

TIMELINE: GREAT STORY TELLING MADE EASY

FACEBOOK'S TIMELINE LAYOUT ALLOWS BUSINESSES TO SHARE STORIES THROUGH NEW, VISUALLY STIMULATING FEATURES. DISCOVER HOW TIFFANY & CO.* HAS STIMULATED FAN ENGAGEMENT AND HOW YOU CAN, TOO.

PROFILE THUMBNAIL

A strong thumbnail is important for your brand. Tiffany & Co. has used its logo and trademark blue to reinforce page presence.

PUBLIC PAGE STATISTICS

Anyone visiting can see your basic page statistics. Higher fan numbers, and number of 'people talking about this' is a good measurement of a brand's virality.

ABOUT

"Since 1837, Tiffany & Co. has been the world's premier jeweler and America's house of design." Short, powerful and informative, keep this section punchy.

'PIN TO TOP' POSTS

Pin a special post to the top of your page for seven days. Pinned here is Tiffany's album of photo submissions from couples all around the world in its ongoing campaign "What makes true love?"

REGULAR POSTS

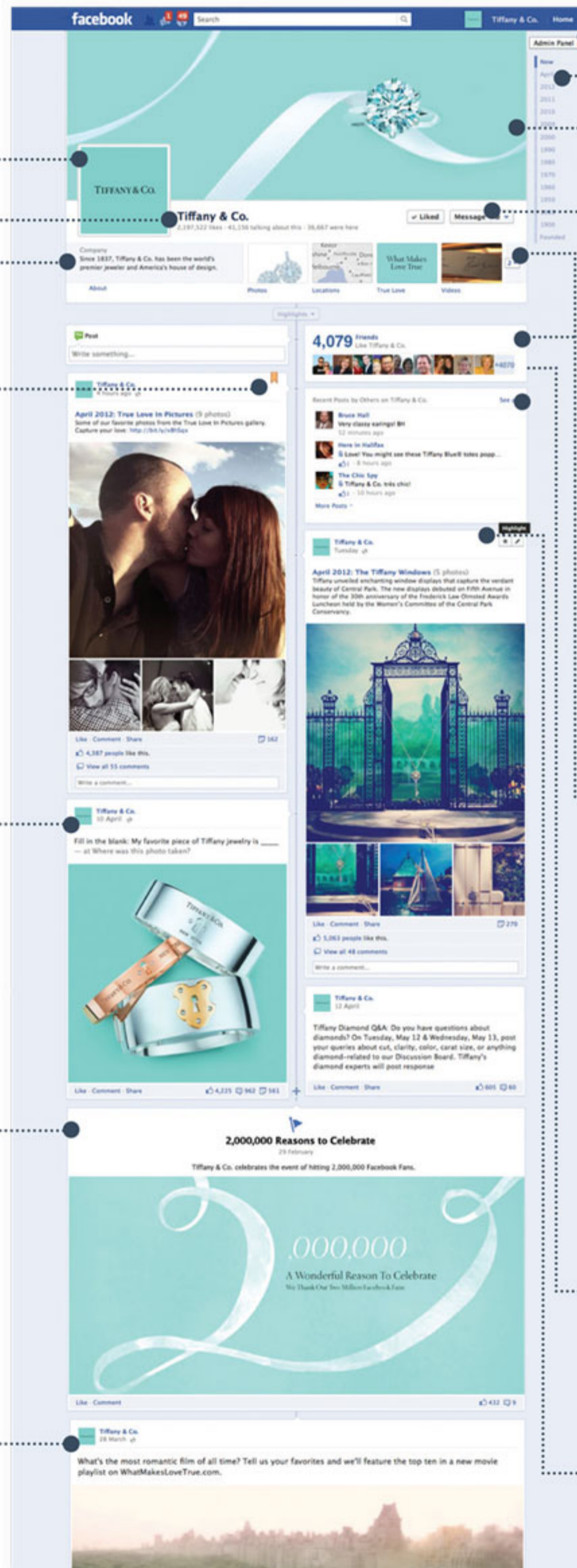
Tiffany & Co. asks fans: "Fill in the blank: My favorite piece of Tiffany jewelry is ____." Posts with interactive content allow users to actively engage with your brand, also enabling you to find out more about your customers' preferences.

MILESTONES

Set company Milestones to showcase momentous occasions for your company. It can be as basic as when you first opened your store, to when you've celebrated your "2,000,000 Facebook Fans". These are displayed across both columns with a 843 x 403px hero image.

STARRED POSTS

Starred posts dominate two columns across your Timeline, giving pictures and video posts greater visual presence. Here, Tiffany asks fans about their favourite romantic movies.



ADMIN PANEL (VISIBLE ONLY TO ADMINISTRATORS)

Only visible to page administrators, this extended panel enables you to monitor your page insights, fan activities and messages.

TIMELINE HISTORY

Fans can jump back and forth between years to view your company history. Add rich history about your business through Timeline's Milestones feature.

COVER PHOTO

By using a cover image of its trademark solitaire engagement ring against the brand's blue backdrop, Tiffany has created an effective visual anchor point. Such simple images allow for stronger branding consistency. 'Tiffany Blue' colour blocking is present through most subsequent posts, which serves to create a complete branded environment for fans, thus creating a better Tiffany experience.

FACEBOOK APPS

Feature three apps to engage your fans. 'Photos' is first by default. Tiffany has chosen its "What makes true love?" campaign app, to encourage ongoing fan participation.

MESSAGES

Enable 'Messages' to allow fans to privately contact you without posting on your wall.

FRIENDS WHO LIKE THIS

Fans will have a list of their own friends who are also fans of your page.

POSTS BY OTHERS

Posts by others are displayed in a single box to avoid page clutter and enable easier comment moderation.

PAGE LIKES (NOT SHOWN HERE)

You can collaborate with other brands and collate a list of your company 'Likes' in a box that sits under 'Posts by others', to endorse other products or partners.

* Please note that the above image is a collation of key posts from Tiffany & Co.'s Timeline for demonstrative purposes only.