

## **Custom Landing Pages.**

### **Facebook Profile**

#### **Image sizes**

180 x 180 px Basic Square

180 x 500 px (Note: Facebook allows you to isolate a square part of this to use as a profile)

### **Cropping your profile picture in Facebook**

Facebook actually allows you to change the position of the cropping area on your image. This was only just recently made much easier, so there's no excuse to not take full advantage of this feature.

Step 1. To see how this works simply go to your Facebook page and click the edit icon located in the upper right corner of your Facebook profile image. From the drop down menu that appears choose "Edit Thumbnail".

Step 2. A dialog box will open allowing you to simply drag your image up and down and slightly side to side so that you can properly crop your profile image.

### **Custom Landing Page**

#### **Image Sizes**

Standard Size Landing Page

520 px Wide x 500 px Tall

(Note: you can make your landing page as long as you want – but the part that will show on most 17" browsers will be 500 px tall.)

### **Short Summary of Page building Steps.**

Log on > Scroll to bottom of page and click Create New > Click on Type of Page you want > Fill out type of page and Name > Upload profile image, find friends, add website information > Now you've created your page and going to customize it. On your new page in the upper right click EDIT PAGE > go to APPS > in the Search field at the top type in Static HTML > Click on it > go to app page and click Add static html Page. > Now it's on your Page and ready for editing. Click on the STAR / Welcome Icon > Paste in the NON-FAN content and the FAN Content > preview > Save.

You're NOT DONE.

Go Back to your Page wall by clicking on the Wall icon > then click edit page (upper right corner of the screen) > Click Manage Permissions > Check the "Un-publish page if you want to work on the page before people see it" or leave it blank if you're ready for the public to see your page. > Now scroll down to Default Landing Page (this is the page that people will see when they go to your

page) > Select your new Landing page "Welcome" or just leave it on Wall – your choice > Click Save Changes. Now you're done.

### **Uploading an image to a server**

1. Profile pictures are stored on Facebook's server.
2. IMPORTANT. If you want to create a custom landing page images/images in Facebook you have to host the image/s somewhere else – your website, your wordpress blog, (if you don't have a website or blog) you can use Flickr.
3. You then call that image/s (from your image host) to display on your Page.

### **How to Add Custom Image to your page using FLICKR**

(Here's a YouTube video that explains how to upload images to Flickr:

<http://www.youtube.com/watch?v=wGNHDntr0g> )

1. After you upload your image to Flickr look above the image where it says SHARE and you'll see a pull down menu of sizes. **Pick the largest size.** 520 x 500 is the size we've been working with. Then copy the code where it says HTML code. Paste it in a word doc or text edit or somewhere because you'll use it in the next step.

2. Go back to Facebook and click on your new Page and click on Welcome.

3. Paste the code into the top field. Preview. Save.

(By putting the code in only the top field both fans and non fans will see it – I'll explain the difference later)

### **Using the CODE from FLICKR**

Here's what it will look like when you copy it.

```
<a href="http://www.flickr.com/photos/71896200@N08/6488429543/"
title="QccHometemplate by Rudy245, on Flickr"></a>
```

### **You're going to modified it.**

I've replaced

["http://www.flickr.com/photos/71896200@N08/6488429543/"](http://www.flickr.com/photos/71896200@N08/6488429543/)

With

["http://www.queerculturalcenter.org"](http://www.queerculturalcenter.org)

The <a href> tag creates a link. So when I click on it, it will call to my website.

I've also added: `target= "blank"`

This will open the website you're calling to in a new window.

**Compare the code and make your own adjustments. Your new code should look like this (with your website URL of course).**

```
<a href="http://www.queerculturalcenter.org" title="QccHome" target="blank"></a>
```

## **How to Add Custom Image to your page using WORDPRESS**

1. Upload your custom landing page image to your Wordpress media library.
2. Create a new Page.
3. Insert the Image into the page.
4. Add any text that you want to add, link to your site, link to your twitter account. Format the page the way you want it to look.
5. **Switch to html view**
6. Copy the code.
7. Go back to Facebook and click on your new Page and click on Welcome. (You've already created a Facebook page and added the Static HTML app).
8. Paste the code into the top field. Preview. Save.

*Using the Non-Fan/Fan tabs*

*The "Static HTML" app allows you to insert an image that only shows up if a person is a non-fan. It will usually direct the user to click "Like." You can then put an image in the FAN section of the Static HTML app that allows FANS to see a different page.*

## **Using the CODE from Wordpress**

*After you've pasted your code into the Static HTML app fields. Compare your code to this code and make adjustments.*

### **Non - Fan Code**

```
<a href="http://www.panjitomo.com" target="_blank"></a>
```

### **Fan code**

```
<p style="text-align: center;">
```

```
<iframe
src="http://player.vimeo.com/video/33079975?title=0&byline=0&portrait=0&loop=1" frameborder="0" width="400" height="300"></iframe></p>
<p style="text-align: center;"><em><strong></strong></em>
```

```
<a href="http://www.panjitomo.com" target="_blank"></a></p>
```

**Here are some YouTube tutorials explaining how to make a custom landing page.**

<http://www.smartpassiveincome.com/facebook-landing-page-html/>

[http://www.youtube.com/watch?annotation\\_id=annotation\\_724712&v=4bZgo3f058&src\\_vid=QQ36ugmXs04&feature=iv](http://www.youtube.com/watch?annotation_id=annotation_724712&v=4bZgo3f058&src_vid=QQ36ugmXs04&feature=iv)

Another one:

<http://www.youtube.com/watch?v=660kqdwjm3w>

**How to Link your new Facebook Page to your Profile.**

1. Open your Facebook Profile and click edit profile.
2. Click on the Education and Work icon.
3. Type in the name of your new page in the Work field. Your new page will show up.
4. Click the check box to say that you still work there but don't add when you started.
5. Make sure the little security icon to the right of the Employment field is set to "Public"
6. That's it. You can "Preview As" to see how your profile looks to one of your friends.