

Appendix A

Web Links for Facebook Marketing

In This Appendix

- ▶ Introducing Facebook links for marketing and application development
 - ▶ Optimizing your Facebook marketing strategy
 - ▶ Protecting your online reputation
 - ▶ Tracking your Web traffic, applications, and brand
 - ▶ Monitoring what people say about you and your competition
 - ▶ Finding all the top blogs
-

Facebook offers you the opportunity to build new and develop existing business relationships. A completely self-contained universe, Facebook has plenty of tools that can help you to find and then connect with your target audience. From setting up your business presence on a Facebook Page to advertising to a highly-targeted consumer base to providing a Marketplace where you can buy and sell your goods and services, the following links can provide you with some basic building blocks to help you further develop your Facebook strategy.

Facebook Pages Directory

A searchable directory of all Facebook Pages, this organizes Pages according to which ones have the most fans. You can also view more links according to vertical Page directories, including: places, products, services, stores, restaurants, bars and clubs, organizations, politicians, government officials, non-profits, TV shows, films, games, sports teams, celebrities/public figures, music, and Web sites.

www.facebook.com/pages

Facebook Marketing Solutions Page

Want to see what's working for other Facebook marketers? The Facebook Marketing Solutions page is the place to go where you can also contribute to the conversation (see Figure A-1).

www.facebook.com/marketing

Facebook Lexicon Tool

The Facebook Lexicon application keeps on getting better for marketers interested in knowing what people are saying. Type a term and see how much buzz it's garnering within Facebook.

www.facebook.com/lexicon

Facebook Friend Finder

With this handy friend finder page, Facebook offers a number of ways to search for your friends. You can type a name or an e-mail address, or search by a school or an employer.

www.facebook.com/find-friends

Figure A-1:
The
Facebook
Marketing
Solutions
page.

The screenshot shows the Facebook Marketing Solutions page. At the top, there's a navigation bar with 'Home', 'Profile', 'Friends', 'Inbox (99)', 'Richard Brainer', 'Settings', 'Logout', and a search box. Below this is the 'Facebook Marketing Solutions' header with tabs for 'Wall', 'Info', 'Photos', 'Notes', 'Discussions', and 'Resources'. The main content is divided into three columns:

- BUILD A PRESENCE:**
 - Create an authentic connection to your audience by sharing your voice and participating in dynamic conversations on Facebook.
 - Facebook Pages:** Download our Pages Product Guide and learn about how you can start connecting with your audience.
 - GET STARTED:**
 - Join the conversation.
 - Create your page now >
- ENGAGE YOUR AUDIENCE:**
 - Facebook provides numerous tools for you to reach and engage your audience. The tools below will help you get started.
 - Applications and Features:**
 - Use **Publisher** to keep your users updated on new content.
 - Write **Notes** (even on-the-go) and share them with your audience.
 - Post **Photos and Videos** of your events.
 - Add **Applications** that enhance your Page experience.
 - Create **Discussion Boards** to solicit user feedback and generate brand fans.
 - Create **Groups** to help your fans with similar interests connect with one another.
 - Set up **Events** and have your fans RSVP.
 - Import your blog and help it spread on Facebook.
 - Check out **Facebook Platform** to see how you can customize your presence on Facebook.
- SPREAD YOUR MESSAGE:**
 - Leverage the social graph on Facebook, the network of real connections through which people communicate and share information.
 - Mass Distribution:** Get instant access to your audience and their friends when you update your Page through News Feed and send targeted updates...
 - Implement **Facebook Connect**, on your site so users can login with their Facebook ID and can easily share and distribute their activities on your site with their Facebook friends.
 - Add **Facebook Share** to your site and make it easy for your audience to spread content to their friends on Facebook.
 - With Comment Box:** Facebook users on your site can comment on your content, post those comments to their profiles, and share them with their friends on Facebook.
 - Promote your Facebook page on your site or customer emails with our "Find us on Facebook" Badge

On the right side, there is a 'Create an Ad' section and a 'Give a Gift' section featuring a 'The Texas Daboon' gift.

Facebook Help

Confused about a Facebook feature or function? Facebook provides a searchable Help database that explains terms in easy-to-understand language (see Figure A-2).

www.facebook.com/help.php

Facebook Advertising

The Facebook self-serve advertising system is easily accessible from a link at the bottom of any Facebook page. It lets you create your own ads, target your audience, and set a budget to optimize your returns.

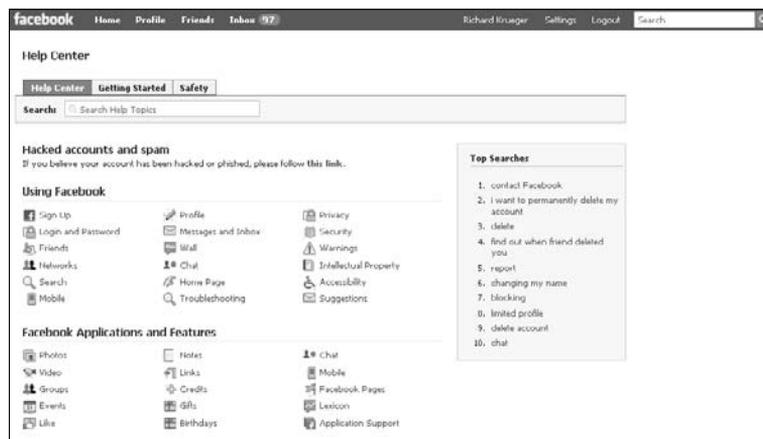
www.facebook.com/advertising

Facebook Developer Resources

For developers interested in building applications for the Facebook platform, Facebook offers ample documentation and resources. Here you'll find tools, script libraries, and forums to help you develop compelling applications.

<http://developers.facebook.com>

Figure A-2:
The
Facebook
Help Center.



Facebook Marketing Primer

This presentation walks you through the many marketing opportunities available in Facebook. From building a company presence with a free Facebook Page to launching an advertising campaign on the self-serve advertising platform to selling products via its Marketplace, this primer is a straight-forward overview on how to market your business in the world's largest social network.

www.slideshare.net/rkrueger/krueger-facebook-marketing

Five Tips for Improving Your Landing Tab

From the popular Facebook blog AllFaceBook.com, Facebook advertisers can benefit from this helpful guide. As you tap into the micro-targeting advertising platform, you will want to use tabs to create an effective landing page for your Facebook audience.

www.allfacebook.com/2009/08/how-to-create-a-landing-tab-that-converts-new-visitors-into-fans/

Five Tips for Optimizing Your Facebook Page

Like a Web site, a Facebook presence is a fundamental tactic for all social network marketers, and should be on everyone's list of must haves. But once you build it, you'll need a strategy for posting updates as frequently as you can with interesting content.

www.buzzmarketingfortech.blogspot.com/2009/06/5-tips-for-optimizing-your-facebook.html

Five Ways Facebook Will Get You Fired

More than half of all employers monitor your computer activities. Find out the most important ways to protect your online reputation and keep your job in this helpful eBook.

www.aboutfacedigital.com/blog/2009/08/18/facebook-can-get-you-fired/

Facebook Applications Tracking

Facebook developers and marketers alike can now pay close attention to which applications are catching on, thanks to Adonomics. This Web site charts the top performing Facebook applications across several categories (see Figure A-3).

www.adonomics.com

Figure A-3:
Track Facebook applications and see how they rank per number of monthly users.

The Adonomics 100™			
Rank	Company	Daily Active Users	Valuation
1	Zynga	4,675,441	\$121,986,913
2	Playfish Ltd	4,218,008	\$53,653,919
3	Rock You	2,140,355	\$63,067,230
4	Slide	1,601,919	\$55,793,168
5	Facebook	958,105	\$7,638,216
6	Flixster	955,084	\$22,004,638
7	Project Aquant	944,178	\$31,943,509
8	FamilyLink.com	771,873	\$9,562,005
9	SA Ventures	677,760	\$7,698,577
10	SNAP Interactive	626,980	\$11,103,130
11	Watercolor, Inc.	489,308	\$10,965,984
12	Znosk	453,853	\$2,354,335
13	MindDolt.com	391,857	\$1,674,730
14	iLike	361,736	\$6,319,667
15	SC Ventures	351,768	\$2,994,517
16	Chainn Inc.	316,056	\$6,345,549
17	Big Dates	241,473	\$2,536,202
18	Social Gaming Network (SGN)	226,280	\$6,077,927
19	Don Penguin	188,007	\$1,449,718
20	TS Ventures	148,231	\$1,437,875

Samepoint Social Media Search

Find out what people are saying about a company, a product, or even you. Samepoint searches the social Web, including Facebook, Twitter, Digg, YouTube, and many more, to bring back relevant results about social network conversations. You can even search by social media type (that is, just video sites) and create RSS Feeds that continuously update the information on your Page as new content is found (see Figure A-4).

www.samepoint.com

How Sociable Are You

Measure your brand's visibility across 22 metrics based on the most popular social media sites with this free and easy-to-use tool.

www.howsociable.com

Figure A-4:
Search for conversations across the social Web using Samepoint.com.



Addict-o-matic

A social media search engine, Addict-o-matic offers a nice, real-time view into what people are saying about a particular search term (see Figure A-5).

www.addictomatic.com

Technorati Blog Search

Offering the most comprehensive directory of blogs on the Web, Technorati helps you to identify all the top blogs within a given topic. You can also search all blogs indexed by Technorati, which is about 80 million on last count.

www.technorati.com

Figure A-5:
Create a
Facebook
Page with
real-time
news from
across the
social Web
with Addict-
o-matic.



Google Blog Search

Where would you find the best tool for searching blogs on the Web? Why Google, of course! Google's Blog Search offers advanced search options where you can search by date, which is a handy feature for tracking word-of-mouth buzz.

<http://blogsearch.google.com>

BlogPulse

An easy-to-use, free tool, BlogPulse lets you type up to five search terms and then get a visual representation of how much buzz each term garners, which is measured in terms of social media mentions. Excellent for competitive analysis, BlogPulse buzz graphs can help a marketer to quantify their social media campaigns (see Figure A-6).

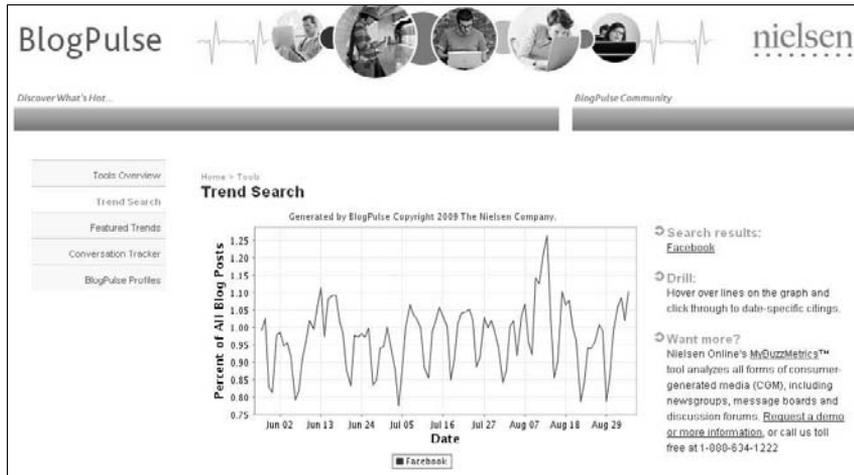
www.blogpulse.com

Google Trends Lab

Another helpful tool from Google is the Google Trends lab, which shows you how many searches and news stories a given search term has generated.

<http://trends.google.com>

Figure A-6:
BlogPulse,
from TV
ratings
company
Nielsen,
charts
keyword
use across
blogs.



BoardTracker

Bulletin boards, an open forum where users can post their opinions on a given topic, are still extremely popular on the social Web. You should pay attention to what's being said about you and your competitors across bulletin boards. This helpful search site brings most of these comments under one simple search interface.

www.boardtracker.com

Search Twitter

Twitter is an increasingly important source for all kinds of discussions. Twitter's own internal search engine lets you hone in on any tweets (that is, Twitter messages) that you should know about, and even allows you to create an RSS Feed for that search term, so that anytime the term appears in a tweet, you'll know about it.

<http://search.twitter.com>

Compete Web Traffic Analysis

The Compete site traffic analyzer is another helpful tool for evaluating how you're doing against your competition. Enter your Web site URL, and up to five

other URLs, and watch as Compete creates a useful graph showing traffic to your site(s) based on monthly page views, site visitors, and several other metrics.

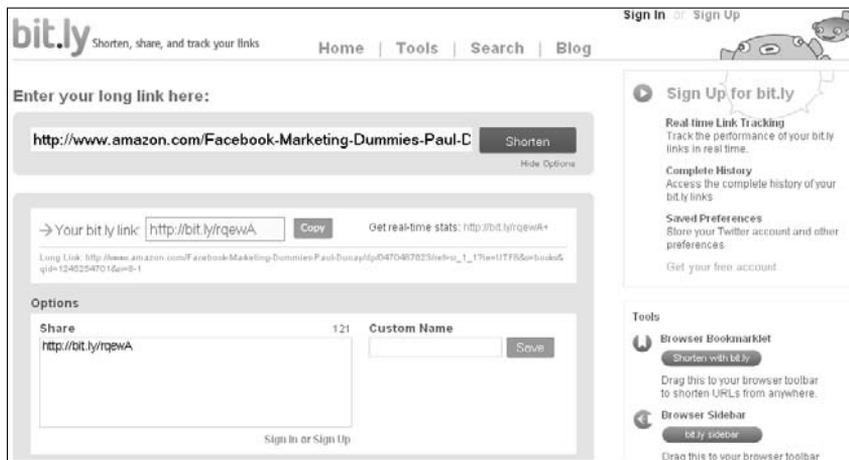
www.compete.com

Bit.ly URL Shortener

Given the limited space social network sites allow for you to enter content updates (such as, Facebook and Twitter), people looking to push out links are wise to use a URL shortener, such as the one from Bit.ly. Free and easy-to-use, Bit.ly creates an abbreviated URL out of your long links and even lets you track how much traffic you generated via the shortened link (see Figure A-7).

www.bit.ly

Figure A-7:
Shorten the
links on your
Facebook
Page using
this Web
site.



Digg Makes News Social

Primarily for news, links, images, and videos, Digg lets you submit news stories, and then vote on the importance of those stories relative to all others.

www.digg.com

Truveo Aggregates Videos

Online videos continue to proliferate user-generated sites. Truveo lets you search across the major video sites, including YouTube and MotionBox, saving you time so that you don't have to visit those sites.

www.truveo.com

Appendix B

Protecting Your Identity in Facebook

In This Appendix

- ▶ Protecting your personal information
 - ▶ Restricting access to your general News Feed and Wall stories
 - ▶ Restricting access to your News Feed application stories
 - ▶ Creating friends Lists
 - ▶ Establishing controls for accessing your photo albums
-

Facebook doesn't provide a whole lot of privacy for your Page (see Chapter 4) since a Page is available on the Internet for all to see. You can't restrict access to your Page in external search engine results, such as Google, so you can't limit access to just employees, customers, or even Facebook members.

But, because reputations are made on Facebook, it helps to understand what you can control so that you can make more informed choices when sharing information with other Facebook members. Following are ten crucial privacy options for your personal profile that can help protect your professional reputation, your friends, and photos and videos of you.

Setting Privacy Controls

When it comes to privacy settings on Facebook, it's all about protecting information contained in your profile. Keep in mind that all business is also personal on Facebook, so review your personal privacy settings to help you balance out your professional and personal personas on the social network.

Hiding your contact info

When I realized that my friends had access to my contact information, it didn't immediately bother me. But, when my friends List grew to encompass much more than actual friends, I realized that it wasn't in my best interest to make my contact information available to all of them.

Facebook lets you set privacy controls for your contact information. Following are steps to limit access to your contact information:

1. Choose **Settings** → **Privacy Settings** on the top right navigation bar.
2. Click the **Contact Information** tab on the top of the page.

As shown in Figure B-1, you can adjust privacy settings for each field that makes up your contact information.

3. Choose each field's privacy setting from each drop-down menu.

Fields include your IM screen name, mobile phone number, other phone number, current address, Web site, and e-mail address.

4. Click **Save Changes** at the bottom of the page.

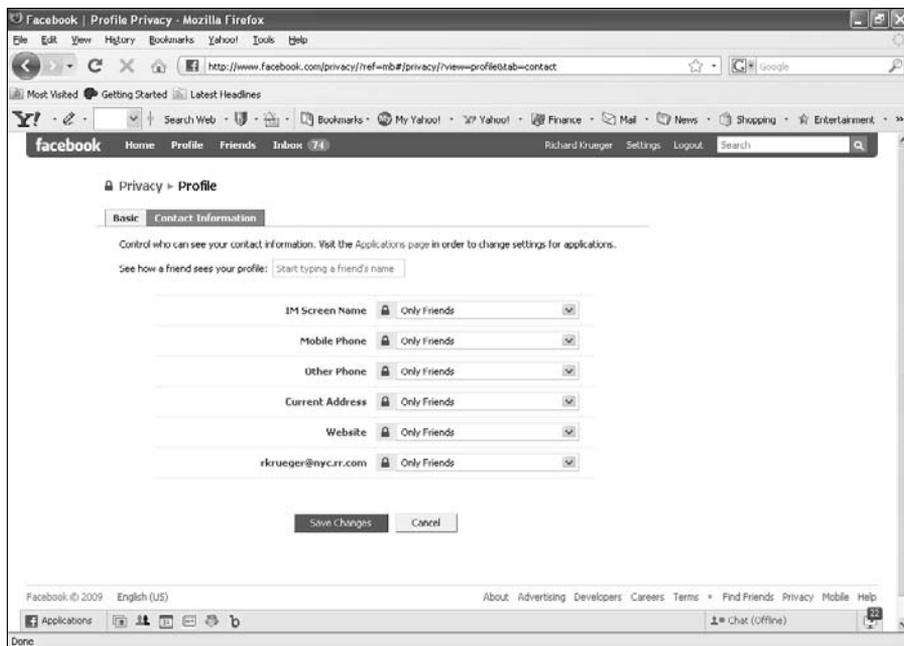


Figure B-1:
Limit who
can view
your contact
information.

Hiding your relationship status

Not everyone needs to know if you are married, single, or whether “it’s complicated.” Relationship status has caused many a break-up, at least one death in the UK from a jealous separated husband, and has probably affected the way your co-workers view you. To eliminate stories relating to your relationship status, follow these steps:

- 1. Choose Settings → Privacy Settings on the top right navigation bar.**
- 2. Select News Feed and Wall.**
- 3. Click the Activities tab.**
- 4. Uncheck the box next to Change Relationship Status.**

This prevents stories regarding your relationship from being generated and distributed.

- 5. Click Save Changes.**

Restricting photo/video tagging

Photos that you didn’t even post could come back to haunt you thanks to the Facebook tagging feature (see Chapter 6). If you aren’t careful with your privacy settings, photos and videos shot by someone else could be tagged or made public, causing serious ramifications to your career, social life, and general reputation.

Fortunately, Facebook provides settings that limit who can see photos (and videos) in which you’re tagged. Following are the steps to limit distribution of tagged photos of you:

- 1. Choose Settings → Privacy Settings on the top right navigation bar.**
- 2. Click the Profile link.**

Half-way down the page, you can view the Photos Tagged of You and Videos Tagged of You settings.

- 3. Choose Customize from the Photos Tagged of You drop-down menu.**

Even though these photos could reside on another member’s profile, you can still limit who gets to see the photo.

4. Choose one of the following options:

- Everyone: Allows everyone to see tagged photos of you.
- Friends of Friends: Allows friends of your friends to view the tagged photos of you.
- Only Friends: Restricts the view to only your direct friends.



You can also exclude specific people by entering a friend's name or a friend List under *Block List*. Notice that when you enter either a friend's name or group name, Facebook presents you with names that match.

5. Click Okay at the bottom of the screen (see Figure B-2).

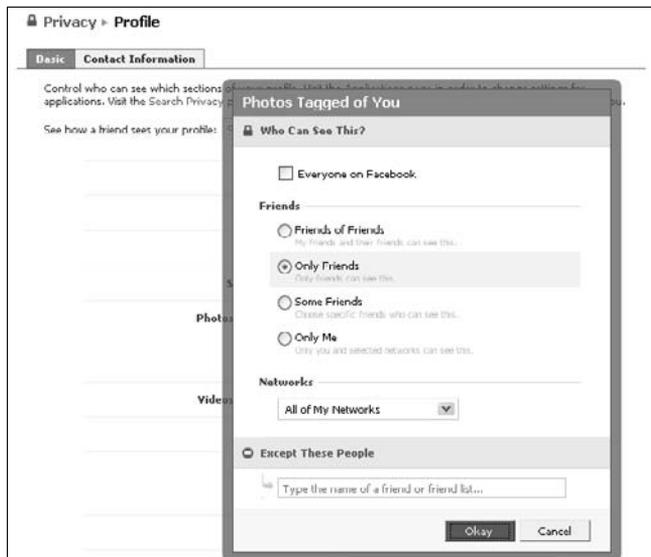


Figure B-2:
Limit who
can view
photos in
which you
are tagged.

Restricting News Feed stories

News Feed stories are generated whenever you interact with your Facebook Page (see Chapter 6), such as posting a new photo album, commenting on a note, adding a friend, or changing your relationship status. You might have professional reasons to limit who receives this News Feed information about you.

So don't be caught off-guard by News Feed stories being generated by your actions within Facebook. The News Feed and Wall Privacy settings allow you

to opt-out of stories for these actions. Following are the steps to limit access to your News Feed stories:

1. Choose **Settings** → **Privacy Settings** on the top right navigation bar.
2. Click the **News Feed and Wall** link.

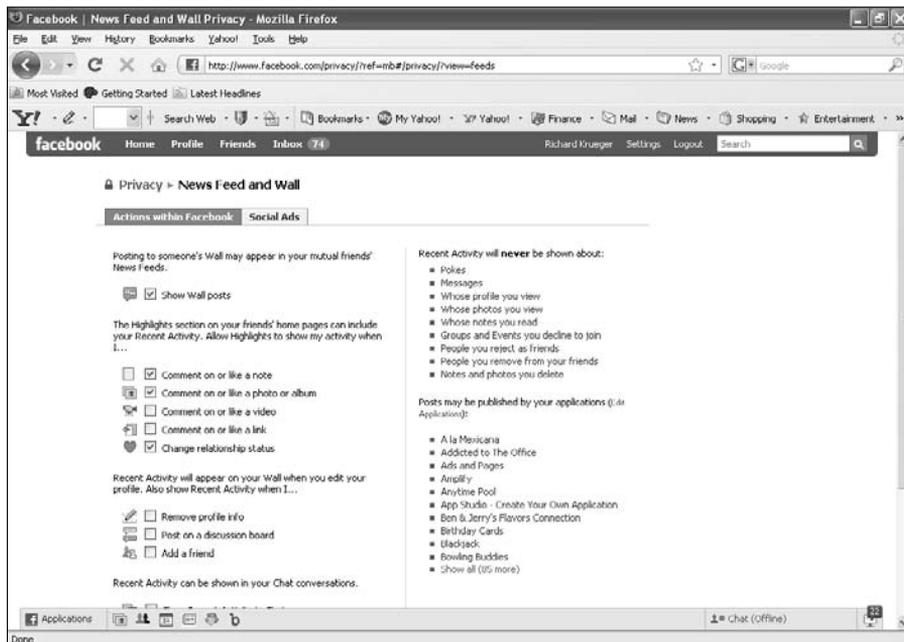
Uncheck boxes on your Privacy — News Feed & Wall page (shown in Figure B-3) to restrict certain types of stories from being generated and distributed, including Wall posts, comments, profile information, discussions, new friends, and chats.

3. Click **Save Changes**.

Opting out of Facebook searches

Within the Facebook community, if you don't want to be found when someone searches for your name, college, or previous employer, then you can stop your personal profile from appearing in Facebook Search results. Note that by default your profile is available to people within your network.

Figure B-3:
Limit access
to who
views your
News Feed
stories.



To opt-out of internal Facebook searches, follow these simple steps:

1. Choose **Settings** → **Privacy Settings** on the top right navigation bar.
2. In the **Search Visibility** drop-down menu (see Figure B-4), choose **Only Friends**.

Only friends who are confirmed friends of yours can see your profile in a Facebook Search.

3. Click **Save Changes**.

By choosing **Customize** from the **Search Visibility** drop-down menu, you can refine your settings even more.



Protecting your friends List

One of the great things about Facebook is that you can see friends of your friends. This is an effective way to find new friends. However, some of your friends may not appreciate that they can be readily found from your friends List and you may not appreciate your friends befriending other friends of yours.

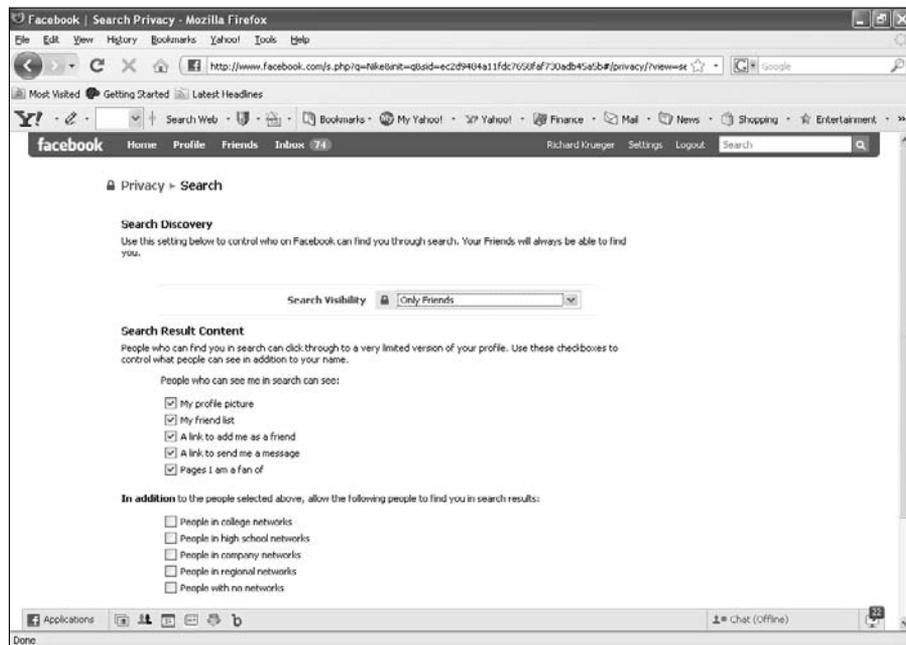


Figure B-4:
Opt-out
of the
Facebook
Search
feature.

So, Facebook lets you restrict who can see your friends. To change privacy settings for friends, follow these steps:

1. **Choose Settings** → **Privacy Settings on the top right navigation bar.**
2. **Click Profile.**
3. **Click the drop-down menu next to Friends, which is located about halfway down the page.**
4. **Select who can see your friends List.**
5. **Click Save Changes at the bottom of the page.**

Your new privacy settings for who has access to your friends List are stored.

Evading external searches

Although search engines provide plenty of visibility for people who want to be found, they also present a problem for those who prefer to remain private. It surprises a lot of people that select information from your Facebook profile may appear in search engines. Although your entire profile is not exposed, your profile picture, list of friends, links to add you as a friend or send you a message, and a list of up to 20 Pages of which you are a fan is visible, by default, in Google and other external search engines.

Whatever your reason for not wanting your Facebook profile to be found via Google, follow these steps:

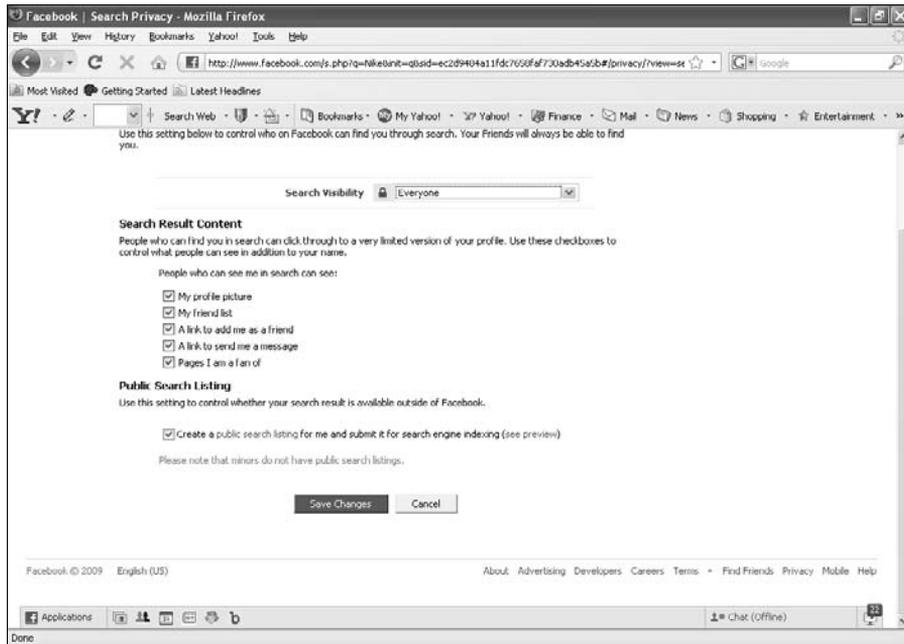
1. **Choose Settings** → **Privacy Settings on the top right navigation bar.**
2. **Click Search.**
3. **Uncheck the box next to Create a public search listing for me and submit it for search engine indexing. (See Figure B-5.)**

Uncheck this box to prevent search engines from indexing your Facebook profile.

4. **Click the Save Changes button.**



Figure B-5:
Protecting
your
personal
profile from
search
engine
results with
Facebook
Privacy
settings.



Restricting Application News Feed Stories

This one is part confessional. One of your authors had a slight obsession with a particular Bowling Buddies application by PlayFish. Let's face it, some of these casual gaming apps on Facebook can be downright addictive, and for him, this was his Tetris.

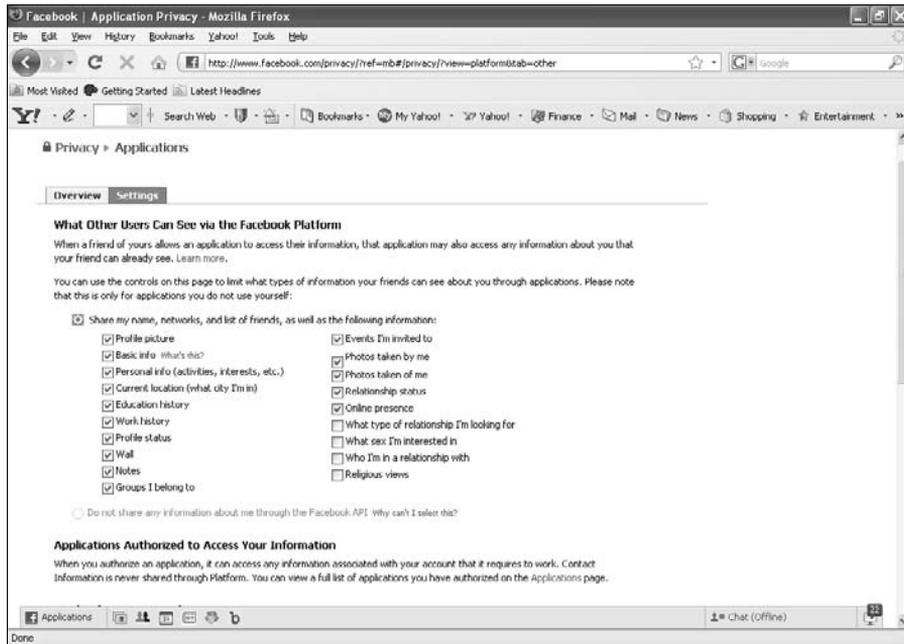
However, what he didn't realize was that every time he played a game, which was fairly often for a period, a news story would be published on his friend's profiles of his bowling prowess. After receiving comments from friends and work associates on how frequently he was playing Bowling Buddies, he realized that his actions were being broadcast to his friends via News Feed stories. Good thing he didn't install the What Sex and the City Charter Are You? app!

To restrict stories from being published on your interactions with Facebook applications (apps), follow these steps:

1 Choose Settings → Application Settings on the top right navigation bar.

Facebook displays a list of your recently used apps, as shown in Figure B-6.

Figure B-6:
Choose to
opt-out of
application-
related
stories.



2. Click the **Settings** tab.

3. Select each application that you want to share.

You can also choose **Customize** to exclude certain friends from seeing these stories.

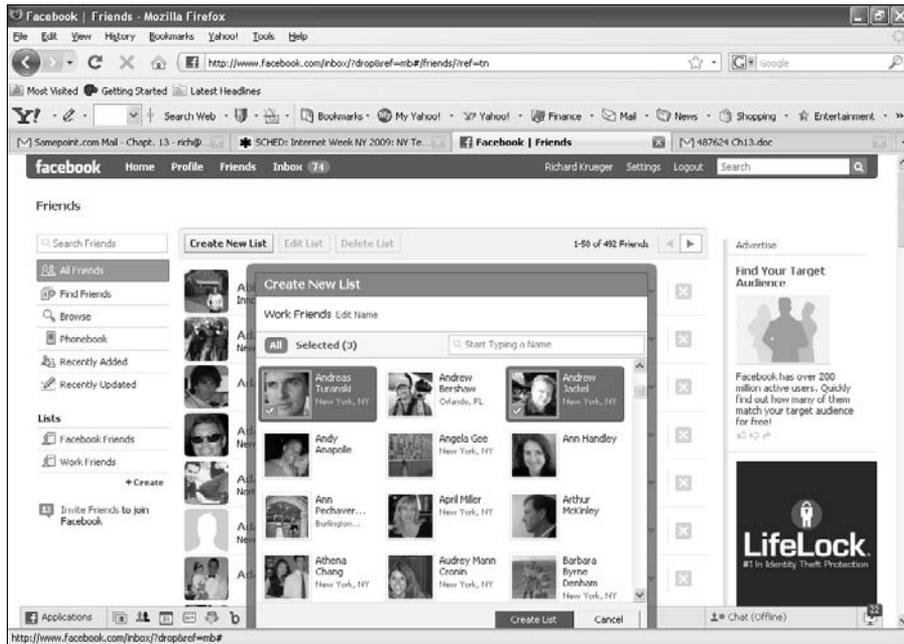
4. Click **OK**.



Setting Up a Friends List

If you want to share a specific photo album, video, or post with a subset of your friends, friends Lists are for you (see Figure B-7). You can organize your friends into groups, such as co-workers, family, or classmates. And then you can identify which groups has access to specific content that you share. For example, if you have pictures from your days as a college frat boy and prefer that your co-workers not have access to those photos, you can restrict access to just your college friends List when you post your updates.

Figure B-7:
A friends List lets you control who can see your content.



Setting Photo Album Controls

If you don't want your photos available to the world, not just those in which you're tagged, you need to configure the visibility of each photo album. After you've uploaded an album, you can specify who has access to those pictures.

1. **From your personal profile page, click the Photos tab.**
2. **Choose Create a Photo Album.**
Next to Security, you see a drop-down menu labeled Who Can See This.
3. **Choose between My Networks and Friends, Friends of Friends, Only Friends, and Customize.**



By selecting Customize, you can select which friends to exclude from seeing your album.

You can also change the privacy setting on all of your albums via your Settings menu on the top right of the page.

1. Choose **Settings** → **Privacy Settings** on the top right navigation bar.
2. Beneath **Photos Tagged of You**, click the **Edit Photo Albums Privacy Settings** link.

This takes you to your Privacy — Photos page.

3. Select the appropriate privacy option for each of your albums (see **Figure B-8**).
4. Click **Save Changes**.

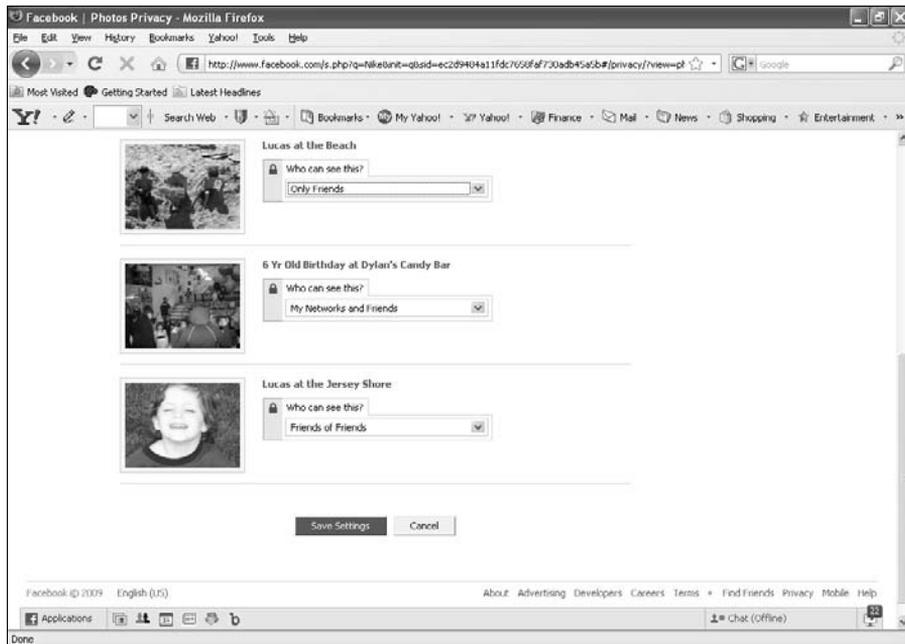


Figure B-8:
Set privacy
settings for
each photo
album.