

Facebook Fan Page “Boxes” Tutorial

Follow these instructions to add custom HTML and information to your Facebook Fan Page. Included are a couple of sample snippets of code, including the “Support” call to action used on Facebook.com/pbs.

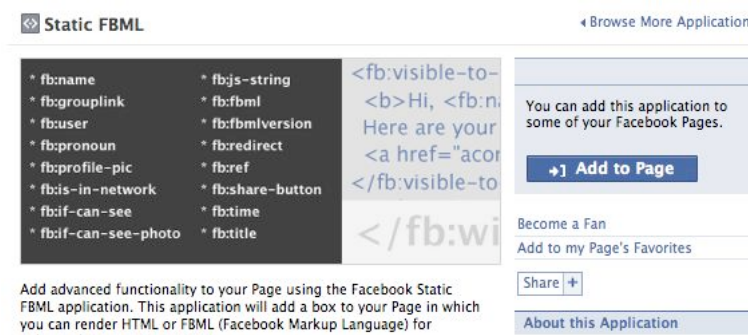
This tutorial assumes you have previously created a Facebook Fan Page.

Step 1 – Login to Facebook – <http://www.facebook.com>

Step 2 – Visit:

<http://www.facebook.com/advertising/#/apps/application.php?id=4949752878> (The application we’re going to install is called “Facebook Static FBML”

Step 3 – Click “Add to Page” button



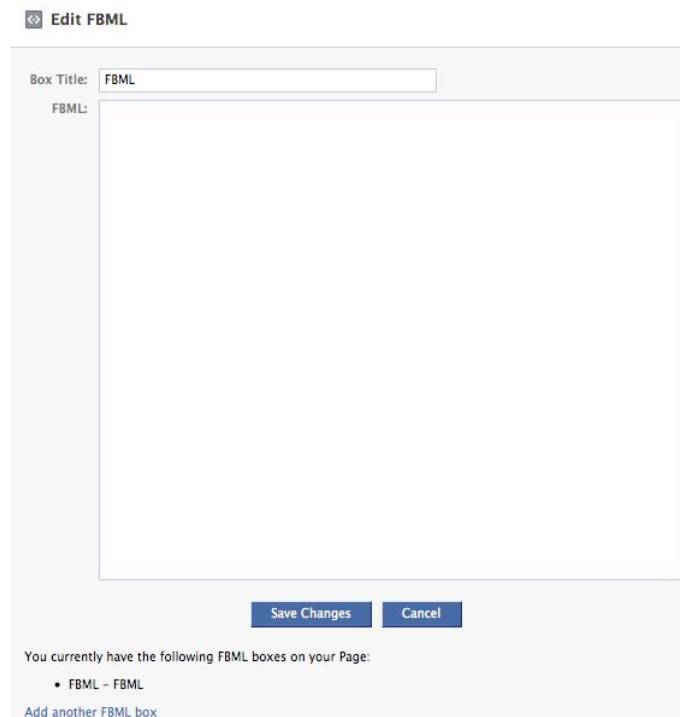
Step 4 – Click through the rest of the install process by selecting which Fan Page you’re trying to add the application to.



Step 5 – View your new “FBML Box” under the “Boxes” tab on your page, then click on the pencil icon to edit the box.



Step 6 – Insert your HTML code into the box (see example code below)



Note: You will have to be listed as an Administrator of the Fan Page you’re trying to edit for this process to work. Just about any standard HTML (such as bulleted lists, images, etc) will work in these boxes, but if it doesn’t work, it’s probably not allowed by Facebook.

Also notice a couple of additional options on this page:

- You can give the Box a title, this is the headline that will appear above the box. Also, note that below the text entry area there is a list of all of the current “boxes” you’ve set up using this application.
- To create another “box” you’ll simply click the link that says, “Add another FBML box” and follow the steps again.

Example Facebook Fan Page “Boxes” code

Example 1 - Find and Follow PBS Across the Web:



Code used to display above box:

```
<a href="http://www.twitter.com/pbsengage"></a><br> <a  
href="http://www.twitter.com/pbsengage">Follow the PBS Twitter  
Account</a></li>  
<p>  
<a href="http://www.youtube.com/pbs"></a><br> <a href="http://www.youtube.com/pbs"> Subscribe to  
the PBS YouTube Channel</a>
```

Example 2 - Support PBS Today (*this sample includes the referer/affiliate code for ShopPBS, so be sure to insert your own link*)



Code used to display above box:

```
<h3>  
<a href="http://www.pbs.org/aboutpbs/aboutpbs_support.html">Click here to  
support your local PBS station.</a>  
</h3>
```

<p>

Visit shopPBS to find DVDs, Books, and more! Every shopPBS purchase helps support PBS and the programs you love.

<p>

<a

http://www.shoppbs.org/entry.point?source=PBSCS_FACEBOOK_LOGO:N:DGR:N:N:209:QPBS><img

<http://www.pbs.org/engage/facebook/shopPBS-logo.gif>

[shopPBS](#)

</p>

<p>