

# Introduction to Facebook APIs

Kyeong-An Kwon (Karl)

July 2012




# Topics

- How Does Facebook Work?
- What can we do with Facebook APIs?
- Social Plugins
- Open Graph
- Demo
- Other resources
- Questions
- Review

# How Does Facebook Work?

- The Front End (LAMP)
  - Linux
  - Apache
  - MySQL
  - PHP, and others
- The Back End
  - C++, Java
  - Python, Erlang, and others

# What can we do with Facebook APIs?

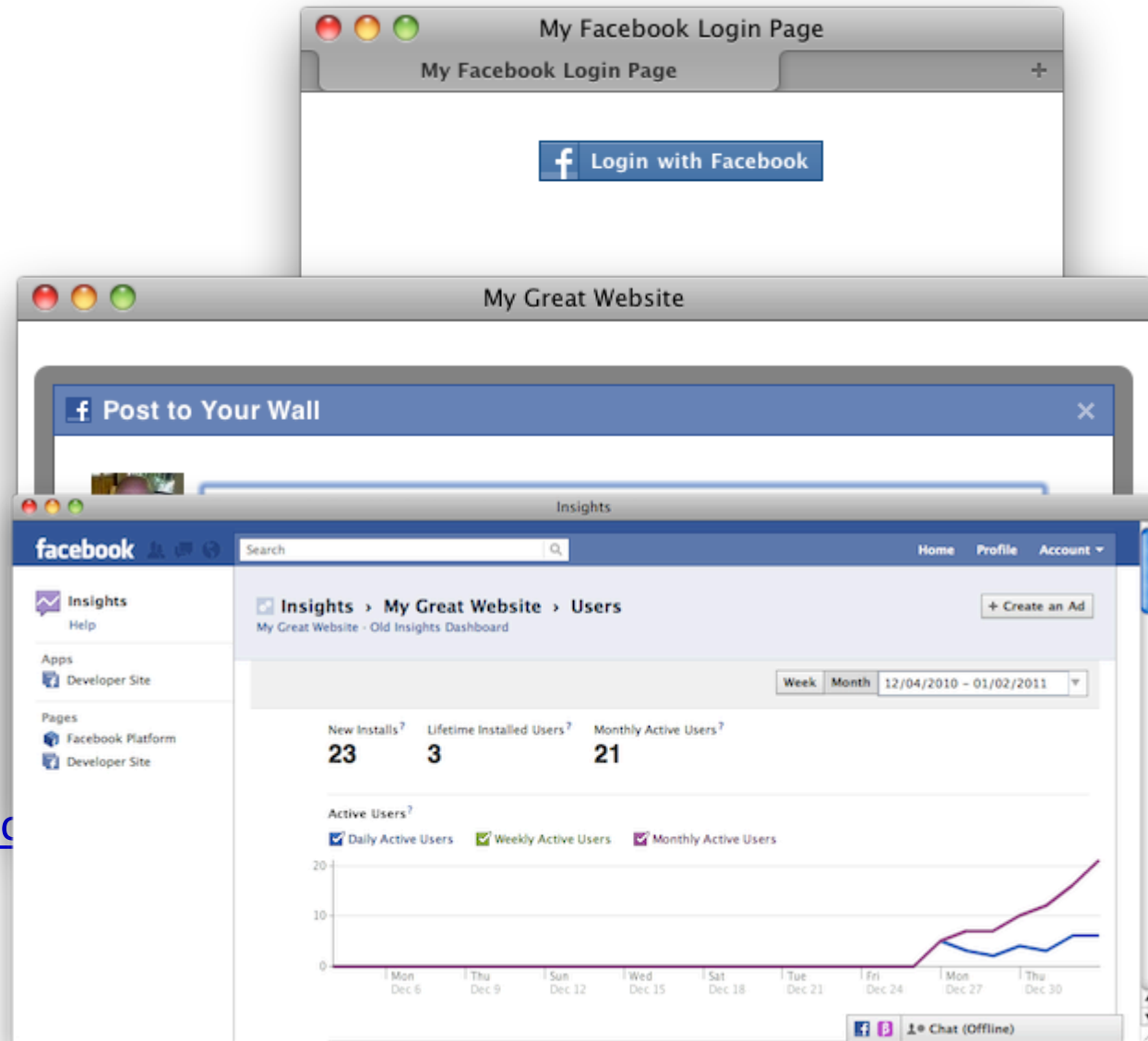
Websites	Mobile Apps	Apps on Facebook
		
A more personalized, social experience using Social Plugins	iOS (iPhone, iPad), Android and Mobile Web apps.	Integrate with core experience by building apps that operate within Facebook.
Like Button Send Button Subscribe Button	Single Sign-On to access the user's social graph (without yet another username/password)	Timeline Notifications Bookmarks Newsfeed

A million and one things to do!

# What can we do with FB APIs? (1)

- Social Plugins
  - Like Button
  - Send Button
  - Subscribe Button
  - Comments
  - Etc.
- Authentication
- Personalization
- Analytics

<https://developers.facebook.com>



# What can we do with FB APIs? (2)

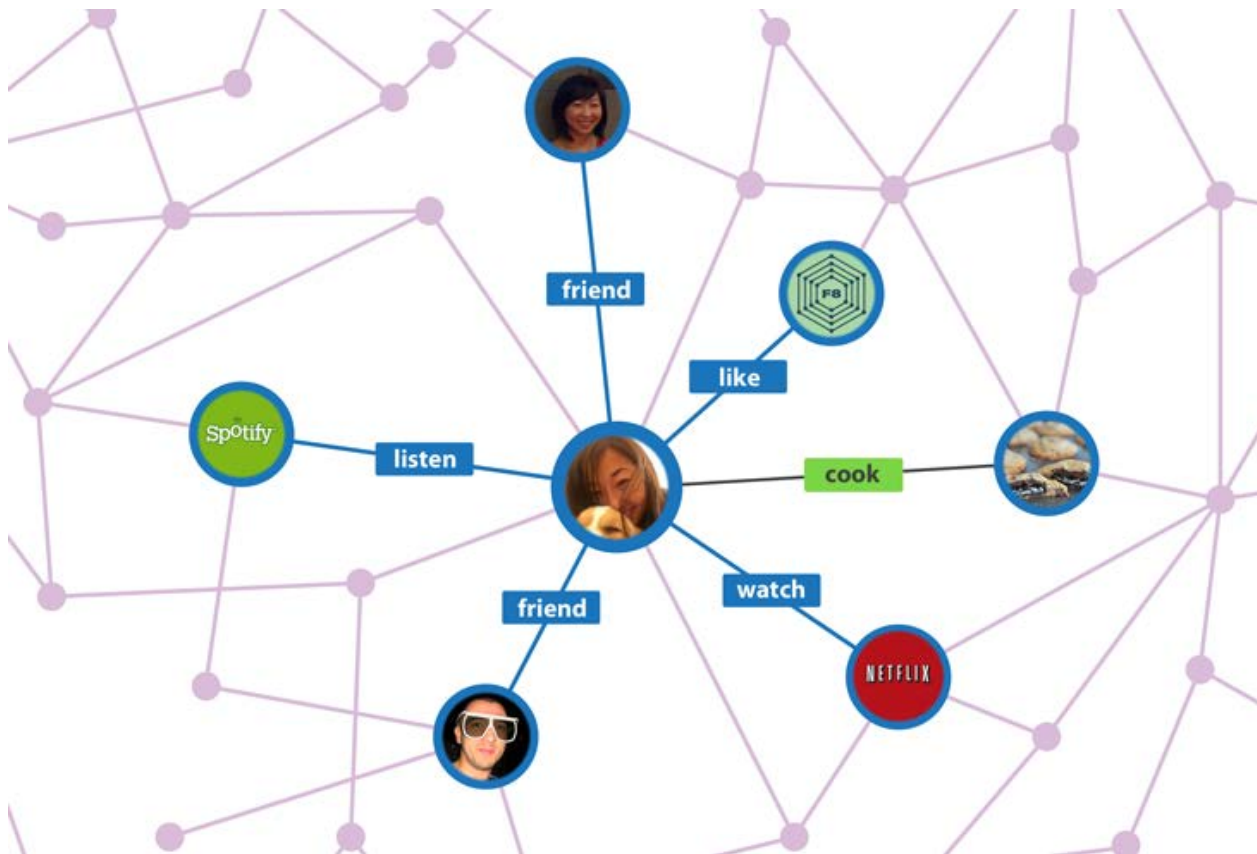
- Social Design

“Social Design is a way of thinking about product design that puts social experiences at the core. Create these social experiences with the features available on Facebook Platform.”

– Good Examples: Spotify, Notifications, People who inspired you, Music, Movie and so on.

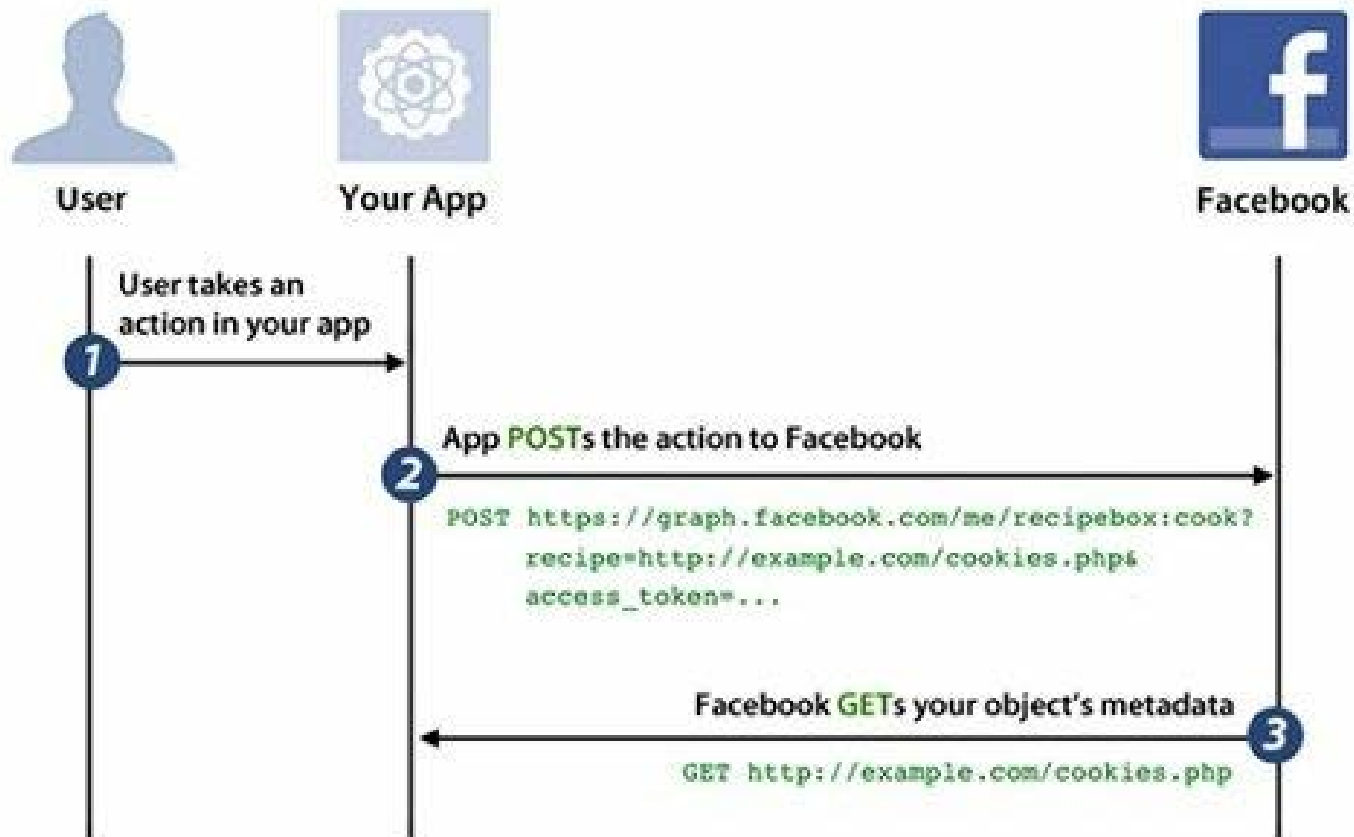
# What can we do with FB APIs? (3)

- Open Graph



# Open Graph API

- Building an Open Graph app gives you the opportunity to deeply integrate into the core Facebook experience, including Timeline, News Feed, and Ticker.





# Demo

- How to put the Facebook “Like” button on your websites, blogs, and wherever you want.
- Open Graph Sample
  - <http://social-cafe.herokuapp.com>
- Open Apps
  - <https://developers.facebook.com/apps>
- Insights
  - <https://www.facebook.com/insights/>
- Get the code
  - <https://developers.facebook.com/docs/plugins/>

# Other Resources

- Facebook developers
  - <https://developers.facebook.com/>
- Facebook Integration for WordPress
  - <https://developers.facebook.com/blog/post/2012/06/12/facebook-integration-for-wordpress/>
- Best Practices
  - <https://developers.facebook.com/docs/bestpractices/>
- Videos
  - <https://developers.facebook.com/videos/>

# Questions?



# Thanks

Do you  Like