



THE RULES OF ENGAGEMENT ON FACEBOOK

AN ACT-ON eBook



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Disclaimer: Facebook makes changes and updates algorithms frequently. This information is accurate as of early fall, 2014.

THE FIVE FACEBOOK PRINCIPLES



If you want to make your content sharable and searchable on Facebook, you need to have a thorough understanding of Facebook principles and the general rules that apply to content and behavior.

These rules apply to not only the custom apps people build for Facebook, but the third-party social apps we all use as well: The photo upload contests, the share-to-win contests, trivia, quizzes, polls and Facebook app tab publishers. All of the mechanics of these apps and your usage of them must adhere to the Facebook Terms of Service (TOS) – if you don't want to risk having your content disabled or your brand page shut down altogether.

Facebook has broken down its standards for publishing content on its platform into five broad categories they call principles. The five Facebook principles are:

1 / Build a quality product.

2 / Give people control.

3 / Protect data.

4 / Encourage proper use.

5 / Follow the law.

Each one of the above categories has a multitude of subcategories and detailed information behind it. This eBook touches on some of the more common aspects of the five principles, and a few of the esoteric details you need to know in order to stay in good standing with Facebook.



BUILD A QUALITY PRODUCT

We've all seen that Facebook post shared by someone you barely knew in high school. The post that screams, "Click here to get a free iPhone!" or some other offer that seems too good to be true. If you click on that link, you'll probably find that you have to give a lot of personal information to be entered to win that iPhone, if indeed the offer is even legitimate.

Misleading your audience on Facebook is a big no-no. If you run a contest or even just offer a white paper download on a Facebook app tab, Facebook suggests you follow these guidelines:

- If your product is an app, make it stable and easy to navigate.
- Ensure your content meets Facebook Community Standards. These standards touch upon subjects like violence, bullying, phishing, scamming, and harassment.
- Provide a spam-free experience. Don't mislead people. (e.g., the free iPhone example)
- Keep your content below the negative feedback thresholds.

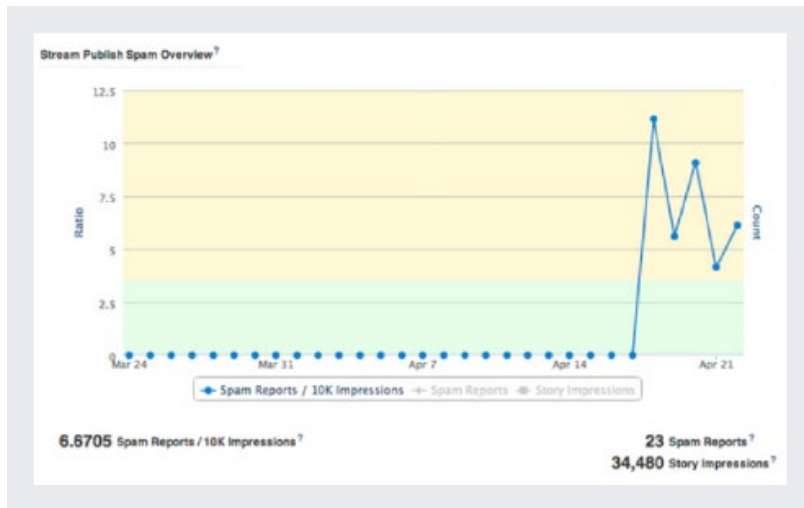
Let's talk about that last one for a minute, because that is the one that will get your content disabled before you even realize you have a problem. Facebook has an algorithm they use to decide if your content is spam or not. Go over that threshold and you will find yourself in an awkward situation: a pretty page with no interactive content.

Here's a partial list of behaviors that can push you over that threshold:

- Multiple people report your post as spam.
- Too many people delete your posts from their feed.
- Too many people hide your posts in their feed.



How many is “too many”? Facebook won’t tell us. And unfortunately, if you’re using a third-party app, you won’t be able to see the App Insights that will show you that information. Only the administrators of the app have access to that information, so only they can see a graph like the one below (which gives fair warning that your spam rating is on the rise).



The main problem that the app providers face is trying to figure out which customer is generating the spam ratings, because in most cases there are hundreds of customers sharing the same app pool.

The fall-out usually proceeds like this: An end user posts something on your Facebook wall that says, “Hey! I tried to enter your contest, but there’s no way to enter.” Your social media manager sees the post and checks the contest tab, and sure enough the interactive content is missing. This usually means the app has been disabled. The social media manager calls the third-party app provider, who then starts to investigate why the app got disabled.

Getting your app cleared from the Facebook spam list is an arduous process. In one typical incident, it took a third-party social manager six hours and countless emails and phone calls to Facebook to get the client’s apps restored – all this despite having connections at Facebook. It is best to avoid this situation at all costs.

HOW TO SHOOT YOURSELF IN THE DIGITAL FOOT WITH TESTING

One development team sealed a bad deal in testing. They had so many people posting, sharing, and deleting posts on test pages before the actual live launch that they caused their own spam rating nightmare. By the time the launch went public and hundreds of thousands of real end users hit the apps, it was too late. #FacePalm



INSIDER TIP: Facebook will whitelist apps for certain clients. If you are a company that spends big bucks on Facebook ads, and your content is in full compliance with the Facebook TOS, you may be able to get your apps whitelisted so they never go down. Ask your Facebook account rep if you’re eligible.



GIVE PEOPLE CONTROL

This section is all about privacy and control. Do you recall a video app that would automatically post to your wall – without your consent – when you started watching one of their videos?

As you can imagine, this resulted in many an embarrassing moment for Facebook users. Who knew you were such a Debbie Gibson fan? Well, now everyone does.

Always give people control of the content they are sharing, and always obtain consent before posting as them. It's as simple as that. Here's a shortlist of guidelines:

- Obtain permission before publishing content on someone's behalf.
- If you are tracking a person's activity, provide an opt-out from that tracking.
- Do not send people direct messages from your app.
- Ensure that all content in your share messages can be edited by the user.
- Always include a publicly accessible privacy policy.

What do you mean you don't have a privacy policy related to your social media content? You're not alone. Most don't have a social media privacy policy, but you do need one. Search the web for "social media privacy policy" to see examples, and then get busy writing one.





PROTECT DATA

It should go without saying that your first responsibility when collecting personal data on any social media platform is to protect that data. Here's a question people often ask of consultants: "If my customer James opts into my Facebook app, do I get all of the personal data of everyone on his friends list as well?"

The answer is no. And besides, it's just bad form and a shady demand generation practice. Your spam rating will spike if you try to do this, and your brand name will probably get raked across the social media coals.

There are quite a few technical guidelines in this category, but these are the basic guidelines you need to focus on:

- Protect the information you receive from unauthorized use or access.
- Don't sell or purchase any data obtained from a Facebook app.
- Don't transfer any data you receive from Facebook to an outside ad network, or data broker type service. Basically, don't try to monetize the data you collect.
- If your app requires Facebook friend data to connect people (apps that invite friends to participate), obtain permission from friends before opting them in and obtaining their personal data.

You can encourage people visiting your Facebook page to sign up for something so you can gain their email address – and their permission to use it. However, if what you're doing feels creepy ... don't do it.



4

ENCOURAGE PROPER USE

Think of this as the Karma section of guidelines. It's all about being polite, respectful, honest, and doing the right thing. You have more latitude on your own personal Facebook page, for example by tagging fictitious people in your photos or tagging real friends in ridiculous photos. All in good fun, but totally against Facebook TOS, and not something to do if you're managing a brand page.

Follow these simple guidelines, sleep better at night, and stay out of trouble with Facebook:

- Use the sanctioned Facebook logos and icons in your content both on and off Facebook. We've all seen the stylized share icons. You wouldn't like it if someone altered your company logo, right? So don't alter Facebook's logo.
- Encourage people to accurately tag and share content. (Don't tag Bill Gates in your photos if he wasn't really at your event.)
- Respect the way Facebook looks and functions. Don't offer experiences that change it. (Ad blockers violate this.)
- Don't build an app whose primary purpose is to redirect people off Facebook.

Companies violate that last guideline all the time. They publish a landing page to a Facebook app tab on their company page, and the only interactive element on the page is a button that takes you to the company website when you click it. It's a clear violation of the Facebook platform policies, even if it's seldom enforced (as of this writing; next month, that could change).



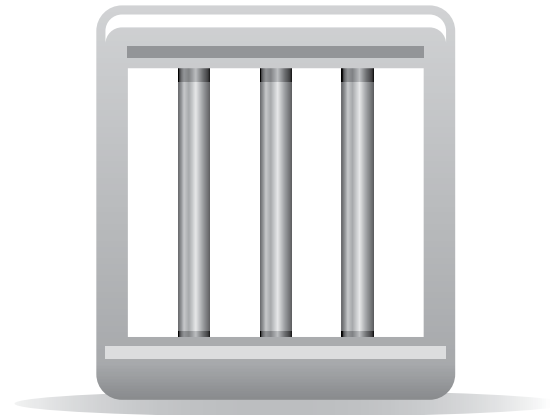


FOLLOW THE LAW

Violate anything in this list and you will not only get in trouble with the Facebook police, but you may incur a very large fine and be contacted by the real police.

- You are responsible for restricting access to your content in accordance with whatever laws and regulations are in effect in geographic locations where people view and interact with your content. This includes geo-filtering or age-gating content.
- Do not knowingly share or collect information from children under the age of 13 (Children's Online Privacy Protection Act – [COPPA](#)).
- Ensure that you have the rights to display, distribute, and deliver the content in your app (copyrighted images, etc.). Don't just grab an image you've seen "everywhere." The other people using it may have licensed it and so are using it legally. Stock agencies do search for unauthorized use of their images, and impose substantial fines for such use.
- If you're running a UGC (User Generated Content) contest, implement a takedown process in case of copyright infringement or inappropriate content upload.

Complying with all of these rules gets really complicated really fast if you are a global company, because the laws differ from country to country. It is up to you to keep up with the laws in the countries where you are providing interactive Facebook content. All online content is subject to the Children's Online Privacy Protection Act (COPPA), and some industries in the financial and medical sectors have additional social media restrictions as well (see [FINRA](#) and [HIPAA](#) restrictions).



All this may seem like an insurmountable list of rules and guidelines to comply with, but the alternative would be worse. Facebook had to come up with a list of clear and concise guidelines for two reasons:

- 1 There are plenty of individuals and companies out there who have no integrity and use Facebook for unscrupulous purposes. Facebook needs to have policies in place, so they can legally take people out when they violate them.
- 2 There are companies like yours who are genuinely interested in engaging people on Facebook in the most positive way possible, and appreciate a framework of guidelines to help you do that.

So the next time you create some sort of interactive content on Facebook, ask yourself, “Would I share this? Would I be okay with my spouse, students, teenagers, or my grandmother engaging with this content?” If the answer is no, go back and rework your content. A quality product is one that you would want your name attached to. Period.

Facebook TOS change often. It’s a best practice to keep current with what’s posted on the [Facebook Newsroom](#) page, and subscribe to the [Facebook Developers blog](#) so you don’t miss any updates. See the [Facebook Policy](#) page for a full list of guidelines.

USING FACEBOOK FOR BRANDING AND MARKETING

The Facebook News Feed is that real-time ticker of information people see when they log into their Facebook account. It's full of status updates from friends, updates from the brand pages they've Liked, and the occasional Promoted Post. What information ends up in that feed, and in what order, is determined by a very complex set of rules that only Facebook and Stephen Hawking understand.



UNDERSTANDING THE NEWS FEED ALGORITHM

Someone on Facebook recently posted that Facebook informed her that 47 people had posted birthday wishes on her timeline but she could only see 15 of those posts. Why? Because Facebook deemed the other 32 posts less relevant. The algorithm that determined what she saw in her feed was formerly known as EdgeRank, but is now known more generically as the News Feed algorithm. This algorithm determines whether people see your posts at the top of their feed, in the middle, buried somewhere at the bottom—or not at all.

Why do we even need a feed algorithm? An active Facebook user has the potential to see an average of 1500 stories from friends, people they've followed, and pages they've Liked. Facebook filters the content according to preferences the user has previously expressed through behavior on Facebook.

The News Feed algorithm tries to provide the user with the most interesting experience possible, which means delivering the right content to the right people at the right time. Not only that, but the algorithm tries to order the stories for you by how relevant and interesting they would be to you.

It's getting more and more difficult to have your brand post show up in someone's feed without paying for it to be there. Here's why: Before your brand post hits my feed, the algorithm considers my relationship with your brand, and whether or not your post would be something I would find interesting. According to Facebook there are over 100,000 individual weights in this algorithm that determine what you see in your news feed. The odds are stacked against the brand; no wonder that marketers struggle to figure out how to engage Facebook users.

NEWS FEED FACTORS

There are over a billion Facebook users worldwide, and over 18 million brand pages all vying for the interest of those users – not to mention that you’re competing for attention against friends and family as well. So how do you make sure your posts get seen? These are just some of the factors that determine whether or not your brand post gets noticed.

1 / AFFINITY

“Affinity” is a fancy word for relationship. In its simplest form it refers to my relationship with your brand. A few of the items that go into calculating our affinity:

- Do I engage with your posts sometimes, often, or never?
- Do I “Like” your page?
- Do I have friends who are brand fanatics?
- Do I visit your brand page, but never interact?



The algorithm is trying to determine whether or not the user (or any of their close friends) might be interested in your post. If the user hasn’t shown any interest in you lately, you’re going to have to buy your way back into their heart. Sad but true. You want their love, you’re going to have to pay for it in the form of a Sponsored Post.

2 / WEIGHT

Think of this as the Dark Arts. With over 100,000 different weights, you can only guess what a user thinks is important based on past behavior. How much weight is given to certain activities (like visiting a brand page, Liking a post, and commenting on a post) is a heavily guarded secret. People have tried to reverse-engineer the algorithm, but it changes so often that it’s nearly impossible to keep up with.

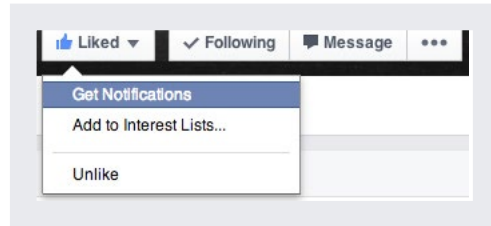
Think you’ve got it figured out? Wait a week, because Facebook rolls out changes every Tuesday night, so last week’s guess is already old news.

3 / TIME DECAY

This one is fairly simple. It refers to the age of your content. The older it is, the less likely anyone is to see it, unless of course the content starts to go viral. Then all bets are off. If something you posted a month ago starts to gain traction with a user’s close friends, it will probably resurface in their feed.

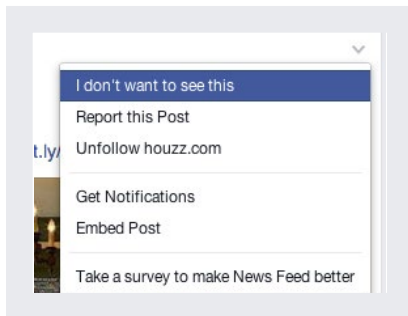
4 / RELATIONSHIP SETTINGS

If a user has Liked your brand page, they can choose whether or not to receive your updates. But most Facebook users don't even know these settings exist, so you will have to explicitly tell people how to opt in. Make sure your posts include a call to action to Like the page as well as to click on the Get Notifications option. The option is unchecked by default.



5 / HIDING, DELETING, AND REPORTING SPAM

If a user is hiding and deleting your posts, it's the equivalent of telling you they want some space in the relationship. You are either posting too often, or your posts are feeling spammy.



Reporting your posts as spam is the equivalent of the user filing for a divorce. They don't love you anymore. They don't ever want to see your posts again, and they probably never will, even if you pay for a Sponsored Post. Facebook takes these reports seriously; the action of reporting a post as spam is heavily weighted in the News Feed algorithm.

6 / CRAZY CAT VIDEOS

Crazy cat videos is basically a euphemism for anything that you post that has absolutely nothing to do with your product, but tends to generate a lot of engagement. Brands used to post crazy cat videos like [Ninja Cat](#) because they knew they would draw people to their page and create engagement. In the beginning it worked. But then Facebook threatened to punish your ranking for trying to outsmart their algorithm. We still see the crazy cat videos our friends post, but we rarely see the gratuitous crazy cat videos the brands post anymore. Coincidence? Hardly. Beware the crazy cat video. Stick to relevant content.

7 / WEIGHTING POST TYPES

While it may be true that your ranking will get demoted if you try to build an audience by posting crazy cat videos, you won't get punished if you post really engaging content that's relevant to your brand. If you tend to interact and share videos more often than other types of content, you're going to see more videos in your feed. The same goes for long text posts and photo posts. The algorithm knows what people like and shows them more of that type of post. It's your job to pay attention to the Facebook Insights and keep track of which types of posts generate the most engagement and shares.

8 / STORY BUMPING

The average person pays attention only to the top third of their news feed, and even less on a mobile device. People don't like to scroll. That said, if a post was initially slotted towards the bottom of a user's feed, and that user never scrolled down far enough to see it, that post may get a second chance in the form of a story bump. If the original post becomes popular across Facebook, and especially if it becomes popular in the user's friend circle, the News Feed algorithm will bump that post up higher in the news feed and give it another shot. This happens with both brand posts and friend posts. You can tell if a post got a story bump by its date. If you suddenly see a brand post that was posted on some date other than today's date, you can assume it had been hiding near the bottom of the feed and has now been bumped to the top.

The moral of the story is, if your post starts to gain some momentum a few days after the original post date, people might still see it. You could get a story bump.

9 / CLICK-BAITING

Click-baiting is the practice of posting a link with some teaser text that's usually a bit vague and full of exclamation points. The entire purpose of the post is to get the user to click on the link. These types of posts generally have a very high clickthrough rate, which means they rank high enough to get boosted to the top of your feed. However, they also have a very high bounce rate. People click on them, don't see anything interesting, and then click right back to Facebook.



In August 2014, Facebook decided to stop rewarding those posts by adding a click-bait element to the algorithm mix. How in the world does the Facebook algorithm decide if a post is click-bait? It looks at how much time the user spends off Facebook reading the content after they click, and it also considers how much people are engaging with and sharing the post.

10 / PHOTOS WITH LINKS

In the not-so-distant past, if you created a Facebook status update that included a URL to the piece of content you were promoting, you'd end up with a small thumbnail graphic to accompany your post. Brands quickly figured out that if they wanted to stand out in the News Feed, they needed to include a large eye-catching graphic or photo. The only way to do this was to write the post, add a link to the content, and then upload the graphic to the post in a second step. This practice is now unnecessary, because if your brand ranks high in someone's News Feed, the user will see a large graphic – not a thumbnail.

Facebook did some research and found users preferred to see a real preview of the content before clicking through. So, posting a link in your update and uploading a graphic element separately will now negatively affect your News Feed ranking.



This is the format that will be rewarded. This post was created by typing a status update, pasting in a URL, and then deleting the URL after the rich content (graphic, description, title) appeared.



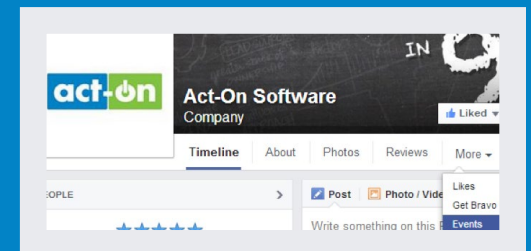
USING OPEN GRAPH METADATA

Most people are familiar with web page metadata. It's the data that doesn't actually show on your web page, but is used to describe the content of that page for things like crawlers, search engines, and share dialog boxes. Facebook depends on Open Graph tags (OG tags) to describe page content.

These tags are defined with HTML in the HEAD section of your page content. Most marketing automation platforms have a simple visual editor to help you define these basic OG tags. If you have a WordPress blog, there are a number of free plugins that will define these tags for you based on the content of the blog.

FACEBOOK-SPECIFIC TECHNOLOGY TERMS TO KNOW

- **Canvas Page/Frame** - A frame used to hold content on a separate tab of a Facebook brand page. Examples of Canvas Frame content: a custom Facebook app, a game, a landing page published to a Facebook tab via a third-party app.
- **App** - Content contained in a Canvas Frame. This is not necessarily an application, but the content is usually referred to as an “app” because you have to use the Facebook app builder to populate and publish a Canvas Frame. Content examples: job postings, social referral offer, landing page with a form, game.
- **App Tab** - The actual Facebook tab that is associated with a Canvas Frame. Examples: Timeline, Events, Photos.



1 / OG TAGS FOR PREVIEW

When you share a link to a piece of content in your Facebook status, you have probably noticed that the content in the final post can vary widely. Sometimes there's an image, sometimes not. And sometimes the image seems completely unrelated to the content. The quality of the preview of that piece of content is entirely dependent on how the OG tags are defined on that page. OG tags are used by the Facebook Crawler to generate previews when your content is shared on Facebook.

A rich Facebook post is defined as one that includes data that describes the title, description, and default image of the content you are sharing. If you want your posts to stand out in the News Feed, make sure you have at a minimum the following three OG tags defined in all of your pieces of content:

- title
- description
- image

The Facebook News Feed is visually cluttered, so the only way to stand out is to be cognizant of how your content will look when shared. Here's an example of a Facebook post with no image or description tag data. There is no way I would notice this in my busy feed.



This is the same piece of content with the three main OG preview tags defined:



Which article would likely catch your eye? That iceberg graphic would surely stand out in a Facebook News Feed full of text-only posts.

2 / THE OG TAG CODE FOR A RICH FACEBOOK POST

Here is the HTML code for the three OG tags you need to define to get a rich post like the one on the previous page (bolded for emphasis):

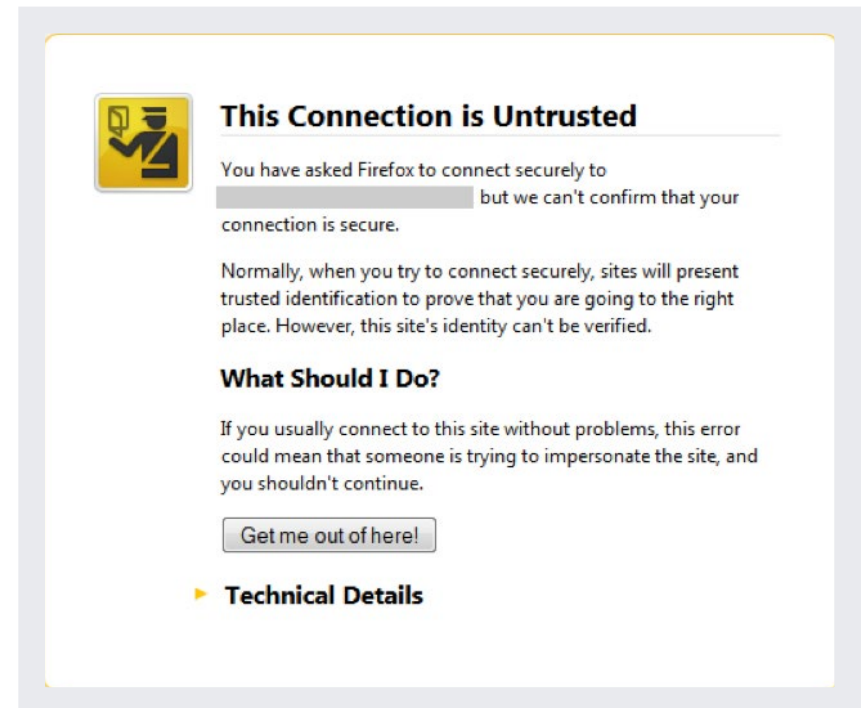
```
<head>
<meta property="og:title" content="The title of my content" />
<meta property="og:description" content="This is my short
description about the article, company, product or contest" />
<meta property="og:image" content="https://yourcompany.com/
images/fb_og_img.jpg" />
</head>
```

You will need to customize the content within the double quotes to define what the preview of your content will look like on Facebook. Example:

"The title of my content" in this string: `content="The title of my content"`)

HOW NOT TO LOOK LIKE SPAM

All links in your content – including OG tag content – must be secure (https) links or Facebook will not display the content and the end user will see an error. Each browser throws a different kind of error. The example below is from a Firefox browser. People are used to seeing this kind of message when they hit a spam site. That's the last thing you want to be associated with, so check your links before you publish.



3 / OG TAGS FOR SEARCH

When someone searches for your company name or a keyword related to your business, you want to make sure they find you and not your competitor. If you are publishing content to Canvas Frames on Facebook, you need to define the six OG tags below to maximize your search results on and off Facebook.

- **og:title** – The title of your article, excluding any branding.
- **og:site_name** – The name of your website. Not the URL.
- **og:url** – This URL should match your canonical URL used for SEO, and it should not include any session variables, user identifying parameters, or counters. This is critical for accurate Facebook Insights.
- **og:description** – A detailed description of the piece of content. This should be two or three short sentences.
- **og:image** – This is the main image associated with your content. Facebook suggests that you use an image of at least 1200x630 pixels.
- **fb:app_id** – This is the unique ID that lets Facebook know the identity of your site. You will only see an app_id if you create a custom app, publish a Canvas Frame, or use a Facebook plugin like Comments or Like buttons. This ID is crucial for Facebook Insights to work properly. A generic WordPress blog post will not have an app_id unless you are using the Facebook Comments application. You can find your app_id list by logging into your Facebook brand page and navigating to this page: <https://developers.facebook.com/apps>.

Here's an example of how the OG tags are defined for a sample blog post:

```
<meta property="og:title" content="Nurturing Cold Social Leads is a Lot Like Online Dating - Marketing Action Blog - Act-On" />
<meta property="og:description" content="Treat social leads with an extra dash of caution and care. They're colder than inbound leads, and need their own approach and nurturing paths." />
<meta property="og:url" content="http://blog.act-on.com/2014/08/nurturing-cold-social-leads-is-a-lot-like-online-dating/" />
<meta property="og:site_name" content="Marketing Action Blog - Act-On" />
<meta property="og:image" content="http://blog.act-on.com/wp-content/uploads/2014/08/Social_Reach_Iceberg.jpg" />
```

4 / DISTRIBUTION AND ENGAGEMENT OG TAGS

These OG tags are completely optional, but you should consider using them to improve the distribution of your content, and restrict your content when necessary.

- **og:type** – Use this OG tag to let Facebook know what type of content is on the page. According to Facebook, different types of media will change how your content shows up in the news feed. There are a few common object types already defined, but you can define your own object types if none of the common ones fit your needs. If you don't specify a type, the default will be "website."
- **og:locale** – Defines the geographical origin of the content. If you do business in multiple countries, you can use og:locale:alternate to reflect that you have other language translations available as well. The default is en_US. Facebook currently supports 70 languages.

```
<meta property="og:locale" content="en_US" />  
<meta property="og:locale:alternate" content="fr_FR" />  
<meta property="og:locale:alternate" content="es_ES" />
```

5 / MEDIA OG TAGS

The following tags are only relevant if your og:type is set to "article."

- **article:author** – This is usually a link to the author's bio. It could be the author's own personal web page, a Facebook page, G+ page, LinkedIn, etc.
- **article:publisher** – The target of this property must be a Facebook Page (usually the company page associated with your blog).

6 / RESTRICTING CONTENT OG TAGS

Remember, you are responsible for knowing the laws and guidelines regarding online content in the countries in which you do business. Use the OG tags below to restrict content geographically, legally, and by age.

- **og:restrictions:country** – This OG tag allows you to restrict content by blacklisting (disallowed) or whitelisting (allowed) specific countries using the 2-digit country codes. You could restrict a piece of content to the U.S. and Canada like this:

```
<meta property="og:country:allowed" content="US, CA" />
```
- **og:restrictions:age** – Use this OG tag to age-gate your content. Allowed values are 13+, 17+, 18+, 19+, 21+.

- **og:restrictions:content** – The only value currently supported for this OG tag is “alcohol.” Define this OG tag in your content if you are promoting the sale or consumption of alcohol. This will ensure you stay in compliance in countries where it is illegal to display alcohol-related content online.

```
<meta property="og:content" content="alcohol" />
```



You can find a complete list of common object types in the Facebook [Open Graph Reference Documentation](#).

CONCLUSION: FACEBOOK AND THE B2B MARKETER

We connect with our friends and our families on Facebook; does it really make sense for the B2B marketer?

Yes. Businesses don't sell to businesses; people sell to people. Facebook has 1.23 billion monthly active users, 945 million mobile users, and 757 million daily users (aka "people") as of the writing of this eBook, so it's a pretty safe bet that your target customer is on Facebook. And probably your next employee; don't overlook Facebook as a place to find and impress job candidates.

People prefer to do business with (and work for) companies they like and trust. You can turn this fact into a competitive strategy by putting a face on your company and letting people get a better sense of who your company is: what you do, what you value, how you treat your customers and employees.

And consider this: Facebook has collected more data on their user base than any other social network out there, which allows brands to segment and target highly specific markets with ads and sponsored posts. If you could reach just .01% of Facebook users, you'd reach over 100,000 people. Think about that.

Facebook is a relaxed, friendly environment where people have conversations with their friends, families, fans, and brands. They're talking about your products and your brand – whether you know it or not.

Wouldn't you like to be in on that conversation?

The Facebook website offers a compelling case study:

CVENT—ONLINE SOLUTIONS FOR EVENTS AND SURVEYS

Cvent is a meeting and event management company with approximately 12,000 fans on their Facebook Page. The company recently embarked on a more aggressive strategy to grow and engage their audience on Facebook.

One tactic they utilized was launching a contest inviting people to share their stories about how they built a crowd for an event. Cvent is promoting the contest on their Facebook Page and have fan-gated the promotional tab.

They are also cross-promoting on their website and Twitter to reach an even wider audience and potentially convert those people into fans on Facebook as well.

Another tab on the Cvent Page entices users to provide their contact information on a lead form in order to watch a product demo video and receive a \$50 gift card. Cvent also shares photos of their team members to provide a more personal experience for customers who engage with their Page.

FACEBOOK RESOURCES

Developers Page

<https://developers.facebook.com>

Platform Policies (TOS)

<https://developers.facebook.com/policy>

Branding Guidelines and Approved Images

<https://www.facebookbrand.com>

Community Standards

<https://www.facebook.com/communitystandards>

The Facebook Newsroom

<https://newsroom.fb.com>

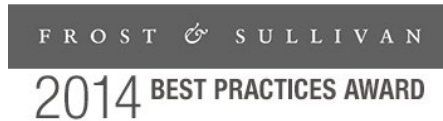
Your app_id list

<https://developers.facebook.com/apps>

Open Graph (OG) Tag documentation

<https://developers.facebook.com/docs/reference/opengraph/#object-type>

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ABOUT ACT-ON SOFTWARE

Act-On Software delivers cloud-based integrated marketing automation software. Marketers can manage all their online marketing efforts from a single dashboard that can be seamlessly integrated with CRM, giving sales access into a variety of marketing functions. Act-On's fresh approach to marketing automation gives its users full functionality without the complexity other systems impose, and makes campaign creation and program execution easier and faster.

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