLAY CALIFORNIA - THE GAME AND WIN A TRIP TO THE GOLDEN STATE.' Below this is a large yellow graphic with a Southwest Airlines plane, the text 'WIN A TRIP TO CALIFORNIA ON SOUTHWEST!', 'SOUTHWEST.COM', 'CALIFORNIA', and a 'PLAY NOW' button. To the right of the yellow graphic is a slot machine reel showing various symbols, including a lighthouse and a van. Below the yellow graphic is a 'TELL YOUR FRIENDS' section with a 'Select Message' dropdown and a 'SUBMIT' button. At the bottom, there is a 'PRIZES' section with a photo of a train and a list of prizes. A 'SHARE' button is also present. A small disclaimer at the very bottom reads: '\*No purchase necessary. Must be legal US resident, at least 18 years of age or older. Contest ends at 11:59pm CST on June 27, 2010. Void where prohibited. To enter go to www.visitcalifornia.com/game.'

# Custom page




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by ScreenWorks Media
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### Take Your Fan Page to a New Level!


VIEW DESIGN PORTFOLIO

**BEFORE**



➔





**AFTER**






Let us work with you to design and develop a custom Fan Page optimized for your specific needs. Create a relationship with your fans with rich content they can share with their friends.

Contact us today for a **FREE 15 Minute Consultation**. We can help you bring your social media marketing plan to the next level. **Call today! 888.678.6681**



*Get Simple, Efficient & Affordable Results!*

**FREE CONSULTATION**  
contact us today.



**Tell me more...**


First Name

Last Name

Phone

Email

Company

**SUBMIT** 

**DID YOU KNOW?**

**98%**


OF COMPANIES  
DON'T KNOW WHAT  
IS POSSIBLE ON  
FACEBOOK

**700K+**

BUSINESSES HAVE  
ACTIVE PAGES  
ON FACEBOOK

**400+**  
**MILLION**

INDIVIDUALS ARE  
ACTIVE ON  
FACEBOOK



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## Build custom Facebook tabs in minutes with ShortStack

ShortStack makes it ridiculously easy to make custom tabs for your clients' fan pages. You get to focus on your design and let ShortStack handle all the details.

**Start here, for free** ▶  
No credit card needed to try it out

**Pricing** ▶  
Plans start under \$10



### **Powerful Platform**


We handle all the hosting and server nonsense, so you can concentrate on creating great designs. You don't need to know anything about the Facebook API or any other programming mumbo jumbo.

[Learn More](#)

### **Customizable Widgets**

Whether you want to add video, RSS feeds, Twitter, product catalogs and photos, or you want to engage your visitors with polls, gifting, newsletter and contact forms, we've got a widget for it, with more on the way.


[Learn More](#)

### **Feedback**

*So in love with @ShortStackLab Just created some very cool Facebook tabs for clients!*

facebook  Home Profile Account









Add to My Page's Favorites  
Suggest to Friends

Accenture is a global management consulting, technology services and outsourcing company. Our "high performance business" strategy builds on our expertise in consulting, technology and outsourcing to help clients perform at the highest levels.







**Information**

Founded: 1989

**17,336 People Like This**


 Fabiola De Vierna	 Chad Dershaw	 Elise Facer-Childs
 Nahuel Galarza	 Chetan Garg	 Inês Jacinto

**Favorite Pages**  
6 of 14 Pages [See All](#)


		
Accenture in Italia	Accenture: Australia, Singapore, Malaysia, Thailand, Indonesia, South Korea	Accenture in India
		


**Accenture** Like

**Wall** Info Photos Video Notes More Inform...

 **Accenture** Attend today, 6:15 PM - 8:30 PM, Cable Industry Reception sponsored by Accenture at Dreamforce 2010.  
about an hour ago


5 people like this.

 **Accenture** Banks must create a more tailored and targeted way to rebuild customer profitability: Strategies for banks in this interactive presentation.


 **Customer Growth**  
bit.ly  
To view this presentation you will need to have Adobe Flash installed. If you do not have Flash installed please download it here.

3 hours ago · Share

4 people like this.

 **Accenture** Accenture Sales Force Expert Michael Peterson presenting on how to Enable your Mobile Sales Force with a Competitive Edge from the Cloud at 3:45PM in room West 3014 at Dreamforce 2010.  
3 hours ago


3 people like this.

 **Accenture** Deficiencies In Talent Recruitment and Information Technology Thwarting Global Expansion of High-Tech Firms, Accenture Survey Finds.

**Accenture Newsroom: Deficiencies In Talent Recruitment and Information Technology Thwarting Global E**  
bit.ly  
Accenture Newsroom official site for press releases, photos, video, audio, pr contact information, presskits and more.

8 hours ago · Share


15 people like this.


 **Accenture** Accenture Broadens Digital Relationship With Universal Music Group.

**Accenture Newsroom: Accenture Broadens Digital Relationship With Universal Music Group**  
bit.ly  
Accenture Newsroom official site for press releases, photos, video, audio, pr contact information, presskits and more.

9 hours ago · Share


10 people like this.

 **Accenture** Accenture Outlook: Five areas provide fertile ground for new growth and jobs in developed economies for the next decade.

 **Accenture Outlook: Where will the jobs come from?**  
bit.ly  
Contrary to more doom-laden views, there are ample opportunities for


Create an Ad

**SLC Bucket List** ✕  
partners.livingsocial.com




Things to do in Salt Lake City before you die. One huge coupon emailed daily.

**Social Work Jobs** ✕  
msw.usc.edu




Social workers change lives and solve social problems. Earn an MSW degree online from the University of Southern California.

**Relevant Marketing** ✕  
understanding.webtrend...



Join Gary Angel and discover the most effective way to send the right message to the right audience at the right time.

**Get info: MA in teaching** ✕  
mat.usc.edu



The University of Southern California offers an Online Master of Arts in Teaching. Become a great teacher. Request info via email



- Edit Page
- Promote with an Ad
- Add to My Page's Favorites
- Suggest to Friends

Charley Snow is an artist who lives and works in Helper, Utah. He's a cow's best friend. Check out CharleySnowArt.com.

Information

Location:  
Helper, UT

Insights

0 Post Quality

0 Interactions This Week

Insights are visible to page admins only.

Fans

6 of 37 Fans See All



# Charley Snow

- Wall
- Info
- Photos
- Boxes
- +

What's on your mind?

Attach:

Share

- Charley Snow
- Just Fans
- Settings

**Charley Snow** Lost my reference photo for a big painting. Gonna have to wing it. Let's see if all the figure structure lessons from John Erikson will pay off.

November 8 at 4:42pm · Comment · Like

**Charley Snow** Now starting final paintings for the show. Less hectic hours but still pretty long days.

October 29 at 8:59pm · Comment · Like

**Dallin Phillips** Tell me when and where your show is, please.

October 30 at 10:25am · Delete · Report

**Johanna Daley** Coda Gallery in Palm Desert, CA - Opening Nov. 28th, 5:30 - 8 pm. Next show at Coda in Park City, UT - Opening Feb. 12th 6 - 9 pm. <http://www.codagallery.com/index.php>

October 30 at 10:37am · Delete · Report

Write a comment...

## Charley Snow



### Palm Desert '09 Show

10 new photos

October 28 at 12:23am · Comment · Like · Share

Johanna Daley and 2 others like this.

View all 8 comments

### Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

### Charley Snow



Charley Snow is an artist residing in Helper, Utah. He received his BFA from the University of Utah and has worked alongside acclaimed...

Pete Codella is a fan.

Become a Fan



RedCross.org

- Wall
- Info
- Red Cross**
- Donate
- Find Chapter
- Photos (350)
- Events
- YouTube Box
- More

**About**  
 The American Red Cross is a humanitarian organization led by volunteers. We...  
 More

**277,928**  
 people like this

- Likes See All
- American Red Cross of Greater Chicago
  - Virgin Unite

## American Red Cross ▸ Red Cross

Non-Profit Organization

OFFICIAL FACEBOOK PAGE DONATE BLOOD ▸ VOLUNTEER ▸ RED CROSS STORE ▸

**American Red Cross**

**DISASTER ALERTS:** GIVE NOW

Explosion in California | Hazardous Materials in Georgia | Flood in Oregon | Forest Fire in Oklahoma | [More..](#)

**LEARN**

### DISASTER NEWS MORE...

- **Apr 8** - Story: Community in Action
- **Apr 8** - Photos: Red River Floods
- **Apr 8** - Disaster Alert: Explosion in California
- **Apr 8** - Disaster Alert: Hazardous Materials in Georgia
- **Apr 8** - Disaster Alert: Flood in Oregon

**BLOG MORE...**

- **Apr 8** - Haiti Update: Building a Better Future for the Disabled
- **Apr 8** - Joe Foster: What the Red Cross Means to Me
- **Apr 6** - Weekly Worldwide Wrap-Up
- **Apr 5** - What We're Reading
- **Apr 1** - Linda Francis Lee: What the Red Cross Means to Me

**TWITTER MORE...**

- **Apr 7** - Our hearts continue to be with those in Japan today. Please refresh eq preparedness tips (for US) <http://rdcrss.org/gFT21X>
- **Apr 1** - Today we're launching a new zombie preparedness program. Test your skills here: <http://ht.ly/431Jr>
- **Mar 31** - Join the next generation of @RedCross training. New first aid/CPR/AED program now available: [www.redcross.org/cpr](http://www.redcross.org/cpr)

**ACT: FIND YOUR LOCAL CHAPTER ON facebook**

**DONATE BLOOD!**

Make a Donation Appointment Search by Zip Code ▸

**For First-Time Donors** **For Blood Drive Coordinators**

### You and American Red Cross

12 friends like this.

### Friends' Photo Albums

**Fabulous Flower Baskets!**  
by Roxy Cross

**Maren After Dentist Appointment**  
by Barrett Christensen

**Mom, Dad & my ubercool Stepmom**  
by Roxy Cross

**Cowabunga Bay Day 3 Vacation 2009**  
by Barrett Christensen



- Wall
- Info
- Fan Contest
- Events
- Photos
- Video
- Discussions
- Notes

**About**  
The official Facebook page of the Minnesota Vikings Football Team.

**953,017**  
people like this

Likes See All



## Minnesota Vikings 👍 Like

Professional Sports Team · Eden Prairie, Minnesota



Wall Minnesota Vikings · Top Posts



**Minnesota Vikings**  
Make this year's family reunion the best ever. Say goodbye to your single years with a killer bachelor party. Take your work event from boring off-site to a stadium full of passionate fans. Show your horns and buy group tickets in 2011.



**Minnesota Vikings | Group Tickets**  
[www.vikings.com](http://www.vikings.com)

12 hours ago · Share

229 people like this.

View all 59 comments



**Minnesota Vikings**  
Log on to [vikings.com](http://vikings.com) right now to watch as the Vikings and Ramsey County make a stadium-related announcement live from Arden Hills.



**Arden Hills Stadium Announcement**  
[www.vikings.com](http://www.vikings.com)

The Vikings and Ramsey County will hold a presser at 3 p.m. today (Tuesday, May 10) that fans can watch live right here on [vikings.com](http://vikings.com).

Yesterday at 1:52pm · Share

585 people like this.

View all 206 comments



**Minnesota Vikings**  
Catch Special Teams Coordinator Mike Priefer on ESPN 2's First Take this morning at approximately 10:15 ct as he talks about his days as a Navy pilot and how life in the military prepared him for his second career as a coach.

### You and Minnesota Vikings



6 friends like this.

### Friends' Events See All

**FLAG - Fight Like A Girl! (Women's...**  
Saturday, May 14



RSVP: Yes · No · Maybe

### Event Invitations See All

**BEYOND DANCE - Promethean Spark**  
Be...  
Friday, May 13



RSVP: Yes · No · Maybe

### Sponsored Create an Ad

**Learn My Web Strategies**  
[returnvisitor.com](http://returnvisitor.com)

**SEO PPC  
Social Media Email  
Strategy**

Rich Schefren here, I help entrepreneurs and businesses apply the right strategies to online marketing. Sign up for my webinar to learn

**Relapsing MS**  
[rmstrials.com](http://rmstrials.com)



Visit us now to see if you pre-qualify for this research study

**Capgemini**



Tracking technology's

**facebook** Search Home Profile Account

**Pete Codella**  
Edit My Profile

News Feed  
Messages  
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Friends

4th Annual Socia...  
**Nonprofit Academ...**  
Utah Bloggers  
LDS Bloggers and...  
Create Group...  
See All

Apps  
FundRazr - Social Fundraising  
More

You are currently offline. To chat with your friends, go online.

**Nonprofit Academy Social Media Certificate**  
Closed Group — socialmediacertificate@groups.facebook.com

Edit Group Edit Settings

Share: Post Link Photo Video Event Doc

Write something...

**Bryan Lee**  
Hi all! I am planning all of my professional development courses for the next year and I could really use your help. Not including the classes that I have left to take from Continuing Ed at the U (which I will most definitely be completing), does anyone know of any other professional development classes in digital media marketing or social media marketing in Utah?  
about a week ago · Like · Comment · Subscribe

**Terry Sloan Haven**  
An interesting article from the Nonprofit Times  
<http://www.nptimes.com/11Mar/03152011col3.html>  
**What's It Cost? ROI of social media can be an intangible- The NonProfit Times March 15, 2011**  
[www.nptimes.com](http://www.nptimes.com)  
What's It Cost? ROI of social media can be an intangible  
about 2 weeks ago · Like · Comment · Subscribe

**Anne O'Brien** Thanks for sharing this Terry. Love this excerpt from the study's author, "More than 30 percent of people surveyed who use Facebook and Twitter said they know that these social media sites are reaching new supporters for their organization  
... See More  
March 23 at 12:42pm · Like

Write a comment...

**Pete Codella**  
Some good nonprofit social media examples here.  
**Goodwill** **How 3 nonprofits use social media on a shoestring | Articles**

**Requests (1)** See All  
Harma Doank Add Ignore

**Members (24)** See All

Go Online to Chat  
Add Friends to Group  
Leave Group

**Sponsored** Create an Ad  
**Henry Walker Homes**  
davis.henryhasit.com  
When it comes to location, Henry Has It! Explore communities by Henry Walker Homes in Farmington, Kaysville, North Salt Lake and Layton

**Casa Dragones Tequila**  
The LA Times Magazine says Casa Dragones Sipping Tequila is "bolstering the top-tier tequila movement." Click to learn more.  
Like · Madelyn Miller likes this.

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**BRAND YOU**  
WITH A CUSTOM  
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ON THE WALL TO HELP YOU  
**MONDAY - FRIDAY**  
 9:00AM - 7:00PM EST US

Click **The Engine**  
 Tab Below To  
**View Our Packages!** 

**LIKE US** TO FIND OUT HOW A  
**CUSTOM FACEBOOK PAGE CAN**  
**INCREASE YOUR FANS AND LEADS**

WATCH THE VIDEO!

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Home Profile Account ▾




**Pete Codella**  
Edit My Profile

- News Feed
- Messages
- Events** 27
- Friends' Events
- Birthdays
- Past Events
- Friends
- Nonprofit Academics 1
- Social Media Business 10
- LDS Bloggers and Writers 2
- YAs 1993
- Utah Bloggers
- [More ▾](#)
- App Requests 2
- Dopplr: Where Next?
- [More ▾](#)
- You are currently offline. To chat with your friends, go online.


**Events**
[+ Create an Event](#)

**Invites**




**P90X Transformation!!!!**  
Ongoing  
Ron E. Bradley invited you · 32 guests

[Respond](#)



**The Janks & The Shivers -\$5 Advance...**  
Tomorrow 8:00pm  
Matthew Leishman invited you · 28 guests

[Respond](#)



**BEYOND DANCE - Promethean Spark Bene...**  
Friday 7:00pm  
Shaun Parry invited you · 23 guests  
Come enjoy an amazing evening of entertainment. And while you are at it learn how Promethean Spark is using the arts to do life-coaching for impoverished youth in India, Africa and South America. PLEASE SEND THIS TO ALL YOUR FRIENDS YOU THINK MIGHT BE INTERESTED IN ATTENDING OR TO FRIENDS WHO HAVE OTHER FRIENDS WHO MIGHT WANT TO COME.

[Respond](#)

[See All Invites](#)


**Today**

Birthdays: Jerusha Millet Soza, Jenna Codella, Matthew Herrick, Missy Tobias Young, Stetson Myler

**This Week**

Birthdays: Anna Swan (Fri), D.j. Allen (Fri), and 6 other friends

**June**




**26th Annual Utah Heart Ball**


Saturday, June 4 at 6:00pm  
Vickey Snow Codella, Emily Kennedy, and 20 other guests

Attending


[Events Help](#) · [Export Events](#)


**Event Invitations** [See All](#)

 **Booster Shot of 2011 (PART 3)**  
Monday, May 16



RSVP: Yes · No · Maybe


 **The Janks & The Shivers -\$5 Advanc...**  
Tomorrow, May 12



RSVP: Yes · No · Maybe

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**Home Ranch**



Join us this summer for an all inclusive week of horseback riding, hiking, fishing, fine dining, campfires, & adventure for all ages.


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**RUN SLC- Memorial Day!**  
statecapitolhalf.com



Join the most beautiful and scenic Half Marathon course in Salt Lake City! The amazing STATE CAPITOL HALF Marathon 5/30/2011!

# Community pages

The screenshot shows a Facebook interface with a dark blue header containing the 'facebook' logo and a search bar. The main content area features a profile picture of a white briefcase on a blue background. To the right of the profile picture, the page name 'Minnesota Safety Council' is displayed in bold black text, accompanied by a 'Like' button. Below the name, the word 'Company' is visible. A grey bar with the word 'Source' is positioned below the company name. Underneath this bar, a message states: 'Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.' On the left side of the page, there is a vertical menu with 'Info' and 'Related Posts' options. Below the menu, it shows '0 people like this' and a list of actions: 'Add to My Page's Favorites', 'Create a Page', 'Report Page', and 'Share'.

# Developers

facebook DEVELOPERS Documentation Forum Showcase Blog Status

Facebook Platform Showcase

Hi Francis. Pandora has used facebook to personalize your experience.

Companies around the world are using Facebook to make the web a more social place.

Explore how sites integrate Facebook.

Learn how to drive growth and engagement through social and personalized features.

- News
- Entertainment
- Sports
- Social Good
- Reviews & Local
- Utility
- Brands

Yelp

Simply I hired

Microsoft FUSE Labs - Docs Beta

Pandora

New York Times

Time.com

CBS CHOW.com

CNN.com

IMDb

ESPN.com

[developers.facebook.com/showcase](https://developers.facebook.com/showcase)

### All Apps

- All Apps
- Business
- Education
- Entertainment
- Friends & Family
- Games
- Just For Fun
- Lifestyle
- Sports
- Utilities
- On Facebook
- External Websites
- Desktop
- Mobile
- Pages
- Prototypes

#### Featured By Facebook

Page 1 of 11



#### Graffiti

Graffiti lets you express yourself with drawings. You don't have to be an artist — it's easy to get started.



#### Citizen Sports

Get the latest news, live scores, trivia and more for thousands of teams around the world; participate in free fantasy sports.



#### Apps You May Like

Page 1 of 20



#### Movies



★★★★☆  
Entertainment

#### We're Related



★★★☆☆  
Friends & Family

#### Causes



★★★★☆  
Education

#### Pieces of Flair



★★★★☆  
Just For Fun

#### Top Friends



★★★★☆  
Friends & Family

#### Yearbook



★★☆☆☆  
Friends & Family

#### Music



★★★★☆  
Entertainment

#### MyCalendar



★★★☆☆  
Utilities

#### Bumper Sticker



★★★★☆  
Entertainment

#### RockYou Live



★★★☆☆  
Entertainment

facebook.com/apps/directory.php



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[bit.ly/iZm8fu](http://bit.ly/iZm8fu)

# Key takeaways

- Everyone's on Facebook — you should be too
- You get search optimization benefits
- Optimize and customize your profile and page
- Use apps and custom tabs



# Questions

Questions, comments and discussion



# My information

**Pete Codella, APR** (Accredited in Public Relations)



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@Codella



801.448.7383

**TXT prpete to 50500**  
for my SMS business card  
by *Contxts.com*