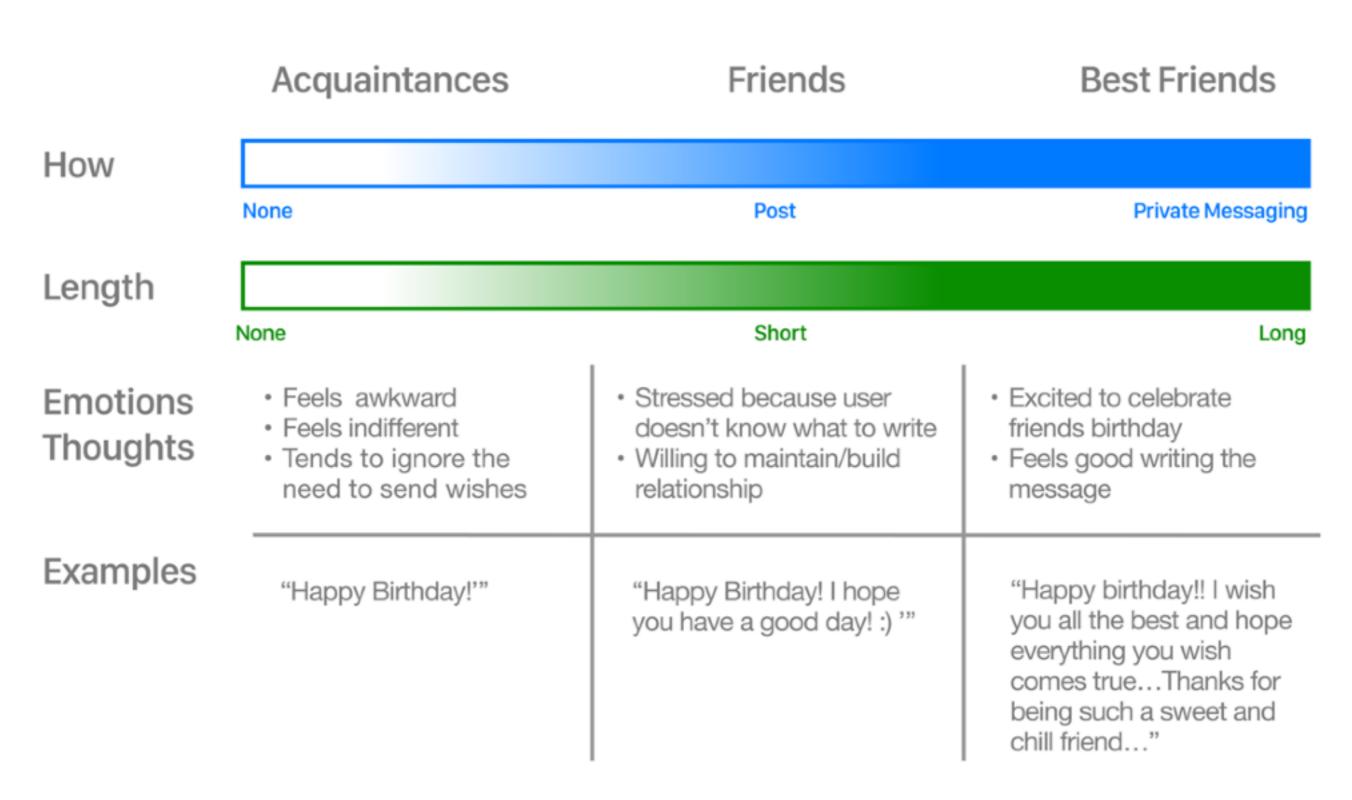
## Pre-existing relationships matter when wishing other people's birthdays



## **Target Audience**

People who are willing to maintain or build relationships but are not the closest friends on Facebook

	Acquaintances	Friends	Best Friends
How			
	None	Post	Private Messaging
Length			
None		Short	Long