* Technical Director @ The iPlatform
* Started 2008
* Builds social apps for FB platform
* Clients
  + Google
  + Diageo
  + McDonalds
  + ITV
  + Jack Daniels
  + Facebook – referrals
  + Commissioned FB to build Roy Wed app > 12,000 stories
  + Channel 5 – Official Big Bro app – first app built by a production company to use FB credits for voting

**PLAN**

1. Explaining what a FB application is
2. Ingredients of a good social application
3. Integration of desktop application on Facebook
4. Facebook Social Plugins
5. Facebook Social Channels
6. The Open Graph
7. Creating a Facebook application
8. Implementation
9. Answer any questions

**End of session:**

* Create a Facebook application
* Configure it to work with your website
* Present your pages on Facebook posts
* Share dialogue to a webpage

# Slide 4

80% IP apps developed for desktop and run inside Facebook – Canvas / tab application. More for mobile web

FBML hosted and run on Facebook using their markup. Depreciated and FB stopped supporting completely 5th July 2012.

# Slide 6

FB social plugins – Widgets that let you see what your friends have liked, commented on or shared.

FB social channels – Available channels to communicate through the FB platform. News feed (like, shares), Requests (alerts)

# Slide 10

Tab application - **Example**

Canvas application – **Example**

Tile – **Example**

# Slide 11

Sandbox Mode

Permissions

**Facebook - create new application (leighton\_i)**

App ID

Secret

App Domains

Sandbox Mode

Website with Facebook login

Apps on Facebook

Page Tab

Logo (75x75) / icon (16x16) / tile icon (111x74)

**Add to fanpage**

**Code**

1. Boilerplate
2. Like button
   1. NS – IE
   2. Xfbml
   3. JS SDK (fb-root)
   4. Fb Asyc
3. OG Meta tags
4. Share / Feed dialogue