



## SHOWCASE PAGES

*WHAT ARE THEY?*

Showcase Pages are extensions of your Company Page, designed for spotlighting a brand, business unit, or initiative. Create a page for aspects of the university with their own messages and audience segments to share with



- Drive engagement with a dedicated page
- Share specific content with a targeted audience

## SHOWCASE PAGES > GROUP PAGES

- Showcase pages act and function like Company pages
- Posting as a brand rather than a person
- Post show up in one's user feeds