



Facebook, la plaza pública

Personas en Facebook



José Ignacio Stark

Home

José Ignacio Stark

Update Info View Activity Log ...

Timeline About Friends 316 Photos More ▾

Intro

+ [Describe Who You Are](#)

Lead Engagement Editor at [Platzi](#)

[Add Featured Photos](#)

Status Photo / Video Life Event

What's on your mind?

Friends Post

Photos

José Ignacio Stark

9 hrs ·

Después de esto no quiero hacer presentaciones nunca más en mi vida— OH.



José Ignacio Stark

Edit Profile

FAVORITES

News Feed

Ads Manager

Messages

Events

Photos

Saved

Sale Groups



PAGES

Discussion

Members

Events

Photos

Files

Joined

 Notifications

Joined

 Notifications

Joined

 Notifications

Joined

 Notifications

Joined

 Notifications

Write Post

Add Photo / Video

Create Poll

More



Write something...

RECENT ACTIVITY

**Santiago Mendoza Ramirez**

29 mins · Cartagena.

Hola Comunidad

¿Alguien que esté trabajando con Moodle 3.1+? Estoy teniendo problemas con la conversión de documentos a PDF para que se muestren en la sección de calificar las tareas.

Les dejo el hilo de Moodle Forums a ver si alguien puede ayudarme:
[See More](#)

Like

Comment

#

♥



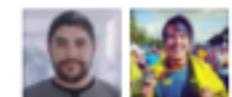
Write a comment...



ADD MEMBERS

+ Enter name or email address...

MEMBERS



2,407 Members (11 new)

DESCRIPTION

Bienvenidos a la comunidad de Platzi! Un espacio hecho especial... [See More](#)

GROUP TYPE

Club

TAGS

Web development · Design · Online marketing

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Chat (45)



Search Facebook



Home



Top Suggestions

Invites 2

Liked Pages

Your Pages

Create Page

**Sixx Sense**

Radio Station

428,990 people like this.

**Lita Ford**

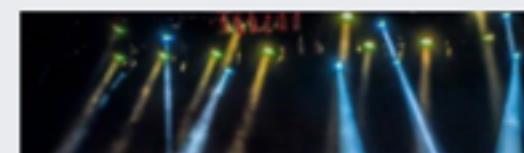
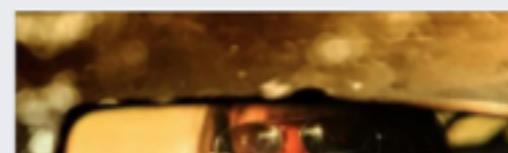
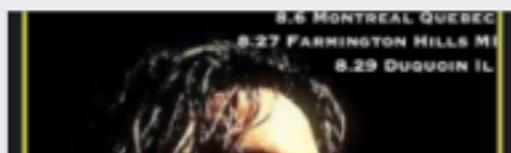
814,281 people like this.

**Dee Snider**

368,079 people like this.

**Bruce Kulick**

157,702 people like this.





Joven y Alocada



Home 2



Page

Messages 99+

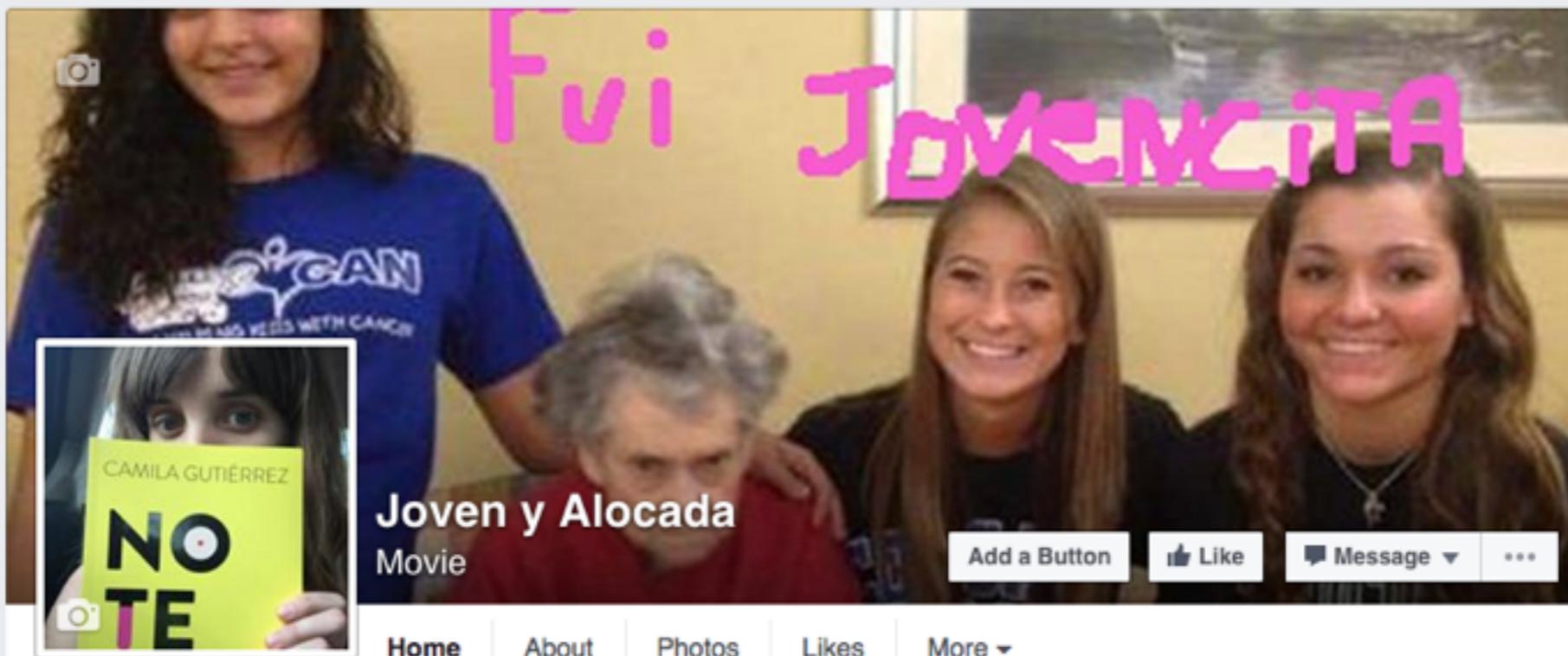
Notifications

Insights

Publishing Tools

Settings

Help ▾



Promote ▾

THIS WEEK

117

Post Reach

291

Post Engagement

2

Website Clicks

0 of 0

Response Rate

21 hours

Response Time

Home

About

Photos

Likes

More ▾

Movie

Status

Photo / Video

Offer, Event +

p

Q Search for posts on this Page

100% response rate, 21-hours response time

Respond faster to turn on the badge

127K likes +133 this week

Pepo Fernández and 44 other friends

117 post reach this week

See Pages Feed

Posts from Pages you've liked as your Page



Joven y Alocada

Published by Camila Gutiérrez Berner [?] · July 20 at 2:50pm · ⓘ

Próximamente: el jugo del amor en el instagram @tujugodiario. Un consejo juguil para cada día.



Conversión



Likes ≠ Conversión



Me gusta

Reacciones ≈ Conversión

Compartir





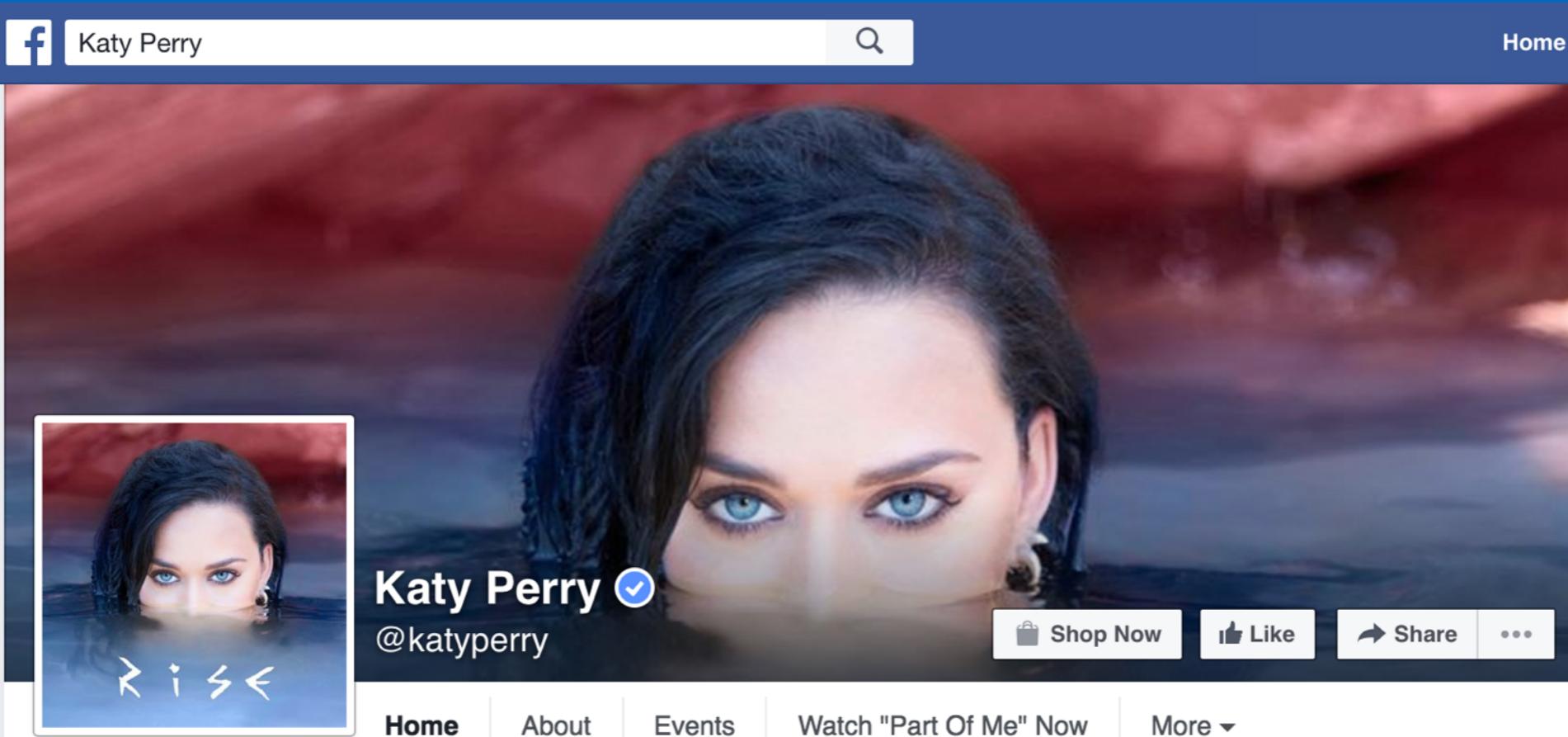
Katy Perry



Home



Create Page

**Katy Perry**

@katyperry

...

Home

About

Events

Watch "Part Of Me" Now

More ▾

Musician/Band

Search for posts on this Page

Status



Write something on this Page...

**71,356,246 people like this**

Sergio Zafra and 26 other friends

Thanks to you guys for supporting music & to

radio adding & playing it everywhere. #RISING
<http://smarturl.it/KatyRise>**ABOUT**

★ Members: Katy Perry

i Genre: Pop-Rock





Katy Perry



Home



Create Page

 **Katy Perry**
July 22 at 11:10am · 

<http://smarturl.it/KatyRise>



1.1M Views

Like Comment Share

71,356,246 people like this
Sergio Zafra and 16 other friends

ABOUT

Members: Katy Perry
Genre: Pop-Rock

Top Comments ▾

#

71,356,246 people like this

Sergio Zafra and 16 other friends

1.1M Views

Like Comment Share

68K

4,806 shares

OpenGraph



2010



The Open Graph protocol



Introduction

The [Open Graph protocol](#) enables any web page to become a rich object in a social graph. For instance, this is used on Facebook to allow any web page to have the same functionality as any other object on Facebook.

While many different technologies and schemas exist and could be combined together, there isn't a single technology which provides enough information to richly represent any web page within the social graph. The Open Graph protocol builds on these existing technologies and gives developers one thing to implement. Developer simplicity is a key goal of the Open Graph protocol which has informed many of [the technical design decisions](#).

Basic Metadata

To turn your web pages into graph objects, you need to add basic metadata to your page. We've based the initial version of the protocol on [RDFa](#) which means that you'll place additional `<meta>` tags in the `<head>` of your web page. The four required properties for every page are:

- `og:title` - The title of your object as it should appear within the graph, e.g., "The Rock".
- `og:type` - The [type](#) of your object, e.g., "video.movie". Depending on the type you specify, other properties may

**OpenGraph convierte a tu
contenido en un objeto dentro
del Gráfico Social de Facebook.**

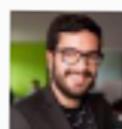


```
<html prefix="og: http://ogp.me/ns#">
<head>
<title>Platzi</title>
<meta property="og:title" content="Platzi" />
<meta property="og:type" content="website" />
<meta property="og:url" content="http://courses.platzi.com/" />
<meta property="og:description" content="Learn from zero to create
the future of the web. Courses in programming, design, marketing, web
development, Frontend, Backend, mobile dev, UX, usability. With..." />
<meta property="og:image" content="http://static.assets.platzi.co/
images/OG.jpg" />
...
</head>
...
</html>
```



 Photo/Video

 Photo Album



<http://platzi.com>

Live streaming classes on design, marketing and code.



Platzi: Learn technology with live classes and real-time interaction 

Learn from zero to create the future of the web. Courses on programming, design, marketing, web development, Frontend, Backend, mobile dev, UX, usability. With...

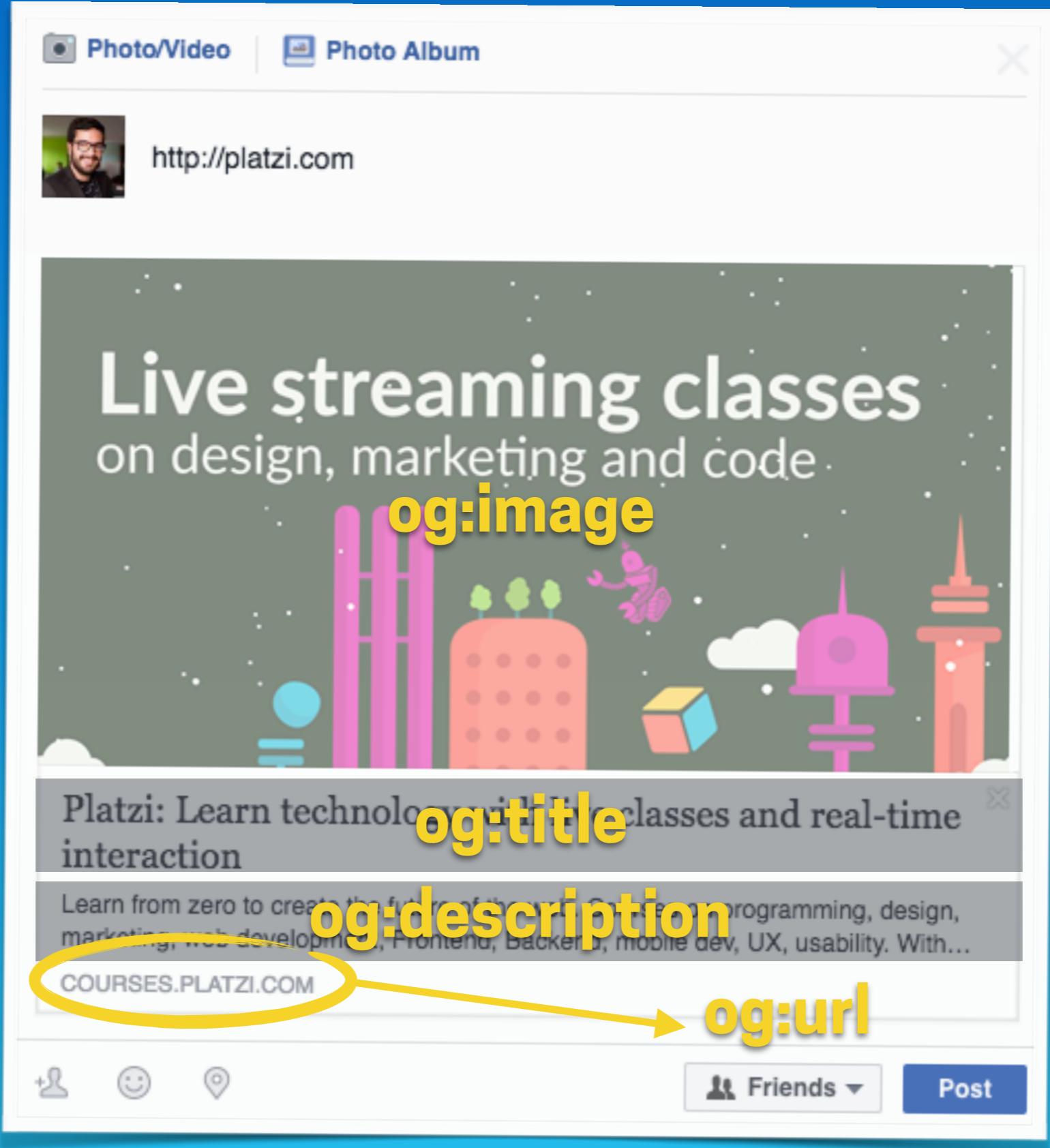
COURSES.PLATZI.COM



 Friends ▾

Post

#



Optimizando tu contenido para OpenGraph

- Imágenes de **1200x630px, siempre.** Como mínimo deben ser de **630x315px**
- Títulos **llamativos y directos** de **máximo 90 caracteres**
- Determina el **tipo de contenido correcto**
- **Revisa** siempre el resultado previo en el debugger de OpenGraph **antes de publicar.**
- Si usas **WordPress**, hay **plugins disponibles** que hacen el trabajo por ti.



Facebook, Mentiras y



1.

Video Embed ≠
Video Nativo



Video Embed

Photo/Video | Photo Album X

 <https://www.youtube.com/watch?v=FBsnZcsmO4g>



Cómo animar tu logo con After effects

En este video aprenderás paso a paso cómo animar un logo usando After Effects, la herramienta número uno de la industria. Sigue a Daniel Núñez...

YOUTUBE.COM

Friends ▾

Post

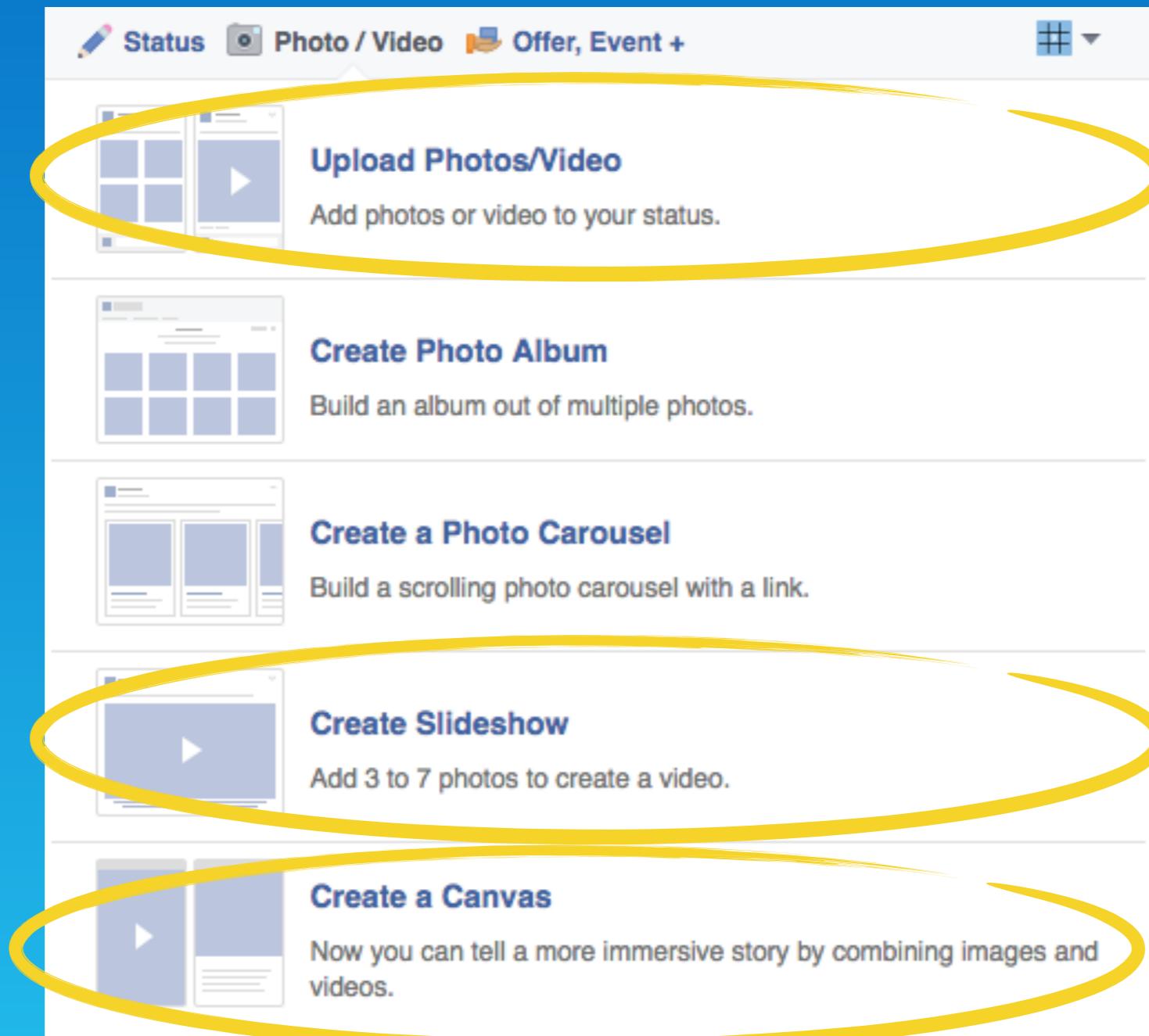
Video Nativo

The screenshot shows a mobile application interface with a blue header bar containing three tabs: "Status", "Photo / Video" (which is selected), and "Offer, Event +". Below the tabs is a small icon with a grid and a downward arrow. The main content area is divided into five horizontal sections, each with an icon on the left and a title and description on the right.

- Upload Photos/Video**
Add photos or video to your status.
- Create Photo Album**
Build an album out of multiple photos.
- Create a Photo Carousel**
Build a scrolling photo carousel with a link.
- Create Slideshow**
Add 3 to 7 photos to create a video.
- Create a Canvas**
Now you can tell a more immersive story by combining images and videos.



Video Nativo



2. ¡SILENCIO!



No optimizado



Optimizado

 **Mic**
3 hrs · 

This Judge absolutely lost it when a defendant showed up in court without any pants — but not for the reason you think. #MicBrights



NO PANTS IN COURT

Micros · 33 AM · 1/29/18

   6.7K

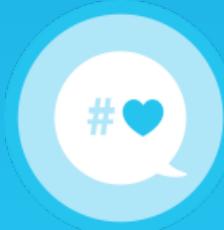
228 Comments 4.1K Shares 214K Views 

 Like  Comment  Share

#



3 SEGUNDOS = 1 view



¿10 second views?



Videos al 25%? 50%?
75%? 95%?



Mayor valor para ti está en
los **primeros 3" (47%)**
y en los **primeros 10" (74%)**



Mensajes y Fidelización





85% response rate, 47-mins response time



Respond faster to turn on the badge

heart

Facebook está premiando a
quienes **tienen una buena
relación directa con sus fans**



**Tiempo de respuesta
% de respuesta**



Facebook Live

