

Contents

1. Introduction to Social Networking	1		
Who Uses Facebook?	1	Types of Pages	43
Impact on Today's Media	3	Creating and Customizing a Facebook Page	45
Big Brands on Facebook	3	Facebook Page Tabs	49
How You Can (and Should) Use Facebook	5	Page Applications	51
Creating Valuable Content	7	Page Optimization	55
		Promoting Your Page	61
		Page Interactions	63
		Summary	65
2. Facebook Profile Basics	9		
What Is a Facebook Profile?	11		
Facebook Profiles for Business	13	4. Facebook Group Basics	67
Facebook Profile Tabs	15	Groups Versus Pages	69
Setting Up a Facebook Profile	17	Groups Can Be Good—Sometimes	73
Profile Interactions	31	When You Want a Group	75
Summary	33	Creating a Group	77
		Managing a Group	81
3. Facebook Page Basics	35	Monitoring and Managing a Group	87
The Difference Between a Page and a Profile	39	Using Groups to Supplement Your Page	89
What Requires a Facebook Page, Not a Profile	41	Summary	91

5. Facebook Events	93		
When to Use an Event	95		Branded Patterns and Days 141
Creating an Event	97		Exclusive Stuff 143
Breaking Through the Clutter	99		Custom Tabs 145
Sending Invites	101		User Applications 147
Integrating with a Page	103		Summary 149
Promoting Your Event	105		
Event Follow-Up	107		
Summary	109		
6. Facebook Application Basics	111	8. Developing a Facebook Content Strategy	151
Create Inherently Social Applications	113	Competing with Other Content on Facebook	153
Improve Existing Social Behaviors	113	Optimizing for Both Facebook and Search Engines	163
Learn from Success	117	Summary	173
Clarity, Simplicity, and Speed to Engagement	121		
Integrate with Viral Facebook Features	123	9. Cross-Promoting Content on Facebook	175
Development	125	Least Shared Words	177
Art and Copy	129	Meta Mentions	179
Launching and Promoting Your Application	129	Most Shared Words	181
Summary	132	Digits	183
		Linguistic Content	185
		Video	187
		Parts of Speech	189
		Readability	191
		Social Plug-ins	193
		Summary	202
7. Customizing Your Facebook Page	133		
Page Icon	135		
Designing Assets and Media Content	137		
	139		

10. Facebook Page Management	203	Budget	237
Exclusive Deals for Fans	205	Bidding	239
Frequent Status Updates	207	Ad Stats	241
Timely Redesigns	209	Summary	242
Promotions	211		
Monitoring	213	12. Analytics and ROI	243
Moderation	215	Insights for Page	245
Responding	217	Insights for Applications	251
Advertising	219	Facebook Ads Analytics	255
Summary	221	Tracking	261
		Summary	262
11. Advertising on Facebook	223		
Where to Send Users	225	Acknowledgments	263
Creative Content Design	225		
Targeting	231	Index	265

Index

A

- About box, 57
- Activity feeds, 201
- Activity tab, 247
- admins (administrators)
 - of Groups, 75, 87, 91
 - moderating your Page, 215
 - tips and resources for, 45
- advertising
 - ad stats, 241
 - bidding, 239
 - budget for, 237
 - content design
 - audience for, 225
 - copy, 229
 - images, 227
- Facebook Ad analytics
 - Advertising Performance reports, 255
 - overview, 255
 - Responder
 - Demographics reports, 257

- goals and KPI (key performance indicators), 259
- managing content for, 219
- overview, 223, 242
- Page promotion and, 61
- targeting
 - Connections fields, 235
 - demographics, 231
 - likes and interests, 233
 - location, 231
 - Relationship and Interested In fields, using, 233
 - Workplaces field, 233
 - users, where to send, 225
- All Facebook blog, 65
- analytics
 - Facebook Ads platform
 - Advertising Performance reports, 255
 - overview, 255

- Responder
 - Demographics reports, 257
- goals and KPI (key performance indicators), 259
- Insights for
 - applications, 251–253
- Insights platform
 - Activity and traffic, 247
 - demographic data, 247
 - description of, 245
 - likes and unlikes, 247
 - posts, feedback on, 249
 - overview, 243, 262
 - tracking, 261
- Application Directory, 45, 131
- apps (applications)
 - art and copy, 129
 - branding, extending with apps, 117–119
 - custom apps, 51–53, 63

- custom tab
 - applications, 53
 - development, 125–127
- Insights platform
 - description of, 249
 - Walls, postings to, 253
- interaction, places for, 125
- launching and
 - promoting, 129–131
- Notes, 47
 - overview, 111, 132
 - preloaded, 51
- Profile apps, 29
- social apps, 113–115
- Social RSS, 47
- Static FBML (Facebook markup language), 47
- successful, characteristics of, 121
- user apps, 147
- viral mechanisms, 123
- art, for app
 - development, 129
- assets, designing, 135

B

- bidding on advertising costs, 239
- Bio information for Profiles, 17
- block lists, 27
- blog, All Facebook, 65
- branding on Facebook. *See also* customizing Pages
 - custom patterns, themes, and days, 141
 - extending brands with apps, 117–119
 - rules for brands and businesses, 13
 - small brands, 5
 - user expectations, 65
 - world's largest brands, 3
- budget for Facebook ads, 237
- businesses on Facebook, Profiles for, 13

C

- calendars, content, 161
- campaigns Page of Facebook Ads interface, 255

- canvas Pages, 125
- categories of Pages, 43
- comments, media, 63
- complaints, handling, 215, 217
- Connected To field, 235
- contact information, in Profiles, 23
- content
 - for advertising
 - audience for, 225
 - copy, 229
 - images, 227
 - changing and adding, importance of, 59
 - content calendars, 161
 - cross-promotion of Activity feeds, 201
 - digits, using, 183
 - the Like button, 197–199
 - linguistic content, 185
 - meta mentions, 179
 - optimizing, 59
 - overview, 175, 201
 - parts of speech, what to use, 189
 - positivity, the power of, 185

- readability, 191
- Recommendations feeds, 201
- the Share button, 193–195
- social plug-ins, 193
- teaching moments, trying, 185
- topics of interest, 177, 181
- video, 187
- exclusive offers, 143
- for Pages, customization of, 139
- posting to Groups, 85
- removing posts, 87
- strategy, developing
 - competition with other content, 153
 - content calendars, creating, 161
- Event content, 169
- Facebook and Search Engines, optimizing, 163
- frequency, determining, 157, 207
- goals for, establishing, 155

- interactions, increasing, 171
- keywords, placement of, 165
- media content, 169
- overview, 151, 155, 173
- patterns and topics, setting, 159
- Status update content, 169
- tabs, using keywords on, 167
- tailoring to Facebook audience, 7
- copy for advertising, 229
- cross-promotion of content. *See* content
- customizing Pages
 - assets and media, designing, 137
 - content, 139
 - custom apps, 51–53
 - custom tab apps, 53, 137
 - exclusive stuff, 143
 - Notes app, 47
 - overview, 45, 133, 149
 - Page icons, 135
 - patterns and days, branded, 141

- Social RSS app, 47
- Static FBML (Facebook markup language), 47
- tabs, custom, 145
- user apps, 147
- customizing the Like button, 197
- customizing the Share button, 195

D

- daily active users (DAUs), 251
- daily content, patterns for, 159
- days, custom branding for, 141
- deals for Fans (Page members), 143, 205
- default landing tab, 167
- demographics
 - targeting for advertising, 231
 - user data on, 247
- development of apps, 125–127, 132
- digits, use of in titles, 183

E

- education information in Profiles, 19
- education level and writing for Facebook, 191
- email addresses, 23
- email announcements, and Events, 95, 101, 105
- engagement,
 - encouraging, 59
- etiquette, unofficial, 155
- Events
 - as content strategy, 169
 - creating, 97–99
 - Event tab, 103
 - follow-up, 107
 - and Groups,
 - incorporating, 83
 - invites, sending, 101
 - management, using Groups, 71
 - overview, 93, 109
 - Pages, integrating with, 103
 - promoting, 105
 - when to use, 95
- exclusive offers, 143, 205

F

- Facebook
 - All Facebook blog, 65
 - Application Directory, 131
 - Facebook's Facebook Page, 7
 - number of users
 - worldwide, 1, 33, 65
 - as social utility, 113
 - top Pages in, 39
- Facebook Ads platform.
 - See also advertising;
 - See also analytics
 - Advertising Performance reports, 255
 - campaigns Page, 255
 - overview, 255
 - Responder Demographics reports, 257
- fans (Page members)
 - exclusive deals for, 205
 - "fanning" a Page vs. "liking", 21
 - fan Pages, 125
 - largest brands, success of, 3
- Favorite Quotations, 17

- FBML (Facebook Markup Language) tabs,
 - custom, 167
- feedback information, 249.
 - See also analytics
- follow-up to Events, 107
- friction and inertia, in learning apps, 121
- friending
 - vs. liking, 39
 - as two-way connection, 31
- friend lists
 - and privacy settings, 27
 - segmenting, 81
- Friends of Connections field, 235

G

- games on Facebook, 119
- geeks and non-geeks,
 - content for, 177
- general promotions tab, 211
- geography, targeting for advertising, 231
- Global Groups, 77
- goals for advertising, 259.
 - See also analytics

- goals for content
 - strategy, 155
- Google Analytics, 261
- Groups
 - creating
 - fields, filling out, 79
 - global access to, 77
 - grammar, punctuation, and spelling, 79
 - Keywords, 79
 - when to create, 75, 77, 89
 - event management, 71
 - managing
 - admin duties, 81, 91
 - content, posting, 85, 87
 - content, removing, 87
 - Events,
 - incorporating, 83
 - friend lists,
 - segmenting, 83
 - friends, 81
 - links, photos, and videos, 85
 - messages, sending, 83
 - and monitoring, 87
 - Profiles or Pages
 - admin, 81

- messaging, 71
- overview, 67, 73, 91
- vs. Pages, 69–71, 75
- privacy settings for, 27

I

- icons, Page, 135
- images. *See* photos
- IM screen names, 23
- inbox updates, 63
- incentive offers, 61
- inertia and friction, in
 - learning apps, 121
- info boxes, keyword
 - placement in, 165
- information, Profile, 17
- Info tab, 15, 49, 57
- Insights platform
 - Activity and traffic, 247
 - for applications, 251–253
 - demographic data, 247
 - Facebook posts, feedback
 - on, 249
 - likes and unlikes, 247
 - overview, 243–245
- interactivity
 - custom applications, 63
 - custom tab apps, 53
 - custom user apps, 53

- and Events, 97
- inbox updates, 63
- interactions Page,
 - feedback information
 - on, 249
- Media comments, 63
- personal, in Groups, 75
- SEO and content
 - strategy, 171
- statistics on. *See* analytics
- Wall posts, 63
- Interested In field, 233
- Interests and Likes, in
 - Profiles, 21
- invitations on Facebook.
 - See* Events

J

- job experience, in
 - Profiles, 19

K

- keywords
 - in Group descriptions, 79
 - Pages, keyword locations
 - for, 165
- KPI (key performance indicators), 259

L

- landing tab reveals, 205
- launching new apps,
 - 129–131
- Likes and Interests
 - in Profiles, 21
 - targeting for
 - advertising, 233
- liking
 - vs. “fanning” a Page, 21
 - vs. friending, 39
 - Like button, 197–199
 - Likes in user Profiles, 21
 - user data on, 247
- linguistic content on
 - Facebook, 185
- links
 - to Events, 105
 - for Facebook-only
 - offers, 205
 - posting in Groups, 85
- locations, targeting for
 - advertising, 231
- logos
 - for apps, 131
 - Page icons as, 135

M

- management of Pages
 - advertising, 219
 - moderation, 215
 - monitoring, 213
 - overview, 203, 221
 - Page members, exclusive deals for, 205
 - Promotions tab, 211
 - redesigning Pages, 209
 - responding to
 - customers, 217
 - status updates, frequency of, 207
- marketing on Facebook.
See also analytics
 - vs. email marketing, 23
 - Pages vs. Profiles, 39–41
 - user expectations, 65
 - viral marketing
 - app features and, 123
 - contagiousness, 113
 - success, learning from, 117
- mascots, friending vs. liking, 39
- media
 - designing, 135

- media comments, 63
- news media, impact of
 - Facebook on, 3
 - posting on Pages, 169
- messaging in Groups, 71, 83
- meta mentions as
 - content, 179
- moderating your Facebook Page, 215
- monitoring your Facebook Page, 213
- monthly active users (MAUs), 251

N

- news and stories on
 - Facebook, 181
 - Newsfeed, Facebook, 135, 173, 207
- newspaper circulation in the US, 3
- Not Connected To field, 235
- Notes app, 47
- numbers, use of in titles, 183

O

- offers for Fans (Page members), 143, 205
- optimization of Pages
 - content strategy, 59
 - search, Facebook, 55
 - search, organic, 55
 - tips for, 57
- origins of Facebook, 1

P

- Pages
 - apps for, 29, 47, 51–53
 - creating, 45
 - customizing
 - assets and media, designing, 137
 - content, 139
 - custom apps, 51–53
 - custom tab apps, 53
 - exclusive stuff, 143
 - Notes app, 47
 - overview, 45, 133, 149
 - Page icons, 135
 - patterns and days, branded, 141
 - Social RSS app, 47
 - Static FBML
 - (Facebook markup language), 47
 - tabs, custom, 145
 - user apps, 147
- Event invites and, 101, 103
- Event tab, 103
- vs. Groups, 69–71, 89
- interactions, user
 - custom applications, 63
- inbox updates, 63
- media comments, 63
- Wall posts, 63
- keyword locations in, 165
- management of.
See management of Pages
- moderating, 215
- monitoring, 213
- optimization
 - content strategy for, 59
 - goals and skills for, 55
 - search, Facebook, 55
 - search, organic, 55
 - tips for, 57
- overview, 35
- posting, frequency of, 157

Pages (*continued*)

- and Profiles for
 - businesses, 13, 21
- vs. Profiles,
 - differences, 39–41
- promotion
 - incentive offers, 61
 - organic promotion, 61
 - paid advertising, 59
 - redesigns, timely, 209
 - responding to posts, 217
 - types of Pages, 43
- parts of speech, in writing
 - for Facebook, 189
- patterns, custom, 141
- patterns for posting
 - content, 159
- photos
 - for advertising, 227
 - for Events, 99, 107
 - photo apps, 147
 - Photos tab, 15, 49
 - posting in Groups, 85
 - posting on Pages, 169
- posts
 - content calendars
 - and, 161
 - content, fitting to
 - Facebook model, 7

- encouraging posting, in
 - Groups, 87
- Events, 103
- frequency of, 157, 207
- removing, from
 - Groups, 87
- Wall posts, and Page
 - interaction, 63
- privacy settings
 - for contact
 - information, 23
 - customization of, 25
 - vs. openness on
 - Facebook, 11
- Profiles
 - for business, 13
 - contact information, 23
 - and Event invites, 101
 - likes and interests, 21
 - overview, 9–11, 33
 - vs. Pages,
 - differences, 39–41
 - parent Profiles, 81
 - privacy settings, 25
 - Profile applications, 29
 - Profile boxes, 125
 - Profile interactions, 31
 - Profile tabs, 13, 15
 - rules for, 37

- setting up, 17
- work and education, 19
- promotion
 - apps, new, 129–131
- Events, 105
- general promotions
 - tab, 211
- Pages
 - incentive offers, 61
 - organic promotion, 61
 - paid advertising, 61
- promo codes for
 - Facebook-only
 - offers, 205
- unique promotion
 - tab, 211
- public figures, Pages
 - for, 39–41

Q

- questions, responding
 - to, 217
- Quotations, Favorite, 17

R

- readability, in writing for
 - Facebook, 191
- Recommendations
 - feed, 201

- recruiting, job, 19
- Relationship field, 233
- Report/Block privacy
 - setting, 27
- responding to questions
 - and comments, 217
- ROI (return on investment), 55. *See also analytics*

S

- schools, entering in
 - Profile, 19
- search
 - content, importance
 - of, 169
 - for Events, 97
 - Facebook search, 55
 - interactivity and, 171
 - keyword placement,
 - 165–167
 - optimizing content
 - for, 163
 - organic search, 55
- seasonal Page
 - redesigns, 209
- self-help topics on
 - Facebook, 181

sharing articles on
Facebook. *See*
also writing for
Facebook
Like button, 195–197
readability and education
level, 191
Share button, 193–195
Simple Mode (bidding
model), 239
social apps and social
behaviors, 113–115
social plug-ins
Activity and
Recommendations
feeds, 201
Like button, 195–197
Share button, 193–195
Social RSS app, 47
spam posters, 215
Static FBML (Facebook
markup language), 47
statistics, advertising, 241.
See also analytics
status updates, 169, 207
strategy for content.
See content, strategy
Super Wall app, 121

T

tabs
assets and media,
designing, 137
custom FBML tabs, 167
custom tab apps, 53,
137, 145
default landing tab, 167
info tab, 167
keywords in, using, 167
landing tab reveals, 205
vs. Pages, 35
promotions tab, 211
redesigning and
rotating, 209
types of, 15, 49
targeted advertising
Connections fields, 235
demographics, 231
likes and interests, 233
location, 231
Relationship and
Interested In
fields, 233
Workplaces field, 233
text
for app development, 129
copy for advertising, 229

thank-you notes, 107
themes, custom, 141
time-sensitive initiatives,
using Groups, 75, 91
timing of posting, 157,
207
topics for content
common topics, 159
educational and
constructive
content, 185
least shared words, 177
meta mentions, 179
most shared words, 181
positive content, 185
tracking. *See also* analytics
analytics, 261
using exclusive
offers, 205
traffic levels on
Facebook, 1, 247
Twitter
Facebook Events
and, 105
writing for vs. writing for
Facebook, 177

U

unique promotion
tab, 211
unlikes of your Pages
causes of, 95
user data on, 247
updates on Events, 103
updates, status.
See status updates
URL selection, 57, 165
users
custom user apps, 53
data on. *See* analytics
diversity of, 1
individuals vs.
businesses, 13
MAUs (monthly
active users) and
DAUs (daily active
users), 251
user apps, 147
where to send, 225

V

videos
and Event
follow-up, 107
popularity of, 187
posting in Groups, 85

viral marketing. *See*
also marketing on
Facebook
app features and, 123
contagiousness, 113
success, learning
from, 117

W

Wall tab
description of, 15, 49
posting Events on, 103
posts, 63
work information, in
Profiles, 19

Workplaces field, 233
writing for Facebook. *See*
also topics for content
digits, making use of, 183
educational and
constructive
content, 185
linguistic content, 185

overview, 202
parts of speech, use
of, 189
positivity, the power
of, 185
readability, 191