



Facebook's Top Developments and Features for PR Pros

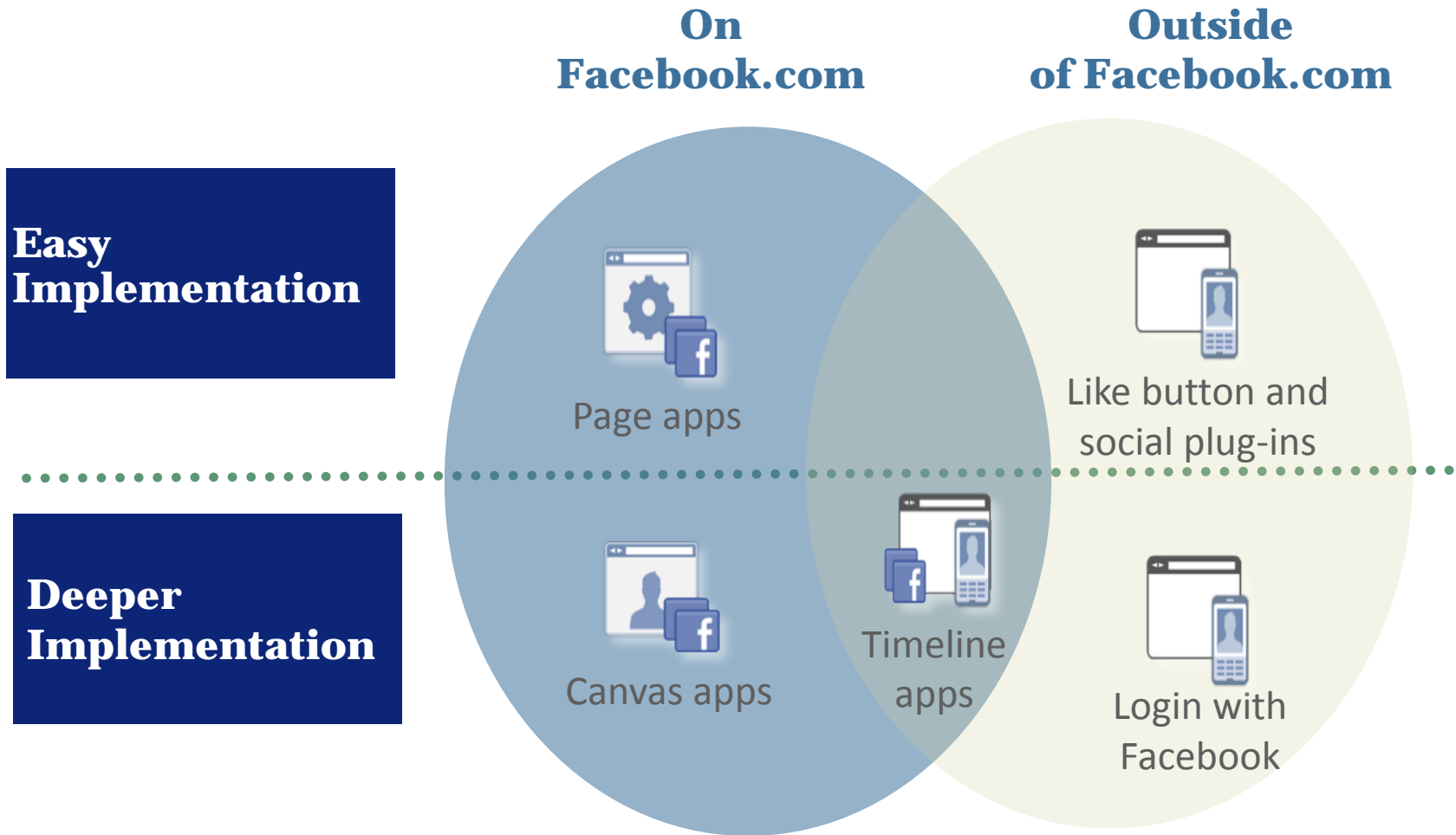
How to Integrate Apps and Mobile Into Every Part of Your Strategy

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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

The screenshot shows the WellPower Facebook canvas app interface. At the top, the WellPower logo is on the left, and the text "Brought to you by Anthem BlueCross" is on the right. The main header area has a blue background with a central graphic of a globe with people icons. To the right of the graphic, the text reads "Let's Get Healthier Together!" followed by a sub-header: "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?". Below this, there are three dots indicating a carousel. At the bottom of the header, there is a "Join WellPower Now!" button and a "Get Started" button. The main content area is divided into two sections: "Here's How It Works" and "New Members". The "Here's How It Works" section contains four steps: 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), and 4. Community (Invite your friends to team up and). The "New Members" section displays a grid of 16 small profile pictures of various users.

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

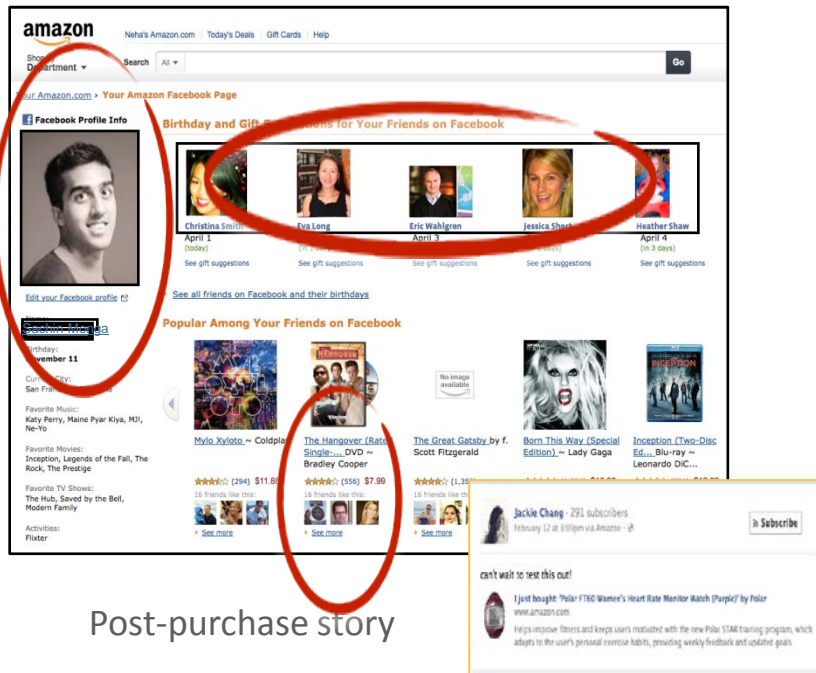
- Health Profile plus daily health actions
- Records score daily and shows improvement over time
- Allow comparison between Facebook friends
- Includes dynamic content, ie quizzes
- 180k installs, 50k monthly users since launch in December 2012

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

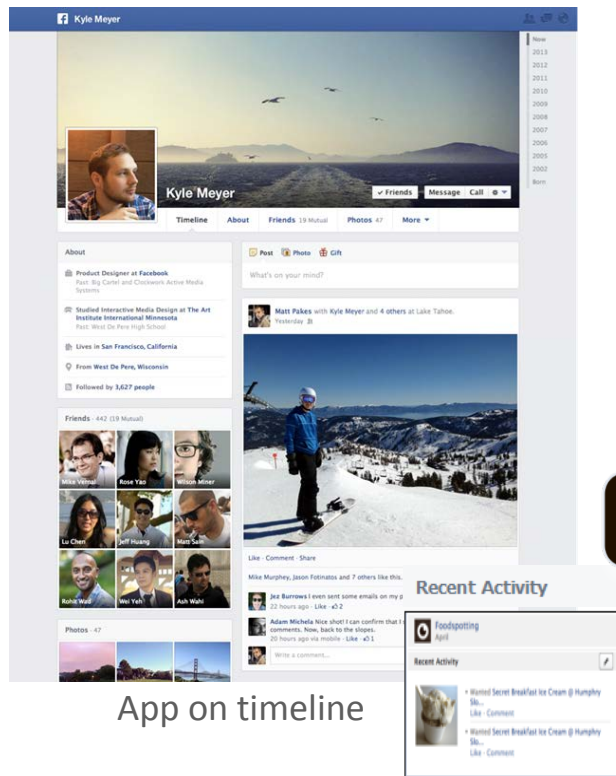
- The authentication acceptance rate decreases as more permissions are requested
- Explain how you will use the user's information
- Provide a clear benefit to the user for logging in

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)



App on timeline



App on mobile

✓ 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

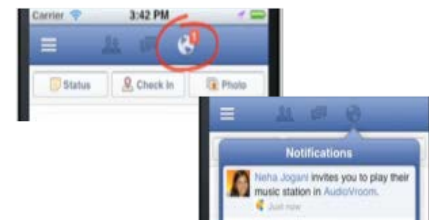
- People can customize the content on their timeline (for example: music enthusiasts will be proud to display their songs and the playlists)

All Mobile Apps Can Now Be Social

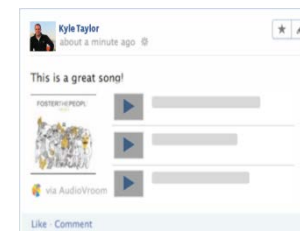
Native or
Web App



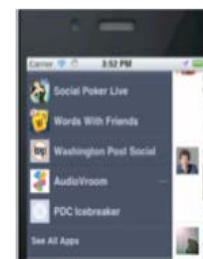
Notifications



Newsfeed and Timeline



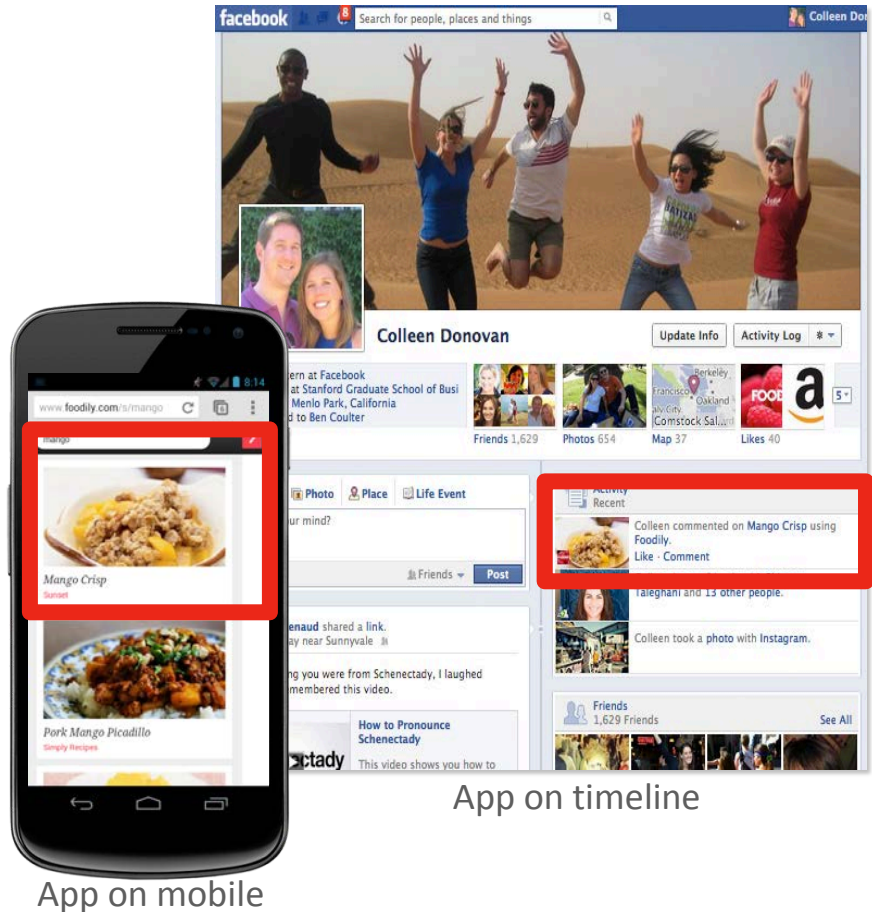
Bookmark



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



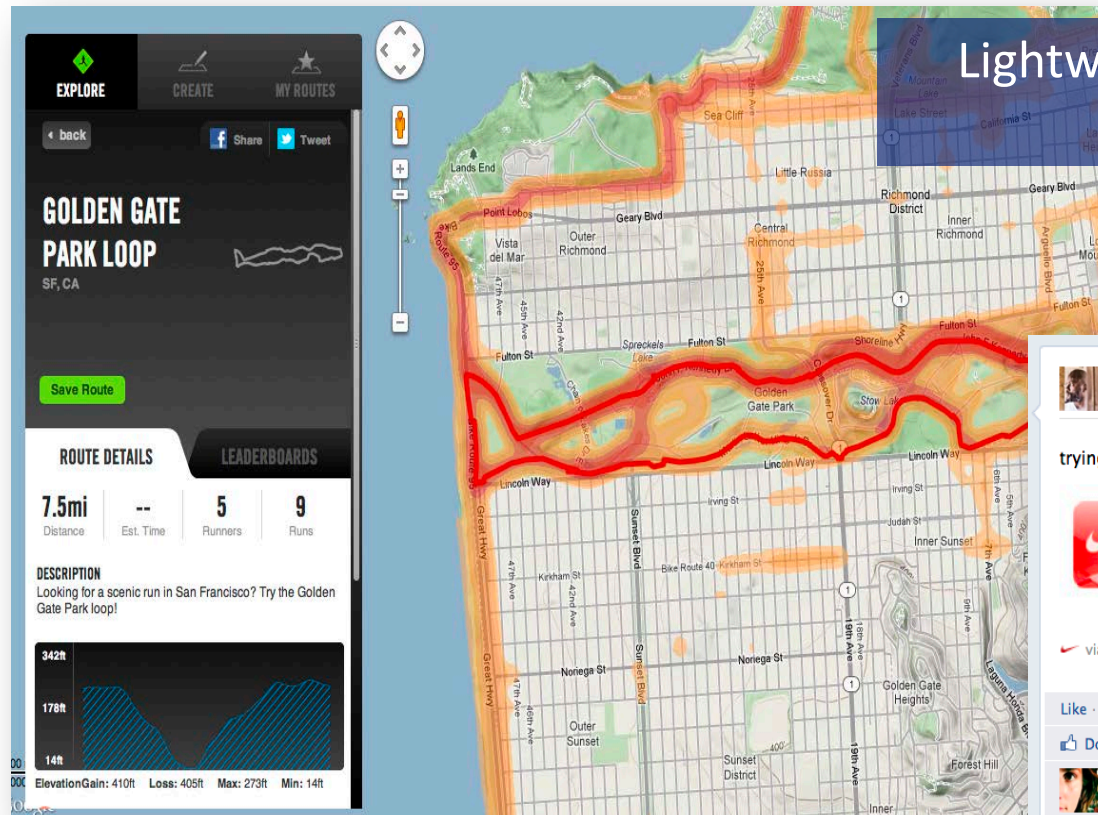
4 Use Ads & Sponsored Stories



5 Leverage App Insights



Enable Great Stories



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

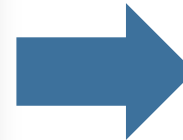
Douglas Purdy, Katie Zacarian and 8 others like this.

Lowen Cattolico Gumbo 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



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