

Subscribe for Public Figures

Allow people to subscribe to your personal profile

You can now use your personal profile to share public updates with a large audience.

In the past, many public figures used profiles to connect with friends and family, and Pages to connect with their public audiences. Now, you can use your profile to connect to your public audience too, with the Subscribe button.

When you allow people to subscribe, anyone who's interested can get public updates you share from your profile, right in their News Feeds. This lets you share with a broader audience, while reserving personal updates for people you know well.

You can have an unlimited number of subscribers, and easily update them from your mobile phone.



To allow subscribers, go to:

facebook.com/about/subscriptions

How to Get Subscribers

To start getting subscribers, go to the Subscriptions tab on the left-hand side of your profile. Or, go to [facebook.com/about/subscriptions](https://www.facebook.com/about/subscriptions) and click **Allow Subscribers**.



Should I use a personal profile with subscribers, a Page, or both?

Public figures can now use two products to connect with audiences on Facebook: **Profiles with subscribers** and **Pages**. You can use either or both products depending on your goals.

Profiles with subscribers are ideal if you want to personally connect with friends, family and other people who are interested in you. It's fun to receive updates from friends and others that you want to subscribe to, and it's easy to publish to your subscribers on the go. Anyone who subscribes to your profile can receive your public posts in their News Feed.

Pages have advanced marketing features for managing your brand or business on Facebook. Pages can be maintained by multiple people on your team, offer insights to understand who your fans are, and let you target your posts by language and location (ex: tell only fans in New York about your show there next week). You can also promote Pages with Facebook Ads and Sponsored Stories.

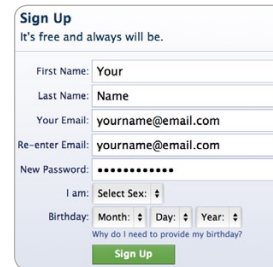
Here are some specific features of each product:

	 Profile with Subscribers	 Page
Updates from Friends in Your News Feed	✓	
Quick Mobile Updating	✓	
Publish to Unlimited # Subscribers / Fans	✓	✓
Multiple People Can Admin		✓
Insights of Fan Demographics and Activity		✓
Custom Tabs and Applications		✓
Target Updates by Location and Language		✓
Promote with Ads and Sponsored Stories		✓

Note: Profiles with subscribers are only for individual people representing themselves. Pages can represent individuals, organizations or businesses (e.g. bands)

Getting started

- 1 If you don't already have a Profile, visit facebook.com to create one.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

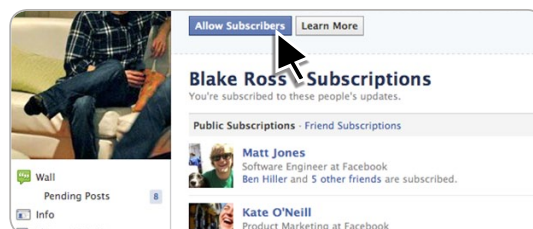
New Password:

I am:

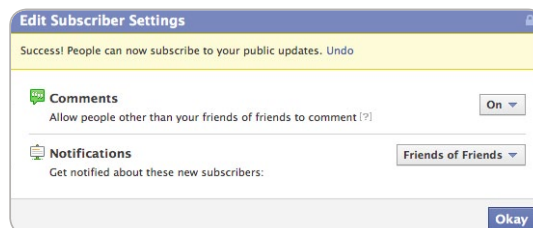
Birthdate: Month: Day: Year:

Why do I need to provide my birthday?

- 2 Go to your **Subscriptions** tab on the left-hand side of your profile. Click **Allow Subscribers** to let anyone subscribe to your public updates.



- 3 When you allow subscribers, a settings dialogue will appear. From here, you can choose who can comment on your posts and what notifications you want to receive when new people subscribe.



- 4 Once you've allowed subscribers, people can subscribe to your public updates and choose what types of content they receive from you. Go to the **Subscribers** tab on your profile to see who subscribes to you.



- 5 When you want subscribers to see one of your posts, set its privacy to **Public**. If you don't set the post to **Public**, subscribers won't see it.



Frequently asked questions

1. How do I tell people where they can find me on Facebook?

Every profile has a unique URL. You can also personalize your profile's URL so that people can easily find you on Facebook, and share your URL in your online media and public appearances. To create your unique username (e.g. facebook.com/yourname), visit facebook.com/username. *Note: People can also search for your profile via the search box at the top of any page on Facebook to find and subscribe to your profile.*

2. How do people subscribe to me?

Once you have allowed subscribers, people can become subscribers by clicking the **Subscribe button** at the of your profile. Once someone subscribes to you, they will begin seeing your public updates in their News Feed. People may also discover your profile through the **People to Subscribe To** unit on the right-hand side of their Home Page, or through their friends' News Feed stories.

3. What updates will people see when they subscribe to me?

When you post something on Facebook, you can control how broadly it is shared. You can decide to share publicly, with all of your friends, or with more limited lists of people.

Public updates are posts that you share with the **Public** privacy setting. All of your public posts will be eligible to appear in your subscribers' News Feeds. Subscribers can choose which types of updates they receive from you, such as status updates, photos and comments.

4. How do I post to subscribers?

Once you allow subscribers to start getting your updates, anything you post as **Public** will be published to them.

5. What is the new Subscriptions tab on my profile?

Every person on Facebook has a subscriptions tab on their profile. This tab displays the people you are subscribed to and is divided into two sections - friend subscriptions and public subscriptions (non-friends that you've subscribed to). You've always been subscribed to your friends, which just means you get their updates in News Feed. Now you can manage what types of updates you see in your News Feed from a particular person. Just hover over the **Subscribed button** by that person's name and select the type of updates you'd like to receive from them on the drop-down menu.

6. Can people comment on and like my public updates?

Once you allow subscribers, anyone can like your updates and friends of your friends can comment on them. You can choose to allow anyone to comment on your updates. Subscribers who see your posts in News Feed can also share them. Only people who have permission to see your posts will be able to view shared posts.

7. How can I control my subscriptions and subscribers?

- Control who can see your subscriptions or subscribers by clicking **Edit Profile** to adjust the visibility setting for your profile.
- Adjust when you will receive notifications that people have subscribed to your updates by visiting facebook.com/friends.
- Choose who can comment on your public updates by going to the **Subscribers tab** on your profile.
- You can also turn off the ability for people to subscribe to your public posts at any time.

8. How many subscribers can I have?

You can have an unlimited amount of subscribers.

9. How many people can I subscribe to?

You can subscribe to as many as 5,000 people.

10. Can I block someone from subscribing to me?

If you do not want a someone to subscribe to you, you need to block them from your account.

- 1) From your Account dropdown menu, select Privacy Settings.
- 2) Under Block Lists, click **Manage Your Block Lists**.
- 3) Enter the name or email address of the person you want to block in the appropriate field and click **Block**. People will not be notified when you block them.

11. What if I don't want to allow other people to subscribe to my updates?

This is an opt-in product. You have to proactively decide to allow subscribers. If you don't, people who are not your friends can't subscribe to your updates.

12. How do I limit who can send friend requests to my profile?

You can limit the number of people who can send you friend requests by only letting friends of your existing friends send you requests. To do this, follow these steps:

- 1) When you are logged in to your profile, click **Account** in the top right-hand corner
- 2) Then select **Privacy Settings**
- 3) Once you are on the Privacy Settings page, click the **Edit Settings** link for **How You Connect**
- 4) A **How you Connect** dialogue box will open. Go to **Who can send you friend requests** and change the drop-down field to **Friends of Friends**.

Note: Anyone you subscribe to can always send you a friend request. So, these people will still be able to connect with you.

13. If I have both a profile with subscribers and a Page, how do I help people find both?

You can use the Featured Admin tab to display your profile on your Page, and vice versa:

- 1) Go to your Page and click **Edit Page** at the top right.
- 2) Select the **Featured tab** (under **Profile Picture tab** and above the **Resources tab**).
- 3) Click **Edit Featured Page Owners** and check the admins you want to feature on your Page. This will also show your Page on your profile.
- 4) If the profile you want to feature is not an admin of the Page yet, click **Manage Admins tab** and add that profile as admin.

14. Can I update my Twitter followers from Facebook?

Yes, soon you'll be able to update your Twitter account directly from Facebook. To get started:

- 1) Go to facebook.com/twitter
- 2) Link your profile or Page to your Twitter account

Once you link your accounts, your Twitter account will be updated every time you post a public update. Once you link your accounts, your Twitter account will be updated every time you post a public update to Facebook. *Note: Only posts whose privacy you set to **Public** using your inline controls are eligible for this.*

For more info, go to:

facebook.com/publicfigures