

Facebook page visible to public without logging in (vs. group)

Cover image

Profile picture (UBC template)

Page name (UBC naming convention)

Anyone can "Like" a page to get news feed updates

Timeline

Post: Share status updates, photos, videos and links

Add photos and create albums

Visitors logged into Facebook can interact with each post

About section: Facebook pages are indexed by search engines and external visitors may come to your Facebook page looking for info (Include "Code of Conduct" for page)