

August 2009: Facebook Fan Pages vs Groups



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