



# WHY YOU NEED TO READ THIS REPORT



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## About the Author

### TEA MAHERL

Tea Maherl is the founder of Weblicious Solutions.

Tea specializes in Social Media marketing and she has committed her work in helping small businesses create brand presence online and teaching them how to efficiently engage with their customers using Internet and Social Media marketing tools.

Tea regularly writes for Bizyourself.com.au and she co-authored "[How to start a business with little or now money](#)" (edited by Kizi Nkwocha)



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*"Social media is fun but you are a business owner, so let's turn this fun tool into a powerful, lead generating machine for your business."*



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## What's the hype?

For Facebook users 2013 is already proving to be a year of many changes. If you market your business on Facebook and if you are interested in capturing more Likes, fans and leads this year, you need to know about the latest 2013 updates that Facebook is rolling out as we speak.

I know you might be thinking “Not again, I just got used to last changes’. Well, the social media is changing constantly, in fact, that’s the nature of the whole Internet. So I suggest you open your mind, embrace the change, get familiar with 2013 Facebook updated and succeed with online marketing.

This report is aimed to keep you in the loop so that you don’t get surprised next time you log in to your Facebook account .



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## What changes are being introduced?

### Timeline Format changes

#### Single column format

Facebook is changing its Timeline format to a single column format. This is probably the most visible change and the one that marketers are the most nervous about. For now, single column format only applies to personal accounts but it is expected to be rolled out to pages during the year.

Why worry? The old format allowed for the inclusion of apps on person's profile and for brands it represented a great way to build social and online presence. While it seems that with the new format the ability to promote will reduce, it won't disappear entirely.

Most marketers will watch this 2013 Facebook update really closely, as it may have potential big impact on how businesses should set up their Facebook pages and promote their brands. Having said that Facebook has always had an interest in brands succeeding in their promotion on its platform, therefore we are sure there will make way for brands to shine and get attention in the new Timeline format as well.



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## What changes are being introduced?

### Tabs

The second most prominent change is a new set of tabs. With 2013 Facebook updates, your photos, maps, likes and other custom tabs will now be condensed into easy-to-find tabs. They used to sit under your profile photo and with 2013 Facebook updates you can now view your timeline, about section, friends, photos and more with just one single click. You will also be able to organize them to your liking in the “Collections Manager”.

Facebook hopes that these 2013 Facebook updates will make its platform more user-friendly and easier to navigate.



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## What changes are being introduced?

### Cover Photo

In recent times, many users [insert link to that article] reported that their cover photos went missing. We know now that Facebook started to endorse its guidelines for cover photos, which strictly forbid direct promotion. This means that calls-to-action or any other promotional advertising such as contact information should not be included in the cover photos.

From 15 January 2013 a new Facebook policy is in place regarding text overlay on cover photos, which is limited to no more than 20% of an image's area.

You also need to be mindful not to breach any copyright of the image you are using as your cover photo.

With 2013 Facebook updates, cover photos that violate Facebook's guidelines will be tracked down and removed. Don't forget that if you are violating Facebook guidelines your page can also be shut down without any notice. Make sure you comply to avoid losing what you worked so hard for.

[CONTACT US](#)  
**FOR FREE  
ASSESSMENT OF  
YOUR PAGE**





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## What changes are being introduced?

### News Feeds Ads

Same as cover photos, News Feeds Ads are subject to Facebook's new policy regarding text overlay. However the good news is that they may now use calls to action or purchase information in photos, which was previously not allowed.

All images from page post ads, which are eligible for News Feed, will be reviewed for text overlay. You need to keep in mind that text within logos will also count towards the 20% limit.

Facebook will be tracking down in-compliant images with grid-based overlay detection tool, currently in development and a version of this tool will be available to advertisers to establish whether their images will be approved.

The text overlay limit does not apply to image post, as long as you are not planning to pay to promote your post. When you are creating images with text, consider how your fans will respond to them.



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## What changes are being introduced?

### Video Ads in News Feeds

Ever since Facebook went public, we have seen various changes to advertising structure and additional tools for advertising. With its billion-strong user list, shareholders are pressing on Facebook to make more money. For that reason the 2013 Facebook updates are designed to help business succeed and advertise successfully, as this will result in fulfilling shareholders requirements for more profit.

One of such new advertising features is **video ads**, which will appear on autoplay for 15 seconds in users' news feeds. For brands this is a great way of promoting but we are yet to see if users will tolerate them. One thing is for sure; these types of ads will definitely ramp up revenue for shareholders and investors, as well as benefit brands.



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## What changes are being introduced?

### \$1 Facebook Messages

Want to message someone that isn't on your friend's list and be sure that this message lands in their inbox? Well with 2013 Facebook updates, you can do just that, if you pay \$1 per message.

You might not be aware that your inbox is divided into your primary inbox and another inbox named "other". This is your spam box. Facebook is currently testing this \$1 message feature and it's definitely an update to keep an eye on, as many online marketers don't see it stick. But we have been surprised before, so let's wait to see what happens.



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## Conclusion

It is important to get familiar with new Facebook guidelines for two reasons:

1. to stay in Facebook's good books. If you violate the guidelines it is you who will suffer more.
2. to be able to tweak your profile and use new features to your advantage.

2013 Facebook updates have brought a new way of advertising, strategically positioned right in front of the eyes of consumers. This can only bring more brand recognition, fans, leads and sales. While these features don't come without a cost, you should not be asking yourself how much advertising will cost you. Instead you should be asking, **what's my investment in each client and how much is one lead worth to me.** Then first set up a conservative budget, test, tweak and measure – and once you find a formula that works pump in more cash and enjoy more profits.



Where to next?

★ IF YOU HAVE ANY QUESTIONS, WE WOULD LOVE TO HEAR FROM YOU

EMAIL ME: [tea.maherl@weblicioussolutions.com](mailto:tea.maherl@weblicioussolutions.com)

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