

## Chapter 18

# Ten Facebook Blogs for Business

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**M**arketing on Facebook is truly unlike any other style of marketing. Now that you're well on your way to becoming a Facebook marketing master, you'll need to keep your knowledge of this ever-changing world up to date. There is no better way to get fast, up-to-date information than via the blogosphere.

Our goal is to give you some lasting tools for your continued education on Facebook. We monitored these blogs during the writing of this book to stay current on any possible changes coming from Facebook.

### *Facebook Blog*

We wish we could say that one source is tops for news about Facebook, but in reality, we can't. However, the Facebook blog run by the Facebook employees is darn close. Here you can find out what's happening behind the scenes at Facebook. Facebook employees give firsthand accounts of new features, products, and goings-on around the office. Monitor this blog for changes to Facebook and interfacing directly with select Facebook employees. You can find this blog at <http://blog.facebook.com>.

### *AboutFaceDigital*

Truth is, this is your authors' blog, where our goal is to find the latest Facebook news and echo it in one spot for marketers. At [www.aboutfacedigital.com](http://www.aboutfacedigital.com), we monitor numerous blogs and more for relevant Facebook news — even before we started writing the book. Now that we can focus on our own continued education, Rich's blog brings you case studies and examples of best practices along with the changes in the Facebook landscape. Also, check out Paul Dunay's blog called Buzz Marketing for Technology ([www.buzzmarketingfortech.com](http://www.buzzmarketingfortech.com)) where he covers how to use social media specifically for tech firms of all sizes.

## Inside Facebook

This independent blog ([www.insidefacebook.com](http://www.insidefacebook.com)) focuses on Facebook and the Facebook Platform for developers and marketers. Inside Facebook began in April 2006 and delivers very timely information that tends to be quite technical in nature, which is why it appeals to the application developer community, as well as the more advanced social media marketer.

## Facebook Advice

From the co-authors of the book *I'm on Facebook — Now What?* (Happy About, 2008), ([www.facebookadvice.com](http://www.facebookadvice.com)) is co-run by Jason Alba and Jesse Stay. You can expect a wide range of topics, and not all are purely business oriented. You can count on them to keep you informed on trends for Facebook for business, Facebook for non profits, Facebook for education, and Facebook etiquette. Jason Alba also recently authored *I'm on LinkedIn — Now What???* (Happy About, 2009) and is the CEO and founder of JibberJobber ([www.jibberjobber.com](http://www.jibberjobber.com)). Jesse is the founder of SocialOptimize and is an active Facebook developer, consultant, and expert.

## Face Reviews

Rodney Rumford and his team at Gravitational Media LLC run Face Reviews ([www.facereviews.com](http://www.facereviews.com)), another great source for Facebook applications reviews and Facebook news. They also cover the social media and social networks Twitter, MySpace, Bebo, FriendFeed, and OpenSocial to name a few.



We recommend their e-book *Twitter as a Business Tool* for anyone just getting started with Twitter — or even the seasoned Twitter professional. You never know when you can pick up a trick or two by reading something like this.

## Why Facebook?

Run by Mari Smith, who is an independent consultant and coach. Her blog is great for social networking for both fun and profit. Mari addresses all things Facebook, as well as other popular social media tools like Twitter. The blog also offers the *7 Day Facebook Marketing Tips* by e-mail subscription. This could be very useful for those of you looking to keep on top of Facebook

trends without having to go to your RSS feed reader. Also check out her quick start guide to social marketing, a fast track Webinar to help you accelerate your social media results. You can find her blog at [www.whyfacebook.com](http://www.whyfacebook.com).

## *Stayin' Alive*

Jesse Stay, mentioned earlier in the chapter, also writes his own blog, consults with his business, Stay N' Alive Productions, LLC, and runs a social relationship management company called SocialToo.com. Jesse is one of the blogging pioneers in the social media space. His blog can be found at [www.staynalive.com](http://www.staynalive.com). Jesse provides valuable content, shares his knowledge on social media, technology, and new media, and posts the occasional rant.

## *Mashable*

The quintessential guide to social media on the blogosphere, Mashable ([www.mashable.com](http://www.mashable.com)) covers much more than just Facebook. In fact, you can expect over five posts a day on Mashable to cover topics about Facebook, Twitter, MySpace, RSS, Flickr, FriendFeed, Seesmic, and much more. We highly recommend this blog for its diversity of authors and viewpoints as well as its diversity of topics pertaining to all things social media. They also do a lot of how-to guides and list great resources.

## *The Facebook Effect*

The Facebook Effect is a blog that tracks Facebook news, commentary, and analysis. The Facebook Effect was founded in April 2007 to analyze the growing effects that Facebook has on the way we communicate, organize, share, and collaborate. They explore privacy issues, network effects of Facebook, trends and news, and provide those interested with information to help make sense of the increasingly important role Facebook plays in the lives of its millions of users around the world. The Facebook Effect has migrated completely to Facebook now and can only be accessed via its Facebook Page.

## *All Facebook*

All Facebook ([www.allfacebook.com](http://www.allfacebook.com)) bills itself as the “unofficial” Facebook resource blog. We agree and look to this blog as *the* source of great information on Facebook demographics (they have a nice application resident on their site for this). They also have great stats on the top Facebook Pages, fastest growing pages, and least visited pages, plus plenty of data on Facebook Applications like the fastest growing, the best, the worst, and a ranking of the top Facebook application developers.