

FACEBOOK'S TIMELINE

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Some of you have written me about Facebook's new Timeline feature which is phasing in these days for many of you. I have had it for months and really like it, but it is a bit of a pain at first. Relax and adjust to it since it is not about to go away.

I feel it is a very good change and will be much better, more like a little website or magazine page. I know that it will give some of us fits.

All in all, the change is not going to be that difficult. The main difference is the wallpaper-header at the very top and the fact that it has two columns. Those and the timeline running up and down the top-right middle of the screen. The new look will automatically format for us based on what we already have posted. So what will be difficult?

(1) Wallpaper-Header – We can choose the top photo from any previous photo we have posted, but the long-rectangle shape may make it hard for the part of the photo we like to be seen. Facebook allows us to move up and down within the photo to position it, so that helps. Or we can Photoshop any photo, sizing it to 849 pixels wide by 311 pixels high and post that. This might be hard for some folks. This will probably cause the most protest.

(2) Two Columns – This is actually more fun to read because your posts come up automatically in a two-column spread, much like a magazine. I don't see this as a real problem.

(3) Timeline – The Timeline running up and down in the upper middle will be lots of fun because we can post images and stories for various events and dates in our life and posting these is easy. We can read about someone's entire life an event at a time. I like it.

(4) Friends Chat -- Notice that now the list of those currently online to chat with takes up only the lower half up the screen, while the upper part lists the activities of your friends. This "activities" feature is a waste of space IMO since if you have more than a few friends, it constantly scrolls too fast to really read it.

(5) Ads – And finally, notice how the sponsored ads are now more prominently placed under the Timeline and more in the middle of the page. This apparently is a necessary evil that we will have to live with and is probably one of the ultimate drivers for this change.

Everything else we are used to is still there, just arranged in a different way. In some cases we have to click on a button or image to reveal the feature, like: a whole page list of friends. Press the button and we get the whole list; otherwise we get just a montage of friend photos automatically assembled, etc. in a single small image.

Of course, there will be lots of protest, but actually this is a giant step forward in making each profile more attractive and defining. I like it.