

A Guide to Facebook Tabs

With more than 750 million active users, Facebook has emerged as a significant mainstream player in online media in a few short years. Many brands are experimenting and starting to invest time and creative resources in the social network. Facebook evolved into a platform in 2009 when they opened their system to outside developers to build within their ecosystem. Throughout the years, this evolution has taken different forms and is very prevalent within Facebook pages where most organizations maintain a presence.

A Powerful Branding Tool::

The ability to develop within your page using their “apps” has enabled brands to control and deliver more rich content to their users. Just as important, it has allowed brands to collect information from their page users.

The way that Facebook has evolved their tab development capabilities essentially allows a brand to do almost everything on their page as they could on their own website. This is important for brands to consider as corporate website traffic begins to decline as a result of more consumer time spent on social media outlets. To counter this change, companies need to deliver the same information, tools and options to their Facebook users by adjusting current systems to publish on this site.

Getting Started::

The most important step in creating a Facebook tab is determining its purpose. Whether it’s to promote a new clothing line, a service offering or to host a contest, the tab must support your marketing and social media goals.

Once that purpose has been defined, decide what information you want from users and be aware of Facebook’s guidelines. Based on [Facebook’s Promotion Guidelines](#) for example, you cannot administer a promotion that users automatically enter by liking your page or checking into your place, but you can require entrants to like your page before providing full entry information.

Companies wishing to collect any personal information via Facebook should be aware of these guidelines as well as the [Statement of Rights and Responsibilities](#). Finally, developers should pay close attention to [Facebook Platform Policies](#), which place guidelines on certain functionalities of a tab. For example, apps on pages must not host media that plays automatically without the user’s interaction.

Popular Uses of Facebook Tabs::

- News, specials & coupons
- Job opportunities
- E-commerce
- Product catalogs
- Contests & sweepstakes
- Store locators
- Product launches
- Polls & surveys
- Video
- Games
- Customer support

Facebook Tab Examples::



Cedar Point

The Sandusky, Ohio, amusement park uses a Facebook tab to promote the most recent news and events at Cedar Point. In this example, the tab created excitement for “WindSeeker,” a brand new thrill ride that opened during the 2011 season.



Firefighters Community Credit Union

This Facebook tab for Firefighters Community Credit Union was used specifically to get customers to sign up for their “Dare 2 Compare Challenge.” The tab included a contact form for customers to fill out right on Facebook, saving them the time of going to the website to do so.



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We use a few different tabs for our Facebook page. The visual, for example, is our portfolio. It features our most recent work and can easily be changed at anytime. Also, we use another tab for our blog, [chat::ter](#). This tab dynamically feeds new entries from our blog as they’re posted so there is no need to manually update the tab.