Hi there
My name is Tomsz Gruszczyński I'm from Poland.
I created many of facebook pages based on my own idea and also for friends.
It could nice first example here. And I still find it as way for fun and relaxed.
I prepared facebook sites in **3 types.**

1. as advertisement commercial
2. admiration famous places or people.
3. Institution which are already closed but still impact society

1. as advertisement commercial for Real estate agencies, Taxi corp., Insurance advisory, Claims Advisory, - I think I had to be precise, focused on topic and what I want to achieve. Some Graphic design, and ability to meet required timing. Often done additional avi clip, movies (my best guess is clips up to 60 seconds) shot in field at customer site. Content edited quickly.
Small edition added Pictures, preparing Logotypes or delivered, preparing You Tube Channel under similar set & order.

2 Secondary - I had prepared sites as admiration famous places or people.
for example Richard Feynman FucClub, Some admired his lectures full of humor and charisma.
"Twierdza Toruń" Festung Thorn places full of history, great and forgotten by todays administration, potential tourist attraction. Here I had to be focused on target and use information properly, Focuse on final outcome. Try not to make site overflow by not clear message.
Such project expects administration to keep content as a simple clear message.
I had to prepare small admiration of academic work and many accomplishments of Richard Feynman. I find it is easy to loose even the best “first idea” for designing fun site by flooding by not segregated content, photos, movies, text or best links of a kind.
It seems to be easy to put Pearls in a landscape of content – just to shine on it's Pearl trees.

3. Thirdly I made some sites for Institution which are already closed, registered off duty,. Institution over aged or relict's of communism. still provide impact on society - for example closed university scholls or Military.
Such projects are not easy because there is main reason to establish such projects site, legitimization for social purposes, confirmation of graduation, building connections between graduates as easy as university graduates
Delivered for former Military Academy Toruń - Wyzsza Szkoła Oficerska OSA.
We did for Society Torun bez hałasu. , “Prywatna Szkoła Zarządzania przy UMK” or TSZ- "private High Scholl but no public advantages" ->”niepubliczna szkoła wyższa"
It that case I need co make 100% sure and put correct, valid regulations, codes of low, rules back for public and private education system during 1991 - 1998 in Poland and take some comparison and come up with proper conclusion.

Please find attached .jpg screens from some pages and facebook dashboard