

# Taking Advantage of Facebook's New Features

**OLD NAVY**

#oldnavy

# The Only Thing Certain.... is Facebook Change

The image shows a screenshot of a Facebook profile for 'Old Navy'. The profile is set to 'Public' and is currently viewing the 'Timeline' for the month of 'June'. The profile picture is the Old Navy logo. The cover photo is a promotional image for a 'Tournament of Tees' contest, featuring a grid of various t-shirt designs. The main content area shows two posts from Old Navy. The first post, dated June 30, is about 'FUNNOVATIONS: Flip Flop' and includes a photo of several colorful flip-flops. The second post, dated June 27, is about the 'Tournament of Tees: Boys and Girls' and includes a photo of a grid of t-shirt designs. The right sidebar shows a list of friends and a search bar. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Samantha Willems'.

facebook 1 2 Search for people, places and things Q Samantha Willems Voice Home

You are posting, commenting, and liking as Old Navy — Change to Samantha Willems

Old Navy Timeline June Highlights Admin Panel + Create A Page

Old Navy shared Old Navy's album. June 30

Now that you've got your toes in a pair (or 12) of flip-flops from our One Day Wonder sale, here's a little bit of DIY magic for your Saturday. Get your craft on.

FUNNOVATIONS: Flip Flop (8 photos)

Old Navy shared Old Navy's album. June 27

It's the final round for the Girls and Boys Divisions. Only the top 5 tees in each will make it into stores, so be sure to vote for your picks by hitting "Like."

Tournament of Tees: Boys and Girls (18 photos)  
Last chance to vote for your favorite Girls tee. Hit "Like" if you want to see this design in stores.

**TOURNAMENT OF TEES 3**  
family edition

GIRLS DIVISION // FINAL ROUND

WE LIKE TO SHOP FOR THIS TEE WE LIKE TO SHOP FOR THIS TEE WE LIKE TO SHOP FOR THIS TEE

Emily Thiel listened to Angel by Kate Voegele on Songza.

Kielely Taylor likes Katie Youtsos's photo.

Jane Leona Bodner likes Lori Lackey Leslie's photo.

Heather Curtis Morales and Jim Reithmayr are now friends.

Tommy Bahama We believe relaxation deserves its own holiday. If you agree, sign our petition ...  
Tommy Bahama: National Re...

Chris Van't Hof commented on Nick Sandbulte's post on Chris Van't Hof's wall: "I still

Alli Marion  
Anné Schwab Yezek  
Becca Feroe  
Chloe Moffitt  
Daniel Phan  
Irene Krissie Fernando  
Kate Fisher  
Katie Tinucci  
Kielely Taylor  
Laura Beth Wermager  
Laura Carter  
Shannon Kane

Go online to see who's online to chat.

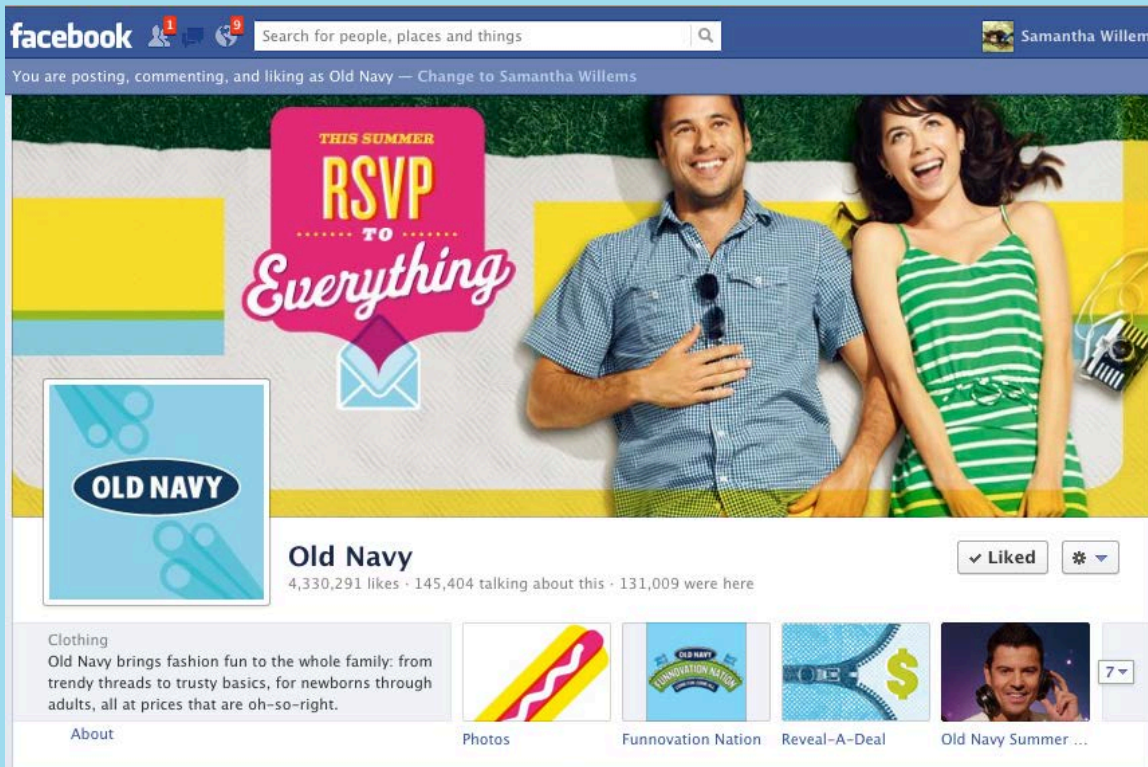
Search \* ↵

# Taking Advantage of Facebook's New Features

- Larger cover photo + profile picture
- Impact on tabs
- Pinning and starring
- Displaying your brand's milestones
- Private messaging
- Mobile implications

# Brand Away with the Cover Photo

Capture the essence of your brand, your latest campaign, or the feeling of the season

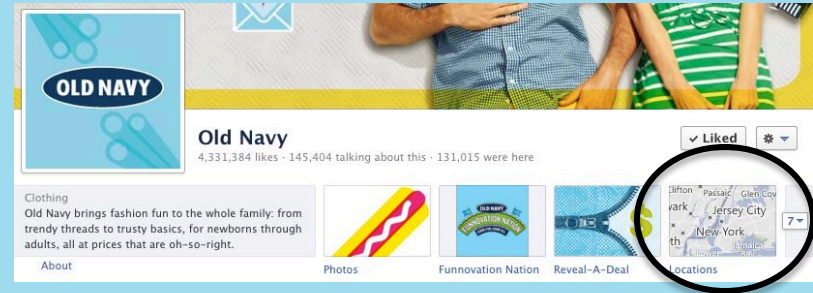


The image shows a screenshot of the Old Navy Facebook page. The cover photo features a man and a woman smiling on a picnic blanket. A pink graphic overlay reads "THIS SUMMER RSVP TO Everything" with a blue envelope icon. The Old Navy logo is visible in the bottom left corner of the cover photo. Below the cover photo, the page name "Old Navy" is displayed with 4,330,291 likes, 145,404 talking about this, and 131,009 were here. The page is categorized as "Clothing" with a description: "Old Navy brings fashion fun to the whole family: from trendy threads to trusty basics, for newborns through adults, all at prices that are oh-so-right." Navigation tabs include "About", "Photos", "Funnovation Nation", "Reveal-A-Deal", and "Old Navy Summer ...".

# Choose Your 3 Most Important Tabs

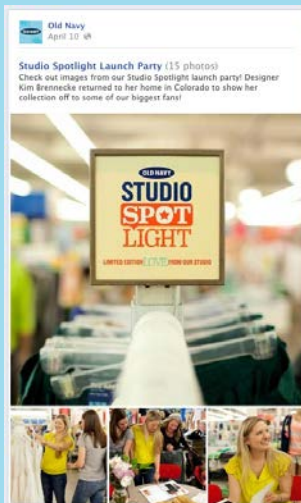
- Tabs have lost visibility since the Timeline redesign
- Photos is always first
- Other options include:
  - Number of fans
  - Locations
  - Videos
  - Events
  - Custom tabs

Note that Facebook no longer allows default landing tabs



# Pin and Star for Emphasis

- Pinning avoids scroll fatigue and emphasizes your most important post
- Starring works best for visually stimulating content

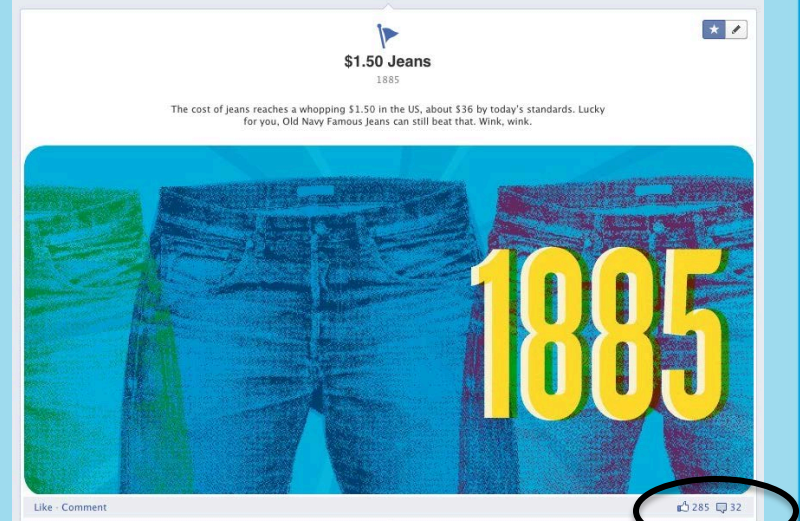


# Show off with Timeline

Most opt to simply tell their brand history:

# Show off with Timeline

- Or you could talk about the evolution of your industry
- To share or not to share: Decide if these milestones are worth publishing to the news feed





# Private Messaging Key for Customer Service

- Develop guidelines for which responses should be public vs. private
- Determine owner of responses and expected response time
- Develop sign off

The screenshot shows a Facebook interface for a user named Samantha Willems. The top navigation bar includes the Facebook logo, notification icons (1 and 9), a search bar with the text "Search for people, places and things", and the user's profile picture and name. Below the navigation bar, a status bar indicates the user is posting as "Old Navy" and provides a link to "Change to Samantha Willems".

The main content area displays a private message conversation with Old Navy. The message header shows the Old Navy logo, the name "Old Navy", and a "Messages" dropdown menu. The message content includes:

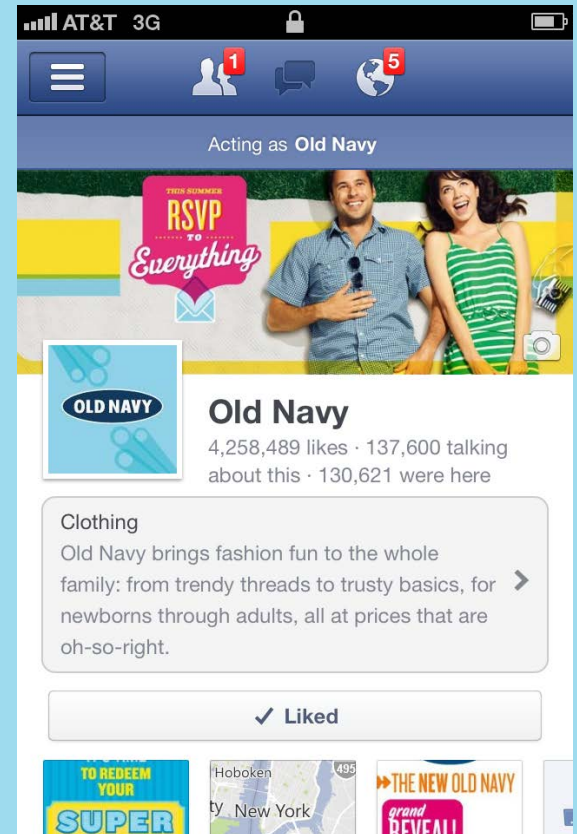
- A redacted sender name and profile picture.
- A "Saturday" timestamp.
- A message body: "Hey I was wondering if the kids have been picked and called who made it in for Charlott NC fashion wk in Sept? My daughter went to the Old Navy in sycamore commons to try out on Tuesday. Thanks so much," followed by a redacted name.
- A response from Old Navy with a logo, dated "Saturday": "called the store in Matthews, NC about your question. While we are sponsoring the event, we don't have any control over the judging of candidates for the event. The manager did tell me they are choosing about 40 kids for the event so keep your fingers crossed! Good luck and thanks for shopping with us! Jerry@ONCustomerRelations".

On the right side of the message thread, there are several interactive elements:

- "Archived Messages" button.
- "Actions" dropdown menu.
- "Search This Conversation" search bar.
- "Games You May Like" section featuring "The Ville" with 16,100,000 players and a "Play Now" button.
- "Sponsored" section with a "Create an Ad" button.
- "Free Trial Baby Diapers" advertisement featuring an image of a baby diaper and the text: "Visit The Honest Company and learn more about our Free Product Trial Now!".

# Mobile is Small!

- Cover photo is small – copy is tiny!
- “About us” actually matters
- Tabs may or may not work
- Can (hopefully) be used as a secondary store locator



# Takeaways

- Brand the heck out of your cover photo
- Prioritize your tabs (if you need them at all)
- Pin and star away
- Tell your brand story via milestones
- Take customer service to the next level with private messaging
- Optimize for mobile

# Contact Info

[Samantha\\_willems@gap.com](mailto:Samantha_willems@gap.com)

212-206-4687