

Facebook Pages vs. Facebook Profiles

Many business owners on Facebook have a business presence on Facebook and are not aware that they are doing it all wrong. With varying results, the business owner may perceive great results, but may never realize the potential that could come from doing it all right.

What is the difference between Facebook Profiles and Pages?

Since Profiles are intended to represent individual people, they aren't suited to meet business needs. Pages offer more robust features for organizations, businesses, brands, and public figures.

If you want to know what you are missing by maintaining a Personal Profile for a business or organization here is a list we have put together:

- First of all, your business should not have "Friends" on Facebook. People should "Like" your page.
- People on Facebook cannot Share your Personal Profile page with their friends. They can only suggest their friends become a friend of your Personal Profile.
- People on Facebook may be reluctant to become a "Friend" of your Personal Profile because that grants access for you to view content they want to share with friends only... Their true friends.
- A Personal Profile can have only 5,000 friends. You can have unlimited (millions) of people "Like" your Page.
- Other Pages cannot add your Personal Profile under the "Likes" section of their Page.
- You do not have statistical and metric data to review and analyze for a Personal Profile. With a Page, you have all sorts of ways you can view how people interact with your business on Facebook.
- Personal Profiles will not show as nearby businesses on Facebook Place Pages. With a Page, however you can get some free promotion geographically if you put your business address on your Page so the map functions can find you.
- When Friends make comments on the wall of a Personal Profile, all their friends that are also a friend of that Profile can see the activity on their news feed. This may seem like a good thing but it causes "spammy" posts on user's Newsfeeds and users are more likely to either "Unfriend" or "Hide" your profile from their Newsfeeds. Once you are hidden (you will not know this), you will never be able to reach that audience through your wall posts. Another negative result is an unhappy customer announcing to all your Friends (that are listening) of customer service issues that would best be resolved between you and the customer only.
- You cannot advertise a Personal Profile on Facebook.

Further, maintaining a Profile for anything other than an individual person is a violation of Facebook's [Statement of Rights and Responsibilities](#). If you don't convert your Profile to a Page, you risk permanently losing access to the profile and all of your content on Facebook. Since Facebook has hundreds of millions of users Facebook may not identify how you are using your Profile for years. But why take a chance and miss out on all the ways a Page is better than a Profile for your business. Just think about all the "Likes" you are missing because people don't want to be a "Friend" of a business. It just doesn't make sense!

Facebook currently has a method to convert your Personal Profile to a page. Please read the following Help article on the Facebook site carefully. You may find it better to convert now before you get thousands of "Friends" and tons of content.

<http://www.facebook.com/help/?page=18918>

If you want to hide your Facebook content from everyone except people that you approve, then you need to create a Facebook Group. Facebook Pages are open for business.