facebook
is your CMS

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Ruby / JavaScript Developer @flinc

What is flinc?

My first Barcamp

My first Barcamp

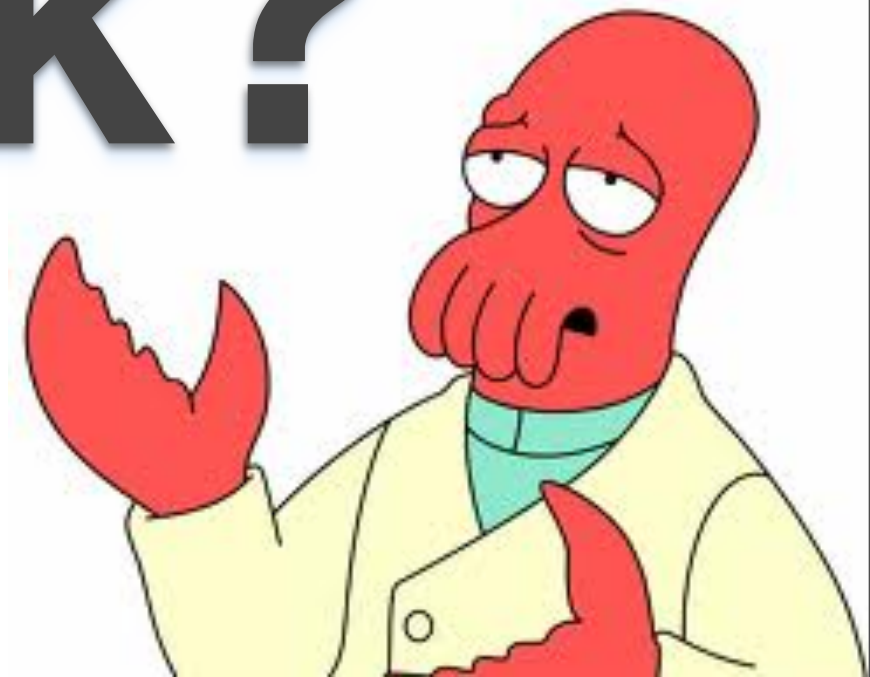**plz have mercy ;(**

the web
is your CMS

~~the web~~
is your CMS

facebook

~~the web~~

is your CMS
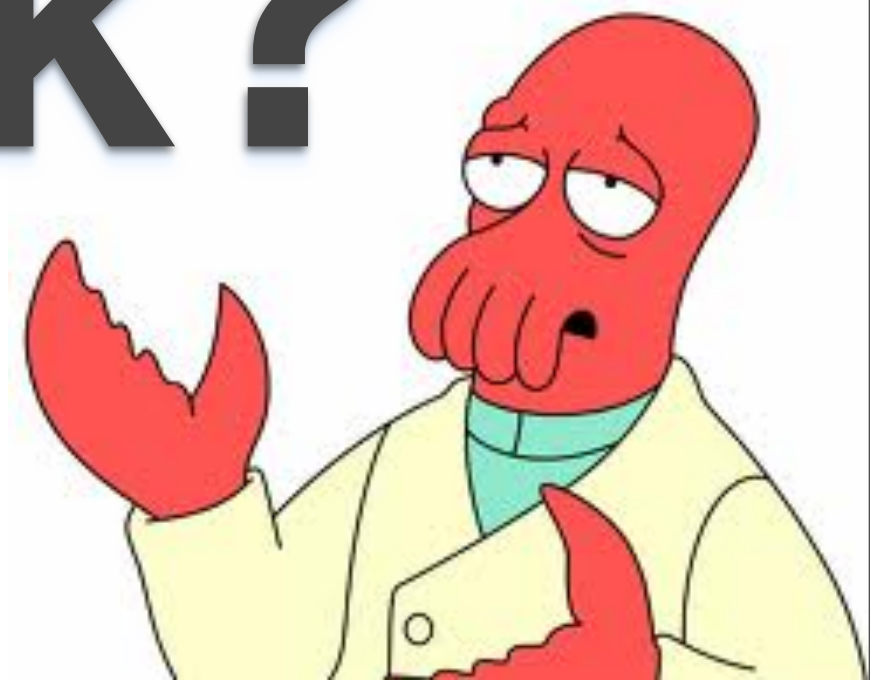
The Idea

Why not facebook?

...to maintain your content?

facebook Page

Create Content

**facebook
Page**

**facebook
App**

**Create
Content**

**Request
Content**

facebook
Page
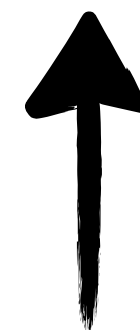
facebook
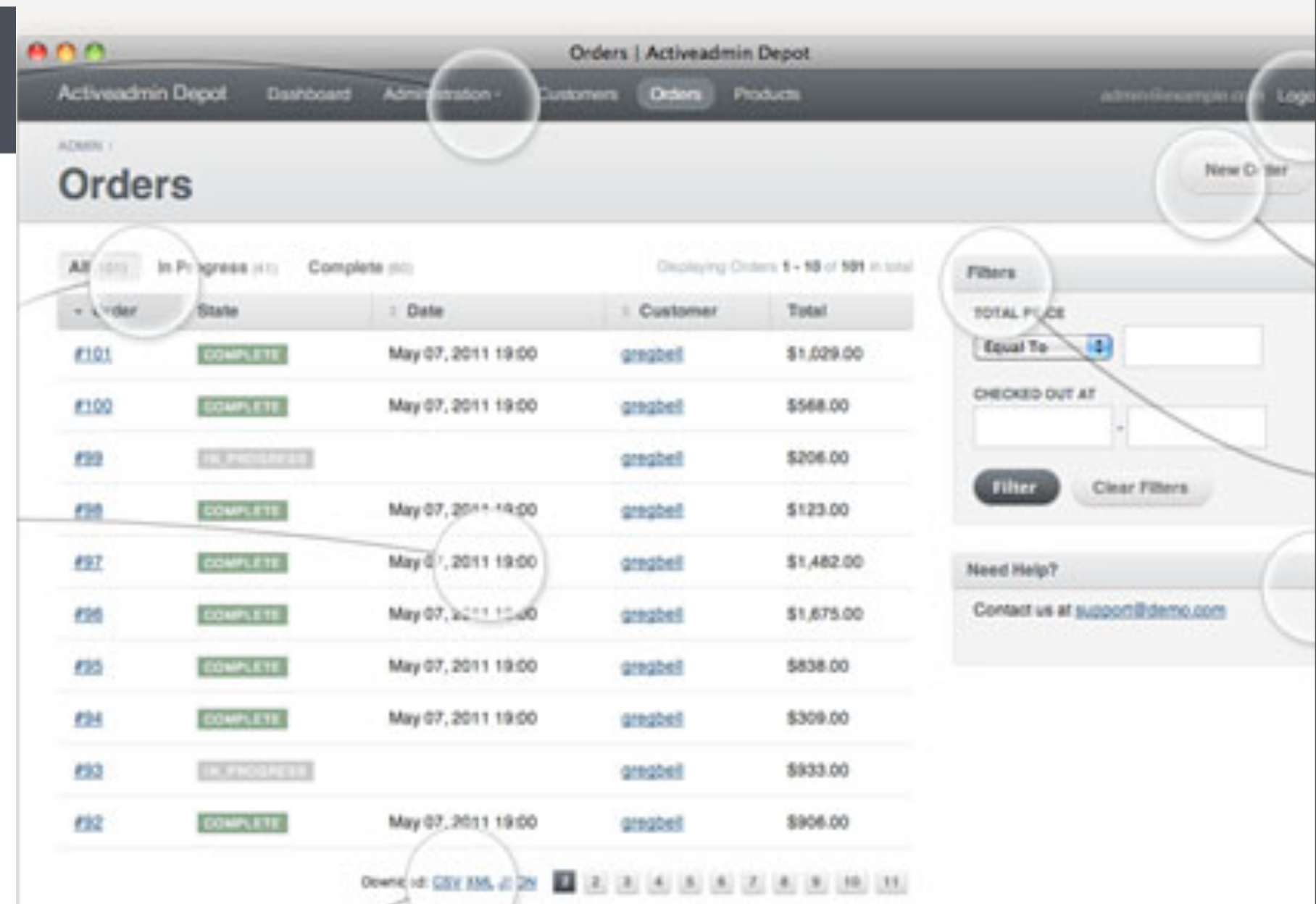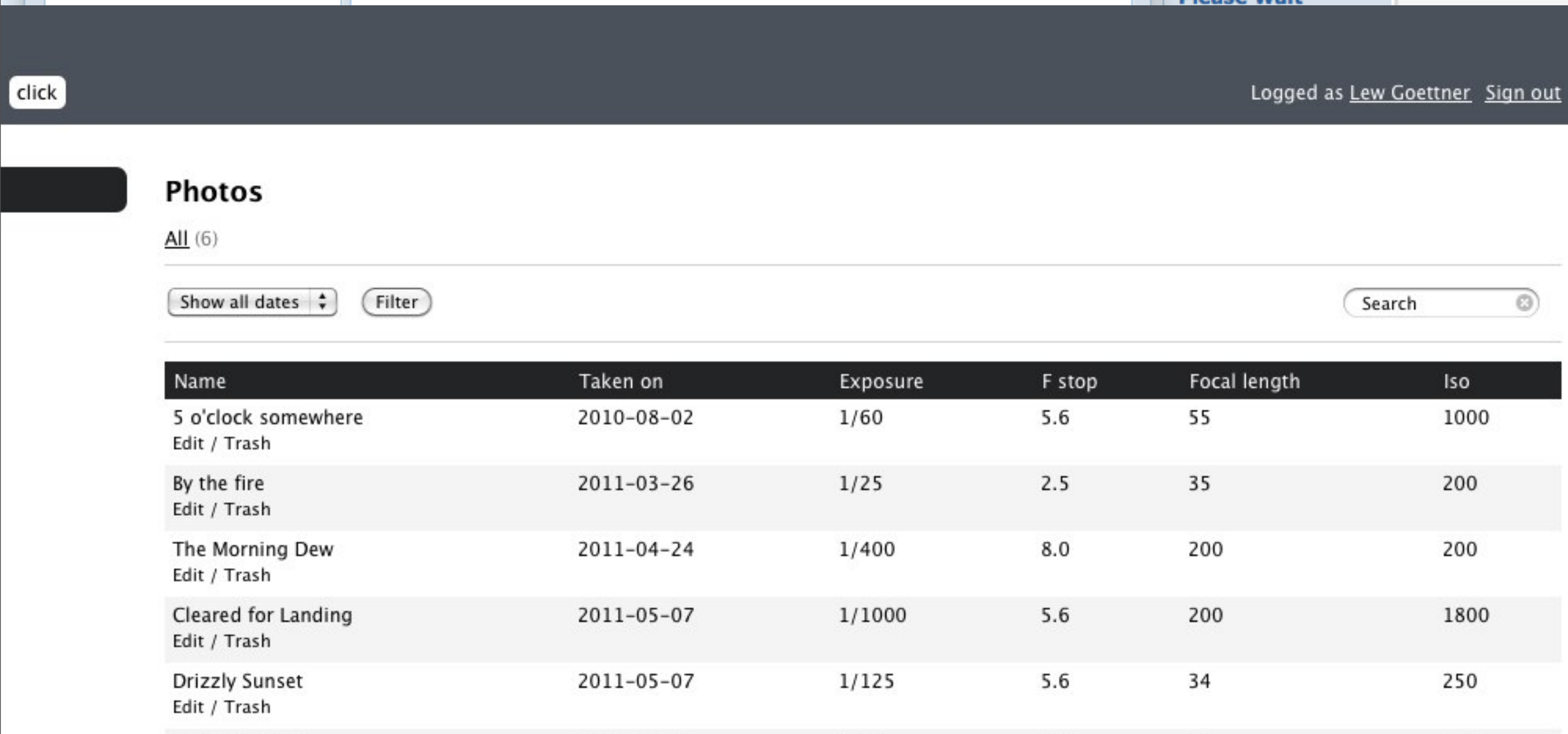App

Heroku
Account

**Create
Content**

**Request
Content**

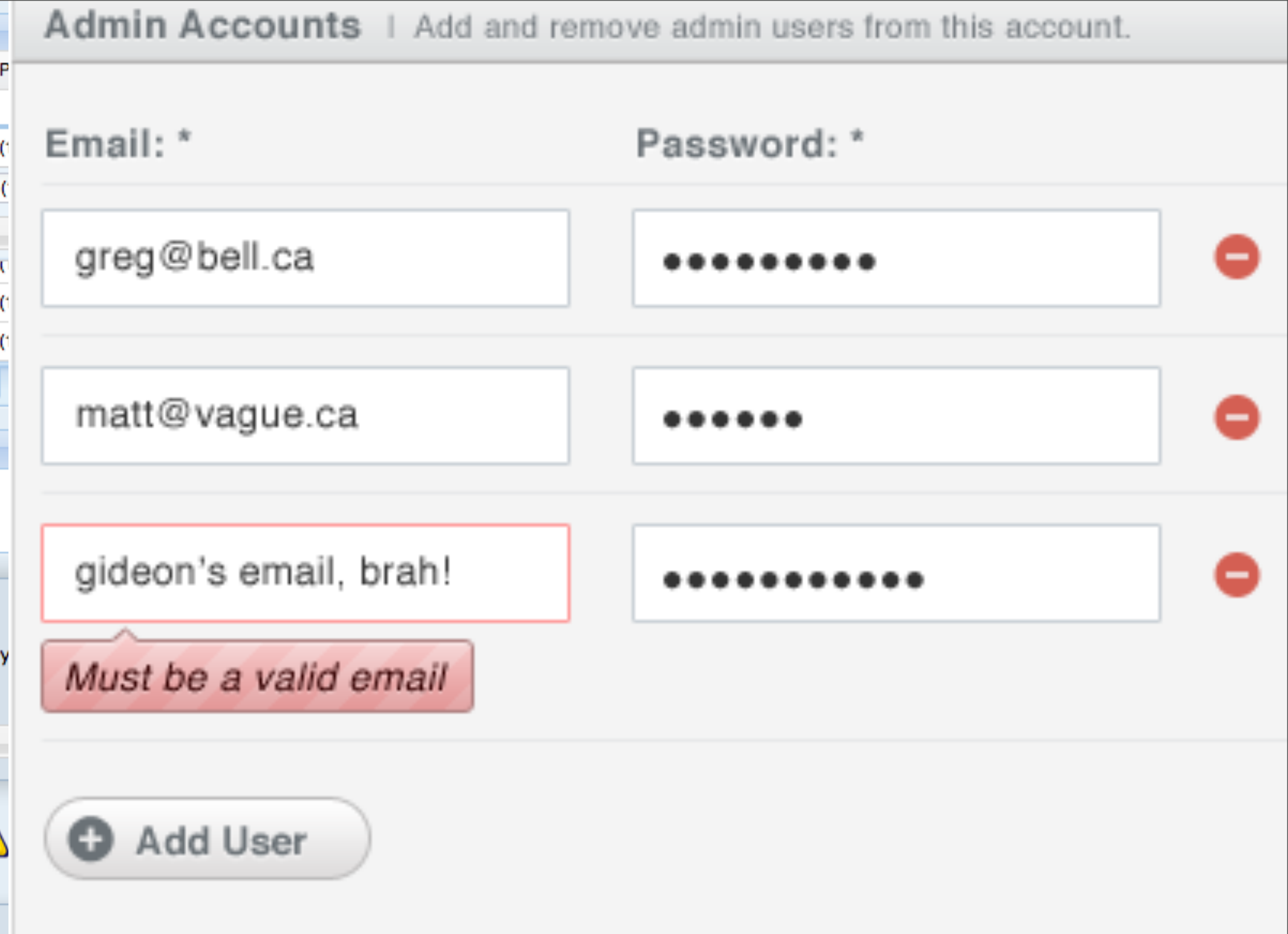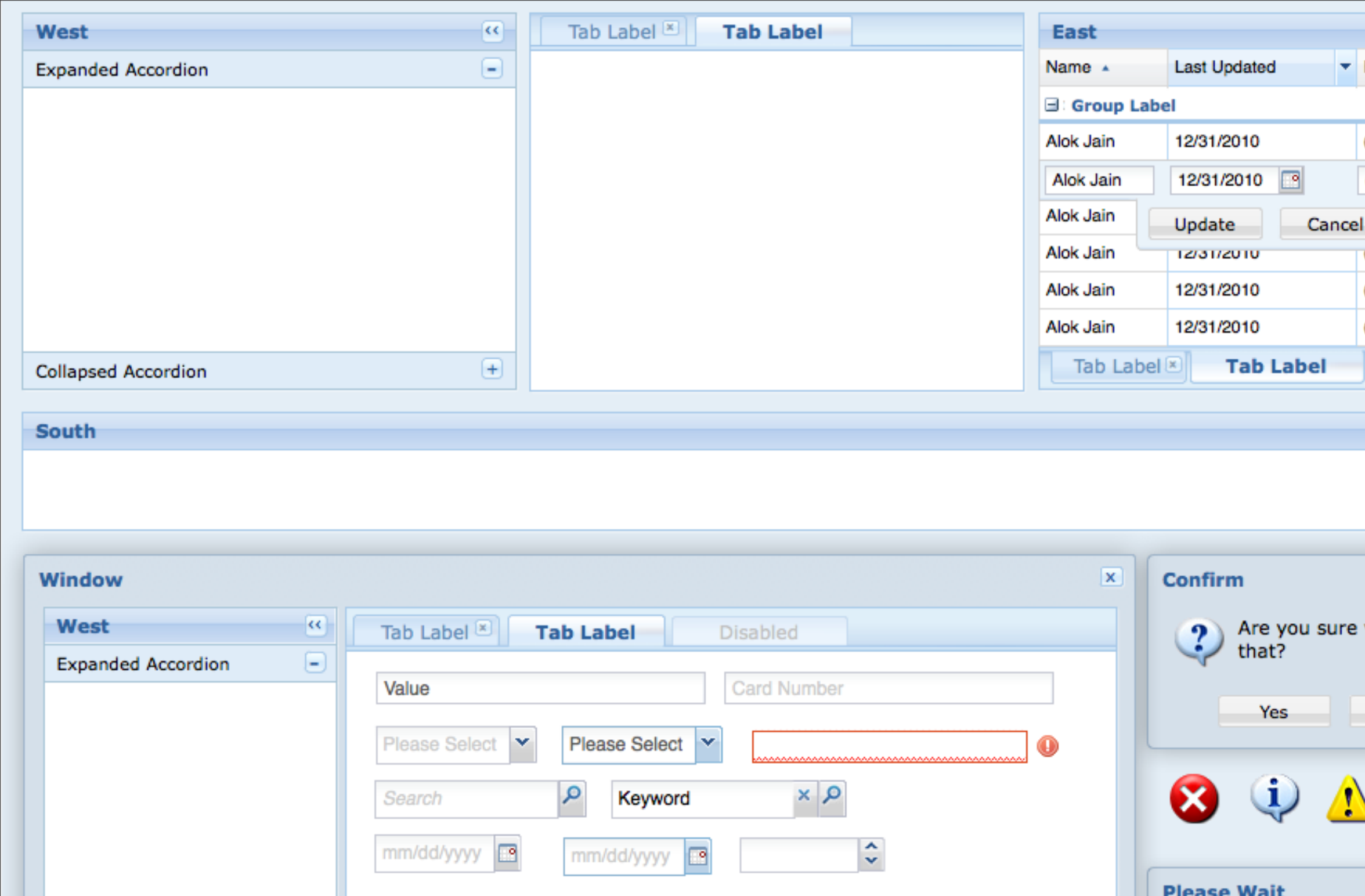**Present
Content**

But... why?

Users don't give a fuck

about your backend

West

Expanded Accordion −

Collapsed Accordion +

South

Tab Label ✕   Tab Label

East

Name ▲	Last Updated	▼	P
⊟ Group Label			
Alok Jain	12/31/2010		(
Alok Jain	12/31/2010	📅	(
Alok Jain	Update	Cancel	
Alok Jain	12/31/2010		(
Alok Jain	12/31/2010		(
Alok Jain	12/31/2010		(

Tab Label ✕   Tab Label

Admin Accounts | Add and remove admin users from this account.

Email: *

greg@bell.ca

matt@vague.ca

gideon's email, brah!

Must be a valid email

Password: *

⬤ Add User

Window

West

Expanded Accordion −

Tab Label ✕   Tab Label   Disabled

Value

Card Number

Please Select   Please Select

Search   Keyword   🔍

mm/dd/yyyy 📅   mm/dd/yyyy 📅

Confirm

? Are you sure y
that?

Yes

Please Wait

click

Logged as Lew Goettner   Sign out

Photos

All (6)

Show all dates   Filter

Search

Name	Taken on	Exposure	F stop	Focal length	Iso
5 o'clock somewhere Edit / Trash	2010-08-02	1/60	5.6	55	1000
By the fire Edit / Trash	2011-03-26	1/25	2.5	35	200
The Morning Dew Edit / Trash	2011-04-24	1/400	8.0	200	200
Cleared for Landing Edit / Trash	2011-05-07	1/1000	5.6	200	1800
Drizzly Sunset Edit / Trash	2011-05-07	1/125	5.6	34	250

Orders | Activeadmin Depot

Activeadmin Depot   Dashboard   Administration   Customers   Orders   Products

ADMIN

Orders

New Order

All   In Progress   Complete   Displaying Orders 1 - 10 of 101 in total

Order	State	Date	Customer	Total
#101	COMPLETE	May 07, 2011 19:00	gregbell	$1,029.00
#100	COMPLETE	May 07, 2011 19:00	gregbell	$568.00
#99	IN PROGRESS	May 07, 2011 19:00	gregbell	$206.00
#98	COMPLETE	May 07, 2011 19:00	gregbell	$123.00
#97	COMPLETE	May 07, 2011 19:00	gregbell	$1,482.00
#96	COMPLETE	May 07, 2011 19:00	gregbell	$1,675.00
#95	COMPLETE	May 07, 2011 19:00	gregbell	$838.00
#94	COMPLETE	May 07, 2011 19:00	gregbell	$309.00
#93	IN PROGRESS	May 07, 2011 19:00	gregbell	$933.00
#92	COMPLETE	May 07, 2011 19:00	gregbell	$906.00

Filters

TOTAL PRICE
Equal To

CHECKED OUT AT

Filter   Clear Filters

Need Help?

Contact us at support@demo.com

Give them a backend they know

Cause we get lots for
FREE

facebook

Statuses

News

Events

Pictures

Friends

Info Page

Links

Heroku

Hosting

Caching

Github

Versioning

Also: Marketing

When to use this

How to do it

fb Graph API

Spreading your personal data since 2010

Backend

Frontend

facebook Page

Frontend

facebook Page

Graph API

Frontend

facebook Page

Graph API

Heroku

facebook Page

Graph API

Heroku

Sinatra

facebook Page

Graph API

Heroku

Sinatra

HTML
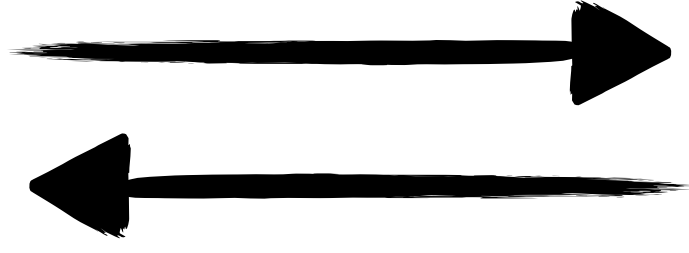
Sitemaps

facebook Page · Graph API · Heroku · Sinatra · HTML · Sitemaps
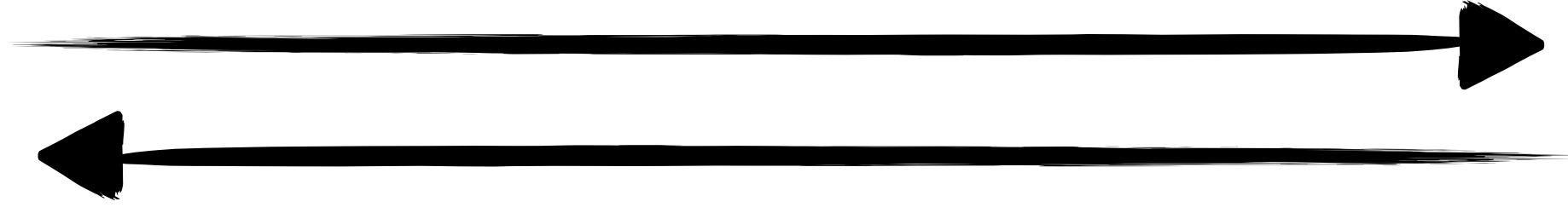
facebook Page

Graph API
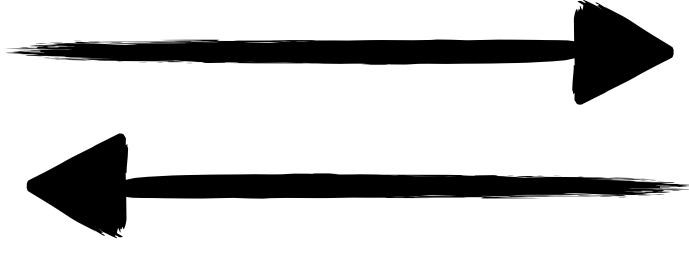
Redis

Heroku

Sinatra

HTML

Sitemaps

DEMO TIME!

⭐ News, events, pictures and an about page of the facebook page.

⭐ Semantic and search engine friendly representation of the data.

⭐ Google Analytics and XML Sitemaps.

⭐ Open Graph tags.

⭐ Built-in caching for fast responses.

⭐ I18n.

github.com/fabrik42/fb_cms

github.com/fabrik42/fb_cms

-alpha-

Thanks!

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github.com/fabrik42
fabrik42@gmail.com

Q&A