# Global Pages FAQ (updated 10.17)

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# BASICS

**What is Global Pages?**

Global Pages is a structure that allows brands to create individual localized versions of their Page while maintaining the same Page name and global metrics such as Likes and People Talking About This across all Pages. When a user navigates to the main global page, they'll be redirected to the best local Page for them. This allows users to hear from the best, localized Page so that brands can deliver the right content to the right audience.

**Why did Facebook build it?**

Currently brands adopt one of two solutions to communicate with their fans worldwide: 1) a single page solution, which unifies all fans to one Page, but doesn't have full geo-targeting for all Page features such as the cover photo, profile picture, etc. or 2) a multi-page solution for each country which offers full localization, but fragments the audience across multiple Pages with different Page names, and doesn't help the user to feel a part of a global brand community (including global fan count, PTAT, etc.)

Each solution has benefits and drawbacks. Global Pages merges these two strategies and allow brands to create many different localized Pages while maintaining a global brand community.

**Do brands have to transition to the new structure?**

No, although it is encouraged. Not only will it allow a brand's audience to easily find and like the best Page for them, this is also an opportunity to create a fully localized Page experience including a localized cover photo, profile photo, Page name, apps, timeline, pinned posts, and news feed stories.

**Who is eligible for Global Pages?**

Global Pages is available to managed accounts (clients who have a direct relationship with Facebook).

# ADMINS & INSIGHTS

**What will happen to Insights after the transition?**

Both main and local Pages will have their own Insights.  Insights for local Pages will show metrics that pertain to that local Page. For example, if a Page only has French fans subscribed to it, they'll only be able see Insights about those subscribed fans.  The global Page, however, will have aggregated insights about all fans across all their Pages.

If demographic data for fans by country is important to a brand, we recommend creating a regional Page for every country they'd like detailed insights for.

**Can admins ban a user from posting on all of its Pages?**

Banning a user from a local page or the global Page will only ban them from that particular Page. In order to ban a user from posting on all Pages, brands will have to manually ban them from each of their Pages. Alternatively, brands can work with a third party developer to auto-ban a user from all of its local Pages.

**Do global Page admins have access to each local Page?**

No. There will be no special permissions granted with Global Pages. If admins would like permission to a particular Page in the brand page family, they'll have to request it from the current admins of that Page. Learn more about admin permission levels [here.](here.)

**Can admins see country-specific Insights for the main global Page?**

At this time, no. We recommend building a separate Page for every country/region for which brands want Insights. For example, if a brand wants US-specific Insights, we recommend creating a US-specific region Page. The global Page can be used as the default experience for customers for whom there is not a better local Page.

**Will there be separate Message inboxes for local Pages, or just one main global inbox?**
Every local Page will have its own individal Messages inbox.

**Can brands edit countries assigned to regional Pages after they have been assigned by Facebook?**
Yes. Go to Edit Page > Update Info > Global Brands. Here admins with Manager privileges will be able to reassign countries to different Pages.

**Can brands assign multiple countries to a local Page? For example, can they create a North America Page and redirect users from the US, Canada, and Mexico to it?**
Yes. Brands can assign as many countries as they would like to a regional Page.

**If a fan switches his/her local Page to a different country, how do Insights change?**
The fan will be reflected in the Insights for the Page that they have subscribed to. So, if a user in the US chooses to hear from the Mexico Page, the Mexico Page will reflect that in its Insights.

# FAN EXPERIENCE

**How does Facebook determine a person's location?**
We determine a person's location information through a combination of inputs, such as current IP address. If we're unable to determine where a user is, we'll redirect the user to the global Page.

**What happens to a brand's current fans? For example, if a fan is connected to Brand UK before Global Pages, but lives in the US when the transition is completed, will the user be connected to the US or UK Page?**
There are two options available to brands. We recommend that brands choose to migrate their fans to the best Page for them, so in this case, fans across all local Pages will be transitioned to hear from the Page that is assigned to the country they are currently in.  This means that Like counts will change slightly as fans who may have been counted more than one time are counted once, and they may be reassigned to a new country.

Possible scenarios
- *User living in France liked /brandfrance*
  No change. User will continue to hear from the local Page for France
- *User living in France liked /brand*
  The user will hear from the local Page for France, if available. Otherwise, the user will hear from the global Page (/brand)
- *User living in France liked/brandmexico*
  The user will be transitioned to hear from the regional Page for France

In the event that a fan hears from the incorrect regional Page (due to an inaccurate geo-predication), fans will be able to change their regional Page using the region switcher available on every Page.

Alternatively, if it's necessary, Pages will have the option to retain the current mapping of their fans so that no migration takes place, however we strongly discourage this option, as it defeats the purpose of several of the key benefits of transitioning to Global Pages.

**If a person is connected to more than one local Page before the transition, which Page will they be subscribed to after the transition?**
They will be subscribed to the local Page they liked most recently. For example, if the person lives in the US, and subscribed to the France, Germany and Spain Pages in that order, then they will stay subscribed to the most recent Page (Spain).

**How do users switch between local Pages?**
They can manually specify which local Page they'd like to hear from using "Switch Region..." option located in the gear menu in the cover. If they switch their region, we'll remember it next time when they visit.

**If a fan switches his/her local Page, does it apply to all other Pages they're connected to?**
No, a user switching to another local Page will only apply to the Page they've switched.

**Can people subscribe to multiple local Pages to get updates from more than one country in their news feed?**
No. We recognize that some power users may want to connect to multiple regions, but at this feature is not available at this time.

**When will users get automatically redirected to a Page?**
Redirects occur when users navigate to the main global URL and they belong to a different local Page. For example, when a user from France navigates to /brand, they'll automatically redirect to /brandfrance. However, when users navigate directly to a local URL, they'll go directly to the local Page regardless of what region they belong. For example, when a user from France navigates to /brandmexico, they'll go directly to the local Page for Mexico.

**How will users see Pages in search?**
Search will show one result for the brand in his/her region including the localized profile picture thumbnail and Page name.

**What will fans see in news feed?**
Fans will see only posts from the local Page they belong to. If a fan wants to hear from a different local Page, they can use the region switcher located in the gear icon underneath their cover photo.

# TRANSITION FOR SINGLE PAGE CLIENTS

**How does transitioning to Global Pages work for brands that currently have a single Page and a targeted publishing strategy to reach their international audience?**
Brands that currently have a single Page and use a geo-targeted publishing strategy to communicate with their entire international audience are limited to only one look and feel (ex. one cover photo, profile picture timeline, milestones, pinned posts, page apps, etc).

Global Pages can help brands fully localize their Page experience for each of their different markets. It allows brands to build separate Pages for each geographic region in a structure that maintains Page Name, Like count, PTAT, and friend activity across all of their Pages.

**How do single page clients create Pages for their local markets?**

Clients should manually create new local Pages for local markets one at a time, as it makes sense for their business. We recommend creating 1-2 regional Pages to get familiarized with the new feature before transitioning all markets to the new structure. If clients partner with PMDs, the PMDs can also help them create the new localized Pages.

**Will custom apps transfer to all new local Pages?**

Unfortunately, no. Admins will have to reinstall Pages apps to the new Pages, but this should be a fairly quick process.

**Will content be migrated to new local Pages?**

Unfortunately, no. Admins can, however, work with third-party developers to have them reupload key content from the current Page onto relevant new Pages. Also, no old content will be deleted from existing Pages (unless the brand decides to delete any old Pages during transition). (See below, "Will any page content get lost when a brand transitions to Global Pages?")

# TRANSITION FOR MULTI-PAGE CLIENTS

**How does Global Pages work for brands with separate Pages for each region (ex. /brandES, /brandUK)?**

If a brand has separate Pages for each geographic region, they will now be able to consolidate them in the Global Pages structure to 1) remove country qualifiers from the Page name, 2) roll up all stats such as Like count and PTAT across all Pages to one global metric, 3) ensure that new visitors are landing on the localized version of their Page, and 4) allow them to promote just one Facebook web address across all of their off-Facebook marketing assets.

**What if some Pages aren't ready to transition? Do brands have to transition all at once?**

We recommend starting with 1-2 Pages before transitioning all of them to give brands the opportunity to experience the new structure. This will allow admins time to fully understand how to manage their Pages in the new structure.

# PUBLISHING & PAGE CONTENT

**Can a brand create a language-specific Page or a local Page for just a city/state?**

No. Global Pages works at a country level, so if brands would like to reach a specific customer base, they'll have to publish from the appropriate local Page and then use additional geo-targeting. For example, for a country like Canada where people speak both English and French, we recommend creating a local Page for Canada and add language targeting to each post. To publish to someone in a particular city/state like Montreal, we'd recommend publishing from the Canadian Page and targeting users in Montreal.

**Will any page content get lost when a brand transitions to Global Pages?**

No. Unless the brand chooses to delete a Page, we will not delete or remove any historical content when they transition to the new model. However, if they have a single Page model and have created new regional Pages, we will not migrate content to the new Page. Content will stay on the main Global Page and will remain geo/language targeted. Admins can work with a third party marketing developer or manually input the content into their new Pages.

**Can a global Page publish a post and have it also posted on all local Pages?**
No. Currently posts from the global Page will not be replicated to all local Pages. Posts from the global Page are seen by users who are subscribed to that Page, and posts from the local pages are seen by users who are subscribed to those Pages. For important messages brands want all of their audiences to hear, they should translate into the best local language for them and post it to their local Page.

Admins can also re-share posts from one Page to another.  Engagement stats (i.e. likes and comments) between re-shares will remain separate from each other. Finally, through the Pages API brands can work with a PMD to have them auto-post untranslated content to all local Pages, but we strongly encourage that messages that are important to all fans be translated into their local pages to provide the best, localized experience.

**How do Places (parent-child) work with the transition?**
Places (parent-child) will still roll up to the local Page they were previously attributed to.  For example, a place in New York City, should roll up to the US version of a Page.

**How will check-ins work?**
If the local Page has an address (which we don't expect will happen in many cases), check-ins will only roll-up to that local Page. If there are many individual Places tied to the local Page through parent-child, check-ins will roll-up and appear for all of those places combined, as they did before.


# ADS & SPONSORED STORIES

**How will running ads change if a brand migrates to Global Pages?**
There are only a few key changes to how brands should run ads after transitioning to Global Pages. The key difference is that when advertisers want to use connection targeting (connections, friends of connections or exclusion targeting), they can no longer users connected to directly to a local page, but instead will need to target the main page and include relevant geo-targeting.

This means that brands can no longer target users subscribed to a given local Page, but instead must target all fans of a global brand from a specific geographical location (e.g., the United States).  For example, before Global Pages, a brand used to target everyone connected to /brandmexico. Now, when running any connection targeting, they'll instead target those who are connected to /brand, who live in Mexico.

Learn more about connection targeting here. We've also created a step-by-step guide for how to use connection targeting with Global Pages available **here**.

**How do brands run ads that target users in multiple countries?**

They should target the brand, and then target as many countries as they would like -- no different from how they do it today.

**Can local Pages target other local Pages in the same brand family?**

Not exactly. Local Pages can target fans of the brand family in any country, but they can't target users subscribed to a given Page.  For example, if someone is an admin of the US page, but wants to target French fans, they can target people connected to the brand family who live in France.

**Can brands directly target foreign fans who have switched to hear from a local Page?**

No, Pages won't be able to target them as a separate group. For example, a Page can target all fans of the brand who live in Mexico. However, they won't be able to target fans of /brandmexico who live in other countries.

**Can Page Post ads from one local Page target a different country?**

Yes. Geo-targeting of a Page post has no impact on how the ad can be targeted.

# PAGE NAMING

**How will Page naming work for brands with different names in different countries? (i.e. Diet Coke/Coke Light)?**

We will support multiple Page names for different brand names that represent the same entity. For example, a local Page for the UK can be named Coke Light can be linked with the main Diet Coke brand. However, different tag lines/campaigns will not be supported -- only direct translations of the Page's name or different brands for the exact same product.

**Can a local Page keep its regional name qualifier (i.e. [Brand] France, [Brand] Mexico)?**

No. To keep create a global brand community and streamline the user experience, we will not permit regional qualifiers in the Page name.

**Will Facebook support direct translations of brand names?**

Yes, we will support a straight translation of the product name, provided that the brand gives us the desired translation. For example,  American Express can be translated to アメリカン・エキスプレス

# WEB ADDRESSES (VANITY URLs)

**Does each Page get its own Facebook web address?**

Yes, each Page can have a unique Facebook web address for each local Page as well as for the main global Page.

When users navigate to the main global Page's address, they'll be redirected to the appropriate local Page. When users navigate to a local address, they'll go directly to the local Page, regardless of whatever country/region they are located in

**Can more than one page share the same web address?**

No, each Page should have a unique web address.

**Will users see the URL for the main global page or the URL for the local page in their browser?**

They'll see the URL for the local Page. For example, if they're viewing the local Japan Page, they'll see facebook.com/brandJP instead of facebook.com/brand.

# OTHER

**How will photo tag and mention typeahead suggestions work?**
Facebook will suggest the name of the appropriate local Page, and will include an extra identifier visible to admins only to indicate which local Page it is. For eTags will also appear on the corresponding regional page view.