

# August 2009: Facebook Fan Pages vs Groups



Features	Fan Pages	Groups	Similarities
<b>Outreach</b>	Send updates and posts to fans via mini-feed. And send messages to all fans	Message/email all members	
<b>Applications</b>	Yes	n/a	
<b>Visitor Statistics</b>	Yes (Insights)	n/a	
<b>User Contribution</b>			Both can post discussions, wall comments, photos, videos, and links.
<b>Events</b>		* new feature	Both can create related events
<b>Moderation</b>	Yes	Partial	Both have to remove spam manually
<b>Promotion</b>		* new feature	Can promote both with facebook ads
<b>New Member Restriction Limits</b>	Can restrict by age and/or location	3 Options: Open-anyone can join. Closed-require approval from admin. Secret-only members know about the group.	
<b>Custom URL</b>	Yes	n/a	
<b>Search Engine Friendly</b>	Yes: Indexed in search engines		
<b>Number of Administrators</b>			Both have Multiple Admins
<b>Posts seen in mini-feed</b>	Yes	n/a	
<b>Invitations</b>	Fans can Share page w/ non-fans	Members can share page with non-members, Invite non-members	
<b>Administrators Visible</b>	No	Yes	