

Customize your Fan Page to Suit your Organization's Goals

FBML (Facebook Markup Language)

You have probably never heard of FBML, but if you're on Facebook you've definitely seen it in use! FBML is a cool application on Facebook that allows you to create customized tabs complete with images, videos, links and other content that you can't add to standard Facebook tabs.

Remember, you must be an admin of your fan page to add content to it.

To get started, search for the FBML application by typing "FBML" into the search box (white box on top left side on any Facebook page.) You're looking for the app called "Static FBML."



Click on this image to go to the "Static FBML" app page, then click "add to my page" under the image on the top left. From the drop-down list, select the fan page you'd like to add the app to.

Now that you've added FBML, you'll have to go back to your fan page, click "Edit Page" under your logo/avatar, and find the "Applications" section.

Under "Applications" scroll until you see the "FBML – FBML" App:

 **FBML – FBML**
[Edit](#) · [Application settings](#) · [Remove application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.

Click “Edit” to add content to the tab:

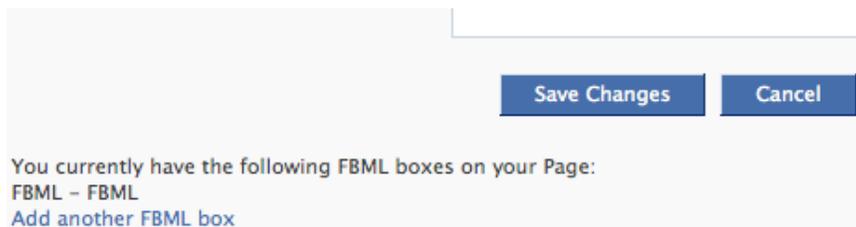
Enter in the “Box Title” field the name you want your tab to have. It could be a suggestion such as “Welcome” or “Like Us!”, or it can serve a more specific purpose (“Purchase Tickets” or “Calendar of Events”).



The image shows a configuration form for an FBML box. It has two main sections: 'Box Title' and 'FBML'. The 'Box Title' section has a text input field containing the text 'FBML'. The 'FBML' section has a larger, empty text area. A red arrow points from the left towards the 'FBML' text area.

Next, enter the CSS, HTML or FBML content in the “FBML” field. (see the next section for allowable tags and example codes.

After you’ve added in your FBML code, click “Save Changes”



The image shows the bottom portion of the configuration form. At the top right, there are two blue buttons: 'Save Changes' and 'Cancel'. Below these buttons, the text reads: 'You currently have the following FBML boxes on your Page:' followed by 'FBML - FBML' and a blue link 'Add another FBML box'.

To add additional FBML boxes (for different purposes), simply click “Add another FBML box” link at the bottom of any of your Static FBML pages, below the “Save / Cancel” buttons.

Having Your FBML Appear Either in the Tabs or Left Column

Although Facebook may be changing this set up in the future, for the time being, you must edit each Static FBML tab's "Application Settings" to add it to your top tabs on your fan page.

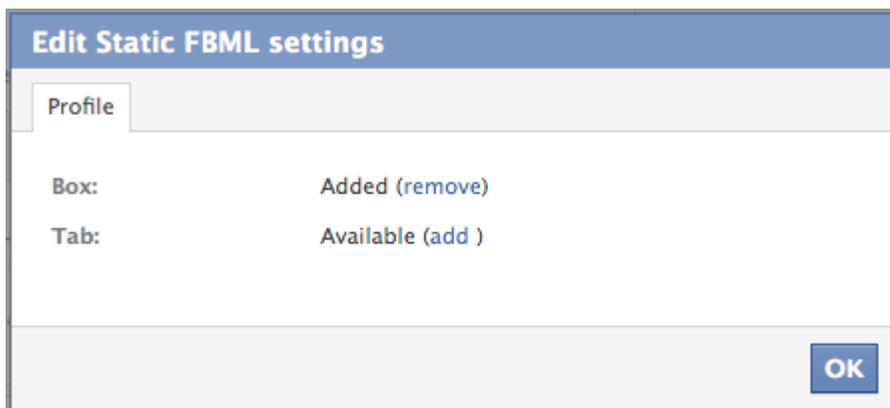
From your page's "wall" tab, click "Edit Page" under the logo/avatar. Find the FBML application (it will be called whatever you entered into the Box Title field, plus "FBML"), and click "Application settings"

Template #1 - FBML

[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.

Next to "Tab:" it will probably say "Available (Add)"



Click "(Add)". Once it says "Added (remove)" then everything is as it should be, and the tab will appear on the top of your page.

What Should you Type into the FBML field?

Allowable code: When copying existing code from another source, include ONLY the HTML/CSS that's between the <body> and </body> tags; NO <html>, <body>, <head> or meta tags of the code you'd like to include. This is the difference between FBML code and regular HTML code.

If you aren't the website manager, ask your IT expert to write the appropriate code for this tab so it will function as you'd like it to function.

Basic FBML code examples:

To make a word clickable to another website:

```
<A title="whatever the name of the linked page is" HREF="http://www.whateverwhatever.com">word  
you want clickable</A>
```

To insert a picture:

```
<IMG SRC="http://www.whereverthepicturelives.com/picturename.jpg">
```

To insert a picture so that it is linked to a website:

```
<a href="http://www.whatever.com/linktoexactpage.html" target="_blank"></a>
```

To skip down to the next line:

```
<BR>
```

To skip a whole line between items:

```
<P>
```

To center words or object:

```
<CENTER>whatever </CENTER>
```

To make words BOLD:

```
<B>whatever word you want bold</B>
```

To make words *ITALIC*:

```
<I>whatever word you want italicized</I> (that is the capital letter "i")
```

To change the font size (1 seems to be normal small font, go up from there by changing the number and saving, then checking it):

```
<font size="3">whatever word(s) you want larger</font>
```

Keep in Mind: You can add multiple tags to a section, but you must always have a beginning tag and a closing tag (like </whateer>) in the reverse order in which you opened them, so that the pairs of tags (opening and closing) "hug" the item. Ex: <I>***This is bold and italic!***</I>

Other multimedia objects such as YouTube videos can also be added to Fan Pages with FBML.

Use this code as a template to insert your own YouTube video: The **bold** text is what you'll have to customize to show your video.

```
<div class="box">
  <h5 class="box_header">Videos</h5>
    <div class="box_content_big">
      <p>What's happening at RAC?</p>
      <fb:swf
        swfbgcolor="000000" imgstyle="border-width:3px; border-color:white;"
        swfsrc='http://www.youtube.com/v/oTDxeaJYH7o'
        imgsrc='http://img.youtube.com/vi/oTDxeaJYH7o/2.jpg' width='300'
        height='235' />
      <p>Click the image to see the video</p>
    </div>
  </div>
</div>
<div>
```

1) Change the text “Videos” if you’d like a different title for this section of your tab.

2) Change “What’s happening at RAC?” to a catchy description of the video you are embedding.

3) This strange combination of letters is related to the web address of the YouTube video. For instance, the complete address of RAC’s embedded video is <http://www.youtube.com/watch?v=oTDxeaJYH7o>

To change this code so that it will show your own video on your fan page, copy everything after the = sign from your own video’s web address. Replace this “phrase” twice in the code (in both places where RAC has **oTDxeaJYH7o**)

Once you’ve replaced each of these bold items with your own information, you’re done!