

facebook	Full Profile	Fan Page	Group
Persona	Single Persona. Multi-user with shared login/ password	Multi-User. No need for separate login	No Persona
Outreach	Can make friend requests, post to other profiles/pages, and send messages (email)	Can "share" or "suggest" page to other friends. Can also promote with an Ad	Can invite friends to join and invite by email. Can also "share" or promote with an Ad
Privacy	Customizable	Public Only (can restrict access based on age)	Public or Private Group (determined at creation)
Posts/Updates	Customizable with "Lists" and privacy settings	Posts will appear in fan's "Updates" feed	Cannot create posts in member's "Updates." Members can see posts from other members to the group page
Social Media Connectivity	Connect to Twitter, Wordpress, etc. via applications. Profile doubles as login around the Web with FB Connect	Can import blog posts with "Notes"	No connectivity without linking
Discussions	Not available	Available	Available
Events	Can generate events and RSVP to events	Not available	Can generate events
Notes	Available. Can import blog posts to Notes	Available. Can import blog posts to Notes	Not Available
Messages	Send to friends, "Lists," or email addresses. Can send attachments (links, video, photos).	Not available	Send to all members at once (up to 5000). Attachments not available
Photos	Can post photos. Friends can post photos to Wall only	Can post photos. Fans can post photos to Wall or Fan Photo Album	Members can post photos to Group Photos
User Traffic Analysis	Not available	Available with "Insights"	Not Available

Comparison analysis done by Justin Westbrook - October 2010
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