

FACEBOOK PROFILE, GROUP OR PAGE?

Profile:

A profile is unique to you and what is linked to your login

It's for individuals business which opens a profile page is in direct violation of TOS.

Connect to up to 5000 friends

To create a page or a group you first need to have a facebook user account, ie profile with minimal details.

Groups:

Groups can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.

Groups can be kept closed or secret

If you're a group admin, your name will appear on that group

When you take actions on your group, such as posting on your group's wall, these actions will appear to come from you as an individual.

Easier to find by Facebook users. Facebook groups are searchable by keywords. (For Facebook pages, people will have to type in the business name in order to find.)

Facebook Groups has the "Officers" section whereas the section is not available on Facebook Pages.

Pages:

Pages can only be created to represent a real organization, business, celebrity, or band, and may only be created by an official representative of that entity.

Once published; pages are viewable by all and are intended to help an entity communicate publicly.

Pages will never display their admins' names.

If you post or take other actions on a Page you own, it will appear to come from the Page.

You can measure your traffic - stats

You can add new applications like Youtube Box, Flickr, Twitter feeds to your page (For Facebook group, you don't have that many options.)

When your fans take action on your page, their actions will be documented on the news feeds of their personal pages. Their friends could see the news feeds and check out your business page.

Fan pages stand out on profiles, whereas group pages get lost in the mix.

Unlimited news/updates to fans (Facebook groups are limited to 1000-1500 per message.)