



Language Change

As part of a larger effort to improve user experience, increase engagement and promote consistency across Facebook, users will soon be able to connect with your Page by clicking “Like” rather than “Become a Fan.”

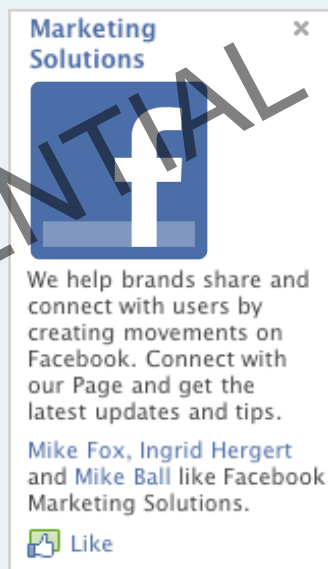
“Like” offers a light-weight, consistent way for users to connect with the things they are passionate about. This lighter-weight action for connecting to a Page on Facebook means that users will be making more connections across the site, including your Facebook Page.

The core functionality of Pages remains unchanged. For instance, your Page will still have distribution into News Feed. The purpose of this change is to maintain Pages’ powerful communication channels, while making it easier for users to connect with Pages.

Below please find preliminary mocks of ad units that allow users to connect with Pages, in 1-click. Please keep in mind that these designs are not final and are highly confidential at this time.



Home Page Engagement Ad



Facebook Ad with Engagement

Frequently Asked Questions

1. **Q:** I'm currently running media that drives customers to "Become a Fan" of our Page or "Fan us" on Facebook. Do I need to update that language?

A: No. You're welcome to keep using this language. Over time, as users adapt to the language change, we recommend that you invite people to connect to your Page by saying "Find us on Facebook" or "Like us on Facebook". You may also choose to put more emphasis on your custom URL than you used to.

2. **Q:** What should I call "Fans" of my brand?

A: You can still call them Fans. However, as users adapt to this change, we recommend saying "Connections on Facebook" or "People who like us on Facebook".

3. **Q:** How will users differentiate "Like" to connect to a Page, versus "Like" to show positive sentiments to an ad?

A: Users will understand the distinction through explicit social context, messaging and aesthetic differences. An Engagement ad unit, capable of making connections, will feature the "Like" button and show social context above it such as, "John Doe and 3 of your friends like [Page Name]." Standard ad units, not capable of making connections, will simply feature the word "Like" by itself, and may show social context above it that says "John Doe and 3 of your friends like this ad."



4. **Q:** What will the News Feed story look like for Page "Likes"?

A: We are still iterating on this. However, it will probably look similar to: "John Doe likes [Page Name]" with a thumbs up icon below and a time stamp. Next to the time stamp there is a linked "Like", which connects any friend who clicks on that "Like" to your Page. To eliminate confusion and promote consistency, there will no longer be a way to give feedback on these types of News Feed stories—commenting or liking (in the current sense).