



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

	Acquaintances	Friends	Best Friends
How			
	None	Post	Private Messaging
Length			
	None	Short	Long
Emotions Thoughts	<ul style="list-style-type: none"><li>• Feels awkward</li><li>• Feels indifferent</li><li>• Tends to ignore the need to send wishes</li></ul>	<ul style="list-style-type: none"><li>• Stressed because user doesn't know what to write</li><li>• Willing to maintain/build relationship</li></ul>	<ul style="list-style-type: none"><li>• Excited to celebrate friends birthday</li><li>• Feels good writing the message</li></ul>
Examples	"Happy Birthday!"	"Happy Birthday! I hope you have a good day! :) "	"Happy birthday!! I wish you all the best and hope everything you wish comes true...Thanks for being such a sweet and chill friend..."

# Target Audience

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

