

Facebook's Top Developments and Features for PR Pros



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Agenda

- Who is Navy Federal?
- Prepare for Graph Search
- Facebook Ads
- Facebook's Custom Audiences

WHO WE ARE

World's largest credit union:

- 4.2M members
- 10,000 employees
- \$54B assets
- Fortune 100 Best Companies to Work For

Field of membership:

Department of Defense and Coast Guard

- Active duty and retired
- Civilian Personnel
- Contractors and
- Their families



FACEBOOK TIMELINE



January 2011

Organic Growth
Organic Engagement

June 2012

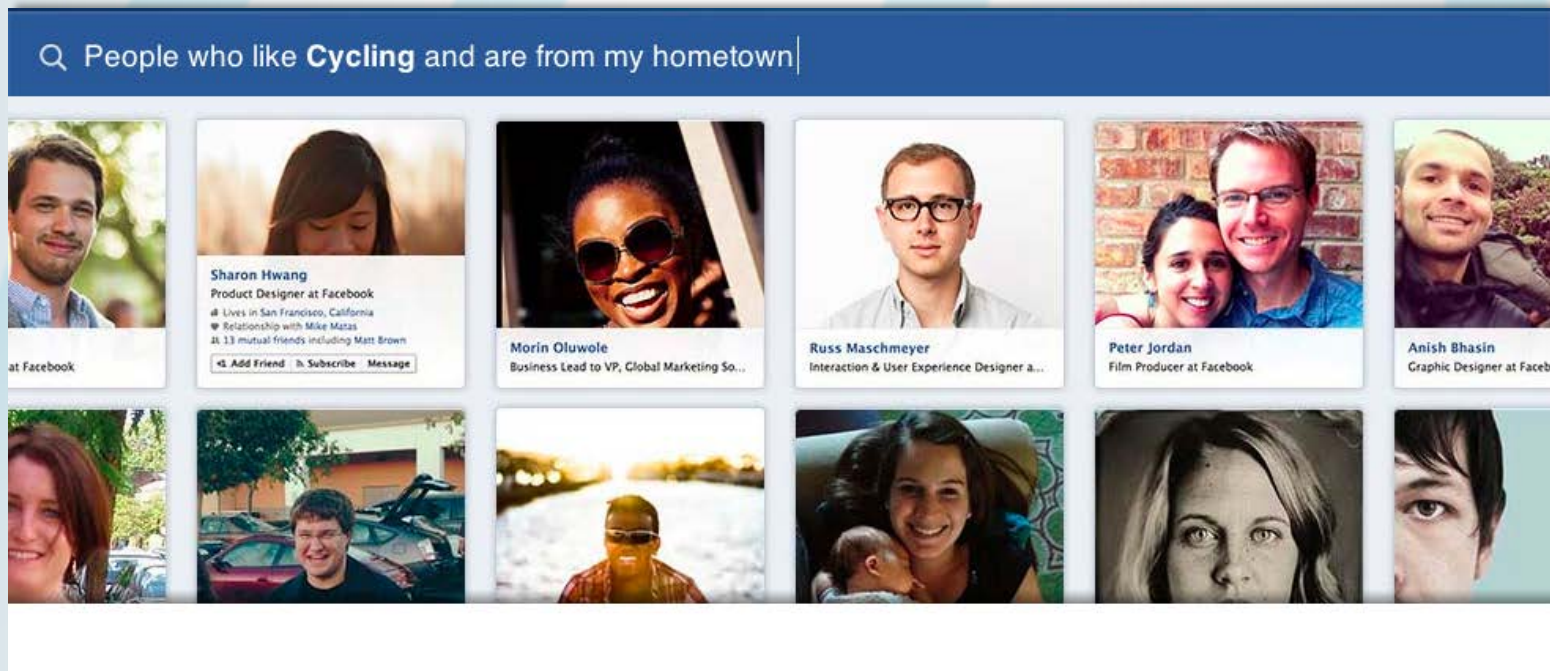
Paid Growth
Paid Engagement

TODAY

Over 590K Fans
Over 30K PTAT

GRAPH SEARCH

Graph Search is a way for users to use simple phrases to search for sets of people, places, and things that match specific characteristics.



GRAPH SEARCH

How are we preparing for Graph Search?



A screenshot of a social search interface. At the top, a search bar contains the text "Restaurants in London my friends have been to". Below the search bar, there are two restaurant listings. The first listing is for "Princi London", a restaurant and cafe with a 5-star rating, located at 135, Wardour Street, London. The second listing is for "Las Iguanas Royal Festival Hall", a Latin American restaurant with a 5-star rating, located at Festival Terrace, South Bank Centre, London. To the right of the listings is a map showing 16 places in London. At the bottom of the screenshot, there is a section titled "Discover restaurants, music and more" with the text "Explore new places to eat and new bands to listen to—all through people you know." and three dots below it.

FACEBOOK ADVERTISING

- Know your fans
- Build you fan base
- Engage your fans
- Respect their space
- Think mobile



@jcsadler

@navyfederal

#prnbig3

FACEBOOK ADVERTISING

Location: [?]

Country
 State/Province
 City
 Zip Code

Connections: [?]
 Anyone
 Only people connected to Navy Federal Credit Union
 Only people not connected to Navy Federal Credit Union
 Advanced connection targeting

Friends of Connections: [?]
Target people whose friends are connected to

Precise Interests: [?]

Broad Categories: [?]

Activities	<input type="checkbox"/> Computer Programming
Business/Technology 1	<input type="checkbox"/> Owners of Old Computers
Ethnic	<input checked="" type="checkbox"/> Personal Finance
Events	<input type="checkbox"/> Real Estate
Family Status	<input type="checkbox"/> Science/Technology
Interests	<input type="checkbox"/> Small Business Owners
Mobile Users (All)	<input type="checkbox"/> Technology Early Adopters
Mobile Users (Android)	
Mobile Users (iOS)	

Education: [?]
 Anyone
 In High School
 In College
 College Grad

Workplaces: [?]

FACEBOOK ADVERTISING

Page Like Ads:
Fan Growth

Sponsored Stories:
Engagement



A screenshot of a Facebook advertisement for a page like. It features a profile picture of Jane Smith on the left. To the right, the text reads: "Jane Smith likes Navy Federal Credit Union." Below this is the Navy Federal Credit Union logo and the text "Navy Federal Credit Union". Underneath, it says "Joe Smith and 3 other friends also like this" followed by four small profile pictures. At the bottom, there is a navigation bar with the text "Like Page · Find More Pages · 3 hours ago · Sponsored".



A screenshot of a Facebook sponsored story. At the top, it says "Sponsored" with a megaphone icon and "Create an Ad" on the right. Below is the Navy Federal Credit Union logo and the text: "Navy Federal Credit Union Check out our referral offer for Coast Guard members! Click here: <http://bit.ly/10QDI8o>". Underneath is a photo of a smiling woman in a red jacket and a dark blue cap. At the bottom, there are engagement icons and counts: a thumbs up icon with "5,248", a speech bubble icon with "265", and a comment icon with "372".

FACEBOOK ADVERTISING

Navy Federal Credit Union shared Seal of Honor's photo.
April 5

April is the Month of the Military Child – join us in recognizing the contributions and sacrifices these children make as their parents serve our nation!

Headed to Afghanistan to get our Daddy!



Like · Comment · Share 761

Wais Omar, Jessica Briseno, Northside 'L' Federal Credit Union and 8,504 others like this.

Leo Almeida God Bless Her & Her Daddy & A Real American Family.
Like · Reply · 30 · April 5 at 4:41pm

Becky Thornburg–Abair Sweet Baby Girl! YOUR DADDY LOVES YOU.. HE WILL BE HOME AS SOON AS HE CAN SWEETIE..
Like · Reply · 30 · April 5 at 4:39pm

View more comments 2 of 165

Write a comment...

109,152 people saw this post Promote Post

Navy Federal Credit Union
February 26

A special shout-out to Corrine S. of Ridgecrest, California, for being our 500,000th fan! Thank you ALL for allowing us to serve you on Facebook!



Like · Comment · Share 1,380 29 36

72,861 people saw this post Promote Post


Navy Federal Credit Union
December 20, 2012

Take a good guess! How tall is our tree?

Those who respond with the correct answer will be entered in a random drawing to win a \$50 Navy Federal prepaid card. We will randomly select four (4) winners tomorrow, Friday, December 21, at 12:00 pm ET. We will announce the actual height of the tree and the winners at 1:00 pm ET.

Hint: Katie in the photo below is 5'2" tall.

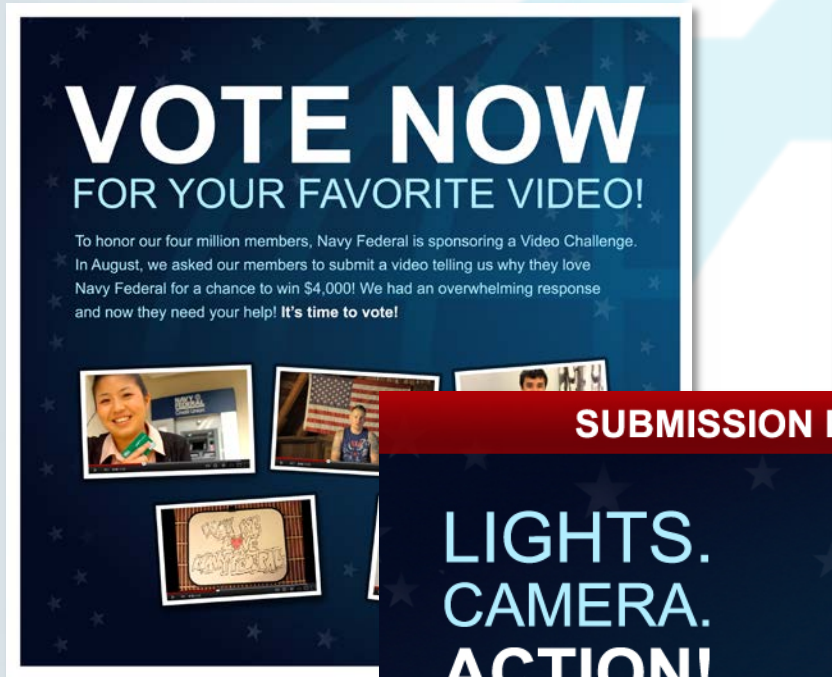
Good luck and happy holidays!



Like · Comment · Share 1,702 5,587 97

104,046 people saw this post Promote Post

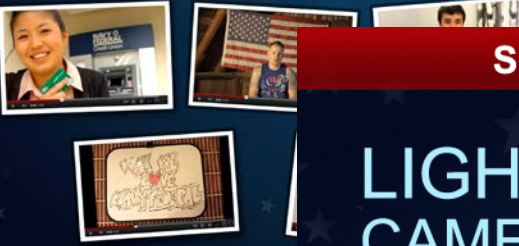
FACEBOOK ADVERTISING



VOTE NOW
FOR YOUR FAVORITE VIDEO!

To honor our four million members, Navy Federal is sponsoring a Video Challenge. In August, we asked our members to submit a video telling us why they love Navy Federal for a chance to win \$4,000! We had an overwhelming response and now they need your help! **It's time to vote!**

SUBMISSION



"I ♥ Navy Federal because _____."



**LIGHTS.
CAMERA.
ACTION!**

**SUBMIT YOUR VIDEO.
BE CREATIVE.
WIN PRIZES!**

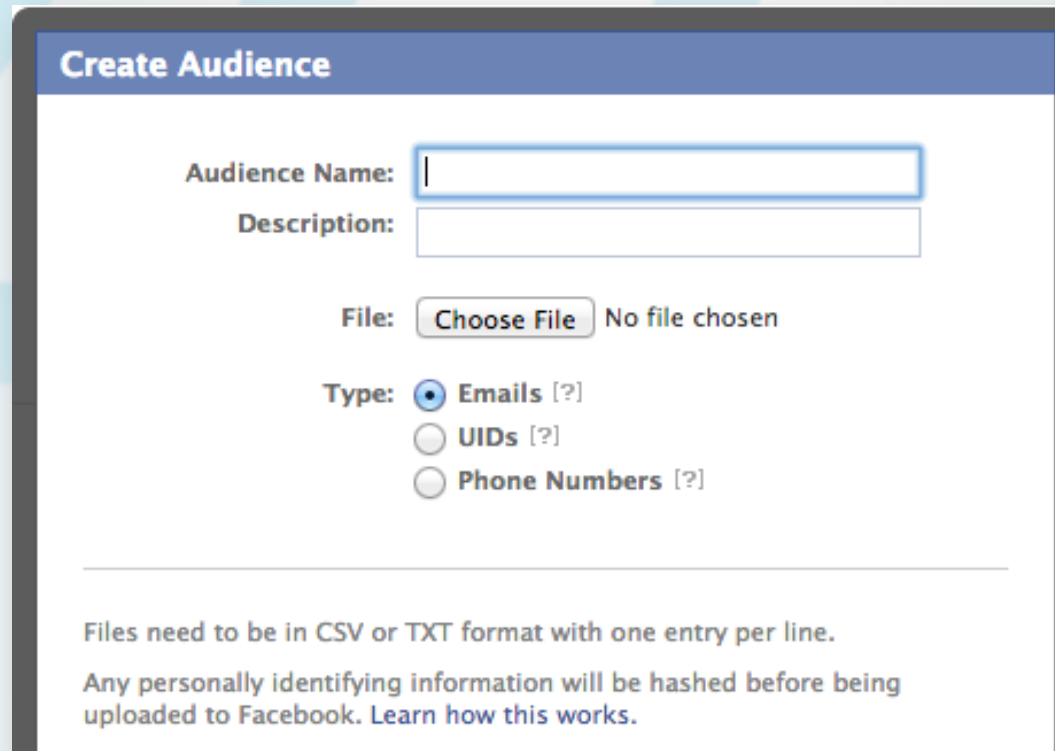
Six first place winners get **\$4,000** each.
Six runners-up get **\$1,000** each.
Ten honorable mentions get **\$100** loyalty card.

FACEBOOK ADVERTISING

- VIDEO

CUSTOM AUDIENCES

Custom audiences let marketers find their offline customer segments among Facebook users.



The screenshot shows the 'Create Audience' interface on Facebook. It features a blue header with the text 'Create Audience'. Below the header, there are several input fields and options:

- Audience Name:** A text input field with a blue border and a cursor.
- Description:** A text input field.
- File:** A button labeled 'Choose File' followed by the text 'No file chosen'.
- Type:** Three radio button options:
 - Emails** [?]
 - UIDs** [?]
 - Phone Numbers** [?]

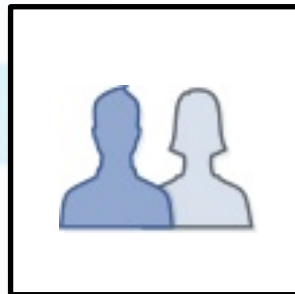
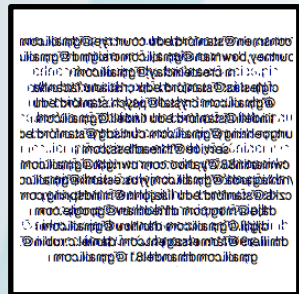
Below the form fields, there is a horizontal line and a block of text:

Files need to be in CSV or TXT format with one entry per line.
Any personally identifying information will be hashed before being uploaded to Facebook. [Learn how this works.](#)

CUSTOM AUDIENCES

How it works:

1. **IDENTIFY** the people you want to reach using your CRM
2. **FIND** them on Facebook by using Facebook's matching process
3. **REACH** your target with relevant Facebook ads



KEY TAKEAWAYS

- Prepare for Graph Search
 - Update your page information
 - Use images
 - Create local pages
- Know, Acquire, Engage, & Respect your fans
- Leverage your existing customers

QUESTIONS?



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@navyfederal

#prnbig3