

WEB 2.0



SOCIAL

Social Networks
Social Bookmarking
Social Media Sharing

DATA

Blogs
Wikis
Mashups

	Maps Social Networks	User Generated Content	Collaborative tagging	Collaborative Web Pages	Online Diary	Facilitates Sharing	Combines Data
Social Network	YES	YES	YES		YES	YES	
Social Bookmarking	YES		YES			YES	
Social Media	YES	YES	YES			YES	
Blog		YES	YES			YES	
Wiki		YES	YES	YES	YES	YES	
Mashup							YES

WHICH WEBSITES ARE WHICH?

SOCIAL MEDIA AND SOCIAL NETWORK WEBSITES INCLUDE:	
SOCIAL NETWORKS:	Facebook, Linked In, Four Square
SOCIAL BOOKMARKING:	Digg, Stumbleupon, Reddit, Delicious
SOCIAL MEDIA	YouTube, Flickr
WIKI	wikispaces.com, pbworks.com
BLOGS and MICRO BLOGS	Blogger, Twitter
MASHUP	popurls.com, webmashup.com, www.weatherbonk.com, www.housingmaps.com, www.mapdango.com, beta.twittrvision.com, www.bcdef.org/flappr, ask.mosio.com/twitter

SOCIAL MEDIA: share media

SOCIAL NETWORKS: share your contacts

SOCIAL BOOKMARKS: share your favorites

SHARING SEEMS TO BE THE COMMON WORD.

OVERVIEW OF SOCIAL NETWORK NICHES

ACCOUNT HOLDERS	VIEW THEMSELVES AS
Google	Technical, professional, gadget seekers
Facebook “The Hallway Conversation”	Personal connections
Twitter “The Cocktail Party”	Busy opinion leaders, work groups, wedding parties, political demonstrators and organizers.
LinkedIn “The Business Meeting”	Professional connections This is the first place I would look for an equine dental assistant.
Four Square	Social Butterflies A great way to connect with friends where they hang out.

FaceBook connects you with the people you went high school with.

Twitter connects you with the people you wish you had gone to high school with.

FACEBOOK—THE MOST POPULAR SOCIAL NETWORK

Facebook's target audience is more for an adult demographic than a youth demographic. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The

website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It later expanded further to include (potentially) any university student, then high school students, and, finally, to anyone aged 13 and over.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a dark blue rectangular background.

FACEBOOK OVERVIEW	
Number of active users	400 million
Number of friends the average user has	130
Number of active users who log on to Facebook on any given day	50%
Time average user spends on Facebook per day	55 minutes
Number of comments average user writes each month	25
Number of groups average member belongs to	13
Users who update their status each day	35 million
Content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week	5 billion
Number of photos added to Facebook monthly	3 billion
Businesses with Facebook pages	1.5 million

BUSINESS GOALS FOR USING FACEBOOK

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources

PERSONAL ACCOUNTS VS. BUSINESS ACCOUNTS

What **not** to do with your personal profile: Do not create a personal profile for your business.

Facebook is building significant new functionality for businesses, and all of this functionality is only available to Pages.

OFFICIAL PAGE	PERSONAL PROFILES PAGES
For businesses	For people
Multiple administrators	One administrator
Public / Good for search engine optimization	Not public
Anyone can “like” an official page	Being a friend requires approval

THE FACEBOOK HOMEPAGE

A Tour of the Facebook User Homepage

Filters – Filter the news feed stories by network, friend list, or story type (photos, status updates, etc.)

Publisher – Post an update, photo, link, video, etc. to be published to your profile and to your friends' news feeds.

Requests – View your outstanding friend, event, or application requests, as well as unread page updates.



News Feed – Your friends' most recent activities (posts, photos, etc.) throughout Facebook.

Highlights – Featured photos, events, notes, etc. that your friends are interacting with.

Notifications – Short cut to view most recent notifications.

Links to Applications – Navigate to your applications.

Facebook Chat – Set your status and chat with your Facebook friends via instant message within Facebook.



www.HubSpot.com

PERSONAL PROFILE SETUP

1. Sign up for an account

- Go to facebook.com and sign up for a free account

2. Edit your profile

- Complete your profile with some basic, personal, contact, work, and educational information. All information is optional. Use this as an opportunity to connect with people with similar interests and connections.
- Remember to put links to your websites in your profile.

3. Join networks

- Networks play a key role in helping you connect with people.
- You can join one regional network and several work and school networks

4. Connect with friends

- Find friends button
- Import a contact list from your email address book
- Search for people in your networks
- Take Facebook's friend suggestions
- Friendship needs to be mutually accepted

5. Share information

- Photos, videos, notes and links
- Content you share gets posted to the Wall tab of your profile and also goes to the News Feeds of your friends

PRIVACY SETTINGS

Privacy Settings Social media is about establishing and building relationships, whether they are personal or business connections. In many cases, you may find that some connections will blur the lines between the personal and business realms. It is also important to be transparent and authentic when using social media to market a business. People like to connect with people, not faceless brands. Furthermore, it is these personal connections that will lead to business, referrals, and word of mouth marketing for your company. If you are concerned about exposing portions of your profile to these different connections – perhaps you still don't want your business connections to see your personal photos – Facebook fortunately allows you to customize your privacy settings to control who sees which portions of your profile.



Visibility of every aspect of your profile (photos, contact information, education information) can be controlled via the Profile privacy settings. You can set each section to be viewable by: Everyone My Networks and Friends Friends of Friends Only Friends Custom – customize who (which networks, friend lists, or specific friends) can or cannot access a portion of your profile

A great (advanced) way for customizing your privacy settings is to set up Friend Lists. Friend Lists are a way of organizing your friends into relevant groups. There are a few benefits to creating Friend Lists: Customize privacy settings by Friend List View news feed updates by Friend List filters Invite Friend Lists to events (must be list of max 100 people) Send messages to Friend Lists (must be list of max 20 people)

COMPARING THE VARIOUS TYPES OF FACEBOOK PAGES

In most cases, businesses should create an official page to represent their company on Facebook. In a few cases, however, it may make sense to create a Facebook group instead or in addition. The key distinction between groups and an official pages is that a group is for a community of people with a common interest, while a page represent a brand or entity of which there are “fans.”

THE OLD FAN PAGE = NEW OFFICIAL PAGE

Here are some of the differences in functionality:

	PERSONAL PROFILE	OFFICIAL PAGE (fan page)	COMMUNITY PAGE	GROUP PAGE
Intended use	Profiles represent individuals and must be held under an individual name.	To represent an organization, brand, business, celebrity, or band	Generate support for your favorite cause, topic or idea	Discuss something with other FaceBook members who share a professional interest or hobby
Administrator visibility	Individual is the admin	Official pages do not display their admins' names—posts appear to come from the organization, brand, business, celebrity, or band	Popular pages will become community administered like wikis (unclear rules on when this happens)	Connected to the people who create and administer them, meaning that activities that go on there could reflect you personally
BE CAREFUL ABOUT	Privacy settings are super important!	Facebook users are less familiar with pages than they are with groups so some people don't know what to do with them.	These pages can gather random keywords from your posts and deposit them on these pages. VERY CREEPY!	Don't create a group page if you want to use applications, videos and blog posts
CONNECTION METHOD	Add as a friend	Like button	Like button	Join button

COMPARING THE VARIOUS TYPES OF FACEBOOK PAGES

	PERSONAL PROFILE	OFFICIAL PAGE (fan page)	COMMUNITY PAGE	GROUP PAGE
1. Actions	Actions, such as posted wall comments or links, appear to come from the individual / administrator	Actions by admins, such as posting on the wall, appear to come from the page (company, organization, or brand).	Actions, such as posted wall comments or links, appear to come from the individual	Actions, such as posted wall comments or links, appear to come from the individual / administrator
2. Advertising	No	Yes, and pages can benefit from social ads that tailors ads to fans actions and interests	No	Yes
3. Applications	Yes	Yes	No	No
4. Blog feeds	Yes	Yes	No, content needs to be generated manually	No, content needs to be generated manually
5. Bulk Invite	Yes	No		Yes
6. Discussions Wall posts Two way dialog	Yes	Yes	The Community Pages only aggregate content (some which is out of context) and do not allow for two way dialog in the form of comments. Brands that have incorrect content on Community Pages are not able to respond directly.	Yes, but you have to visit a group regularly to keep discussions flowing
7. Events	Yes	Yes	No	Yes
8. Limitations on fans or friends	No limitations	May be age or geographically limited. No limit on how many fans you may send an update to, or how many total fans a Page can have.	No limitations	Permissions settings make it possible for group admins to restrict access to a group, so that new members have to be approved.

COMPARING THE VARIOUS TYPES OF FACEBOOK PAGES

	PERSONAL PROFILE	OFFICIAL PAGE (fan page)	COMMUNITY PAGE	GROUP PAGE
9. Link Juice	Yes	Yes	No	No
10. Logos	No, most people don't use corporate logos on personal profiles	Yes, you should use your logo on your official page	Non-official use of logos may cause confusion for users who mistake Community Pages to be the official page over Official pages	Non-official use of logos may occur on group pages but groups pages do not appear in search results so it's not a big problem
11. Membership	Controlled through privacy options	Open	Open	Open, closed or secret
12. Messages	Yes, you can send messages to any of your friends	Yes--messages are displayed in the updates section of fans inboxes	No	Groups with less than 5,000 members may message all members' inboxes
13. News feeds	Your actions will be documented on the news feed of your personal profile page	Actions will be documented on the news feeds of visitors' personal profile page	What happens on the community page stays on the community page	Actions by group members appear in their Highlights / Event feed only if the group is set as Global and Open – Secret groups do not appear as stories in non-member feeds
14. Privacy	Depends on your privacy settings	No	No	Depends on your privacy settings
15. Public / searchable	Depends on your privacy options	Yes	Yes	Only first page is indexed
16. Statistics	No	Yes	No	No
17. Vanity URL	Yes	Yes	No	No
18. Viral Marketing	Better for viral marketing because you can send bulk invites to your friends	Good, except you cannot bulk invite your friends	Not so good	Better for viral marketing because any group member can send bulk invites to their friends
19. Visibility	Activity stands out on personal profile pages	Activity stands out on personal profile pages if a person has allowed their profile page to show updates	Activity is not posted to personal profile pages	Activity is generally lost on personal profile pages

CREATING A NEW FACEBOOK PAGE

Facebook has one page it uses to create a new page or group:

To get started, visit www.facebook.com/pages/create.php

You must be logged in to create a Page. Facebook will walk through a simple wizard to create your Page.

The screenshot shows the Facebook 'Create a Page' wizard. At the top is the Facebook navigation bar with the logo, a search bar, and links for Home, Profile, Find Friends, and Account. The main content area is titled 'Create a Page' and is divided into three sections:

- Official Page:** Described as a way to communicate with customers and fans. It includes a 'Create a Page for a:' section with three radio button options: 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. Below this is a 'Page name:' text input field with examples like 'Summer Sky Cafe' and 'Springfield Jazz Trio'. A checkbox option is available: 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms'. A 'Create Official Page' button is at the bottom.
- Community Page:** Described as a way to generate support for a cause or topic. It includes a 'Page name:' text input field with examples like 'Elect Jane Smith' and 'Recycling'. A 'Create Community Page' button is at the bottom.
- Create a group instead?:** Described as a way to communicate directly with other members who share a professional interest or hobby. A 'Create a Facebook group' button is at the bottom.

FACEBOOK PAGES FOR BUSINESS—THE OFFICIAL PAGE

A Page is similar to a Profile except that it is, by default, public and users can become a “fan” of your Page without first requiring approval from the Page admins. Creating a Page is completely free but will require your time to build and maintain.

To get started, visit www.facebook.com/pages/create.php

The image shows a screenshot of the Facebook 'Create New Facebook Page' form. Three orange callout boxes with arrows point to specific parts of the form:

- Choose a category.** Most companies will be in the “Brand or Product” category. The category will help you rank in more relevant searches and provide relevant info fields on your Page. (Points to the 'Brand or Product' radio button and the 'Products' dropdown menu.)
- Choose a name for your Page.** In most cases, this should be your company name. (Points to the 'Name of Products' text input field.)
- Now create your Page!** (Points to the 'Create Page' button.)

The form itself is titled 'Create New Facebook Page' and includes the following fields:

- Category:** Radio buttons for 'Local', 'Brand or Product' (selected), and 'Artist, Band, or Public Figure'. The 'Brand or Product' section has a dropdown menu currently showing 'Products'.
- Name of Products:** A text input field.
- Create Page:** A blue button.

Note: Only an official representative of a brand, organization, or person is permitted to create a Facebook Page for that subject. Fake Pages and unofficial “fan pages” are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled.

Fill out your Page like you would a Profile. Click on “Edit Page” or “Edit Information” on the Info tab to add information about your business like your website, a short description, products, and so on. Add your logo as the photo for your Page. Take advantage of some of the features of business Pages like the discussion board to engage your fans.

The image shows a screenshot of the Starbucks Facebook page. At the top, there's a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, Find Friends, and Account. Below this, the Starbucks logo is prominently displayed on the left. To its right, there's a 'Like' button and a row of tabs: Wall, Info, Starbucks Card, Around The..., Instant Story, and Photos. The 'Info' tab is active, showing 'Basic Info' (Founded: 1971 in Seattle's Pike Place Market) and 'Detailed Info' (Website: http://www.starbucks.com, Company Overview, Mission, Products, Facebook Page). On the right side, there's a sidebar with 'Create an Ad', 'Facebook Pages', and 'More Ads'.

When you're ready to unleash your Page, make sure to hit the "Publish" button to make your Page public.

As the administrator, your name and profile will not show up anywhere on your Page. You are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by your company rather than you personally. You can designate multiple administrators as well to help with the maintenance of your Page.

In addition to being the administrator of your Page, you will want to become a fan. Once you become a fan, you will be listed among all the other fans on your Page and all the Pages of which you are a fan will show up on your profile –giving your business more visibility to your network.

SUCCESSFUL CASES OF FACEBOOK BRANDING

Successful FaceBook pages for business have good creative content, two-way communication, active discussion boards, videos and images.

Pringles

Great use of video, inviting laid back tone, use of comedy to spread videos (low budget productions of people singing goofy songs). It's much cheaper than buying ads on television.

Coca-Cola

Photo albums showing off the product around the world, workers at the bottling plants, and pictures of nostalgic collector's items. This page is maintained by fans with a heavy Coke influence.

Starbucks

Content is varied, fun and interesting. Status updates are about music, events, and the product. Updates are not so frequent that people ignore them. Tone is informative and casual. No flash applications—just quality content.

Red Bull

Clearly this company knows their audience because they connect with them using humor, fun, games and being very creative.

HOW BUSINESSES AND NON-PROFITS USE FACEBOOK

- 1.Fill out your profile completely to earn trust.
- 2.Establish a business account if you don't already have one.
- 3.Install appropriate applications to integrate feeds from your blog and other social media accounts into your Facebook profile. (Although you should be careful before integrating your Twitter feed into your Facebook profile, as a stream of tweets can seem overwhelming to your contacts.)
- 4.Keep any personal parts of your profile private through Settings.
- 5.Create friends lists such as "Work," "Family" and "Limited Profile" for finer-grained control over your profile privacy.
- 6.Post a professional or business casual photos of yourself to reinforce your brand.
- 7.Limit business contacts' access to personal photos.
- 8.Post your newsletter subscription information and archives somewhere in your profile.
- 9.Obtain a Facebook vanity URL so that people can find you easily.
- 10.Add your Facebook URL to your email signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.
- 11.Post business updates on your wall. Focus on business activities, such as "Working with ABC Company on web site redesign."
- 12.Share useful articles and links to presentation and valuable resources that interest customers and prospects on your wall, to establish credibility.
- 13.Combine Facebook with other social media tools like Twitter. For example, when someone asks question on Twitter, you can respond in detail in a blog post and link to it from Facebook.
- 14.Research prospects before meeting or contacting them.
- 15.Upload your contacts from your email client to find more connections.
- 16.Use Find Friends for suggestions of other people you may know to expand your network even further.
- 17.Look for mutual contacts on your contacts' friends lists.

18. Find experts in your field and invite them as a guest blogger on your blog or speaker at your event.
19. Market your products by posting discounts and package deals.
20. Share survey or research data to gain credibility.
21. Use Facebook Connect to add social networking features to your web site.
22. Suggest Friends to clients and colleagues — by helping them, you establish trust.
23. Buy Facebook ads to target your exact audience.
24. Add basic information to the group or fan page such as links to company site, newsletter subscription information and newsletter archives.
25. Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present.
26. Update your group or fan page on a regular basis with helpful information and answers to questions.
27. Join network, industry and alumni groups related to your business.
28. Use search to find groups and fan pages related to your business by industry, location and career.

MORE EXAMPLES OF FACEBOOK BRANDING

[H&M Retailer](#)

1.1 million fans, yet still extremely interactive and responsive.

[Dunkin' Donuts Restaurant](#)

Awesome use of promos, and Facebook events.

[Aflac Duck Insurance](#)

Simple but brilliant use of buzzworthy mascot in character.

[Pizza Hut Restaurant](#)

Fans can order pizza to be delivered without ever leaving Facebook!

[Zippy's Restaurant](#)

Fan call-to action, great conversation, responsiveness.

[Michigan State U School](#)

Great use of "Extended info" app, daily updates

[Grey's Anatomy TV Show](#)

Exclusive Facebook video content, great responsiveness.

[Mashable.com Website](#)

Very consistent, engaging content, great call-to-action to become a fan.

[Vitamin Water Beverage](#)

Great integration of video, and spokesperson.

[Red Mango Restaurant](#)

Great creative content in stream on a daily basis.

[Ocean City, MD Location](#)

Good use of Flickr, exclusive Facebook promotions.

[Linkin Park Artist](#)

Great use of iLike, My Stuff apps to build largest FB following in music.

[Vin Diesel Actor](#)

The actor is totally real and responsive, and fans have responded.

[CNN TV Network](#)

Great use of livechat and constant, interactive content.

[US Weekly Magazine](#)

Unique sponsorship and good use of automated apps.

[PETA Non-Profit](#)

Creative content well-integrated; very responsive.

[Royal Caribbean Travel](#)

Twitter, Flickr, Photos, RSS well-integrated.

[Nick Swisher Athlete](#)

A pro athlete who is real, funny, and responsive to fans.

[SmartyPig Bank](#)

Onlinebank is superresponsive, good Twitter integration.

[Pat O'Brien's Bar Bar](#)

Has fun with posts and responds to fan inquiries.

[NPR Radio](#)

RSS, Podcasts, Discussions and interactivity.

[Burt's Bees Consumer Products](#)

A lot of fun content and unique apps, great use of FB events.

[North Dakota State Fair Government Events](#)

Impressive responsiveness, very consistent content from state government

GLOSSARY OF FACEBOOK TERMS

Application – *a program that allows users to share content and interact with other users*

Fan – *Facebook users who choose to become a “fan” and follow an organization’s page*

Friend – *1.) (n) personal connection on Facebook; 2.) (v) to add a Facebook user as a friend*

Friend List – *organized groupings of friends*

Group – *a collection of Facebook users with a common interest; any Facebook user can create and join a Facebook group*

Network – *an association of Facebook users based on a region, school, or workplace*

News feed – *1.) feed of content posted to one’s Wall; 2.) aggregation of one’s friends’ newsfeeds published on a user’s Facebook homepage*

Page – *official presence for public figures or businesses to share information and interact with fans on Facebook*

Profile – *presence for individuals to share information and interact with friends and organizations on Facebook*

Wall – *the core of a profile or page that aggregates new content, including posted items (i.e. status updates) and recent actions (i.e. becoming a fan of a page)*