



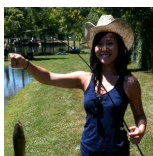
Facebook Places

Who. What. When. And now **where**.

At Facebook we are always creating more ways for people to share, connect, and interact with one another. All these interactions in our lives take place somewhere. Facebook Places allows users to share where they are, find their friends and discover interesting places nearby.

Facebook Places provides a presence for your business's physical store locations-encouraging your customers to share that they've visited your business by "checking in" to your Place. When your customer checks into your Place, these check-in stories can generate powerful, organic impressions in friends' News Feeds, extending your brand's reach to new customers. Best of all, it's free.

Read on to learn more about how to find, create, and claim your Place on Facebook.



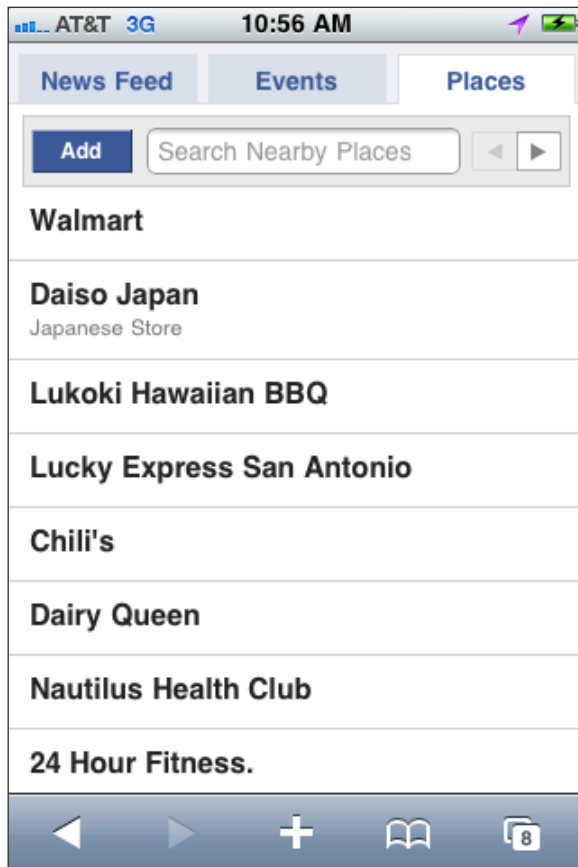
Helen Min anniversary sale!!! — at [Nordstrom](#) with [Colleen Sullivan](#) and [2 other people](#).



2 hours ago · [Comment](#) · [Like](#)

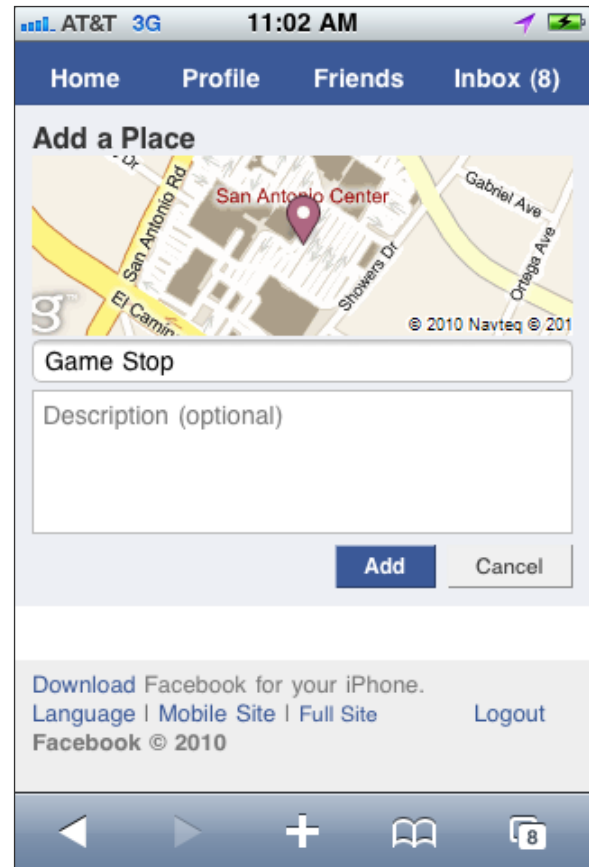
Example of a Places News Feed Story

Finding or creating your Place



Finding your Place

1. Your Place may already have been created by Facebook or a Facebook user. To see if your Place already exists, search on www.facebook.com via the Search bar on your computer. If you find your Place, you may proceed through the claim flow on the following page.
2. Otherwise, you may need to physically be located at your store's location. Once there, launch Facebook Places using your Facebook for iPhone Application or any HTML5-enabled mobile device via touch.facebook.com. Search nearby Places to find your Place. If you are unable to find it, you may add it by clicking the '+' or 'Add' icon.



Creating your Place

1. Creating your Place on Facebook is easy. To add a new Place, enter your Place's name and description (this can be edited later on).
2. Click add. You have now successfully created your Place and you may check-in.

Claiming your Place

Claim your Place as this will allow you to manage your Place's address, contact information, business hours, profile picture, admins and other settings. Managing a Facebook Place is similar to managing a Facebook Page, but there is additional functionality including maps, directions to the business, and check-ins.

To claim your Place, follow these 4 easy steps:

1. Log in to www.facebook.com, search for and select the name of your Place. Click on "Is this your business?" to claim your Place.



2. Check the box to declare that you are an official representative.



3. Next, we will attempt to verify your Place by calling the phone number listed for it. Please ensure that you can accept phone calls at the listed number. Click the “Call me now” button.

During the call, we will provide you with a 4-digit verification PIN.

Verify by phone

To protect your business listing on Facebook, we need you to answer a quick call to verify your business phone number.

- Be prepared to receive a call from Facebook at:

Does an automated phone system answer your calls?
[Is this the wrong number?](#)
- Listen for a 4-digit PIN. You will need to enter this verification PIN in the next step.

You understand that, to validate you as an administrator for this Facebook Page, Facebook will use an autodialer to place a prerecorded message telephone call to the number listed above. You consent to such call, accept any charges that may result from such call and represent to Facebook that you have the authority to do so.

4. Enter your 4-digit verification PIN to verify your business. If you don't receive a phone call, click on the “Call me again” link.

Once you've verified your Place, you will receive a confirmation message that it has been claimed.

Verification

You should receive a call shortly to 19499298310. Please listen for a 4-digit PIN, and enter that PIN below:

Verification PIN:

If you have multiple Places to claim, you must go through the claiming process for each of your Places. In addition, a solution for linking multiple Places to a single Facebook Page may become available in the future.

Note: If we do not have a phone number listed for you, or the phone number we attempt to call you at is incorrect, please click the “Is this the wrong number?” link. We will direct you to a document verification process and will notify you via email when your Place has been successfully claimed.

Claim Place

Place Name:

Place URL:

Official name of business:

Business address:

Business phone number:

Name and title of individual making this request:

Federal Employee Identification Number (if applicable):

Official documentation for your business (please provide a copy of one of the following):

- Articles of Certificate of Incorporation (for a corporation)
- Certificate of Formation (for a partnership)
- Local Business License (issued by your city, county, or state)
- Better Business Bureau (BBB) Accreditation

I hereby certify that I am authorized to act on behalf of this business. I understand that if I am not an authorized representative of this business or if I am misappropriating the official documentation referenced above, then I am in violation of Facebook's policies and I may also be in violation of federal or state law.

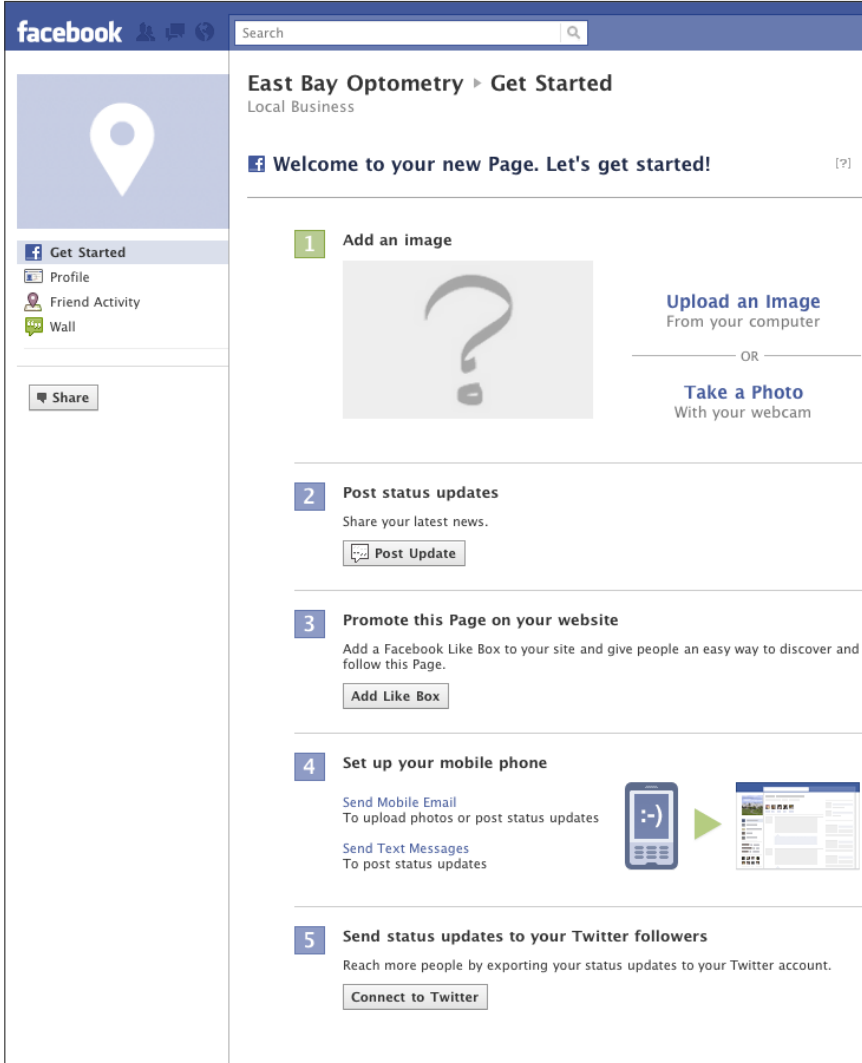
Document verification example

Merging your Facebook Place with your Facebook Page (Optional)

You will be able to manage your business centrally on Facebook if you choose to merge your single Place and Page. This includes posting status updates, photos, and links. Most importantly, all of the people who Liked your Facebook Page will remain connected to your business and you can continue interacting with them.

Your new merged Page will now be updated with a richer design that includes Place information such as maps and check-ins. Your core Page content - Photos, Videos and Events will remain, as well as any custom tabs. In addition, you will keep your existing vanity URL if applicable.

If you are running any ads that direct to your original Page, your ads will continue pointing to your Page and they will run as scheduled.



The screenshot shows a Facebook interface for a business page titled "East Bay Optometry" with the category "Local Business". The page is in a "Get Started" state, indicated by a large location pin icon in the header. A navigation menu on the left includes "Get Started", "Profile", "Friend Activity", and "Wall". A "Share" button is located below the menu. The main content area features a "Welcome to your new Page. Let's get started!" message. Below this, five numbered steps guide the user through setup:

- 1 Add an image**: Includes a placeholder with a question mark and options to "Upload an Image From your computer" or "Take a Photo With your webcam".
- 2 Post status updates**: Includes the text "Share your latest news." and a "Post Update" button.
- 3 Promote this Page on your website**: Includes the text "Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page." and an "Add Like Box" button.
- 4 Set up your mobile phone**: Includes options to "Send Mobile Email To upload photos or post status updates" and "Send Text Messages To post status updates", accompanied by icons of a smartphone and a laptop.
- 5 Send status updates to your Twitter followers**: Includes the text "Reach more people by exporting your status updates to your Twitter account." and a "Connect to Twitter" button.

Example of a merged Place and Page

Merging your Facebook Place with your Facebook Page continued (Optional)

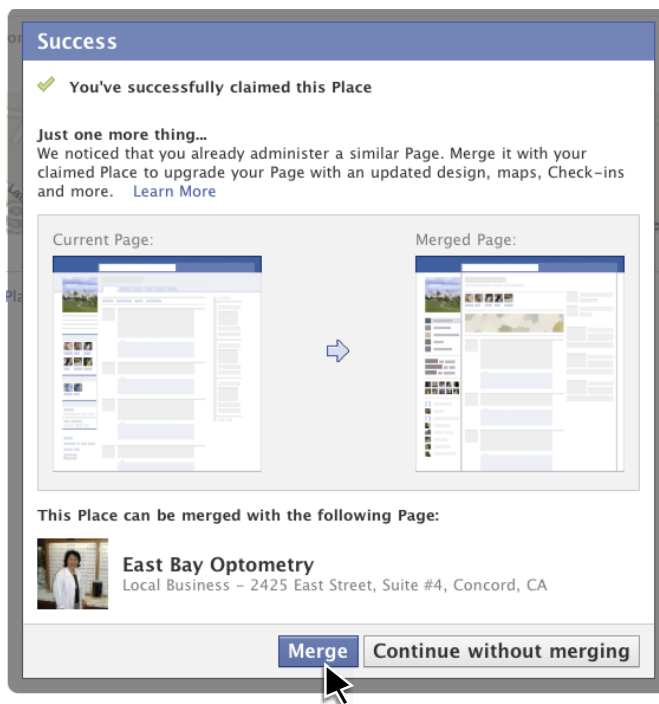
Please note that not all Pages and Places can be merged at this time. If you are not prompted to merge your Place and Page, please continue to manage each entity separately on Facebook.

If you are a business with more than one physical store location, and have a national or global Facebook presence through a single Facebook Page (e.g. Starbucks, McDonalds, GAP), **merging is not currently recommended**. You can manage your Place and Page separately on Facebook and you may begin to create relevant ads pointing to your Place. A solution for linking multiple Places to a single Facebook Page will become available in the future.

If your business has only one physical store location, you may be prompted to merge your Facebook Place with your Facebook Page once your Place is claimed. We recommend merging if:

1. You are prompted to merge
2. You have just one physical store location
3. You have one Facebook Page representing your business

Example of a merge notification



Example of a merged Facebook Place and Facebook Page

