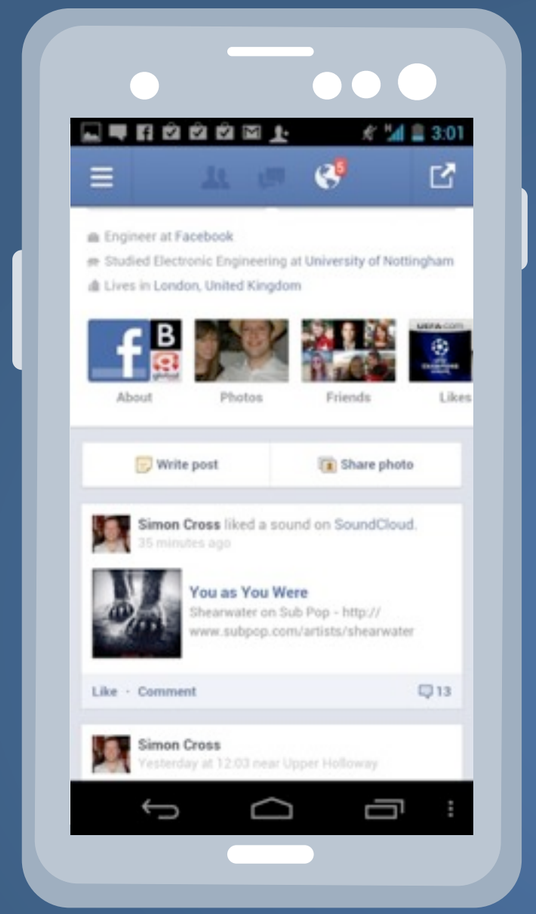
facebook developers

Building Your App on Open Graph

Seng Keat Teh
Engineer @ Partnerships, Facebook



Timeline

Open Graph

Mobile

3:01
Engineer at Facebook
Studied Electronic Engineering at University of Nottingham
Lives in London, United Kingdom
About
Photos
Friends
Likes
Write post
Share photo
Simon Cross liked a sound on SoundCloud.
35 minutes ago
You as You Were
Shearwater on Sub Pop - http://
www.subpop.com/artists/shearwater
Like · Comment
13
Simon Cross
Yesterday at 12:03 near Upper Holloway

Timeline

facebook

Simon Cross

Simon Cross | Home

Simon Cross

Update info | Activity log

Engineer at Facebook
Studied Electronic Engineering at University of N...
Lives in London, United Kingdom
In a relationship with Laura Carr

About

Friends 794

Photos 730

Likes 454

740

Subscribers

11

Status | Photo | Place | Life event

What's on your mind?

Simon Cross
40 minutes ago near London

7.1 surround sound system finally installed, setup and working.

What should be the first movie we watch?

Like · Comment · Share

Friends

See All

Charles Dowd
141 mutual friends

Bruce Hazan
62 mutual friends

Colm Doyle
90 mutual friends

Mike Keating
4 mutual friends

Piyush Mangalick
128 mutual friends

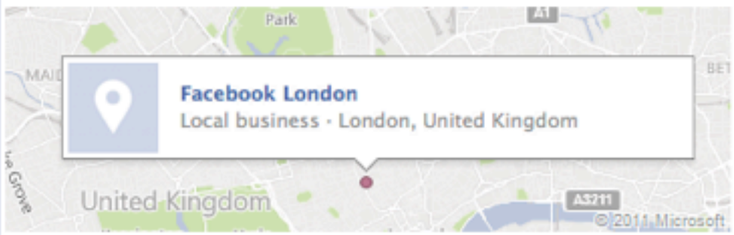
Sam Liddington
42 mutual friends

ingredient:

Like · Comment

Julien Codorniou
27 February

wat'up ? — with Tom Elliott and Simon Cross at Facebook London.



Like · Comment · Share

3 people like this.

View all 5 comments

Julien Codorniou not sure you'll like it anymore..
27 February at 20:46 · Like

Hanna Aase I'm in London too. Enjoy!
27 February at 21:09 · Like

Write a comment...

Simon Cross discovered a book on Readmill.
27 February

Accessible EPUB 3
Author: Matt Garrish

Like · Comment

Simon followed Above & Beyond on Mixcloud.

Music
March on Spotify

Top Artists

Gotye
40 listens

Skream
5 listens

Burial
3 listens

Top Playlists

2012 Q1
Created by Simon Cross
37 listens

Hipster International
Created by Sean Parker
22 listens

2011 Q3
Created by Simon Cross
4 listens

2011 Q4
Created by Simon Cross
3 listens

Listened To

120 songs

Simon Cross shared a link.
27 February near London

[FB] – Great quote for The Next Web:

ingredient:

Like · Comment

Simon followed Above & Beyond on Mixcloud.

Julien Codorniou
27 February

wat'up ? — with Tom Elliott and Simon
London.

Facebook London
Local business · London, Unite

United Kingdom

Like · Comment · Share

3 people like this.

View all 5 comments

Julien Codorniou not sure you'll like it
27 February at 20:46 · Like

Hanna Aase I'm in London too. Enjoy!
27 February at 21:09 · Like

Write a comment...

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27 February

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Author: Matt Garrish

Like · Comment

Music
March on Spotify

Top Artists

Gotye
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2011 Q4
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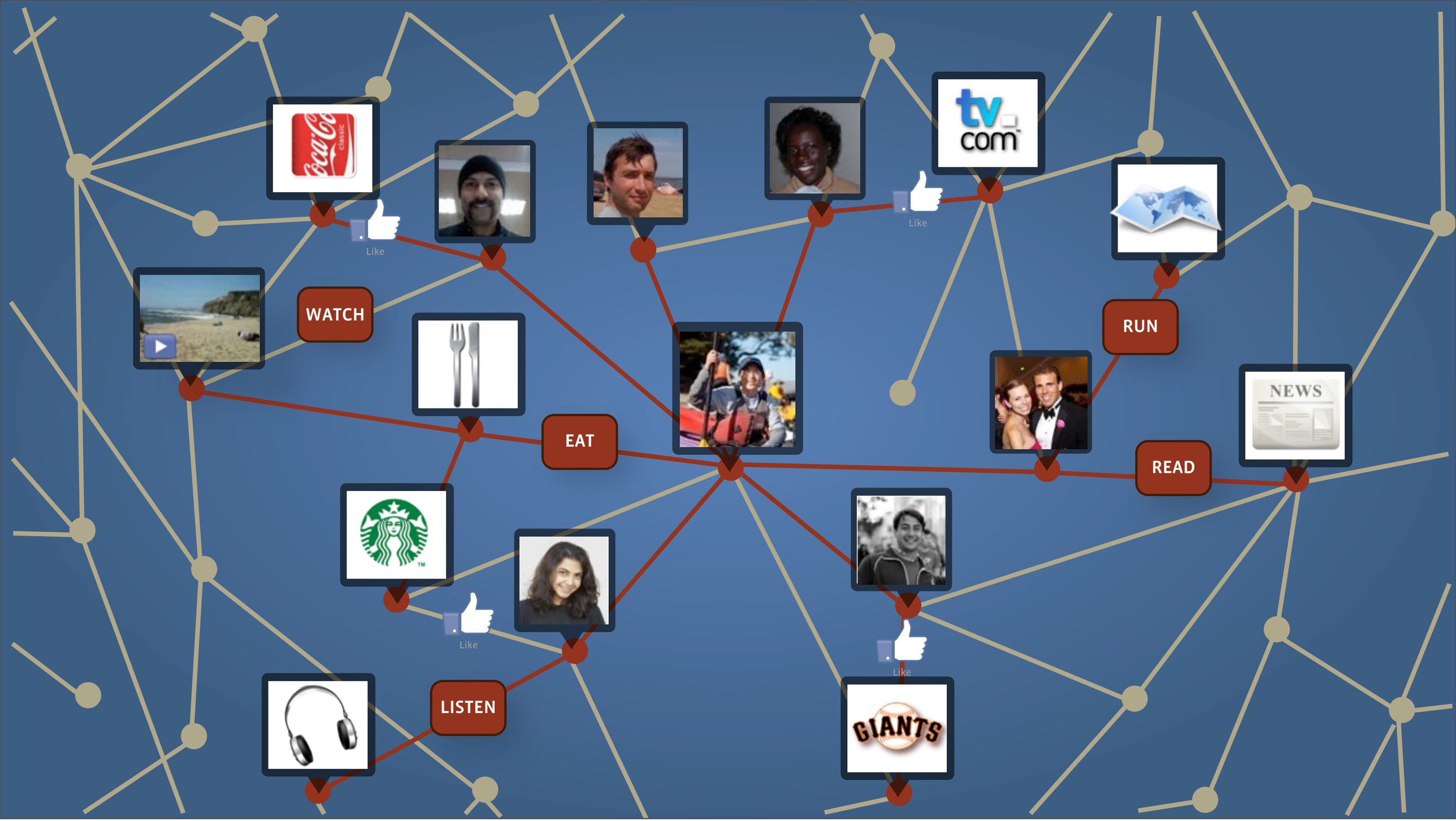
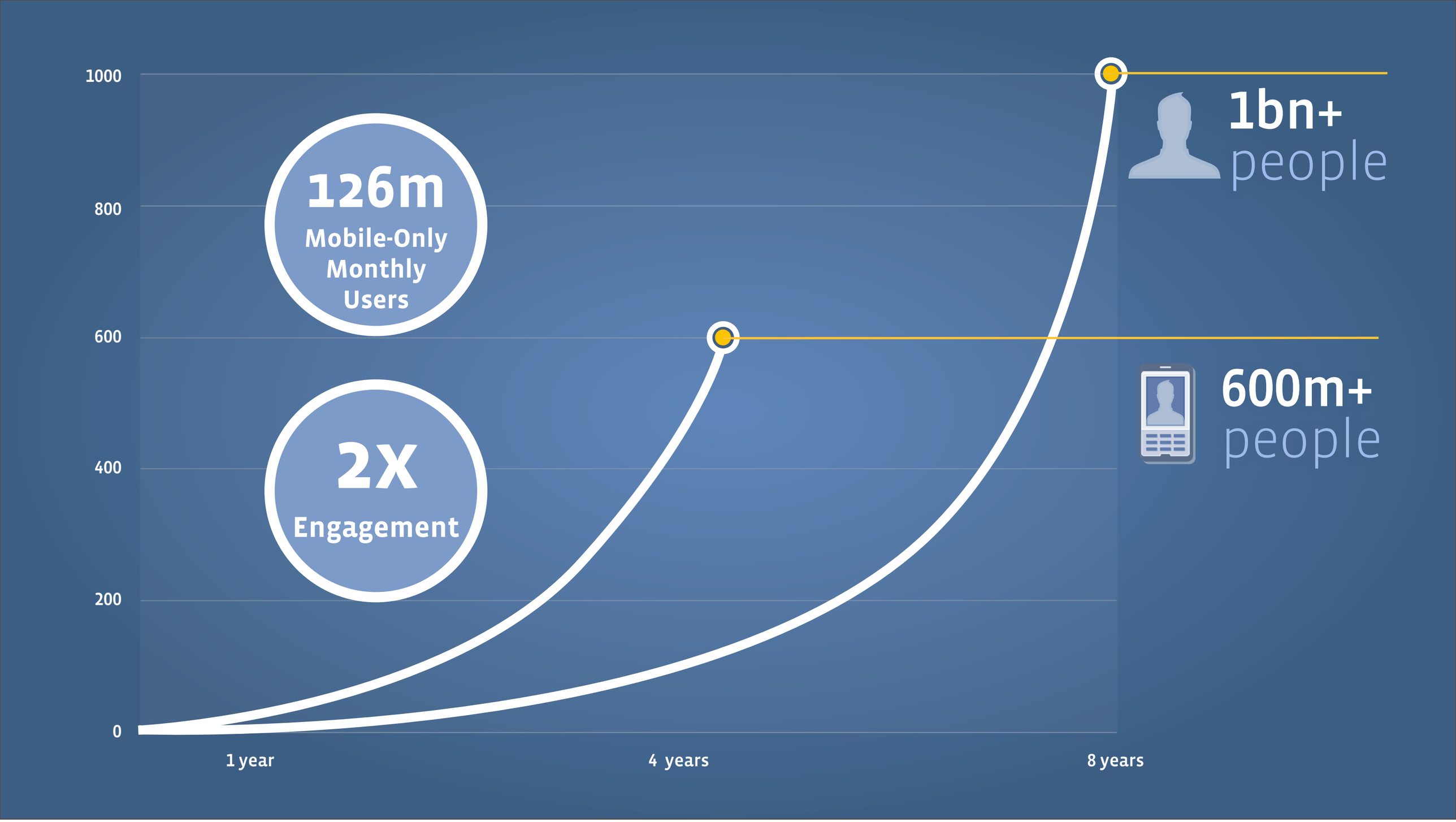
Simon Cross shared a link.
27 February near London

[FB] – Great quote for The Next Web:

Open Graph

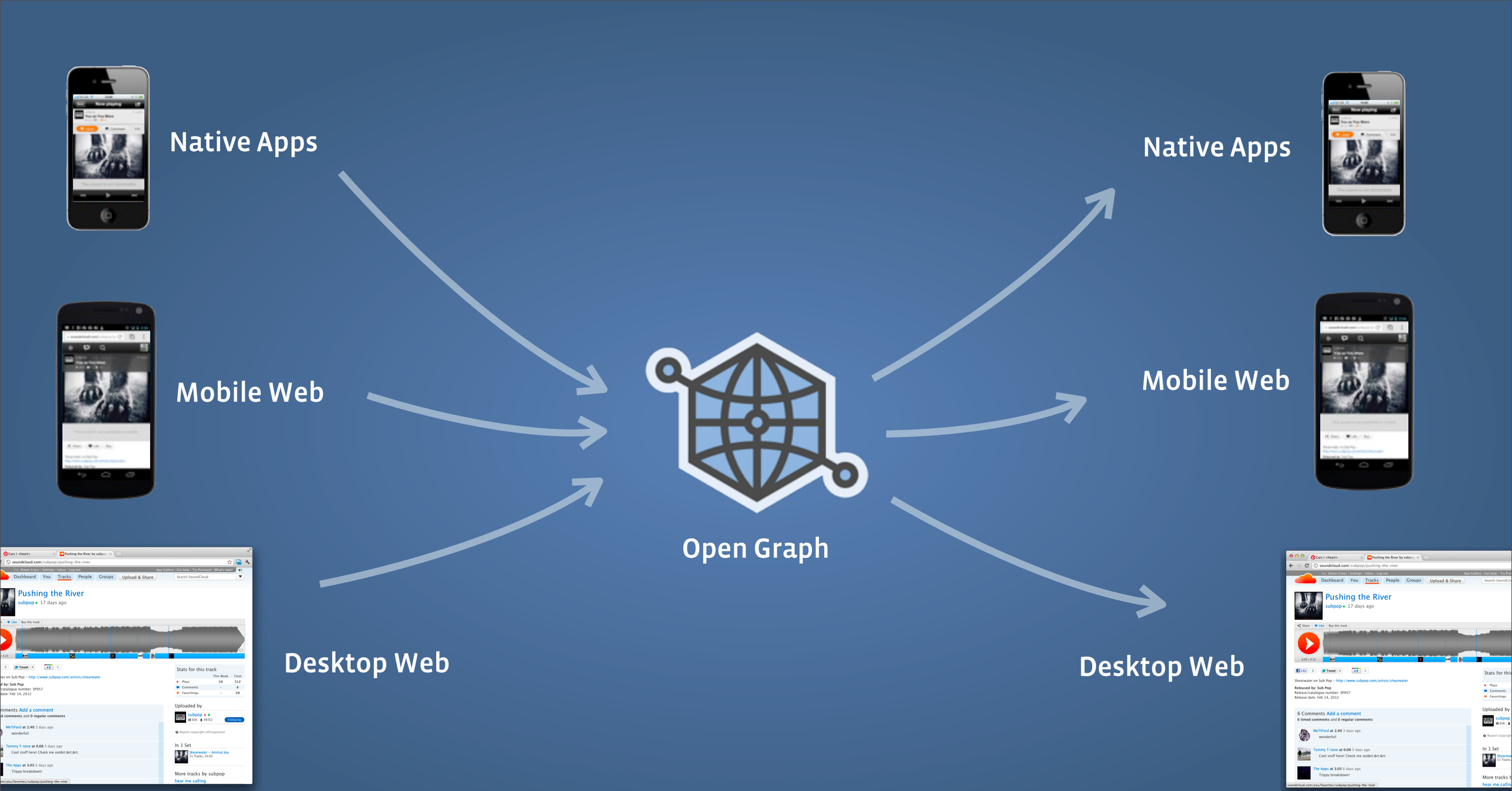

Like
WATCH
Like
EAT
Like
RUN
READ
NEWS
Like
LISTEN
Like
GIANTS

Mobile


1000
800
600
400
200
0
126m
Mobile-Only
Monthly
Users
2X
Engagement
1bn+
people
600m+
people
1 year
4 years
8 years

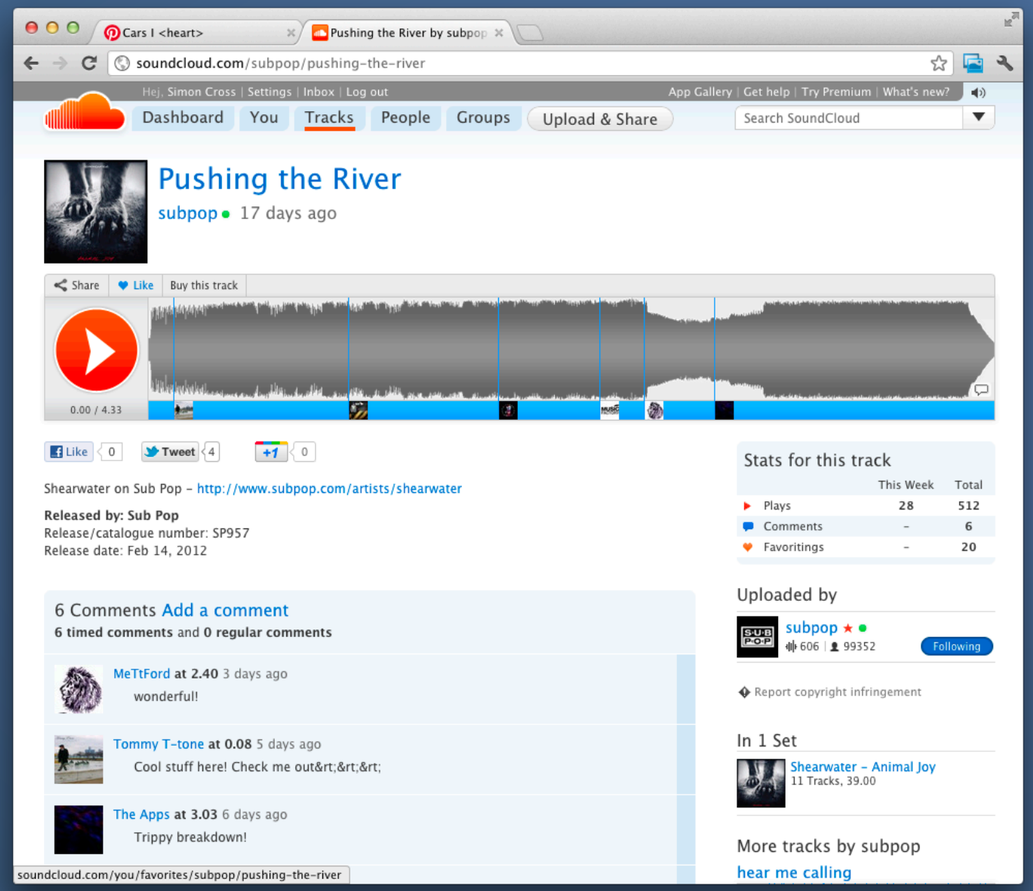
Facebook enables social apps on mobile

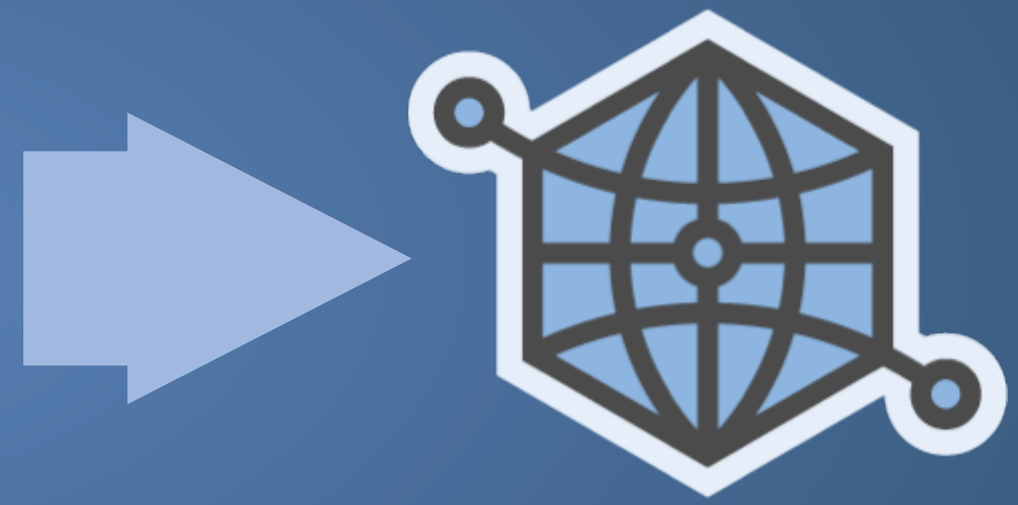
- Acquisition of new users
- Engagement of existing users


Native Apps
Mobile Web
Desktop Web
Open Graph
Native Apps
Mobile Web
Desktop Web

- **Play** a **Sound**
- **Like** a **Sound**
- **Post** a **Sound**
- **Follow** a **User**
- **Join** a **Group**

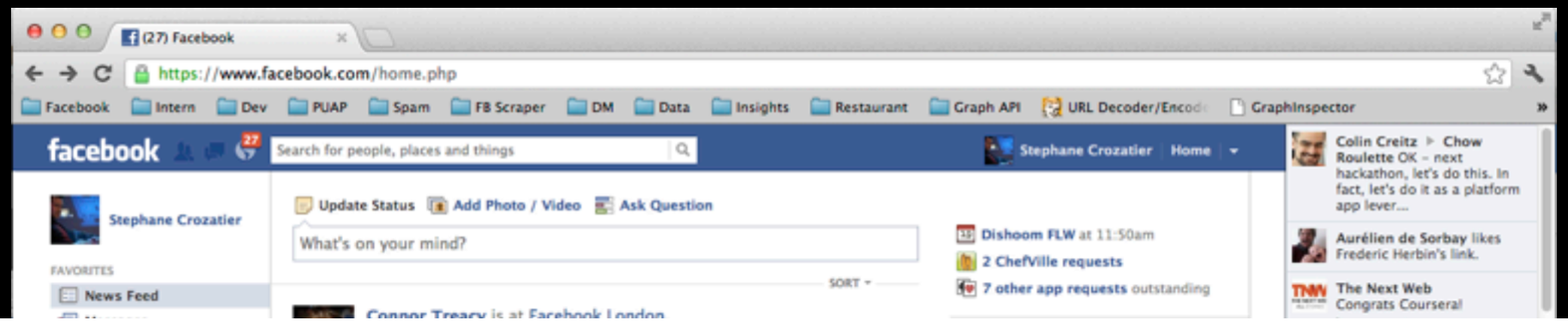
Publish Actions from every platform

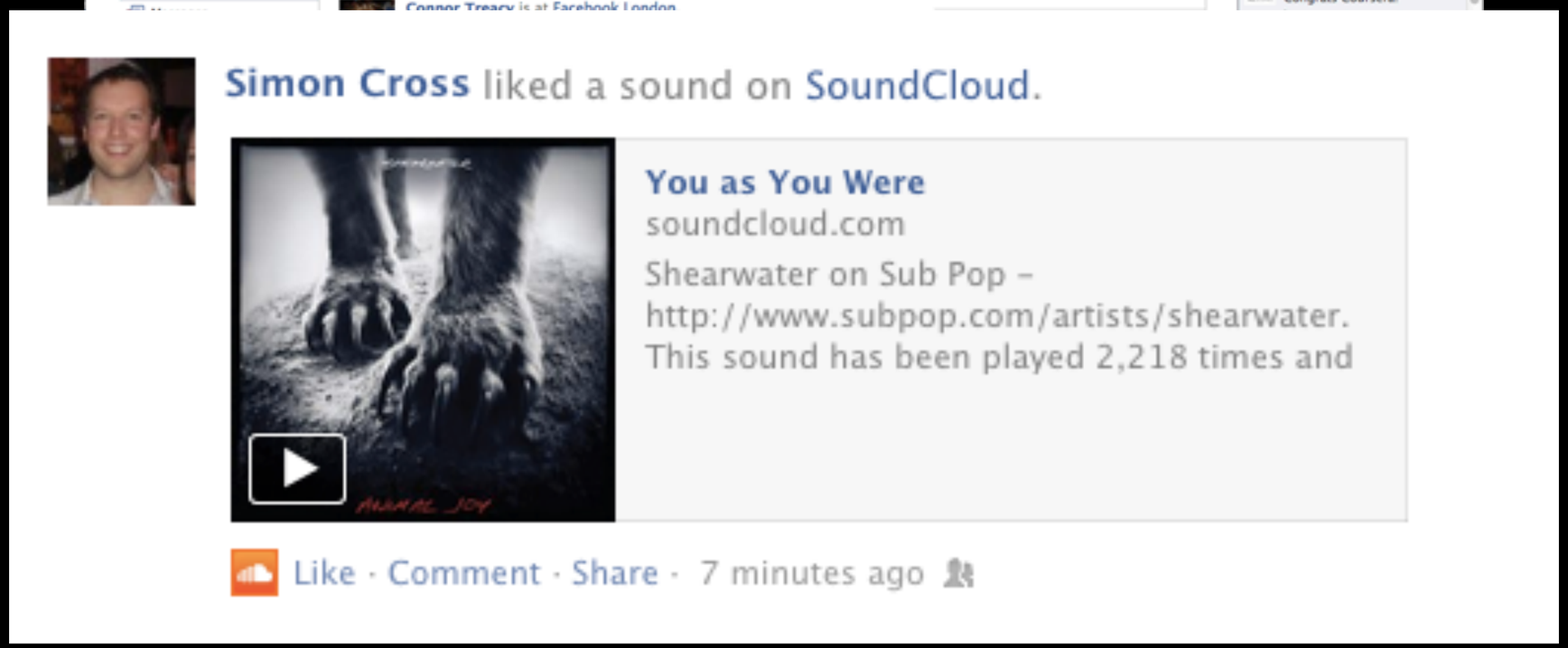




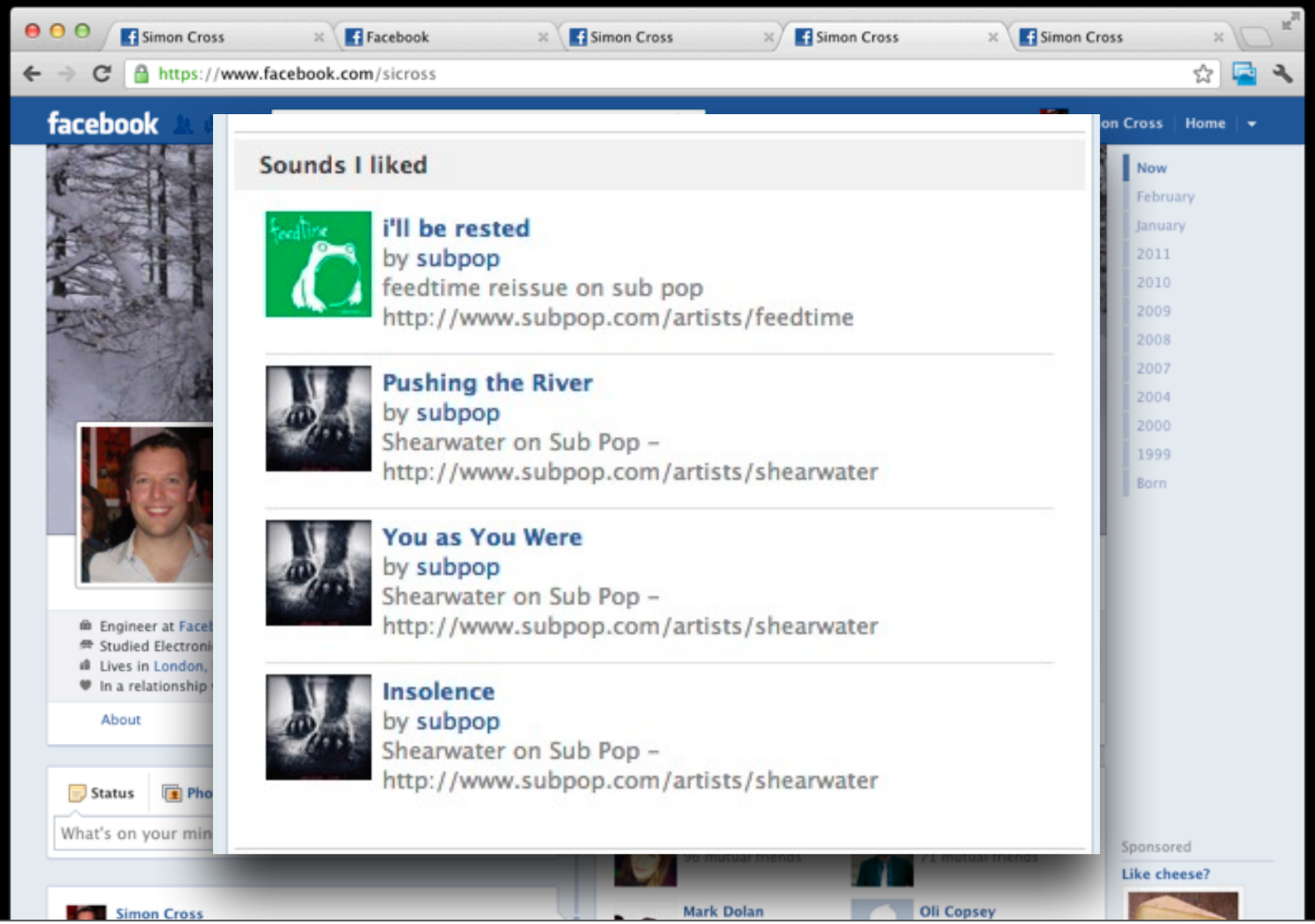
Desktop Web App

Desktop Web: Newsfeed and Ticker





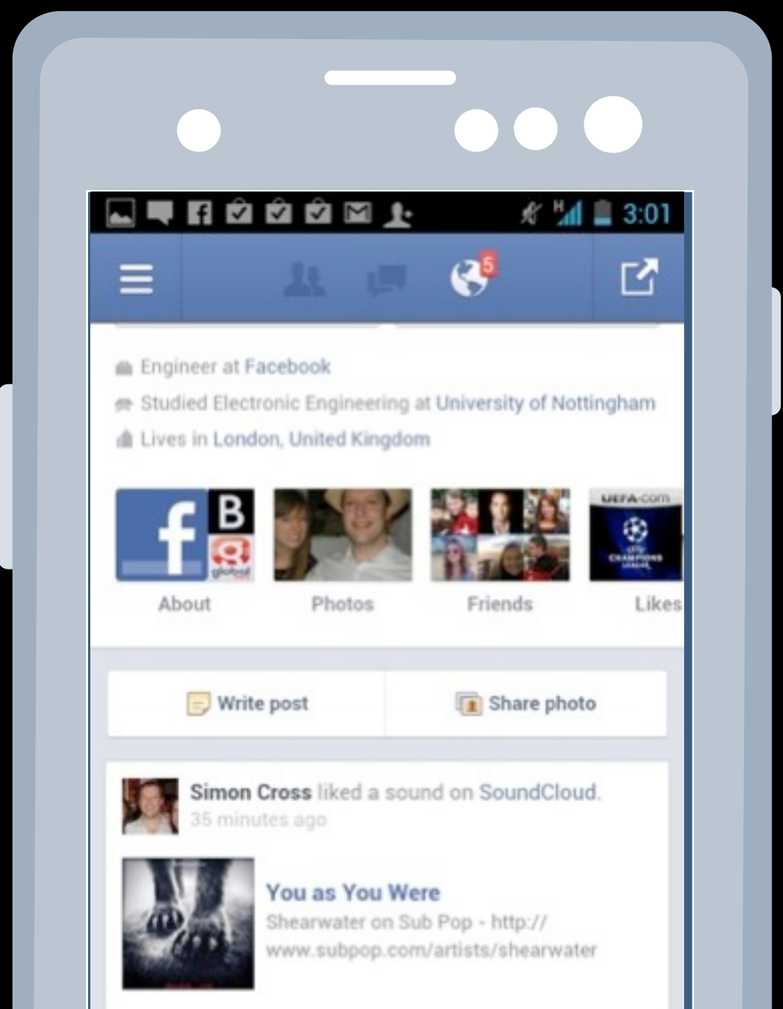
Desktop Web: Timeline

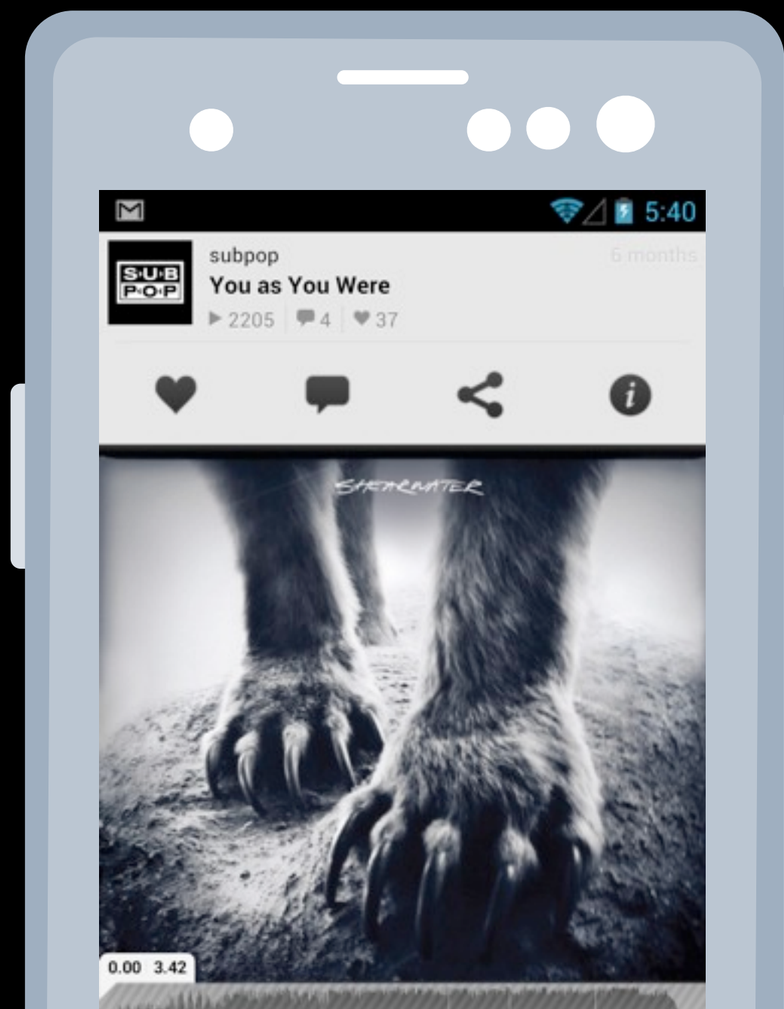


iOS Native: News Feed & Timeline

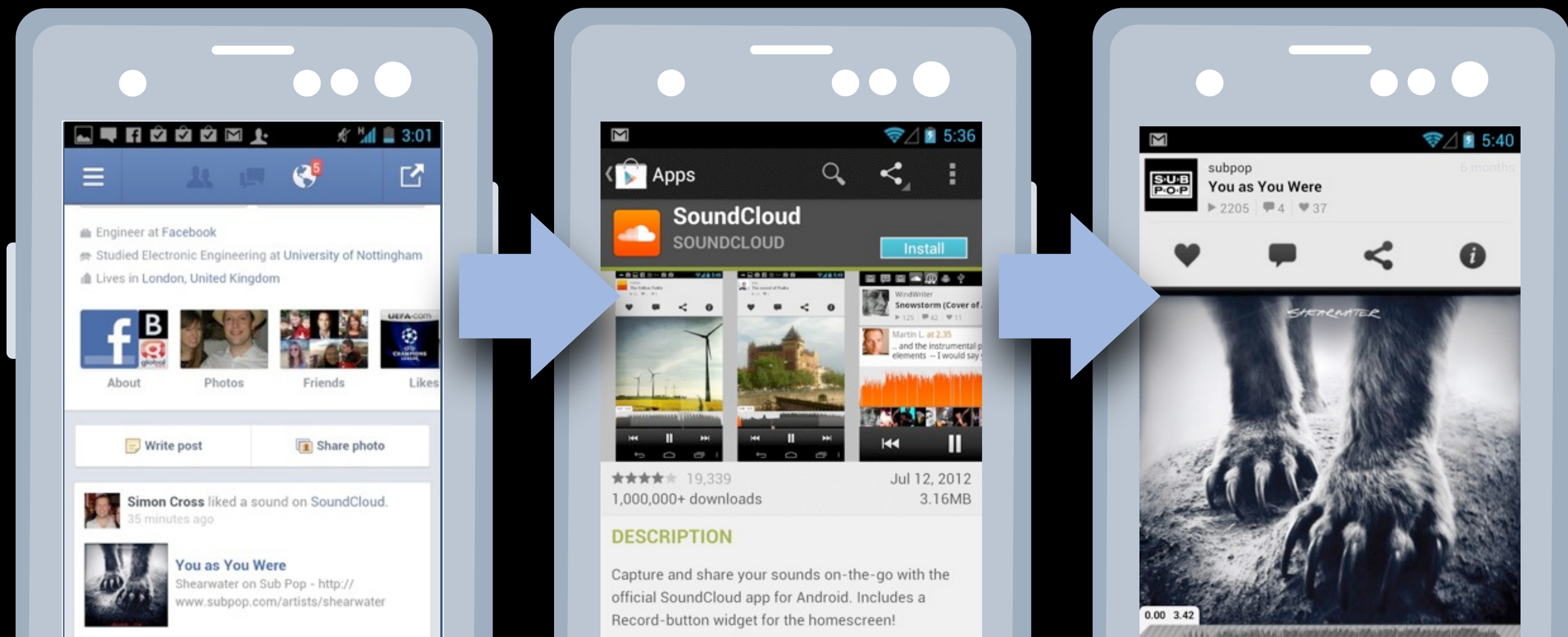
iOS Native: Newsfeed & Timeline

Android Native - News Feed & Timeline





Android Native - News Feed & Timeline



just **5** steps to using Open Graph

1. Model your data

1. Model your data

Open Graph – Facebook Developers

https://developers.facebook.com/apps/233754036673011/opengraph

Open Graph – Facebook Developers

facebook DEVELOPERS | Documentation | Support | Blog | Apps | Search Documentation / Apps

Settings
Open Graph
Getting Started
Dashboard
Roles
Credits
Insights

Related links
Use Debug Tool
Use Graph API Explorer
See App Timeline View
Promote with an Ad
Translate your App
View App Profile Page
Delete App

Apps ▸ Wishlist ▸ Open Graph

Action Types: The actions that people can perform in your app.

Add To	Wishlist, Product	Submit · Get Code ×

Create New Action Type

Object Types: The objects people interact with in your app.

Product		Get Code ×
Wishlist	Wishlist ID	Get Code ×

Create New Object Type

Aggregations: Summaries of a person's activity in your app during a time period. Edit Report Order

Birthday Wishlist	Gallery: Product	Preview ×
Holiday Wishlist	Gallery: Product	Preview ×

1. Model your data

Open Graph

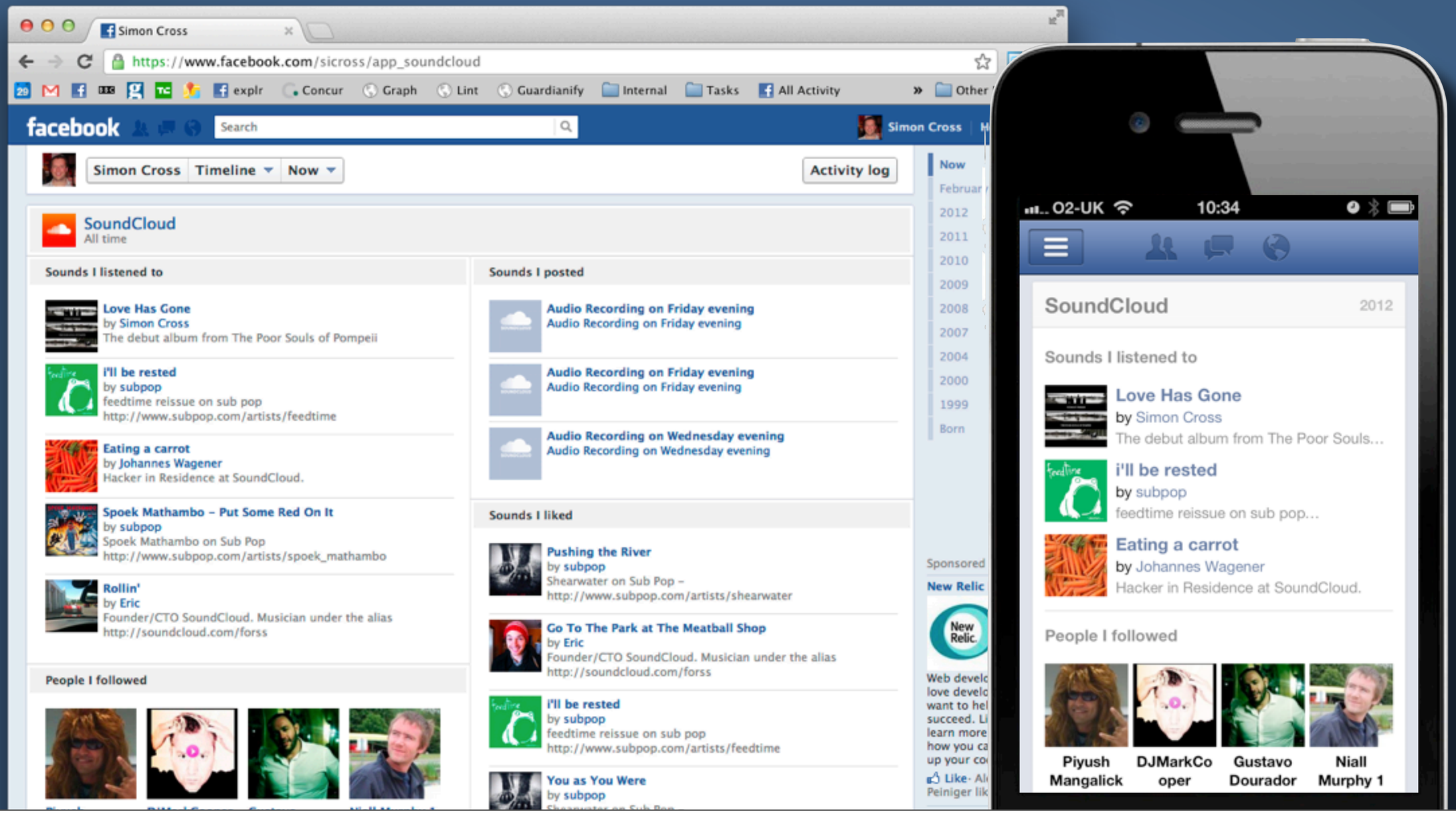
More of a conceptual framework than social plugins

Think of it as an OOP programming language

First, define the types of actions & objects in your app

Action Types	Object Types
cook, write	recipe

2. Design your Timeline Aggregations



3. Markup and expose your objects to the Web

cookies.html

```
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">

<head prefix="og: http://ogp.me/ns# og_recipebox: http://ogp.me/ns/apps/og_recipebox#">
    <meta property="fb:app_id" content="63634073449523" />
    <meta property="og:type" content="og_recipebox:recipe" />
    <meta property="og:title" content="Stuffed Cookies" />
    <meta property="og:image" content="http://example.com/zhen/cookie.jpg" />
    <meta property="o
    <meta property="o
</head>
<body>
```

Line: 13 Column: 1 HT

Welcome to Recipe Box

Recipe of the Day

Chocolate Chip Cookies

Add Recipe Box to Facebook

Recipes I've Made on Recipe Box

Steph's Chocolate Chip Cookies
Rating: 9/10

Roasted Brussel Sprouts with B
Balsamic Vinegar
Rating: 7/10

Arjun Banker and 67 friends added this.

Add to Timeline

3. Markup and expose your objects to the Web

```
<head prefix="og: http://ogp.me/ns#
              social-cookbook: http://ogp.me/ns/apps/social-cookbook#">
 <title>Gelato</title>

 <meta property="fb:app_id" content="404720126241000" />
 <meta property="og:type" content="social-cookbook:recipe" />
 <meta property="og:url" content="https://electric-
spring-8576.herokuapp.com/og_object.php?id=0" />

 <meta property="og:title" content="Gelato" />
 <meta property="og:description"
       content="A 10-step recipe for making Mocha Gelato." />
 <meta property="og:image" content="http://www.foodgal.com/wp-content/
uploads/2010/03/icecream.jpg" />
</head>
```

From https://electric-spring-8576.herokuapp.com/og_object.php?id=0

4. Get the permissions you need: publish_actions

publish_actions

NO LONGER NEEDED

publish_stream

5. Publish Actions from every platform

```
curl -F 'access_token=<access_token>'
     -F 'recipe=http://myapp.com/object_id' \
     'https://graph.facebook.com/me/social-cookbook:cook'
```

Object URL

Graph API Endpoint
to publish OG Action

5. Publish Actions from every platform

Publish

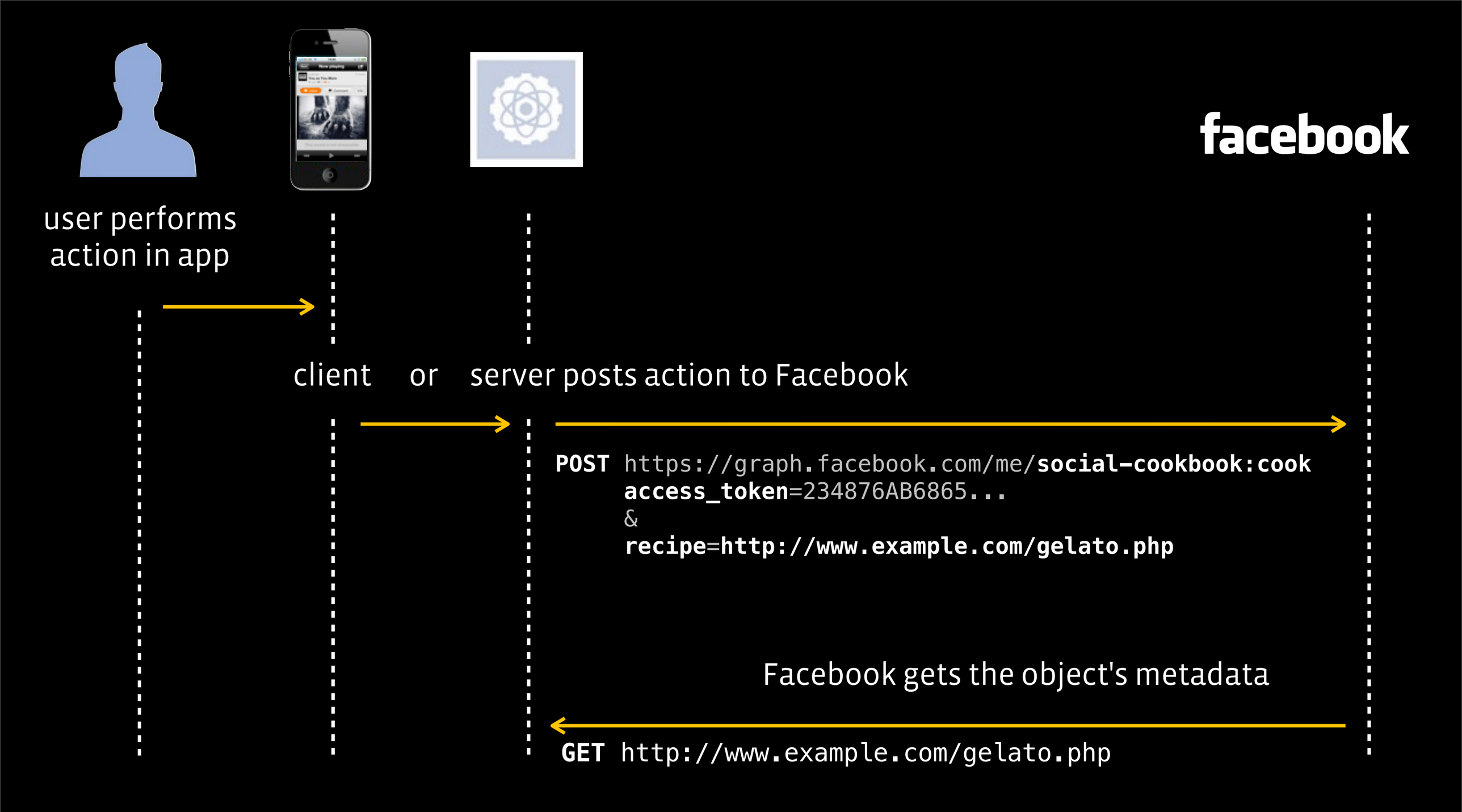
Action Instance

“a cook activity”

Markup & Expose

Object Instance

“gelato recipe”


facebook
user performs action in app
client or server posts action to Facebook
POST https://graph.facebook.com/me/social-cookbook:cook
access_token=234876AB6865...
&
recipe=http://www.example.com/gelato.php
Facebook gets the object's metadata
GET http://www.example.com/gelato.php

Why Open Graph

Distribution

- Access to millions of people across News Feed and Timeline

Engagement

- Re-Engage people through more relevant, personalized content

Personal Identity

- Connect users through activities they are passionate about and the content they share

Open Graph

Requirements

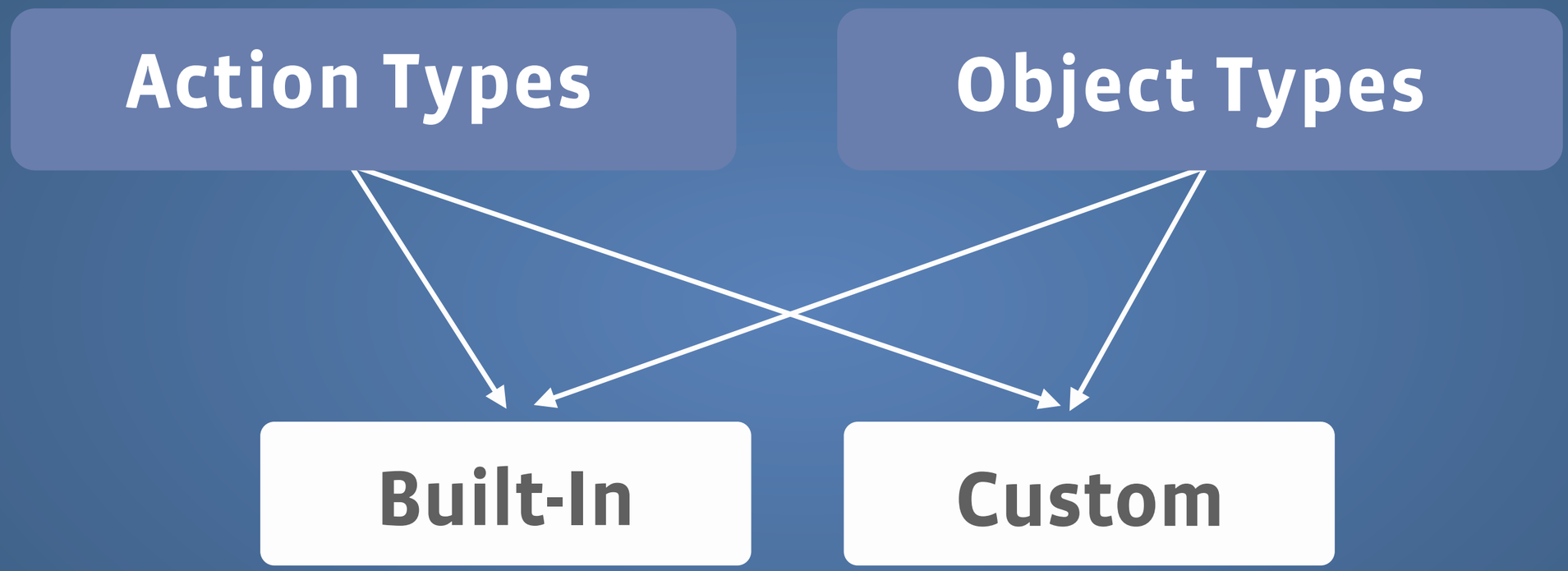
- Implement Facebook Login
- Web Server to host Objects

```
<head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# music: http://ogp.me/ns/music#">
  <meta property="fb:app_id"       content="179192222134468" />
  <meta property="og:type"         content="music.song" />
  <meta property="og:url"          content="Put your own URL to the object here" />
  <meta property="og:title"        content="Sample Song" />
  <meta property="og:image"        content="sample_image.png" />
  <meta property="music:album:url" content="Sample Album: URL" />
```

- Ability to make HTTP requests to the Graph API

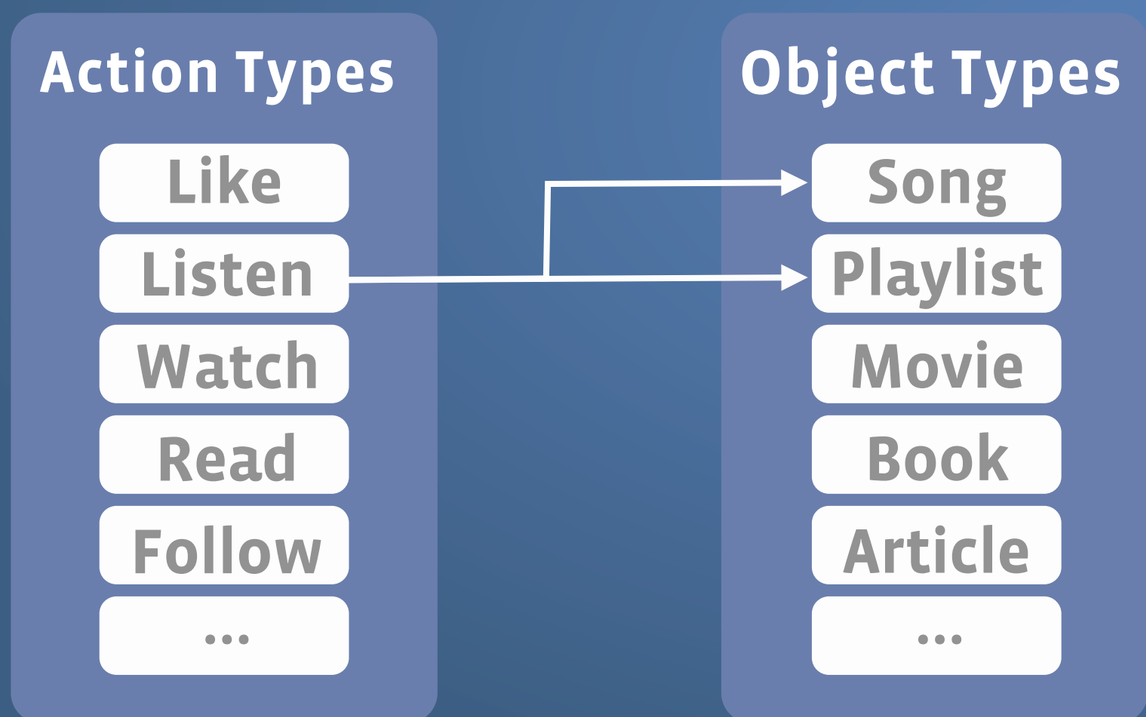
```
curl -F 'access_token=USER_ACCESS_TOKEN' \
     -F 'song=OBJECT_URI' \
        'https://graph.facebook.com/me/music.listens'
```

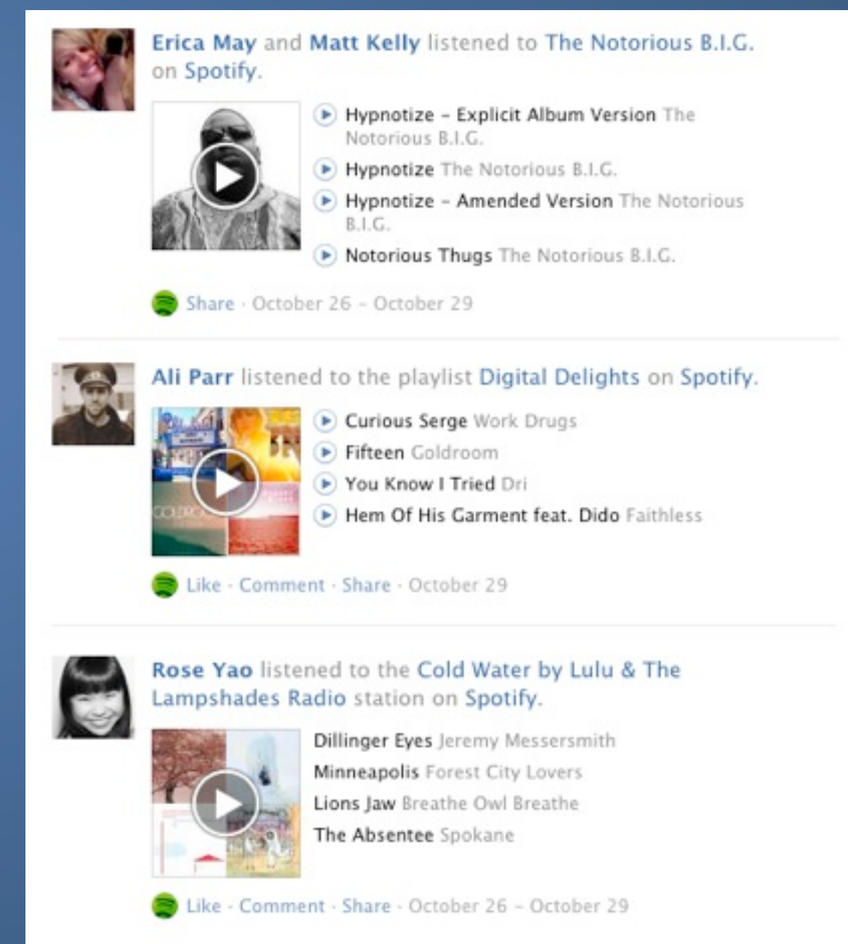
- Submit and complete the Open Graph Review Process


Action Types
Object Types
Built-In
Custom

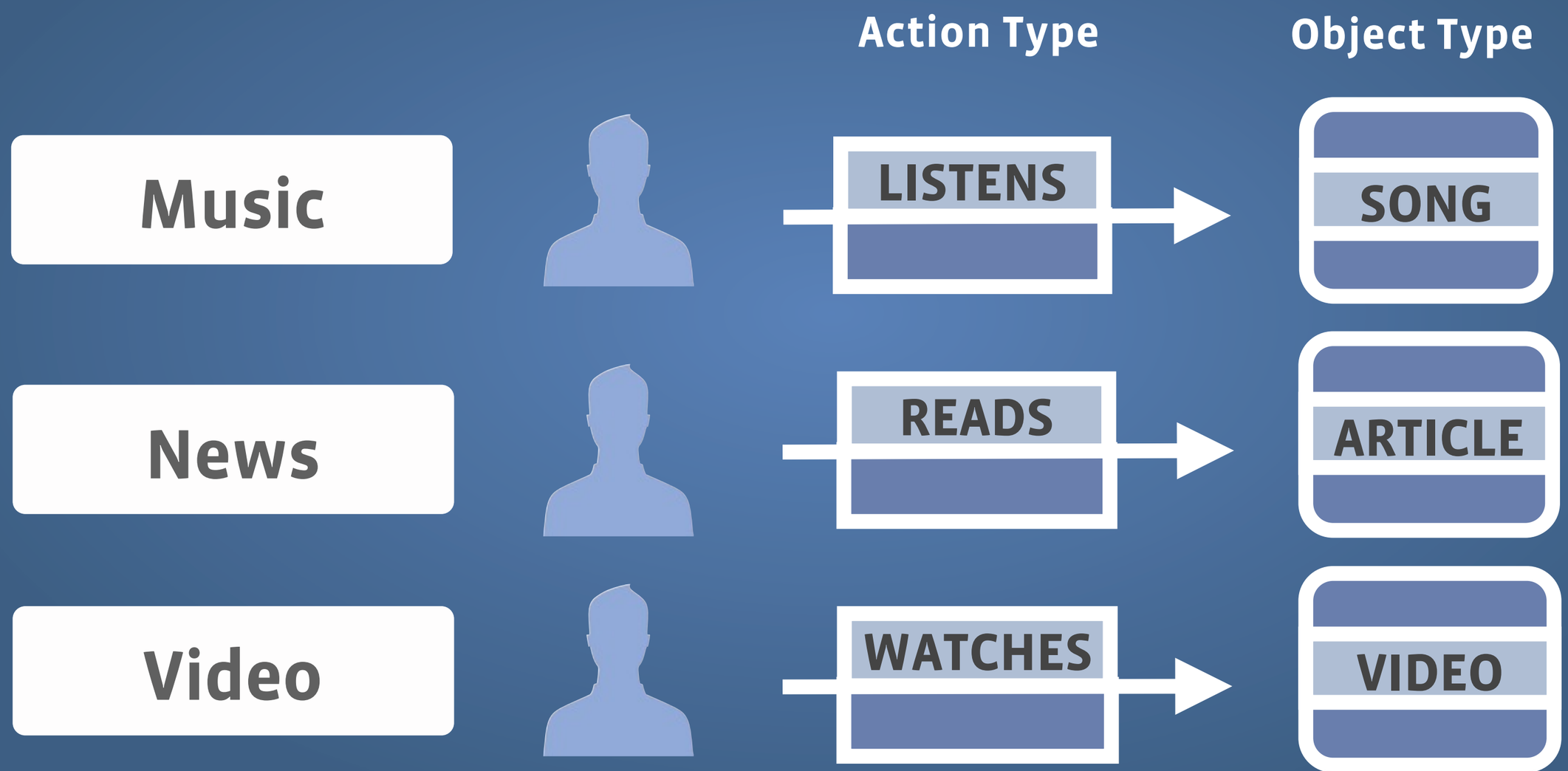
Built-In Types

- Easy to use
- Provide built-in stories and aggregations



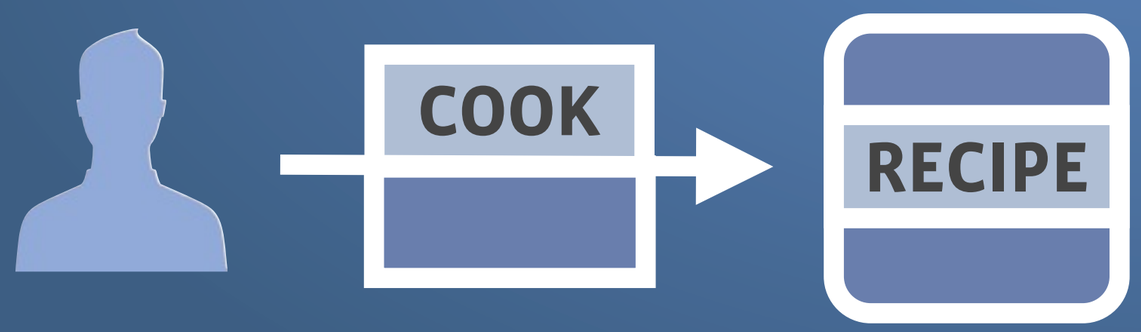


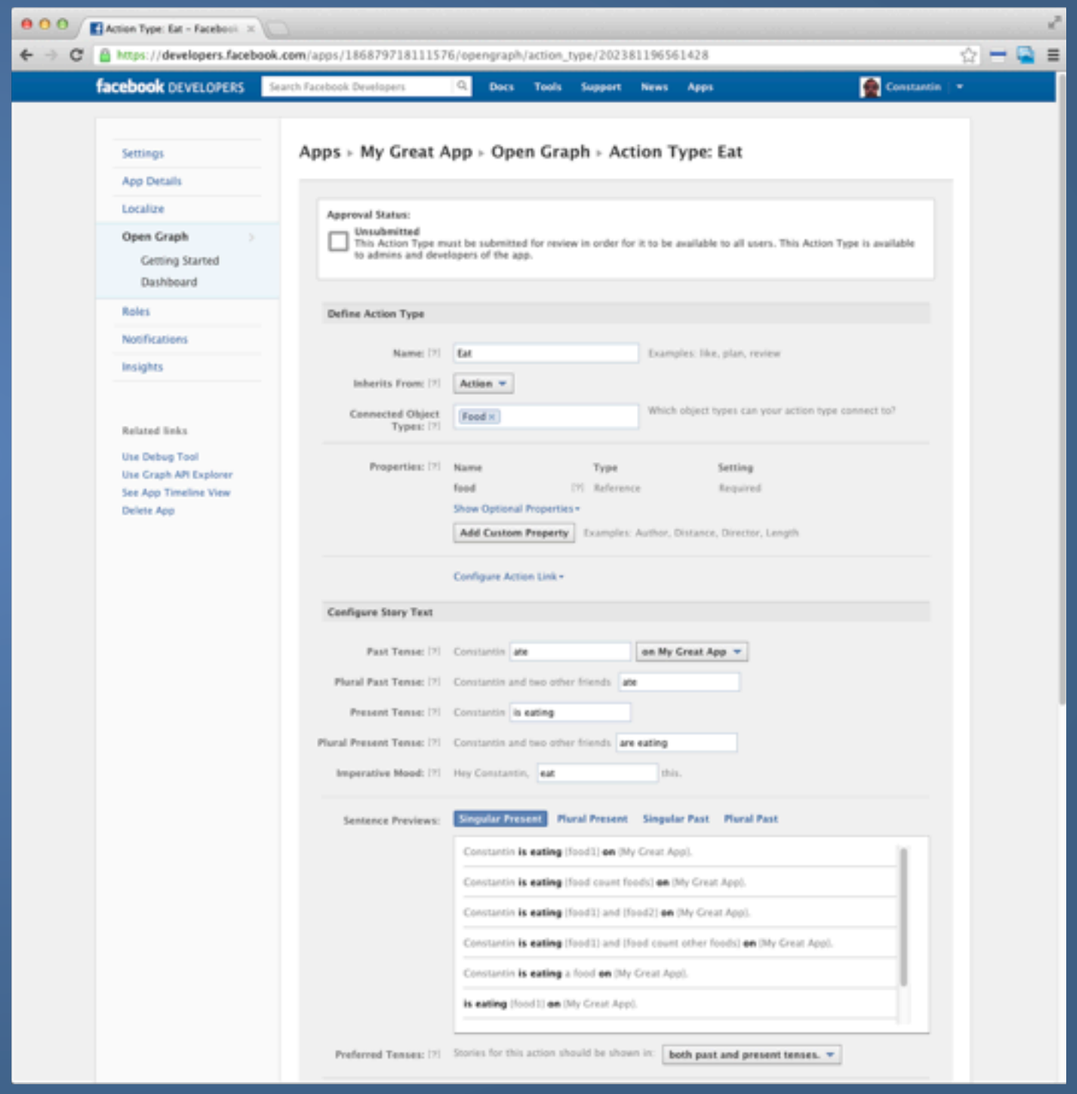
Built-In Types



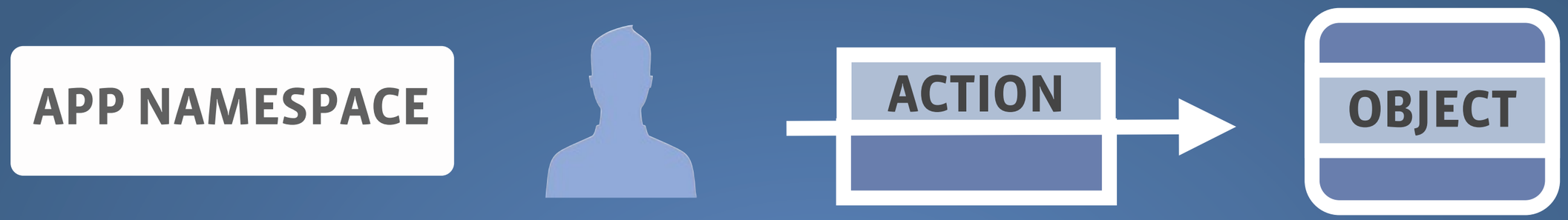
Custom Types

- Allows you to create your own types
- More powerful options
- Requires additional configuration

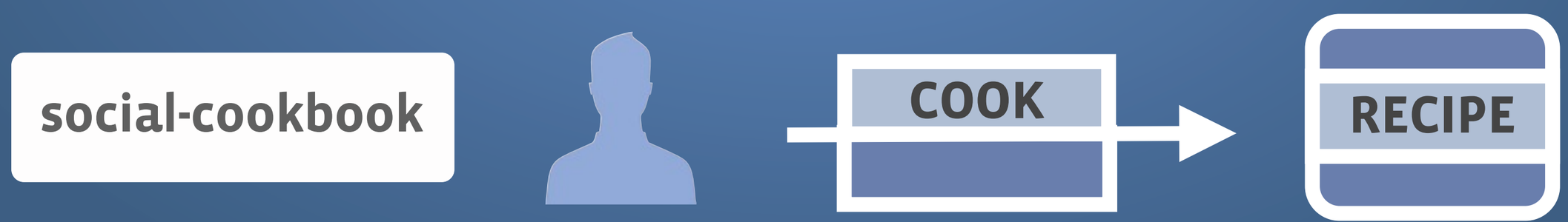




Custom Types



- Example: Social Cookbook app



Publishing to Open Graph

Built-In Types

Permissions

```
publish_actions
```

Publish Call

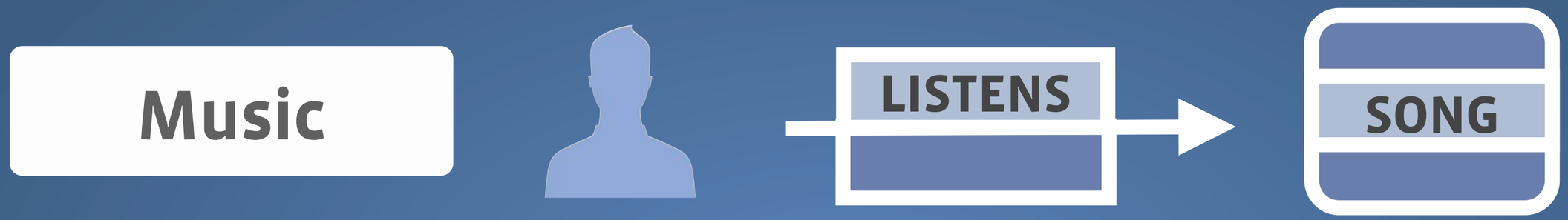
```
POST https://graph.facebook.com/me/
     [vertical].[action]?[object]=[object url]
```

VERTICAL

BUILT-IN ACTION

BUILT-IN OBJECT

Built-In Types



Publish Call

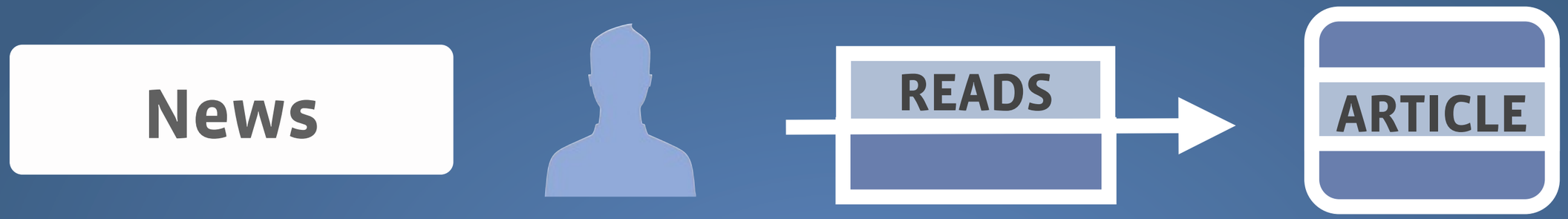
```
POST https://graph.facebook.com/me/
     music.listens?song=[song object url]
```

VERTICAL

BUILT-IN ACTION

BUILT-IN OBJECT

Built-In Types



Publish Call

```
POST https://graph.facebook.com/me/
      news.reads?article=[song object url]
```

VERTICAL

BUILT-IN ACTION

BUILT-IN OBJECT

Built-In Types

Publish Call

```
POST https://graph.facebook.com/me/
     video.watches?video=[song object url]
```

VERTICAL

BUILT-IN ACTION

BUILT-IN OBJECT

Custom Types

Permissions

```
publish_actions
```

Publish Call

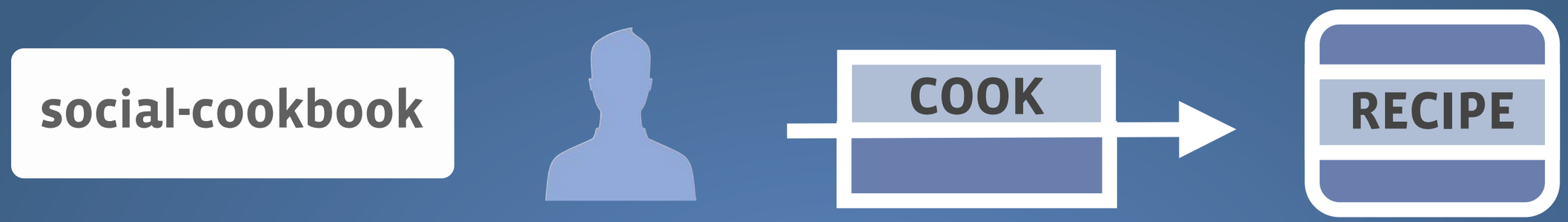
```
POST https://graph.facebook.com/me/
     [app namespace].[action]?[object]=[object url]
```

APP NAMESPACE

CUSTOM ACTION

CUSTOM OBJECT

Custom Types



Publish Call

```
POST https://graph.facebook.com/me/
     social-cookbook:cook?recipe=[recipe url]
```

APP NAMESPACE

COOK ACTION

RECIPE OBJECT

Demo

Defining **Action Types** & **Object Types**

Quick Prototyping using the Graph API Explorer

Defining **Aggregations**

Update your objects programmatically

Endpoint

```
POST https://graph.facebook.com
```

Request Body

```
scrape=true&id=http://myapp.com/object_id
```

Retrieving Activities from Open Graph

Built-In Types

Permissions for Retrieving Activity

`user_actions.{vertical_name}`

- `user_actions.news`
- `user_actions.music`
- `user_actions.video`

`friends_actions.{vertical_name}`

- `friends_actions.news`
- `friends_actions.music`
- `friends_actions.video`

Built-In Types

Retrieve Call

```
GET https://graph.facebook.com/me/music.listens
```

VERTICAL

BUILT-IN ACTION

```
GET https://graph.facebook.com/me/news.reads
```

```
GET https://graph.facebook.com/me/video.watches
```

Custom Types

Permissions for Retrieving Activity

```
user_actions:{app_namespace}
```

```
friends_actions.{app_namespace}
```

Retrieve Call

```
GET https://graph.facebook.com/me/
      [app namespace]:[action]
```

APP NAMESPACE

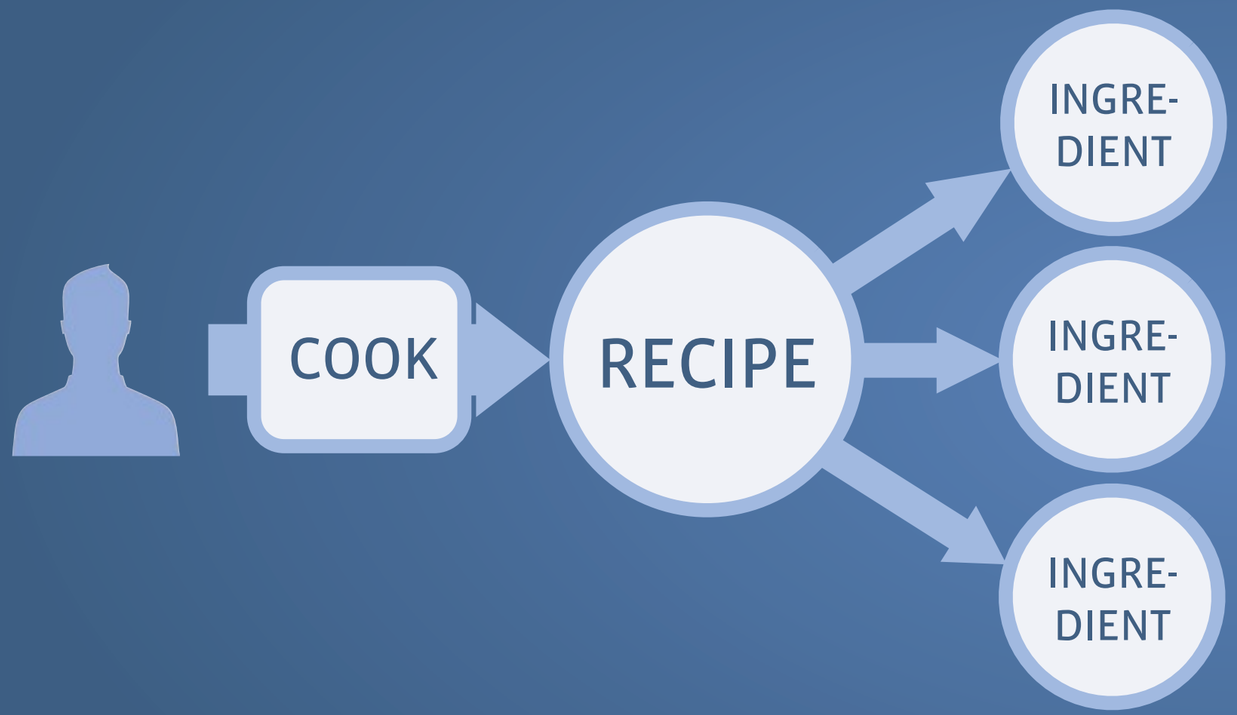
CUSTOM ACTION

Demo

Reading from Open Graph

Object Property References

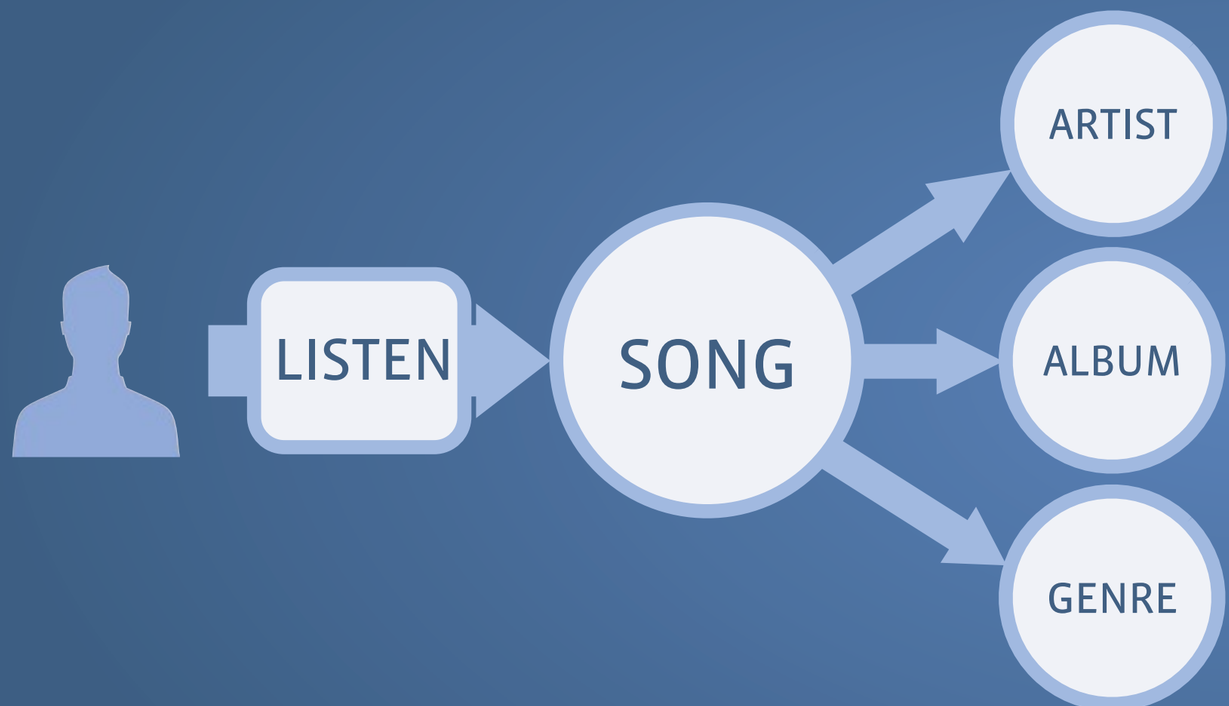
providing more context for engaging stories

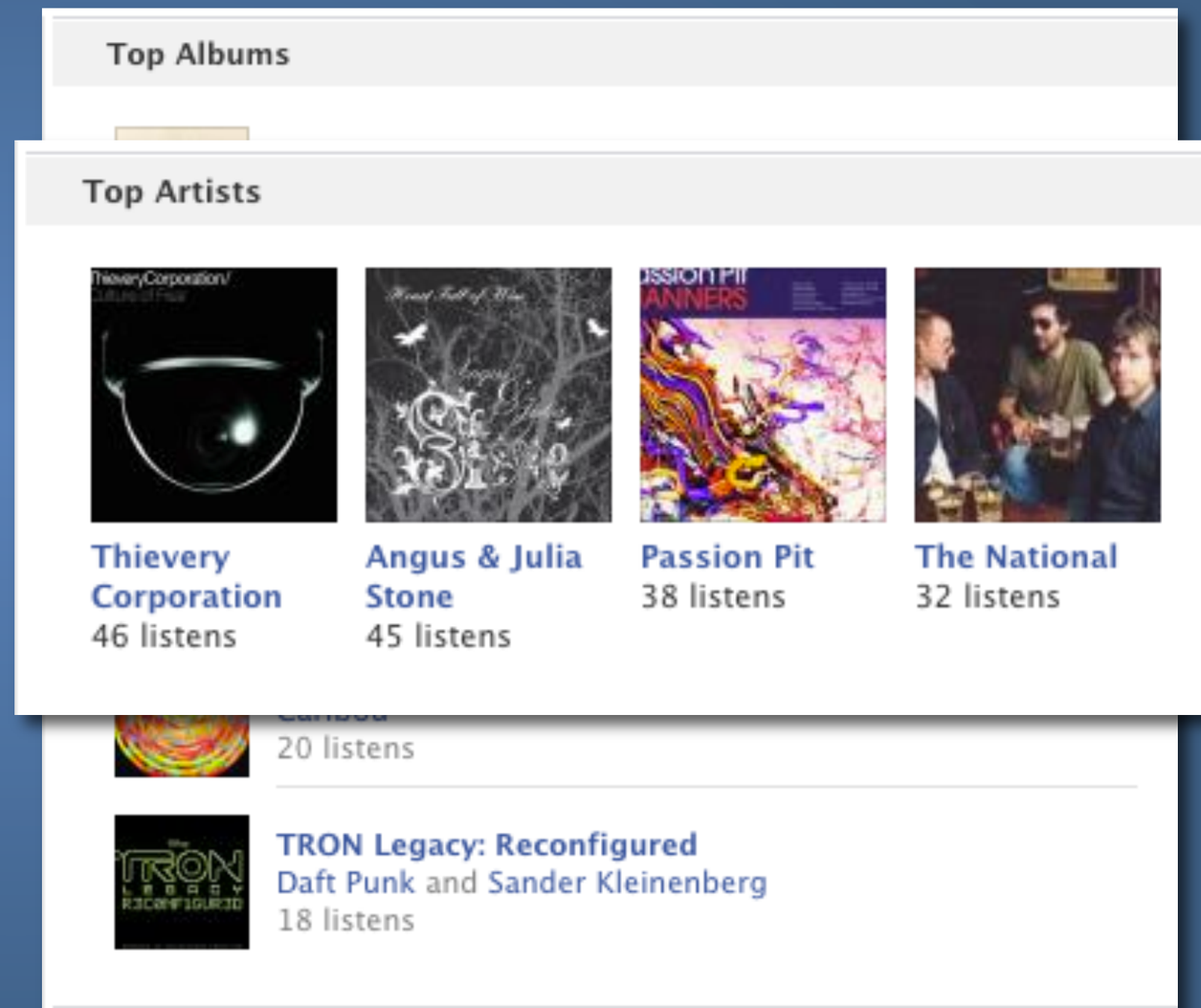


```
<meta property="APP_NAMESPACE:REFERENCE_OBJECT_TYPE"
      content="REFERENCE_OBJECT_URL" />
```

Object Property References

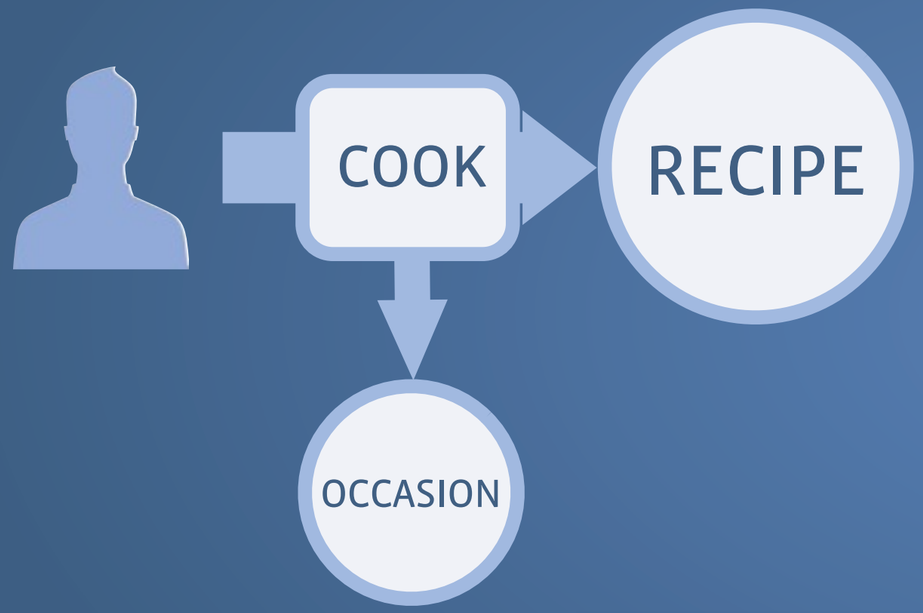
When do these make sense?





Action Property References

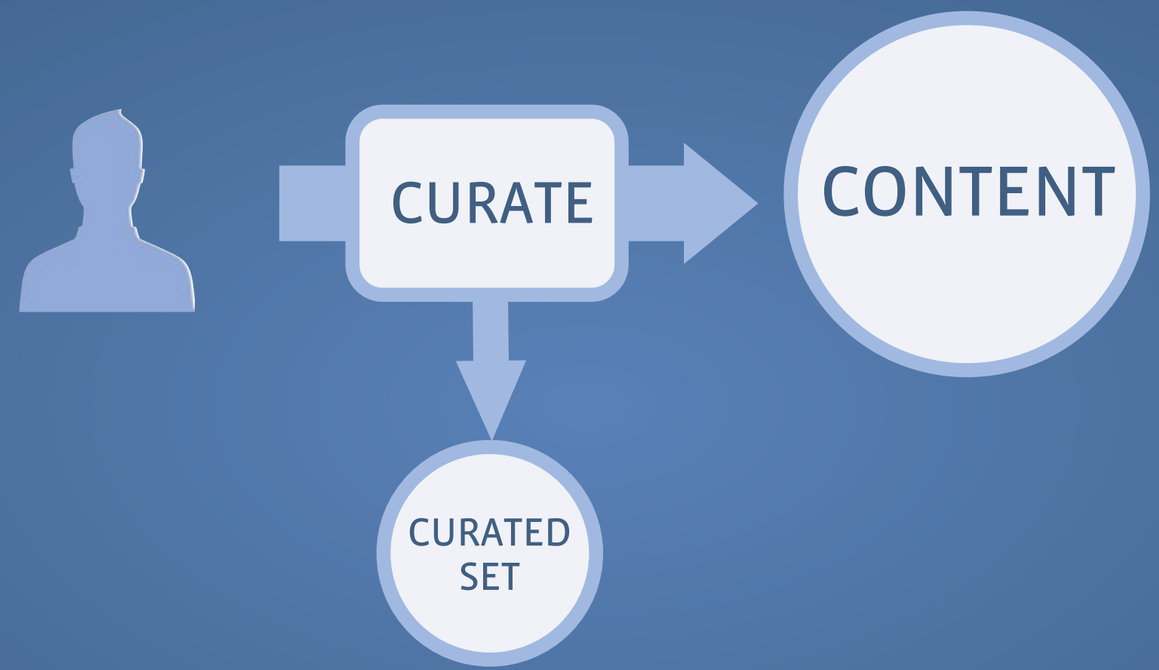
for better Aggregations and Feed stories




```
curl -F 'access_token=TOKEN'
     -F 'recipe=http://myapp.com/object_id' \
     -F 'occasion=http://myapp.com/other_object_id' \
        'https://graph.facebook.com/me/myapp:cook'
```

Action Property References

Best Practice: Content Curation!



- Keep non-public info as an action property

Demo

Using **References**

Create Richer, Engaging Stories

Creating Engaging Stores

Through the use of special Action Properties

Quality-Signal Properties

- Explicitly-Shared
- User Message

Photo-Visual Properties

- User Generated Photos

Geo-Location Properties

- Place

Social Properties

- Friend Tagging
- Friend Mentions

1 Provide trigger steps | 2 Request optional properties | 3 Review Submission

Optional Action Properties [?]

If requested, these optional properties will require a more detailed review. Please provide detailed instructions for publishing any requested optional properties as your app's Open Graph Test User in a functioning test environment. Failure to provide a functioning test environment for any requested properties below will result in rejection of your Action Type.

- [ ] **Tags:** Allow users of my app to tag other users for this action.
- [ ] **User Messages:** Allow users to write a personalized message attached to this action.
- [ ] **User Generated Photos:** This action represents a user taking photos with a physical camera.
- [ ] **Place:** This action can specify the physical location where it occurred.
- [ ] **Explicitly Shared:** This action can specify the user explicitly shared an action.

Continue | Cancel

Explicitly-Shared

Quality-Signal Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'fb:explicitly_shared=true'
```

- Requires user to intentionally share
- As if from Facebook Composer
- Prominent “Sharing to Facebook” toggle

Explicitly-Shared

Quality-Signal Property

- Requires user to intentionally share
- As if from Facebook Composer
- Prominent “Sharing to Facebook” toggle

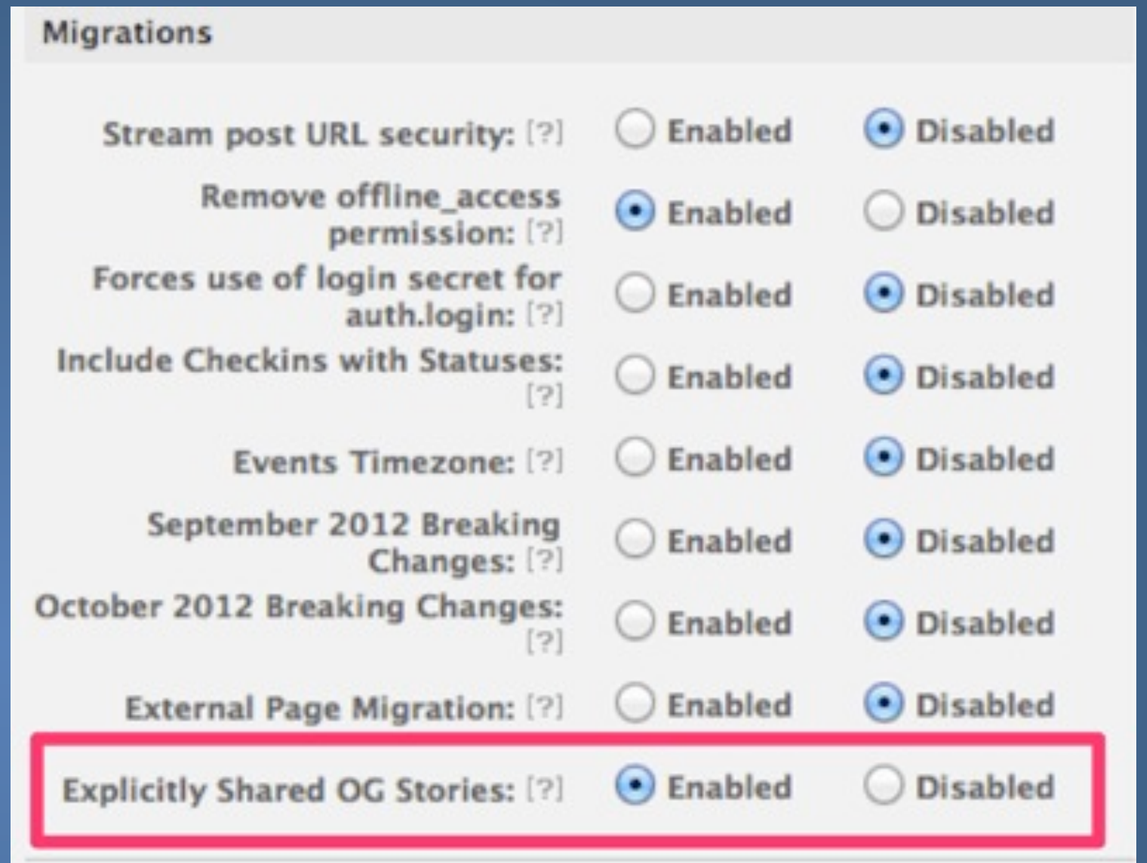
Explicitly-Shared

Quality-Signal Property

- High-quality signal to our algorithms
- Always shown on Timeline and News Feed

Explicitly-Shared

Quality-Signal Property



- Start experimenting by turning on this feature
- Publish with the `fb:explicitly_shared=true` flag
- Submit action with this capability for approval

User Message

Quality-Signal Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'message=Delicious!'
```

- Allows a user to express a personal message when sharing
- Can be used in collaboration with user mentions
- Higher ranked

User Message

Quality-Signal Property

- Allows a user to express a personal message when sharing
- Can be used in collaboration with user mentions
- Higher ranked

User Generated Photos

Photo-Visual Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'image[0][url]=http://www.example.com/gelato.jpg' \
     -F 'image[0][user_generated]=true'
```

- Allows a user to publish photos to Timeline
- Equal UI treatment with FB Photo stories
- Photos must be hosted at a URL

User Generated Photos

Photo-Visual Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'image[0][url]=http://www.example.com/gelato.jpg' \
     -F 'image[0][user_generated]=true' \
     -F 'image[1][url]=http://www.example.com/pudding.jpg' \
     -F 'image[1][user_generated]=true'
```

```
image[zero-based array][url]=URL
image[zero-based array][user_generated]=BOOLEAN
```

User Generated Photos

Photo-Visual Property

Place

Geo-Location Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'place=72587142991' \
```

- Specify where this activity took place
- Valid value is a FB Place ID, foursquare URL or an Open Graph place object with geolocation info

Place

Geo-Location Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'place=https://foursquare.com/v/muir-beach-overlook/
4bc0bcf2b492d13addc4a460' \
```

- Specify where this activity took place
- Valid value is a FB Place ID, foursquare URL or an Open Graph place object with geolocation info

Place

Geo-Location Property

Friend Tagging

Social Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'tags=4804827,123811' \
```

- Specify with whom this activity was done with
- Will appear in friends' Timeline if approved

Friend Tagging

Social Property

- Specify with whom this activity was done with
- Will appear in friends' Timeline if approved

User Mentions

Social Property

```
curl -X POST https://graph.facebook.com/me/appnamespace:cook \
     -F 'access_token=VALID_TOKEN' \
     -F 'recipe=http://myapp.com/object_id' \
     -F 'message=Delicious meal with @[4804827]!'
```

- Allows a user to mention friends, just like in the FB composer
- @[FB ID] or @[FB Profile URL]
- Will appear in friends' Timeline if approved

User Mentions

Social Property

- Allows a user to mention friends, just like in the FB composer
- @[FB ID] or @[FB Profile URL]
- Will appear in friends' Timeline if approved

Demo

Sharing **Intentionally** / **Explicitly**

Tagging **Places** & **Users**

Messages & **Mentions**

Best Practices

- Listen to a Song / Album
- Star a Song / Album
- Create a Playlist
- Update a Playlist
- Subscribe to a Playlist

Listen to a Song / Album

- Built-in Action (Music)
- Rich Object References

Create / Update a Playlist

- User-curated content

- Take a Photo
- Like a Photo

Instagram

Take a Photo

- User-Generated Photos
- Explicitly Shared
- Location tagging

Like a Photo

- Built-in Like

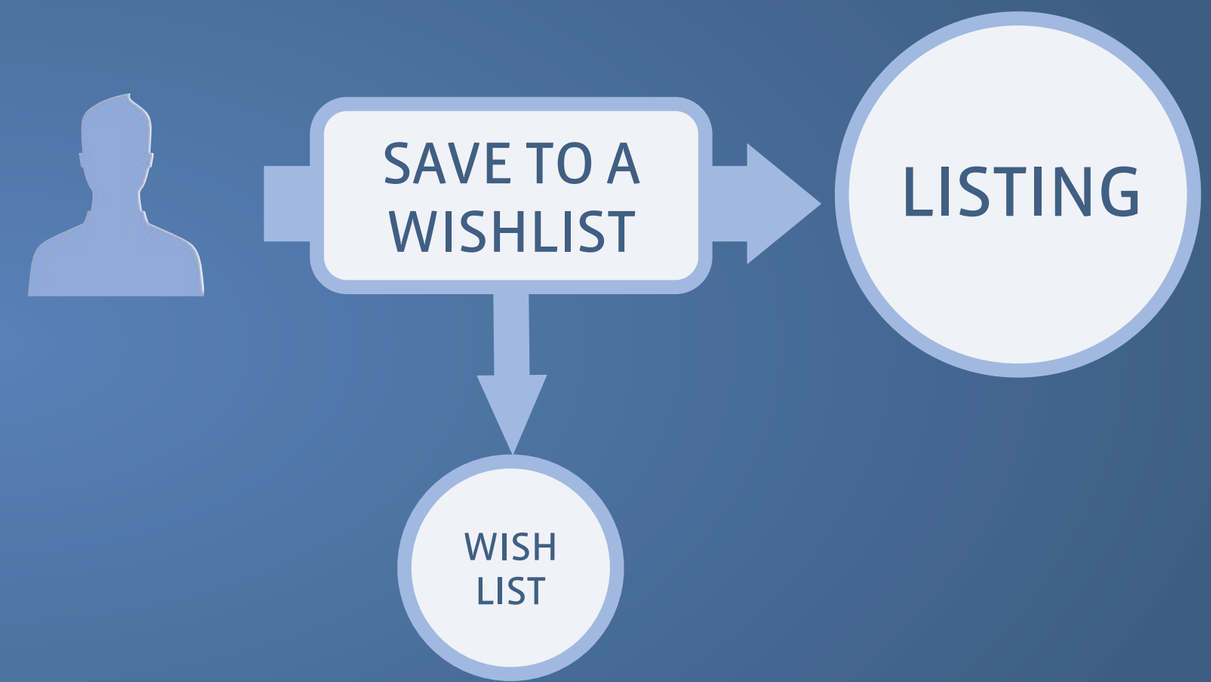
- **List** a **Listing**
- **Stay At** a **Listing**
- **Review** a **Listing**
- **Book** a **Listing**
- **Save** a **Listing** to a Wishlist

Save a **Listing** to a Wishlist

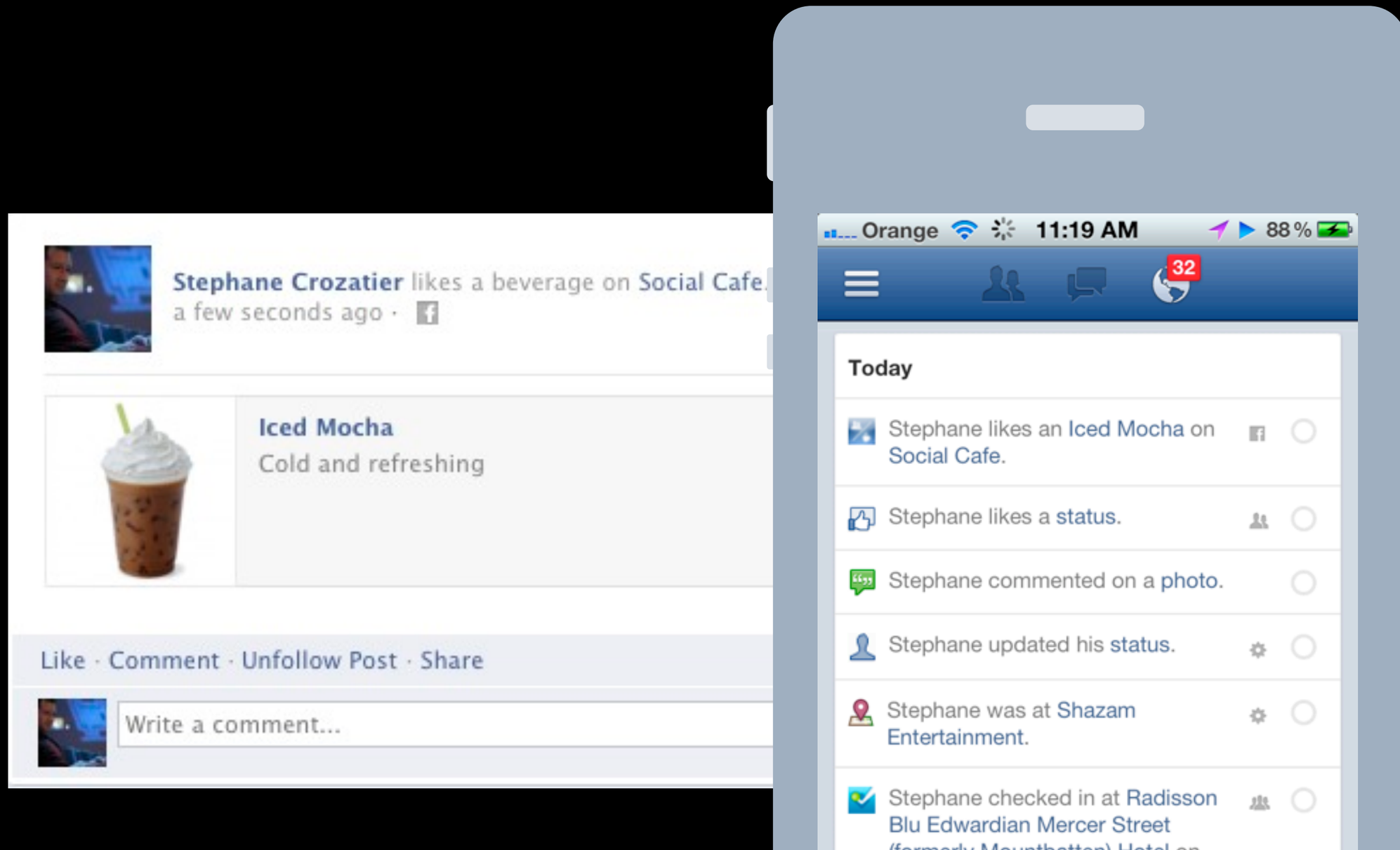
- **Action Property** References

List a **Listing**

- **User-Generated Photos**



Built-in Like



Built-in Like

```
POST https://graph.facebook.com/me/og.likes?
     access_token=234876AB6865...&
     object=http://social-cafe.herokuapp.com/icedmocha.php
```

Demo

Build a Positive Loop

Android & Open Graph

```
<string name="app_id">YOUR_APP_ID</string>
```

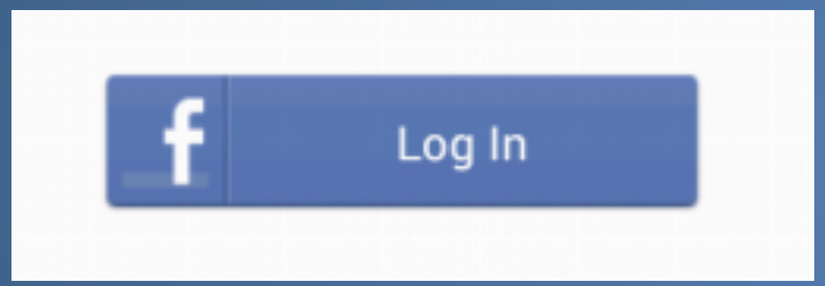
values/strings.xml

```
<activity
    android:name="com.facebook.LoginActivity"
    android:label="@string/app_name" />

<meta-data
    android:name="com.facebook.sdk.ApplicationId"
    android:value="@string/app_id"/>
```

AndroidManifest.xml

LoginButton
extends Button



res/layout/yourlayout.xml

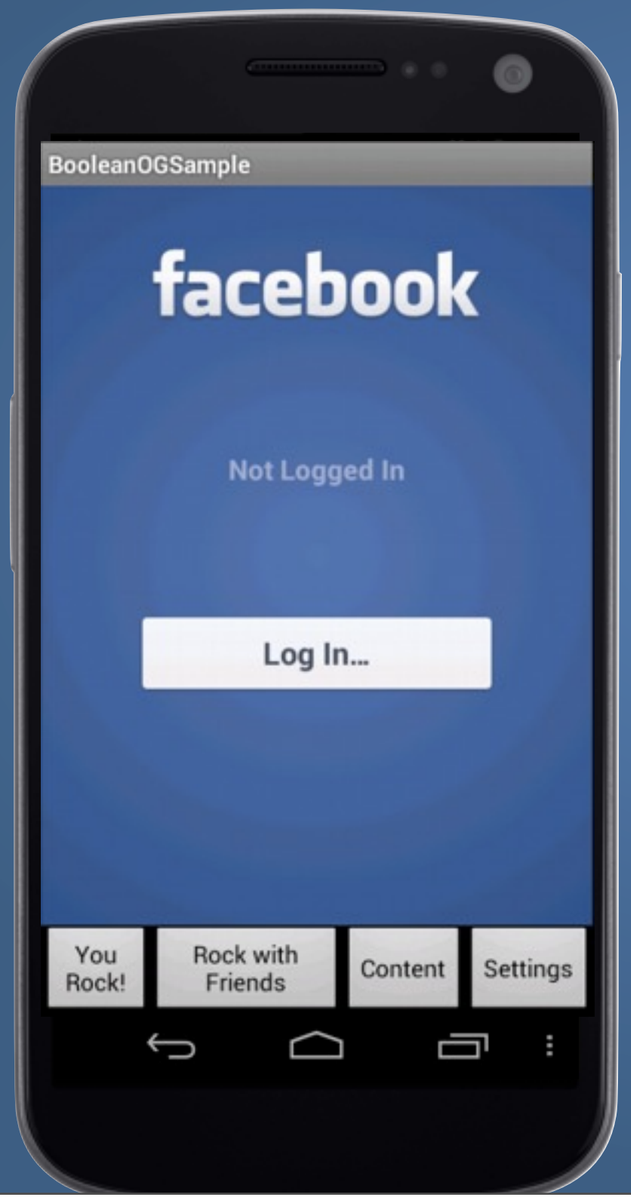
```
<com.facebook.LoginButton
        android:id="@+id/login_button"
        android:layout_width="wrap_content"
        android:layout_height="wrap_content"
        android:layout_marginTop="5dp"
        facebook:confirm_logout="false"
        facebook:fetch_user_info="true"
         />
```

src/YourActivity.java

```
loginButton = (LoginButton) findViewById(R.id.login_button);
loginButton.setApplicationId(APP_ID);
loginButton.setUserInfoChangedCallback(
        new LoginButton.UserInfoChangedCallback() {
    @Override
    public void onUserInfoFetched(GraphUser user) {
        HelloFacebookSampleActivity.this.user = user;
        // do other stuff here
    }
});
```

LoginFragment

extends Fragment



res/layout/yourlayout.xml

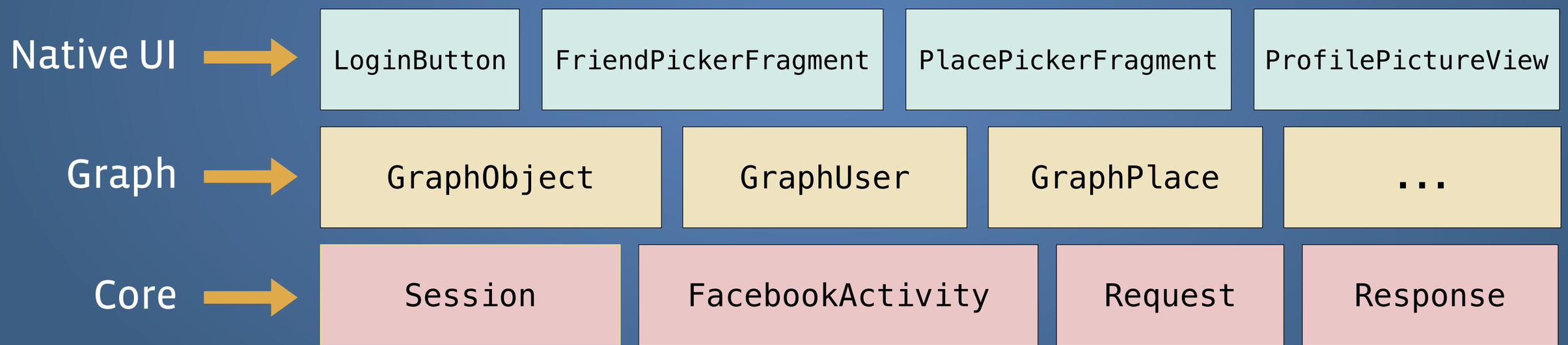
```
<FrameLayout android:id="@+id/login_fragment"
             android:layout_height="fill_parent"
             android:layout_width="fill_parent"/>
```

src/YourActivity.java

```
loginFragment = (LoginFragment)
        fragmentManager.findFragmentById(R.id.login_fragment);
if (loginFragment == null) {
    loginFragment = new LoginFragment();
    transaction.add(R.id.login_fragment, loginFragment);
}
transaction.commit();
```

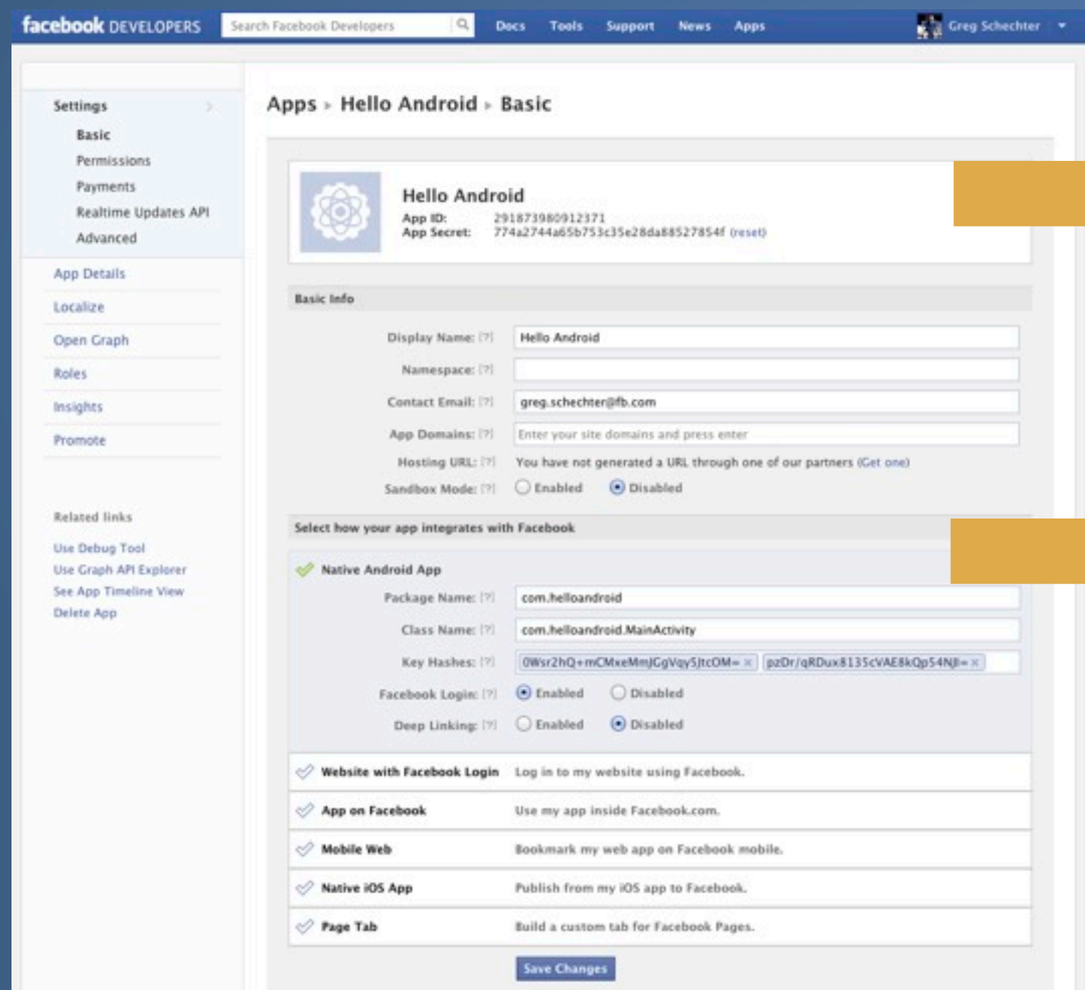
```
@Override
public void onActivityResult(int requestCode, int resultCode, Intent data) {
    loginFragment.onActivityResult(requestCode, resultCode, data);
    super.onActivityResult(requestCode, resultCode, data);
}
```

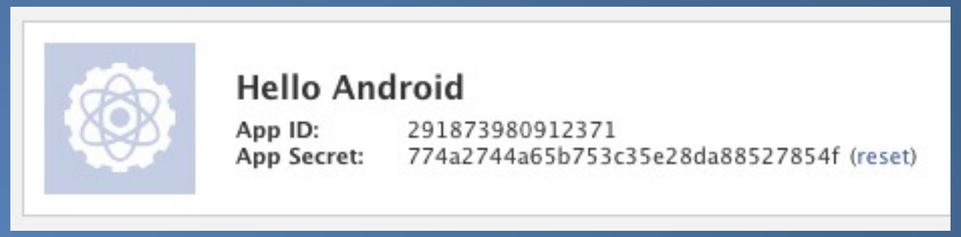
FB Android SDK - Components

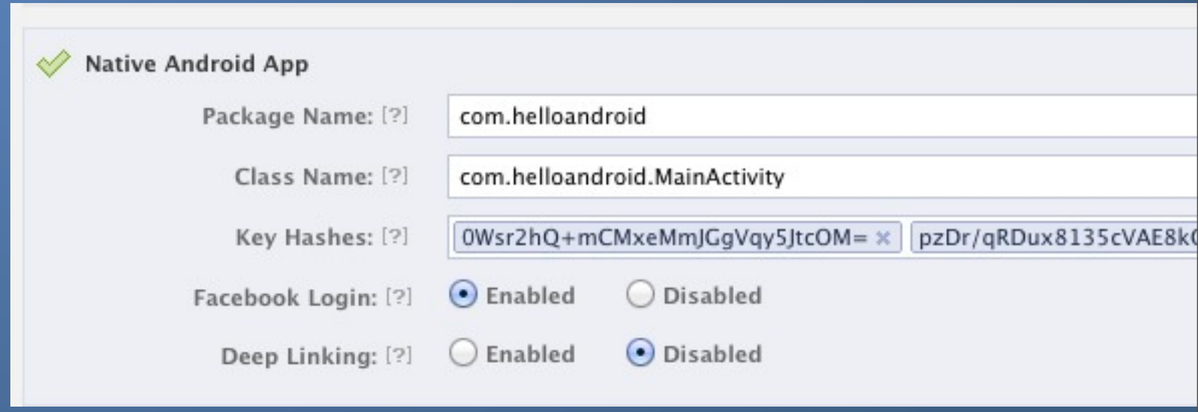


Create an app

https://developers.facebook.com/apps



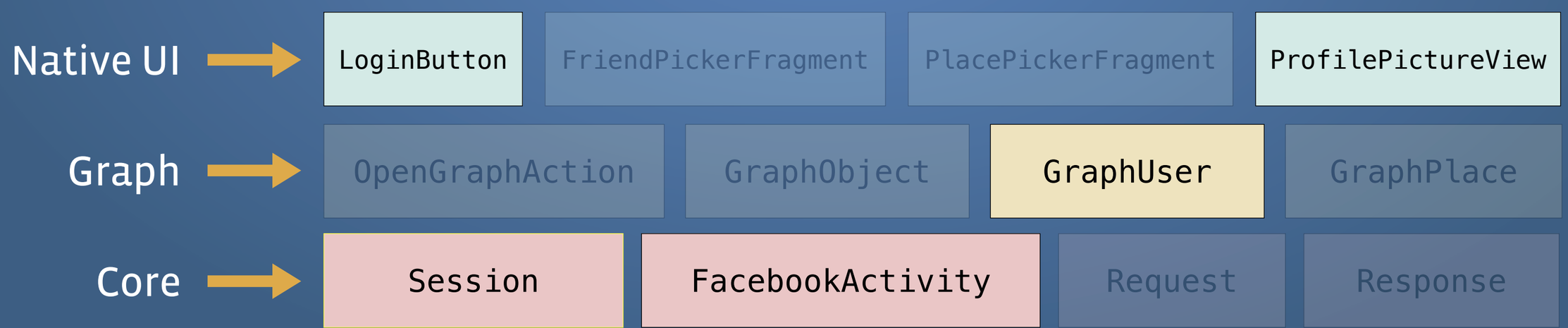




Code

We will build a simple social cookbook app with:

- Login and Session
- Pick recipe, friend and place
- Publish to Open Graph



Code

We will build a simple social cookbook app with:

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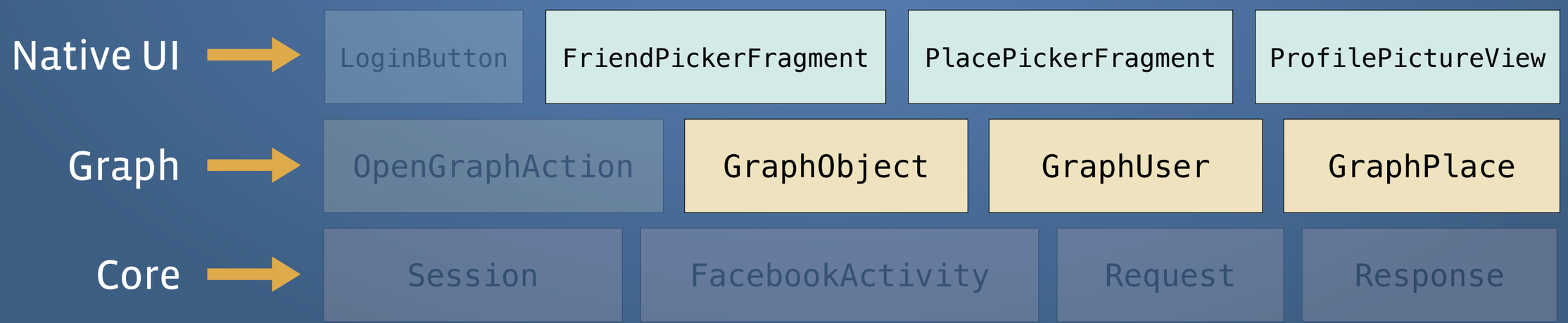

Code

We will build a simple social cookbook app with:

- Login and Session
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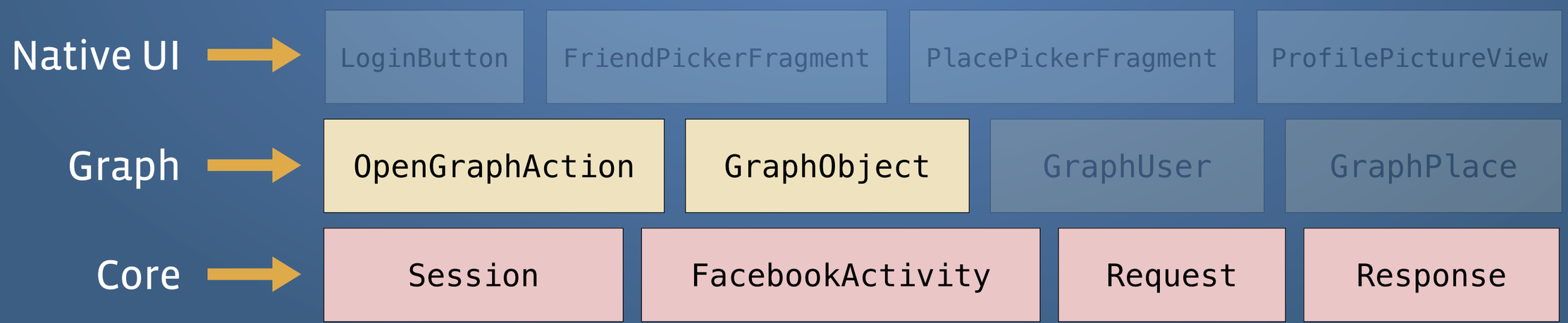
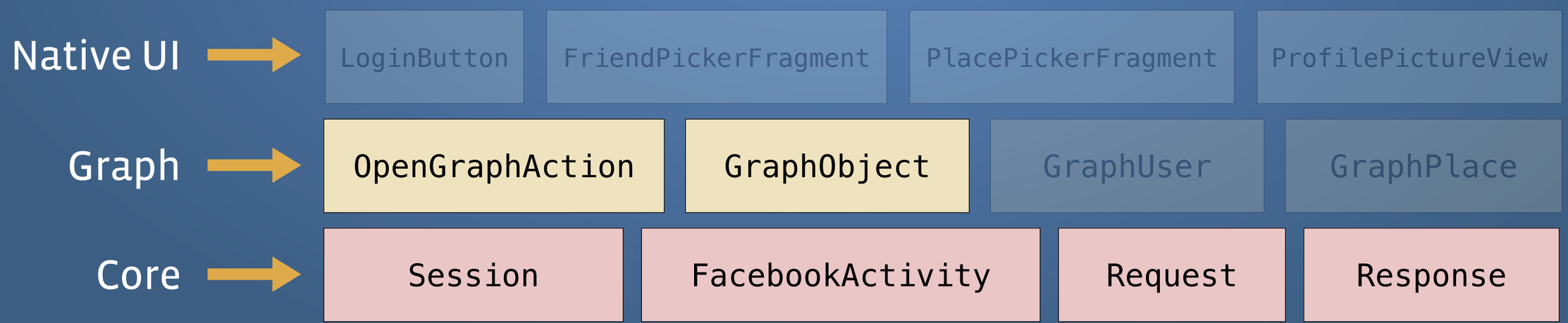


Demo: Publishing to Open Graph using the Android FB SDK 3.0

Graph API calls for OG

Requests made easy

- Single requests can by sync or async
- Batching requests are easy
- GraphObject and OpenGraphAction extensions simplify adding parameters & accessing results



Native Deep Linking

Android Native

https://developers.facebook.com/docs/mobile/android/deep_linking/

Android Native

https://developers.facebook.com/apps/138483919580948/summary/

acebook DEVELOPERS | Search Facebook Developers | Docs | Tools | Support | News | Apps | Simon Cross

Native iOS App

Bundle ID: [?] com.facebook.samples.socialcafe

iPhone app store ID: [?] 454638411 — Go to iTunes Store

iPad app store ID: 0

Facebook Login: [?] (•) Enabled ( ) Disabled

Deep Linking: [?] (•) Enabled ( ) Disabled

URL Scheme Suffix: [?] Comma-separated list of URL scheme suffixes

Native Android App

Package Name: [?] com.facebook.samples.socialcafe

Class Name: [?] com.facebook.samples.socialcafe.SplashActivity

Key hash: [?]
LqZxFSe8vuTc4klsoRGJspC/c4A=
t4PdNJkJqLfa8W48C6cIiREtA8Y
aNLeix523wt6eYCyYx+qq7sWcdI
747uEnKQV+fMQT8Dy4AKvFlRqko=
MvI5ifLWbvNSQL1uEnjd6lBqpJc
O9+irnlScyFamyaA9CA94c1cJ3I=

Facebook Login: [?] (•) Enabled ( ) Disabled

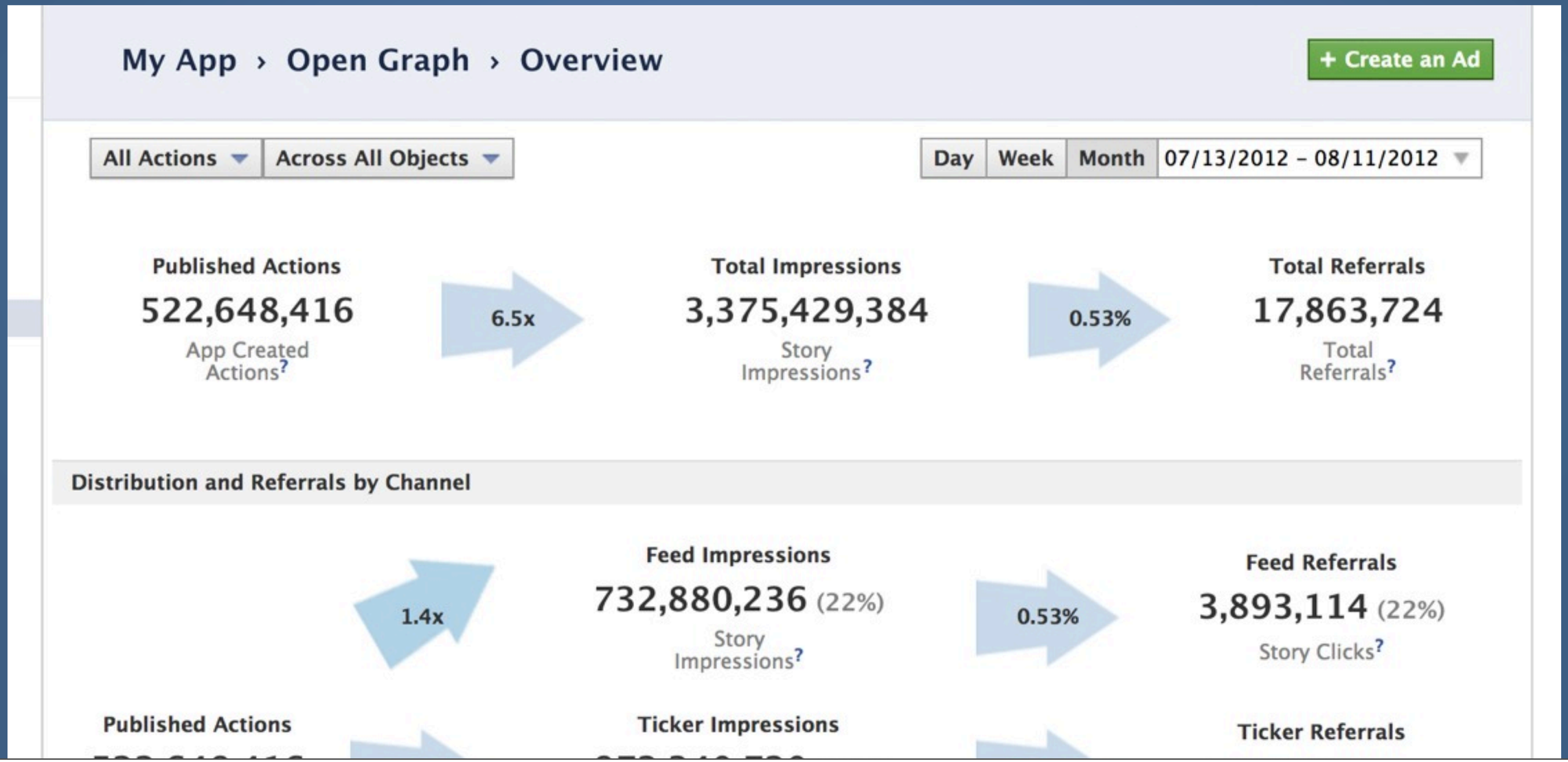
Deep Linking: [?] (•) Enabled ( ) Disabled

App on Facebook — Use my app inside Facebook.com.

Demo: Enabling Deep Linking

Facebook Insights

Open Graph: Insights



All Actions | Across All Objects

Day | Week | Month | 07/13/2012 – 08/11/2012

- ✓ All Actions
- Action: Uncover (44% of Clicks)
- Action: Help (19%)
- Action: Play (15%)
- Action: Take (12%)
- Action: High Score (6%)
- Action: Pass (2%)
- Action: Achieve (1%)
- Action: Access (1%)
- Action: Use (0%)
- Action: Unlock (0%)
- Action: Like (0%)

Published Actions
522,648,416
App Created Actions?

1.7x

Total Impressions
3,375,429,384
Story Impressions?

0.53%

Total Referrals
17,863,724
Total Referrals?

Feed Impressions
732,880,236 (22%)
Story Impressions?

0.53%

Feed Referrals
3,893,114 (22%)
Story Clicks?

Ticker Impressions
872,340,720 (26%)
Story Impressions?

0.21%

Ticker Referrals
1,792,645 (10%)
Story Clicks?

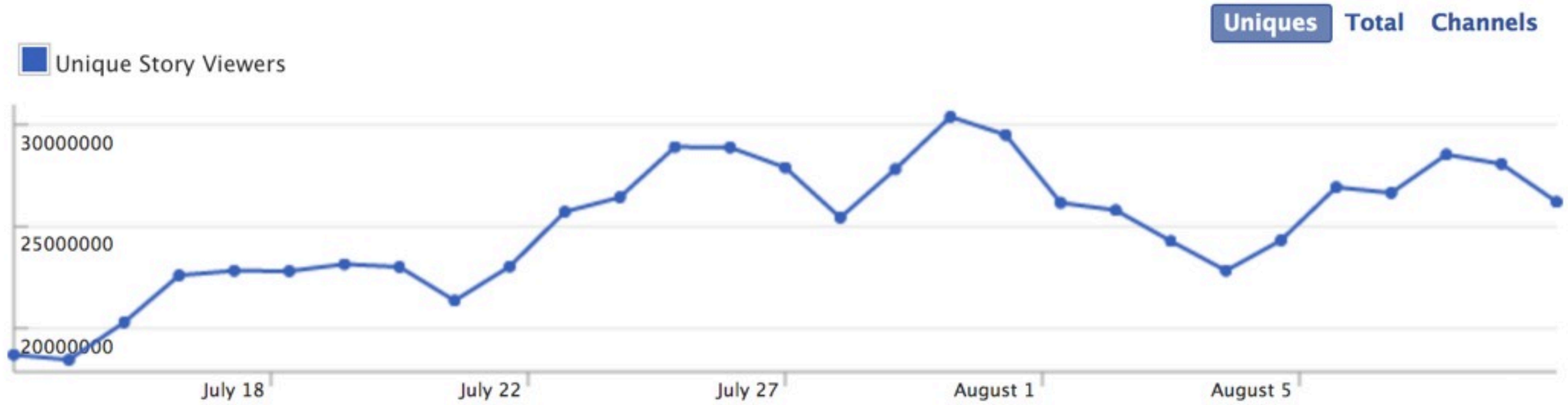
3.3x

Timeline Impressions
1,749,222,404 (52%)
Story Impressions?

0.68%

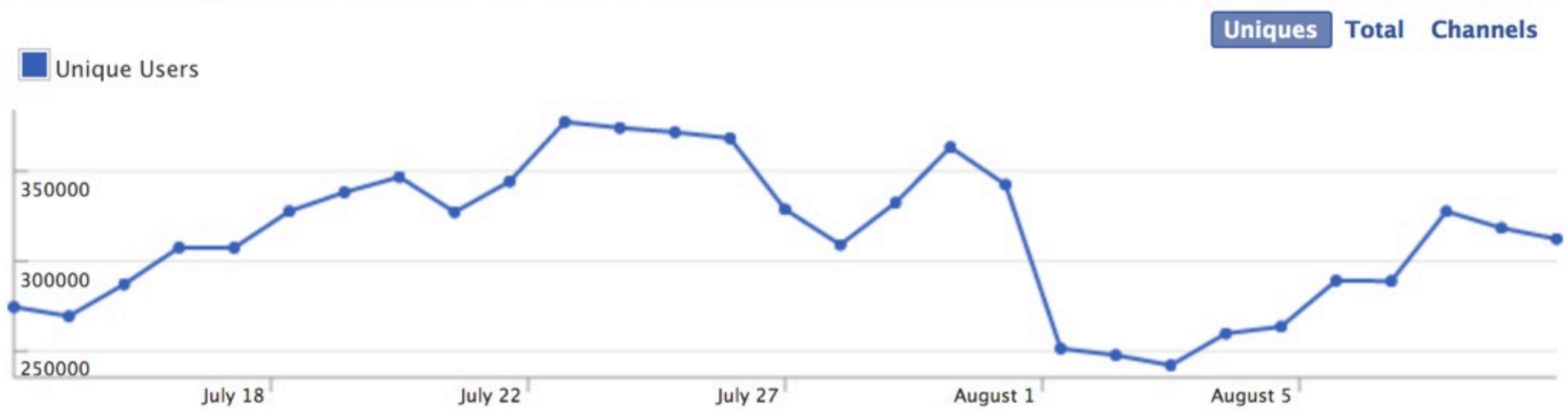
Timeline Referrals
11,851,081 (66%)
Story Clicks?

Distribution on Facebook

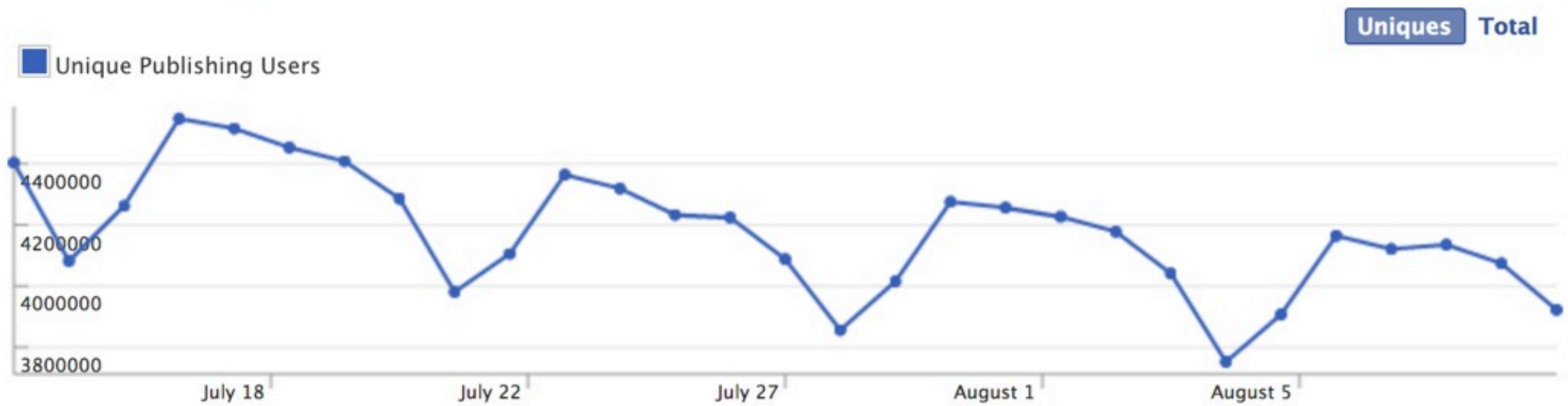


3,375,429,384 Story Impressions?

Referral Clicks to App



Actions Published by App



522,648,416 App Created Actions?

14,402,018 App Created Objects?

My App › Open Graph › Story CTR

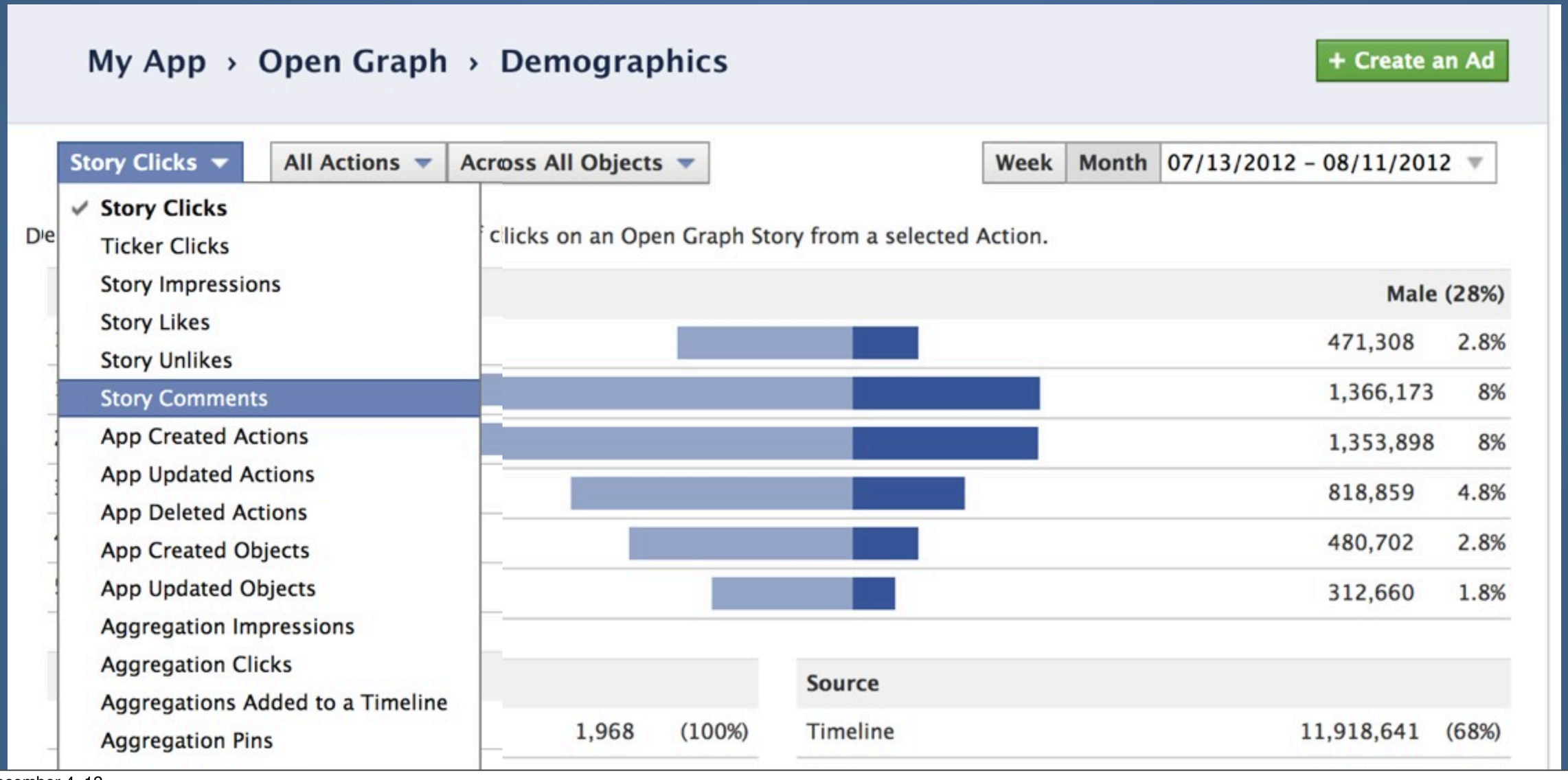
+ Create an Ad

All Actions | Across All Objects

Day | Week | Month | 07/13/2012 – 08/11/2012

Rate | Count

Open Graph: Insights



Demographic breakdown for: The number of clicks on an Open Graph Story from a selected Action.

Age	Female (71%)			Male (28%)	
13-17	7.6%	1,283,110		471,308	2.8%
18-24	18%	3,072,613		1,366,173	8%
25-34	17%	2,930,935		1,353,898	8%
35-44	12%	2,066,575		818,859	4.8%
45-54	9.7%	1,638,368		480,702	2.8%
55+	6.1%	1,033,396		312,660	1.8%

Ref Parameter		
passive_action	1,968	(100%)

Source		
Timeline	11,918,641	(68%)
Feed	3,922,066	(22%)
Ticker	1,609,897	(9.1%)
Ticker Flyout	192,519	(1.1%)

Language		
Turkish	3,138,641	(19%)
English (US)	2,332,582	(14%)
Spanish	2,197,649	(13%)
French (France)	1,492,508	(8.8%)

Country		
Turkey	3,091,597	(18%)
Argentina	1,251,099	(7.4%)
United States	1,218,501	(7.2%)
France	1,011,715	(6%)

Internationalization

Translating Objects

```
<html>
  <head prefix="og: http://ogp.me/ns#">
    <meta property="og:locale" content="en_GB" />
    <meta property="og:locale:alternate" content="fr_FR" />
    <meta property="og:locale:alternate" content="de_DE" />
    <meta property="og:locale:alternate" content="tr_TR" />
    ...
```

```
GET http://YOUR_OBJECT_URL?fb_locale=fr_FR
GET http://YOUR_OBJECT_URL?fb_locale=de_DE
GET http://YOUR_OBJECT_URL?fb_locale=tr_TR
```

```
    ...
    <meta property="og:title" content="{TURKISH_TITLE}" />
    <meta property="og:description" content="{TURKISH_DESC}" />
    ...
```

facebook

```
<meta property="og:locale"
       content="en_US"/>
<meta property="og:locale:alternate"
       content="zh_TW"/>
<meta property="og:title"
       content="Dumpling"/>

<meta property="og:locale"
       content="zh_TW"/>
<meta property="og:locale:alternate"
       content="en_US"/>
<meta property="og:title"
       content="餃"/>
```

GET
http://mysite.com/dumpling

GET
http://mysite.com/dumpling?
fb_locale=zh_tw

Summary

- √ Open Graph Concepts
- √ Publishing to & Reading from Open Graph
- √ Open Graph Properties & Best Practices
- √ Android & Open Graph
- √ Deep Linking in OG for Distribution

Takeaways

Social By Design - Build Social into your app with Open Graph

Build for the Open Graph now

- Opportunity to define and own your vertical

Get your data right

- Model your data, Add context through references

Build products which exist over time

- Add to a user's Identity

Focus on Mobile

Open Graph

developers.facebook.com/docs/concepts/**opengraph**

Facebook SDK 3.0 (Beta) **for Android**

developers.facebook.com/**android**

Me:

skteh@fb.com
/sengkeatteh
https://github.com/skteh