

Facebook Changes Rock the Web 2.0 World

Contributed by Webmaster
Friday, 06 March 2009
Last Updated Friday, 06 March 2009

Key facts: There are over 175 Million People on Facebook. That number represents only those individuals who have logged into Facebook in the last 30 days! There are 750,000 new users every day. Facebook profiles are the "personal side" of Facebook – a way to stay connected to friends, family, co-workers, etc. You can only have one "profile" in Facebook. Facebook Pages are unlimited. You can have one for your business, your products, your book, etc. While you have "friends" to your Profile, you have "fans" to your Pages. If you are currently on Facebook, you are probably aware that every time you make a change in your Status it goes into the Newsfeed which updates all your "Friends" on Facebook. In the past, it been hard to easily update your Page and stay connected with your Fans. But today that has changed! Now your Fan Pages look like your Profile pages – AND – have the same update / newsfeeds! This is huge, adding micoblogging functionality like Twitter. Facebook Pages are like the 21st century example of a water cooler where people of the same mindsets can gather and chat. And did you know that Facebook pages get indexed in Google? I have to admit, that when I first went onto Facebook almost two years ago, from a marketing standpoint I approved many "friends" who I really do not know. This new functionality now allows you to segment your friends and your business in Facebook . Does everyone need a Page or Pages in Facebook? Not if you are only on Facebook for personal reasons. But if you are an author, promoting a book or product, you should have a Page for each. Want more info? Here is a link to download a pdf on creating Facebook Pages. And if you are on Facebook, come join my Page (Joomla Jump) where I have a current discussion I'd love for you to become a Fan and to join the water cooler discussion: [Click Here](#)