



Facebook's Top Developments and Features for PR Pros

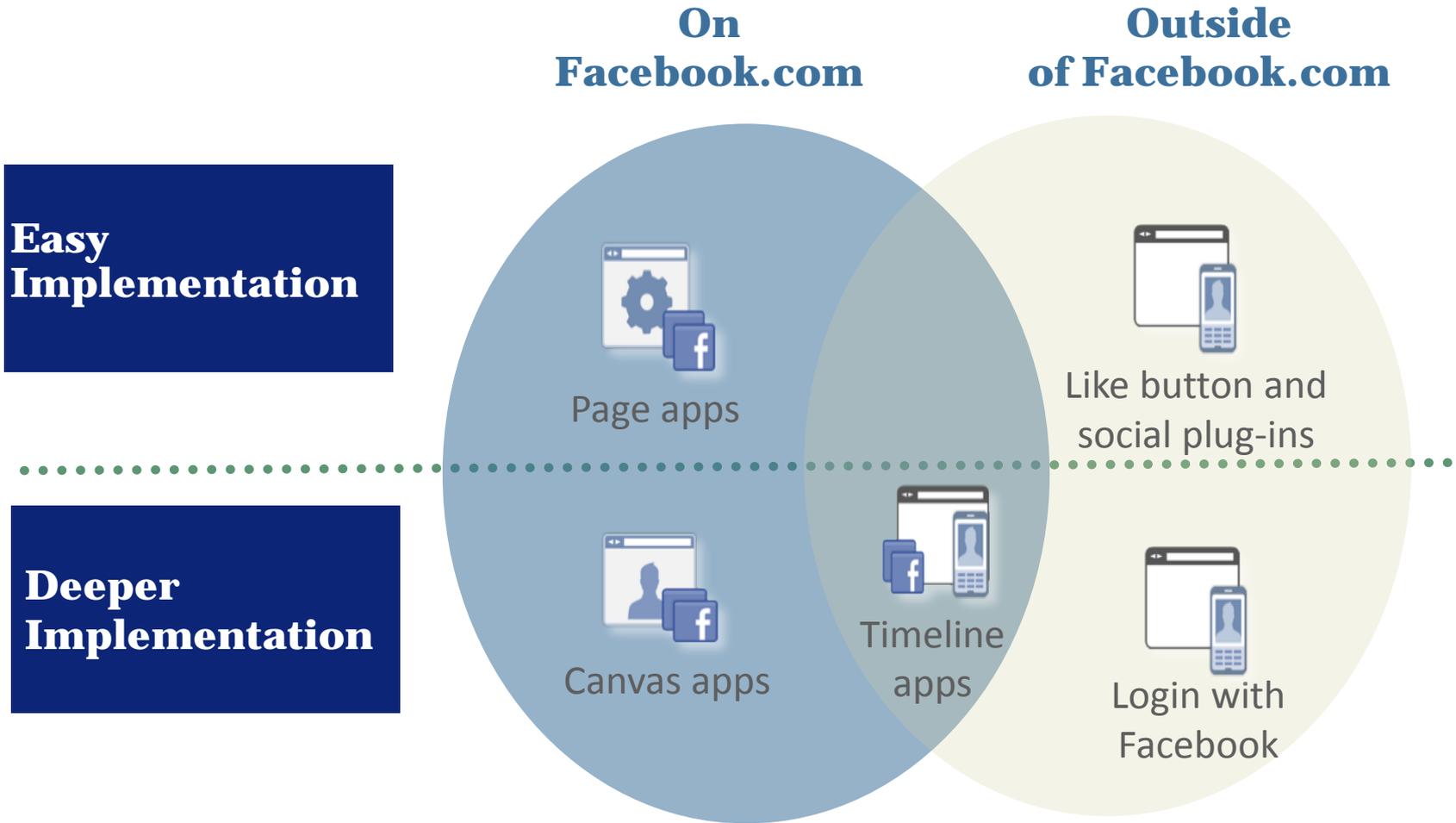
How to Integrate Apps and Mobile Into Every Part of Your Strategy

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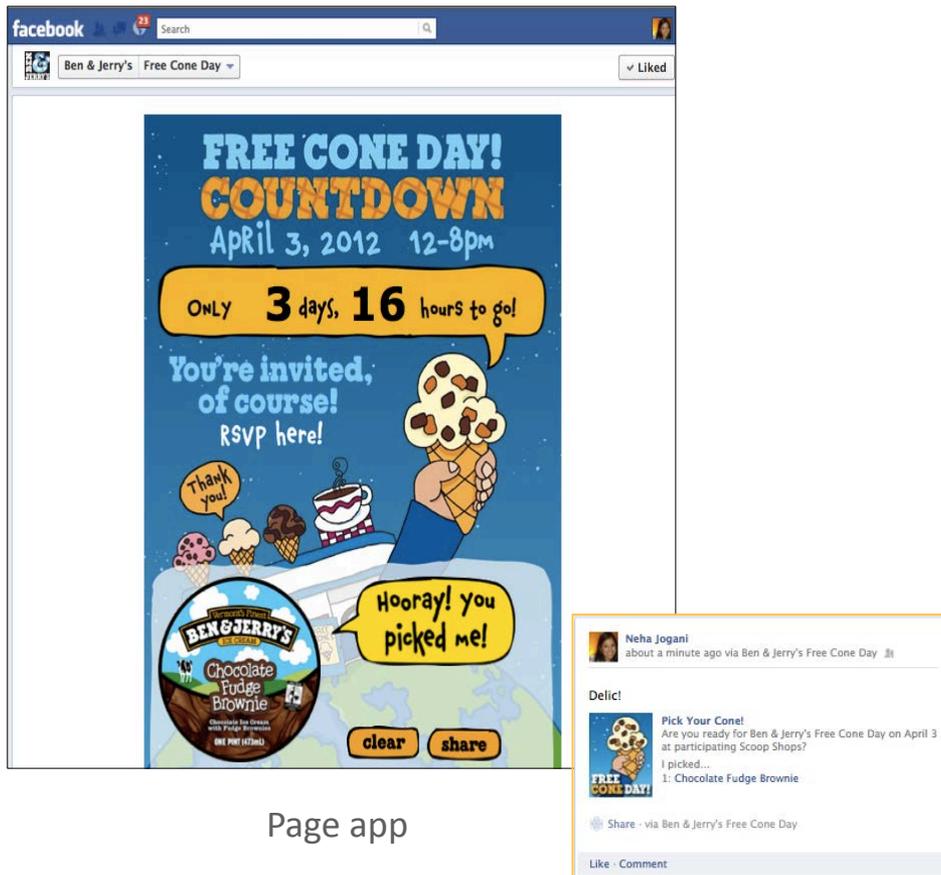
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Platform Solutions on and off Facebook.com



Page Apps:

Create New Ways to Interact With Your Fans



Page app

Organic story

What is it?

Page app enables you to augment your Facebook page with custom experiences on your page

✓ Page App Checklist

- Do you need an app to engage your current fans in ways that native functionality can't accomplish?
- Do you want to host a marketing campaign (i.e., promotion, contest, loyalty program)?
- Do you have the budget to promote and drive traffic to it?



Best Practices for Page Apps



Leverage marketing developers for white label campaign solutions

- Many campaign-oriented apps can easily be provided by them



Avoid requiring authentication and like-gating page apps unless necessary

- Like-gating will reduce the number of people who can engage with the app
- Page apps are part of your Page experience, with no additional user requirements/steps, and because of that, it won't result in a drop-off in engagement due to conversion rates



Deploy Page apps to multiple Pages to increase reach

- Page apps can be deployed to multiple pages, which can be useful for partnerships or localized pages



Best Practices for Canvas Apps



Leverage app requests to drive more traffic to your app

- Show clear value in inviting friends (this will show up in their notification and bookmark)



Provide compelling reasons for people to return to the app

- Unlike Page apps, Canvas apps have distinct URLs and can be accessed through Bookmarks, search and requests within Facebook



Always run “app used” sponsored stories

- Canvas apps can create inventory for sponsored stories, which drive more connections and app users

WellPoint – Facebook canvas app

WellPower Brought to you by **Anthem BlueCross**

Let's Get Healthier Together!

Your community is a huge influence on your health. Why not harness the power of your online community to encourage you to get even healthier?

Join WellPower Now! **Get Started**

Here's How It Works

- 1 Getting Started**
First, fill out your profile. Then we'll look at your health-related activities on Facebook. You'll get a score based on both.
- 2 Goals**
The more goals you set and accomplish, the higher your WellPower score!
- 3 Quizzes**
Test yourself with health and wellness
- 4 Community**
Invite your friends to team up and

New Members

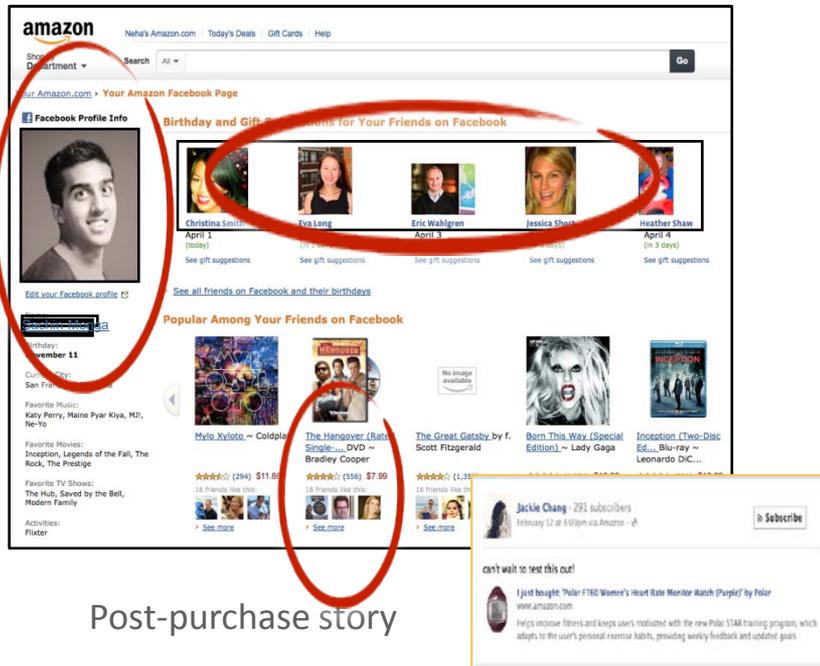
- Health Profile plus daily health actions
- Records score daily and shows improvement over time
- Allow comparison between Facebook friends
- Includes dynamic content, ie quizzes
- 180k installs, 50k monthly users since launch in December 2012

Login With Facebook:

Personalize the experience for people outside of Facebook.com

What is it?

Websites or apps not on facebook.com that require a Facebook Login



Post-purchase story

Login with Facebook

✓ Facebook Login Checklist

- Do you have a large presence off Facebook?
- Do you have a recurring objective > 3 months?
- Do you have budget to develop and promote the website/app?
- Does the site support login to access content/complete transactions?

Which will users benefit from?

- A customized experience on your website/app or
- Interacting with their friends on your website/app



Best Practices for Login With Facebook



Provide clear value for logging in with Facebook

- Show friends' faces and personalize the content when someone logs in with Facebook
- Make it obvious when someone is logged in with Facebook and when he or she is not to contrast the experiences (for example: grayed out faces and inability to share)



Prominently display friend activity

- This keeps people engaged and encourages them to share their own activity

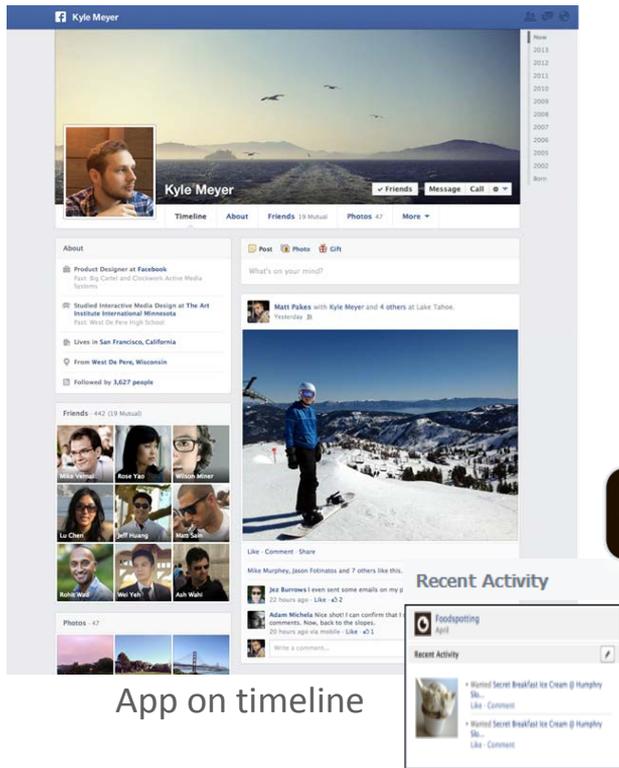


Only ask for permissions that augment the user experience

- The authentication acceptance rate decreases as more permissions are requested
- Explain how you will use the user's information
- Provide a clear benefit to the user for logging in

Timeline Apps:

Help people express who they are



What is it?

Use Timeline app to deeply integrate into the Facebook experience (i.e., Timeline, Newsfeed)

✓ Timeline App Checklist

- Do you have a long-term, always-on product that is core to your business strategy?
- Can you enable online or off-line actions that users would be proud to share and feature on their timeline?
- Do you have an in-house team dedicated to building, maintaining, optimizing, and promoting the app, like a product?



Best Practices for Timeline Apps



Build stories around the things that people already do in your app

- Avoid nouns and verbs that only a niche audience would understand – your app will be mentioned within every generated story (for example: **Sachin Monga** is playing **Tennis** via [app name] with **Neha Jogani**)



Create stories for high-frequency and lightweight activities

- This helps people fill out their timelines and maintain ongoing interactions with the app
- Enable people to publish stories for different activities (for example, a food app could help a person publish stories about buying, cooking, and eating)



Develop stories that people would be proud to display on their timelines

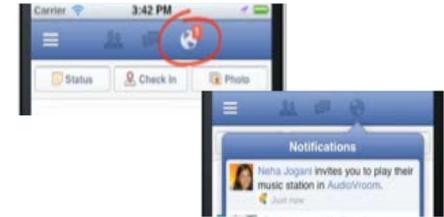
- People can customize the content on their timeline (for example: music enthusiasts will be proud to display their songs and the playlists)

All Mobile Apps Can Now Be Social

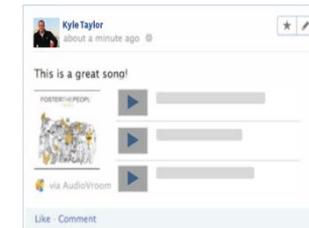
Native or
Web App



Notifications



Newsfeed and Timeline



Bookmark



Integrate By Building Websites and Apps for Mobile

Get started

- Build for seamless user experience across mobile and desktop
- Use HTML5 or SSO for native apps
- Test on mobile first
- Optimize your app settings for mobile
- Design for mobile
- Register your mobile app through the developer site
- Define objects and actions that can be shared on Facebook via Open Graph



Create Winning Apps

1 Build for Mobile and Desktop



2 Enable great storytelling



3 Create great shareable experiences



4 Use Ads & Sponsored Stories



5 Leverage App Insights



Enable Great Stories

The image shows a mobile application interface for tracking a run. On the left, a sidebar displays route details for "GOLDEN GATE PARK LOOP" in San Francisco, CA. The route is 7.5 miles long, estimated to take 1 hour and 14 minutes, and is the 5th most popular run with 9 other runners. The sidebar also includes a description, a description of the route, and a graph showing elevation gain and loss. The main part of the screen is a map of San Francisco with a red line indicating the Golden Gate Park Loop. A blue box highlights a specific area on the map. Overlaid on the right side of the map is a social media post from Ime Archibong, dated June 2, 2014, at 2:14 PM, via Nike. The post text reads: "trying to negate last night's gumbo" followed by "Just crushed another run with Nike+ GPS. Click to check out my route and stats." The post also includes a Nike+ logo, a "via Nike" tag, and a "Like · Comment" section. Below the post, it shows that Douglas Purdy, Katie Zacarian, and 8 others liked it. The post also includes two comments from Lowen Cattolico and Stephen Garcia.

Lightweight story in Newsfeed, Context in app

Ime Archibong
June 2 via Nike

trying to negate last night's gumbo

Just crushed another run with Nike+ GPS. Click to check out my route and stats.
Distance: 3.14 mi | Thanks for cheering me on!
Map your runs, track your progress and get the motivation you need to go even further with Nike+ GPS.

via Nike

Like · Comment

Douglas Purdy, Katie Zacarian and 8 others like this.

Lowen Cattolico Cumbo should not be negated.
June 2 at 3:14pm via mobile · Like · 1

Stephen Garcia You ran pi. Or some approximation to it. :P
June 2 at 10:44pm via mobile · Like · 1

Write a comment...

Maximum Distribution, to the Right People

tripadvisor - Cities I've Visited
from the world's largest travel site

Your Travel Map | Your Cities | Your Ratings | Friends

Blake Sunshine 04 Cities 02 Countries 00 Places 00 Ratings

Share map on timeline | Invite Friends | Like | Rhea Mitha Jones, Kelly Marie Carber and 494,903 others like this.

Totals: 5 cities in 2 countries | Show all cities

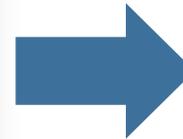
Add Cities | Add Places

Enter a city name to add | Add to map

	Been	Want to go	Favorite
Orlando, FL, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Las Vegas, NV, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York City, NY, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punta Cana, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playa del Carmen, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
London, UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paris, France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barcelona, Spain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rome, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venice, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1-10 of 50 | Done

Show off your map!
• Publish map to your timeline
• Share your map with friends
• Add map to your website or blog



Samantha TripAdvisor used Cities I've Visited.

Cities I've Visited Use

Key Takeaways

Apps are a great way to engage with consumers on Facebook

- Enable great storytelling
- Think about what you want customers to say to each other and how your app can create those stories
- Create experiences that can be shared with friends
- The best apps enable friend-to-friend interaction over app-to-person interaction

Build your app for mobile and desktop

- Consumers are using both, so let them connect from any device

Leverage app insights to create stronger connections

- Compare app insights to page insights to understand the most important relationships