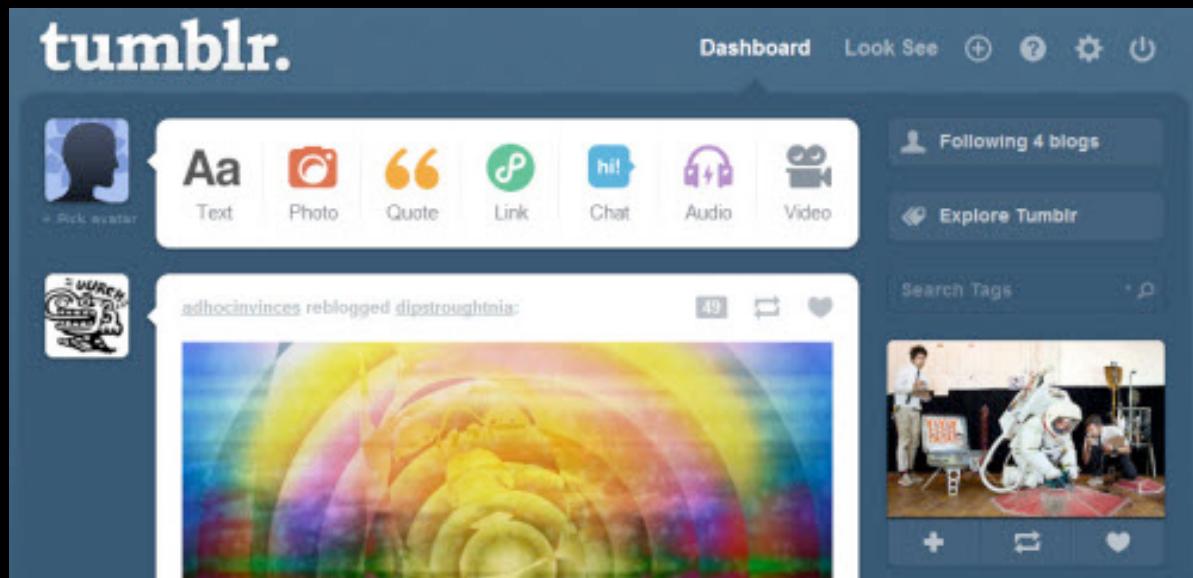


**facebook** developers



**WORLD HACK**  
**<VANCOUVER>**

# Tumblr



- **2X increase in referral traffic from Facebook**

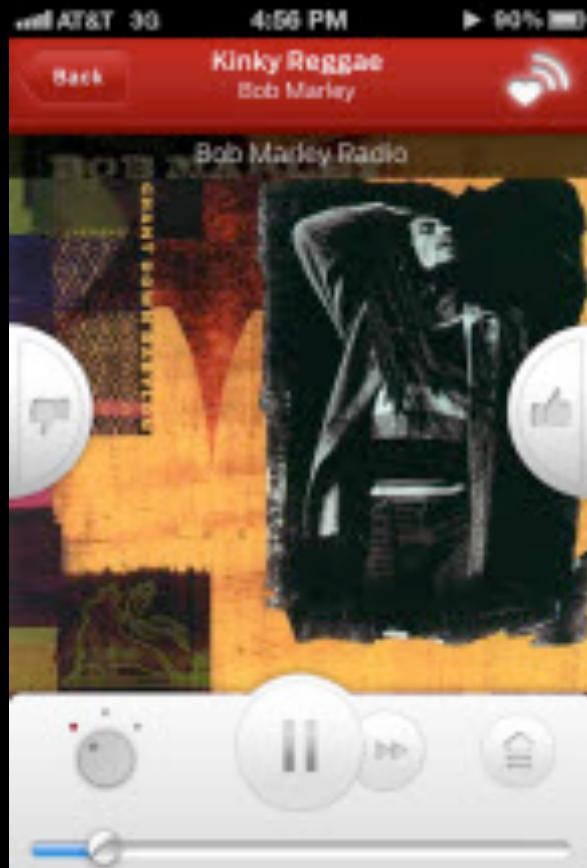
# Foodspotting



The screenshot shows a Foodspotting post titled "Secret Breakfast Ice Cream @ Humphry Slocombe". The main image is a close-up of two scoops of ice cream in a waffle cone. To the right of the image is a sidebar with "ABOUT THIS PLACE" information: Phone: (415) 550-6971, Address: 2790 Harrison St, San Francisco, CA, and a Google map showing the location. Below the map, there are links to Citysearch, Yelp, Chow, and a menu from SinglePlatform.

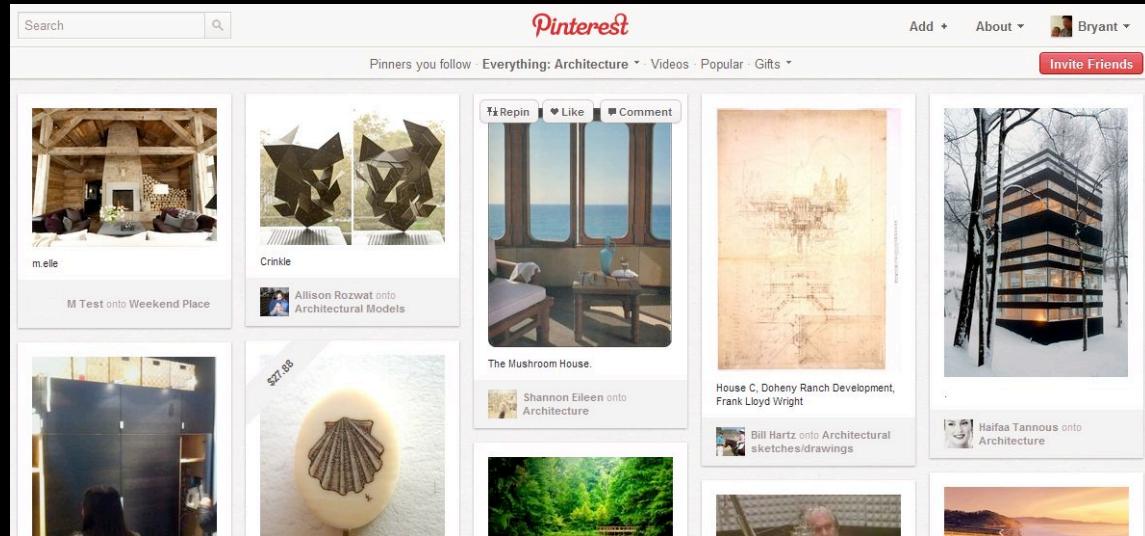
- **2X growth in monthly actives**
- **4X increase in referrals from Facebook**

# iHeartRadio



- **30X monthly connected users from Facebook since launch**

# Pinterest



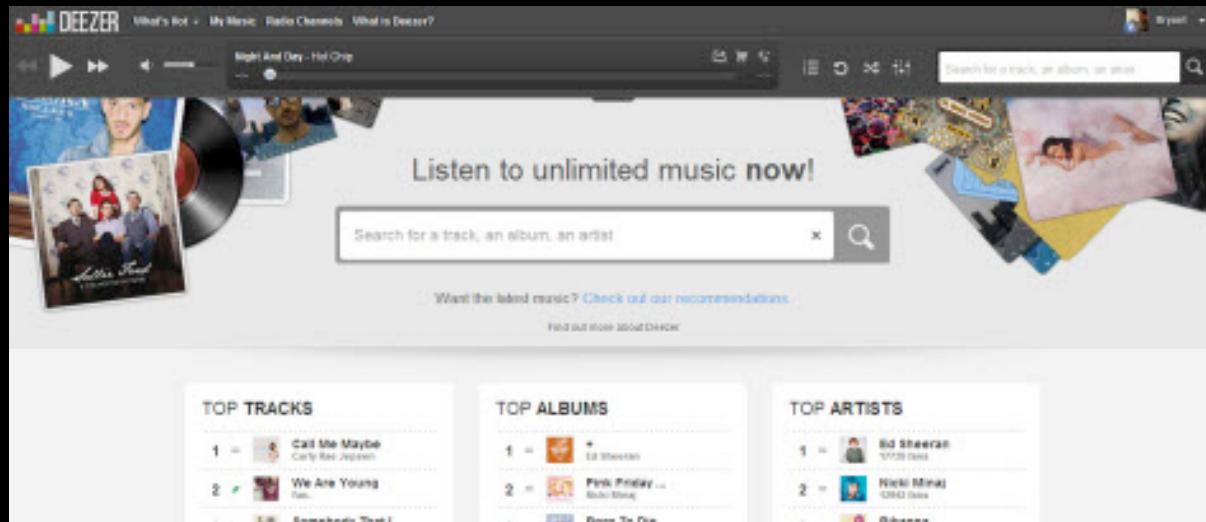
- **60% increase in users from Facebook**

# Stitcher



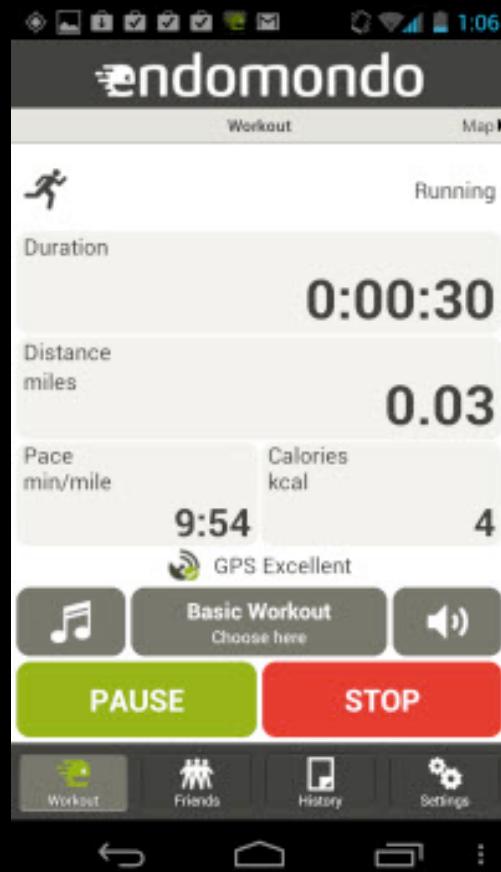
- **400% increase  
in app installs**
- **80X increase in  
amount of  
content shared**

# Deezer



- **3X increase in monthly actives**

# Endomondo



- **75% increase in traffic**
- **workouts shared per day up 150%**

# Fab

A screenshot of the Fab.com website homepage. At the top, there's a dark navigation bar with icons for Sales, Shops, Feed, Calendar, Inspiration, Invite, and Mobile. The user's name 'bryantclay' is visible along with a profile picture. Below the navigation, the word 'Fab.' is prominently displayed in white. The main content area features a 'Featured Shops' section with five cards: 'Weekly Shop Fashion' (three men in casual attire), 'Pop-up Shop Glass House' (various glass items), 'Jewelry' (jewelry boxes), 'Weekly Shop Vintage' (vintage glassware), and 'Fitness &amp; Sports' (a bicycle). Below this is a 'New Sales' section showing two rug collections by Safavieh: 'Bright and Bold Statement Rugs' and 'Cowhide, Shag &amp; Natural Fiber Rugs'. Each card includes a small image of the products and a red circular arrow icon.

- **78% increase in membership**
- **2X referral traffic from Facebook**

# GoodReads

The screenshot shows the GoodReads homepage with a banner at the top featuring a bookshelf. Below the banner, the navigation bar includes links for Home, My Books, Groups, Recommendations, and Explore. A search bar is also present.

**Recent Updates**

- February 22**  
Dhiren marked as to-read:  
 Moneyball: The Art of Winning an Unfair Game by Michael Lewis  
My rating:   
[edit my review](#) [shelf: to-read \(4th\)](#)  
3 hours, 39 min ago · comment
- February 21**  
Variv is now friends with Ben Mathews  
 Feb 21, 2012 11:08pm
- Vatsal** added:  
 My rating:

**You've rated 26 books so far**

Check out [your recommendations](#). Or continue [rating books](#) to make your recommendations even better.

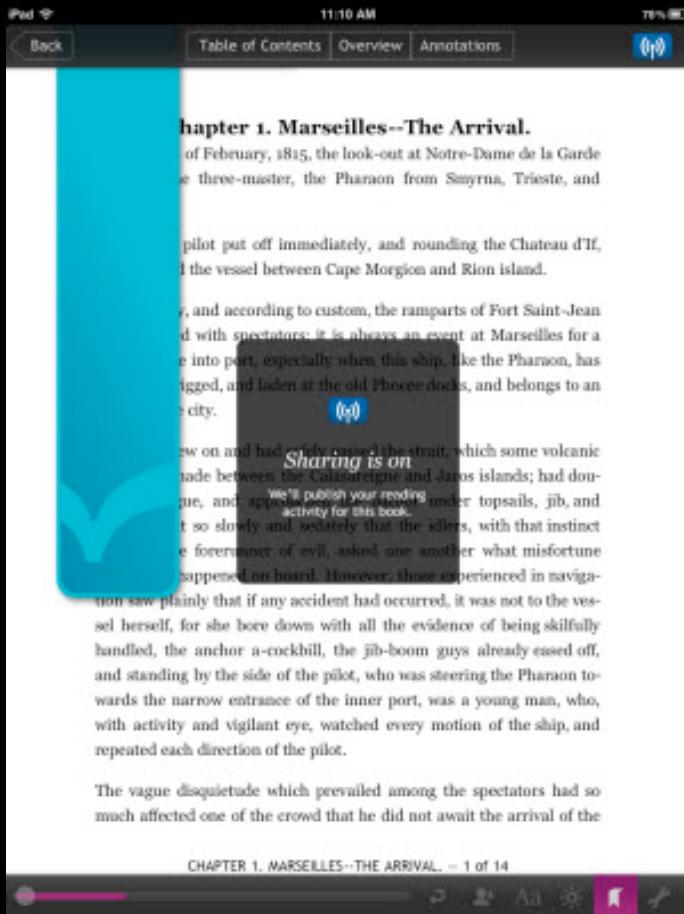
**Currently Reading**

The Big Short: Inside the Doomsday Machine, by Michael Lewis started on February 23, 2012 [update status](#)

[add a new book](#) [add a general update](#)

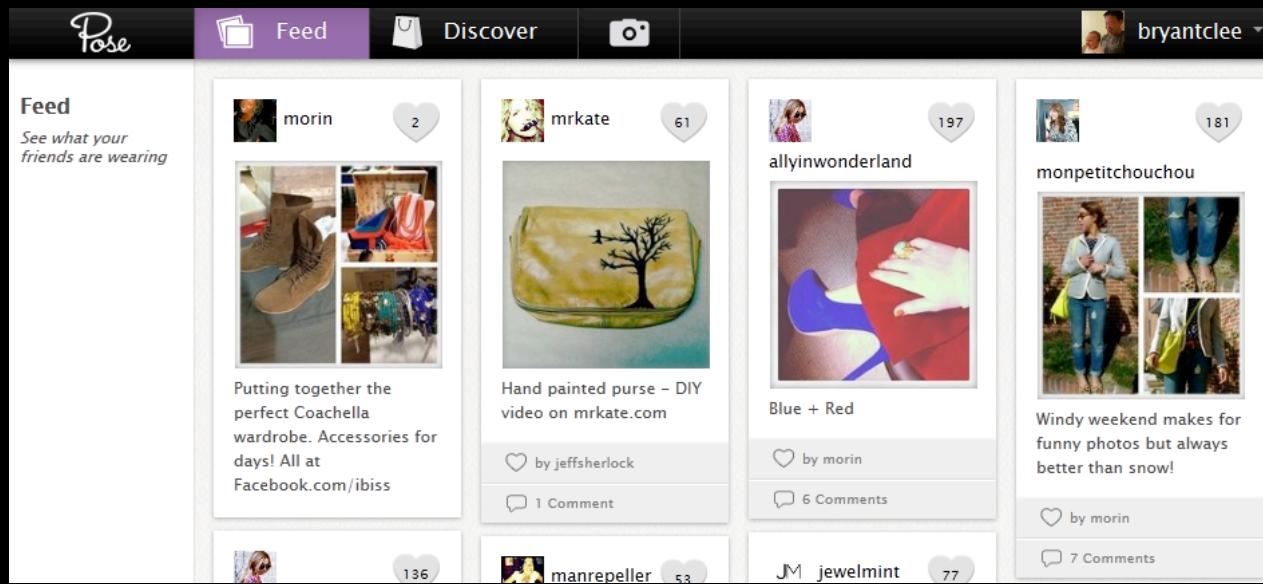
- **77% increase in daily active users**

# Kobo



- **90% increase in daily registrations**
- **50% traffic growth from Facebook**

# Pose



- **5X increase in daily signups for both mobile and web**

# The Guardian



Technology

Facebook builds European social games team following startups' success



Invite your friends

Your app settings

Stuart Dredge

guardian.co.uk

[View this story on the Guardian](#)

[4 Guardian comments](#)

Become a fan of  
Guardian Technology



20k

Activity stream



Justin Osofsky and 2 other  
people read Facebook builds  
European social games team

- **2X User Base Growth**
- **37% More Engagement**

# The Voice

The image shows the official website for "The Voice". At the top, there's a banner congratulating Jermaine Paul. Below it is a navigation bar with links for MAIN, ABOUT, ARTISTS, TEAMS, EPISODE GUIDE, VIDEO, PHOTOS, MUSIC, SOCIAL, GAMES, and SHOP. To the left, there's a sidebar titled "THE TEAMS" with small profile pictures and names for TEAM ADAM, TEAM BLAKE, TEAM CEELO, and TEAM CHRISTINA. The main content area features a large video thumbnail of a performance, with a yellow arrow pointing from the text "Watch the Finale Online" below it towards the video. Other video thumbnails include "And the Winner Is...", "Watch the Finale Online", "Their Journeys to the Finals", and "Make Your Voice Heard!". The overall design is vibrant with red and orange tones.

- 2X referral traffic from Facebook
- Votes/user up 40%

# The Open Graph

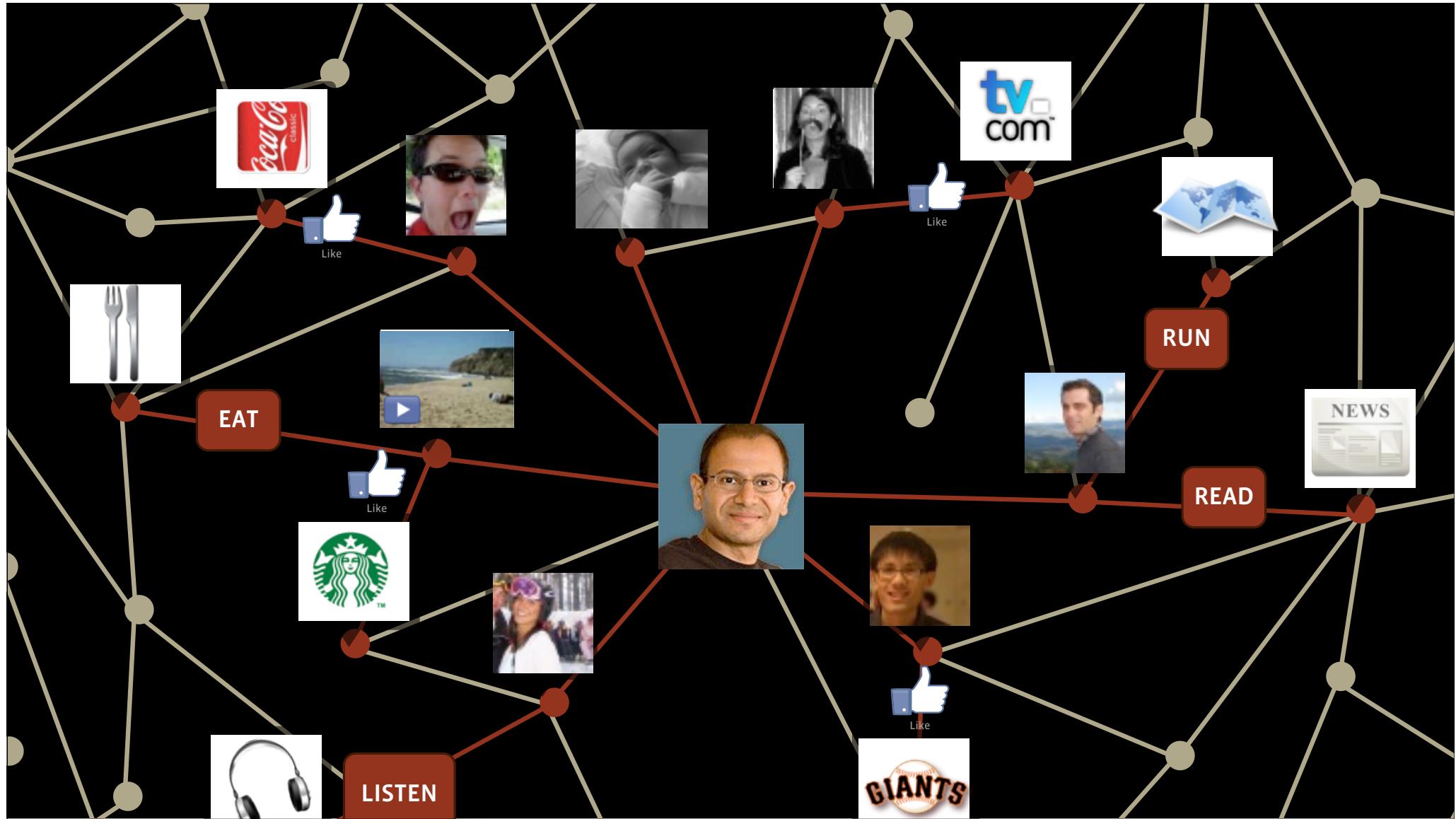
Distribution and engagement for every platform

Dhiren Patel



<https://graph.facebook.com/me>

```
{  
  "id": "1207059",  
  "name": "Dhiren Patel",  
  "first_name": "Dhiren",  
  "last_name": "Patel",  
  "link": "https://www.facebook.com/dhirenp",  
  "username": "dhirenp",  
  "quotes": "Tell me who your friends are, I'll tell you who you are.",  
  "gender": "male",  
  "email": "dhiren@fb.com",  
  "timezone": -7,  
  "locale": "en_US",  
  "verified": true,  
  "updated_time": "2012-09-19T19:13:27+0000"  
}
```





facebook



[Change Cover](#)



Dhiren Patel

[Update Info](#)

[Activity Log](#)

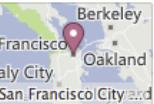
Works at Facebook

Studied Business Administration at UC Berkeley

Lives in San Francisco, California

Born on April 26

[About](#)



779

11

[Friends 495](#)

[Photos 107](#)

[Map 305](#)

[Subscribers](#)

[Status](#)

[Photo](#)

[Place](#)

[Life Event](#)

What's on your mind?

[Public](#)

[Post](#)

[Activity](#)

Recent



Dhiren is now friends with Matt Jones and 8 other people.

[More Recent Activity](#)

facebook



Dhiren Patel Timeline Now



Dhiren Patel  
September 8

Beautiful night — at San Francisco City Hall.



Like · Comment · Share · Tag Friends

Huynh Kang and Albert Ho like this.



Write a comment...



Dhiren Patel shared San Francisco's photo.  
September 6

This is a great shot.

Status

Photo

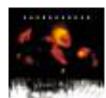
Place

Life Event



## Music Recently on Rdio

### Top Songs



**Black Hole Sun**  
Soundgarden  
8 listens



**Intro**  
Aziz Ansari  
6 listens



**Marvin's Room**  
Drake  
5 listens



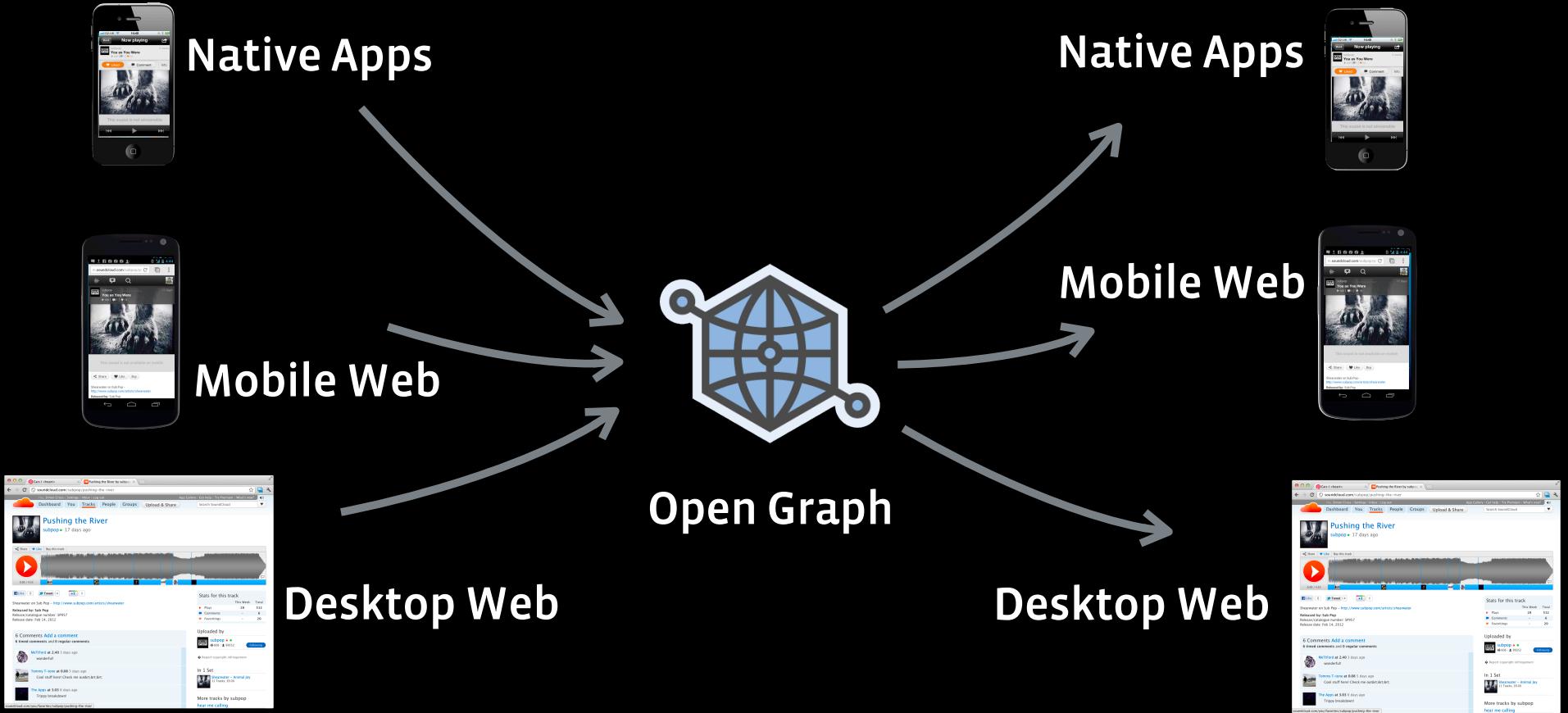
**Hallelujah**  
Jeff Buckley  
5 listens



**Harris's College Essay**  
Aziz Ansari  
5 listens



Earl Grey Tea



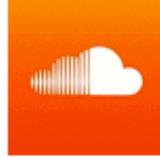


- **Play** a Sound
- **Like** a Sound
- **Post** a Sound
- **Follow** a User
- **Join** a Group

# Permissions Dialog

Log into SoundCloud

facebook https://www.facebook.com/dialog/permissions.request?app\_id=195079 Dhiren Patel

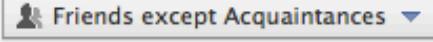
 SoundCloud Share Your Sounds

**Log In with Facebook** **Cancel**

31 friends and 5.8 million other people use this app

ABOUT THIS APP  
Not using SoundCloud? Get the app for free to post original sounds to Facebook and share stories about your sounds with friends and fans.

Who can see posts this app makes for you on your Facebook timeline: [\[?\]](#)

 Friends except Acquaintances

THIS APP WILL RECEIVE:  

- Your basic info [\[?\]](#)
- Your email address (dhiren@fb.com)
- Your birthday

 This app may post on your behalf, including sounds you posted, sets you posted and more.

By proceeding, you agree to SoundCloud's [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

[View in App Center](#)

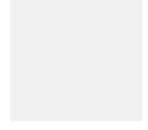
# Sharing in the app

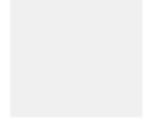
 Dhiren Patel is your primary Facebook user account

**Let's share:**

- ✓ New sounds and sets
- ✓ New favorites
- ✓ Sounds I listen to
- ✓ People I start to follow
- ✓ Groups I join

**Sounds I posted**

 **The name of the sound**  
**The name of the sound**  
This is how a sound you posted will look on your timeline

 **The name of the sound**  
**The name of the sound**  
This is how a sound you posted will look on your timeline

# Desktop Web: Newsfeed and Ticker

The screenshot shows a Facebook news feed on a desktop browser. The left sidebar includes links for Favourites (News Feed, Messages, Events), Groups (Open Graph Partner, Facebook London, etc.), Apps (The Guardian, Angry Birds, Apps and Games), Pages (ACCESSORIZE), and More. The main content area displays three news items:

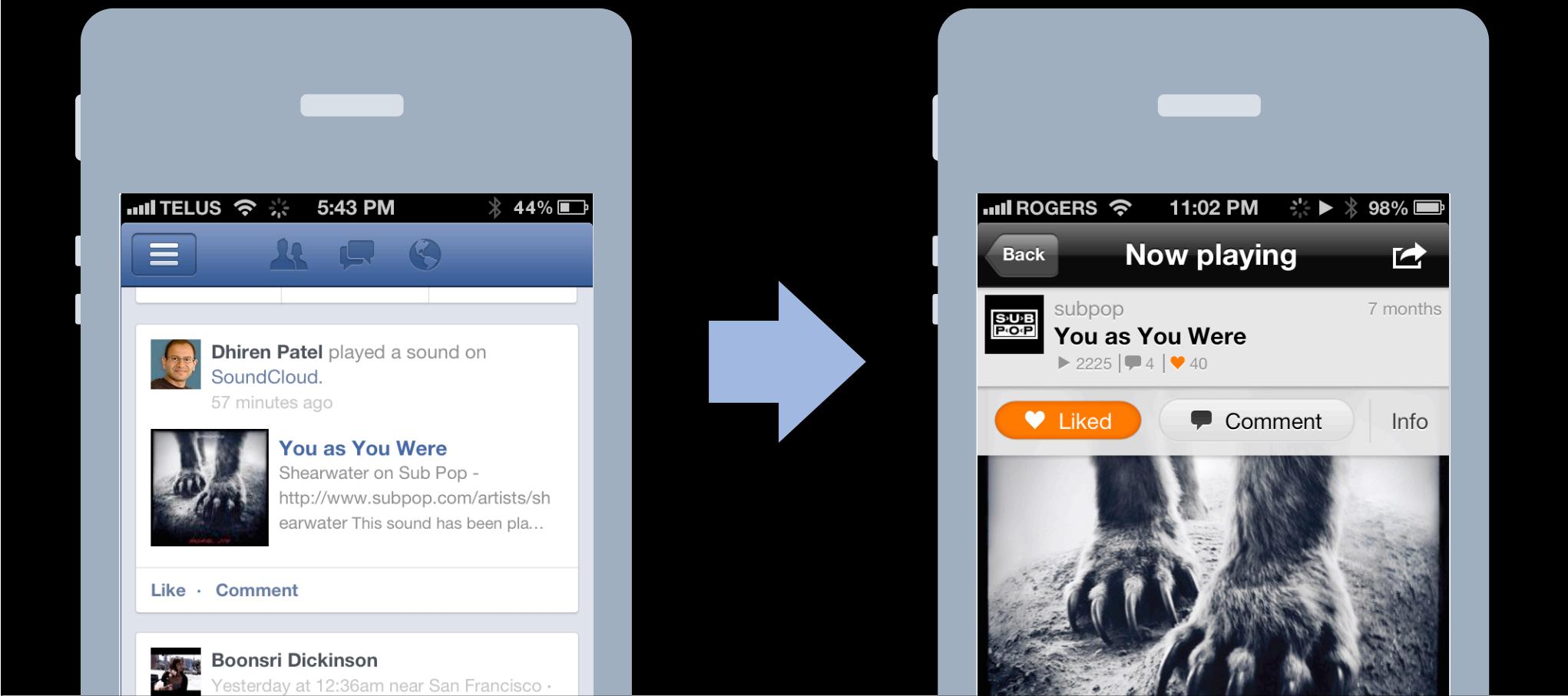
- Clifton Tay played a sound on SoundCloud.** A thumbnail image of Clifton Tay's face is shown, along with a play button. The post details an "Alesso – BBC Radio 1 Essential Mix (24.03.2012)" from soundcloud.com. It includes a link to the mix and a timestamp of 14 hours ago.
- Dhiren Patel played 4 sounds on SoundCloud.** A thumbnail image of Dhiren Patel's face is shown. The post details "Mark Slee – BRC: Catharsis [September 2012]" from SoundCloud. It includes a link to the mix and a timestamp of 14 hours ago.
- You as You Were** SoundCloud. A thumbnail image of a dark, abstract album cover is shown. The post details "Shearwater on Sub Pop – http://www.subpop.com/artists/shearwater". It includes a timestamp of 14 hours ago.

On the right side of the screen, there is a vertical sidebar with a profile picture for Gavin Sathianathan, a "Home" link, and a "See all" button. Below this, there are several "Like" buttons for various entities: MINI UK, Intel, BP London 2012, and Washington Post Social Reader. At the bottom right, there is a "Create an advert" button.

# Desktop Web: Timeline

A screenshot of a Facebook timeline page. At the top, there's a blue header bar with the Facebook logo, a search bar, and a profile picture for 'Dhiren Patel'. Below the header, on the left, is a large profile picture of a man with glasses. To the right of the profile picture is a sidebar with the user's basic information: 'Works at Facebook', 'Studied Business Admin', 'Lives in San Francisco', and 'Born on April 26'. Below this is an 'About' section with a link. Further down is a 'Status' section with a placeholder 'What's on your mind?' and a photo thumbnail. At the bottom of the sidebar is a post from 'Dhiren Patel' 20 minutes ago. The main content area features a white box titled 'SoundCloud Recently' which lists five tracks under 'Sounds I listened to': 1. You as You Were by subpop (Shearwater on Sub Pop - http://www.subpop.com/arti...). 2. Mark Slee – BRC: Catharsis [September 2012] by Mark Slee (My time in Black Rock City this year was spent bui...). 3. As You Were – Rock All Night With You by AsYouWere. 4. Tetris ABC by Fantasy Brass Quintet (Music from Tetris (Gameboy) Themes A, B, C, and A...). 5. Retribution Gospel Choir – The Stone (Revolution!) by subpop (Retribution Gospel Choir on Sub Pop http://www.sub...). To the right of the SoundCloud box is a sidebar with 'Activity Log' showing 778 subscribers (with a dropdown menu for 12), a 'Subscribers' section with a link, and a 'You Were on' section with a note that 'doesn't Mark' and a link to a post with 3 likes.

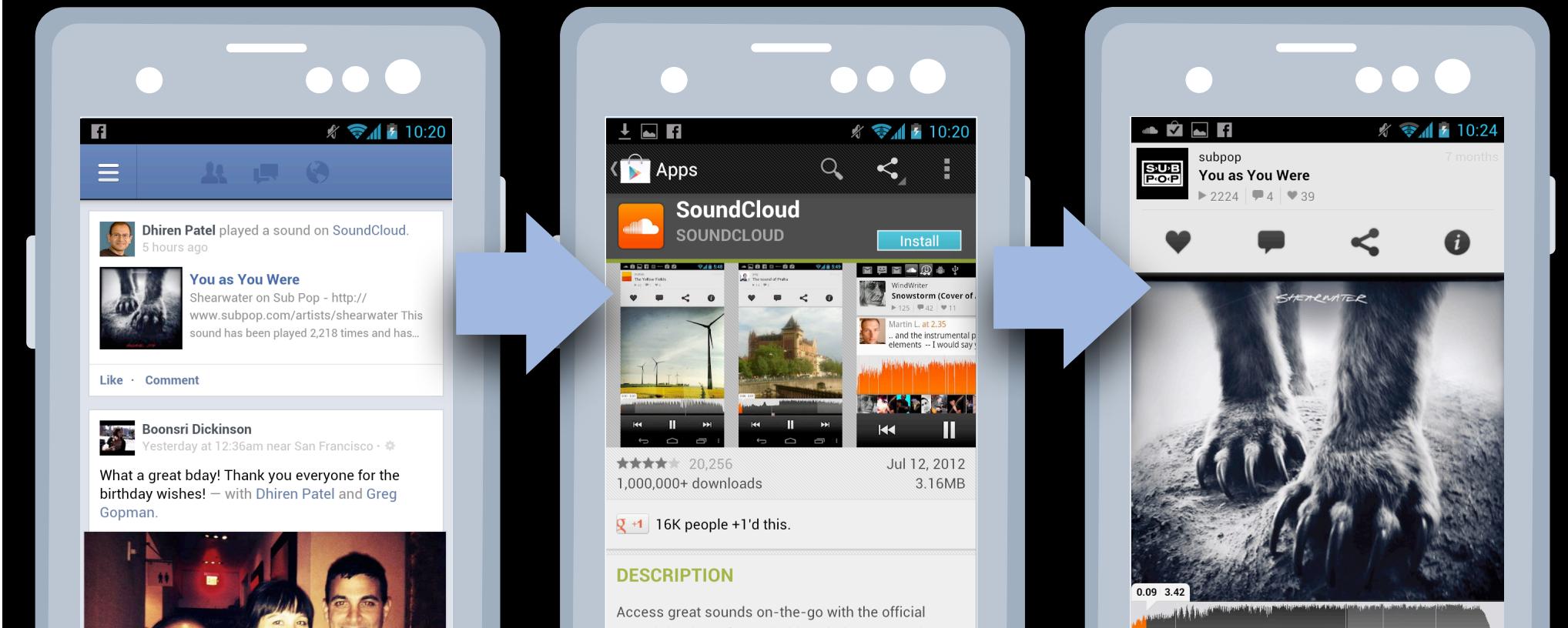
# iOS Native: Newsfeed & Timeline



# iOS Native: Newsfeed & Timeline

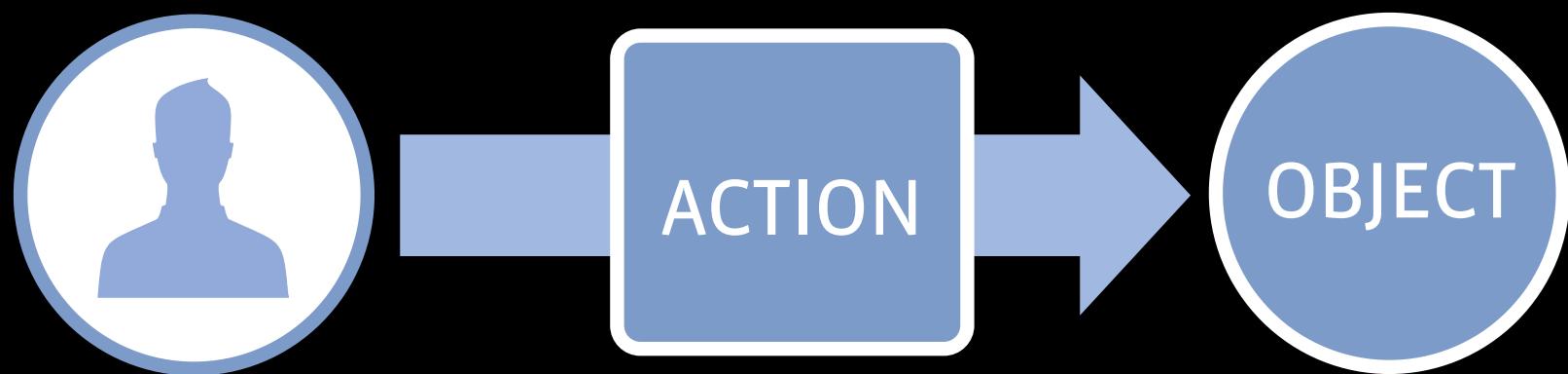


# Android Native & Mobile Web: Newsfeed & Timeline



# 4 Steps to using Open Graph

# 1. Model your data



<https://developers.facebook.com/apps/.../opengraph>

facebook DEVELOPERS Search Facebook Developers Docs Tools Support News Apps Dhiren Patel

Settings  
App Details  
Localize  
**Open Graph >**  
Getting Started  
Dashboard  
Roles  
Insights

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

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

Drink	Beverage	Active (resubmit) · Get Code ×
Order	Beverage	Active (resubmit) · Get Code ×

**Create New Action Type**

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

Beverage	category	Get Code ×
BeverageCategory	category	Get Code ×

**Create New Object Type**

Aggregations: Summaries of a person's activity in your app during a time period. [Edit Report Order](#)

Most popular Categories	List: Category	Add Sample Data ×
Favorite Beverage	Item: Beverage	Add Sample Data ×

<https://developers.facebook.com/apps/.../opengraph>

## 2. Markup and expose your objects

The image shows a split-screen view of a web browser. On the left, the browser's developer tools are open, displaying the raw HTML source code for a page titled "Cafe Latte". The source code includes various meta tags for Open Graph protocol, such as og:title, og:description, og:image, and og:type, which are used to expose the object. On the right, the actual web page is displayed, showing a header with "Social Cafe" and a user profile picture, followed by a main content area with the heading "Cafe Latte" and a sub-heading "Would you like One?". Below this, a note says "(Choosing a drink will publish a story to your stream)". At the bottom, there is an icon of a coffee cup and saucer.

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head prefix="og: http://ogp.me/ns# social-cafe: http://ogp.me/ns/apps/social-cafe#">
4     <title>Cafe Latte</title>
5     <meta charset="utf-8">
6     <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
7     <meta property="og:locale" content="en_US">
8     <meta property="og:title" content="Cafe Latte - Social Cafe">
9     <meta property="og:site_name" content="Social Cafe - Social Cafe">
10    <meta property="og:determiner" content="a">
11    <meta property="fb:app_id" content="138483911133837">
12    <meta property="og:description" content="Serves up delicious coffee and more! Choose your drink now!">
13    <meta property="og:image" content="http://social-cafe.herokuapp.com/img/latte.jpg" />
14    <meta property="og:image:type" content="image/jpeg" />
15    <meta property="og:image:width" content="200" />
16    <meta property="og:image:height" content="200" />
17    <meta property="og:url" content="http://social-cafe.herokuapp.com/latte.php" />
18    <meta property="og:type" content="social-cafe:latte" />
19    <meta property="social-cafe:category" content="coffee" />
20    <meta property="social-cafe:subcategory" content="latte" />
21    <link rel="shortcut icon" href="img/favicon.ico" />
22    <link rel="stylesheet" type="text/css" href="css/latte.css" />
23  </head>
24  <body>
25    <div id="fb-root"></div>
26    <script>
27      function submitForm(index) {
28        document.forms[0].elements[0].value=index;
29        document.forms[0].submit();
30      }
31    </script>
32  </body>
33</html>
```

```
<!DOCTYPE html>
<html lang="en">
<head prefix="og: http://ogp.me/ns# social-cafe: http://ogp.me/ns/apps/social-cafe#">
  <title>Cafe Latte</title>
  <meta charset="utf-8">
  <meta name="viewport" content="width=device-width, initial-scale=1, user-scalable=no">
  <meta property="og:locale" content="en_US">
  <meta property="og:title" content="Cafe Latte">
  <meta property="og:site_name" content="Social Cafe">
  <meta property="og:determiner" content="a">
  <meta property="fb:app_id" content="138483919580948">
  <meta property="og:description" content="Smooth Milk Foam">
  <meta property="og:image" content="http://social-cafe.herokuapp.com/img/latte2x.png">
  <meta property="og:image:type" content="image/png">
  <meta property="og:image:width" content="200">
  <meta property="og:image:height" content="200">
  <meta property="og:url" content="http://social-cafe.herokuapp.com/latte.php">
  <meta property="og:type" content="social-cafe:beverage">
  <meta property="social-cafe:category" content="http://social-cafe.herokuapp.com/types/coffee.php">
```

<https://social-cafe.herokuapp.com/latte.php>

### 3. Publish Actions

```
POST https://graph.facebook.com/me/social-cafe:order
?
access_token=234876AB6865...
&
beverage=http://social-cafe.herokuapp.com/latte.php
```



Dhiren Patel ordered a beverage on Social Cafe.  
a few seconds ago ·



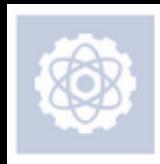
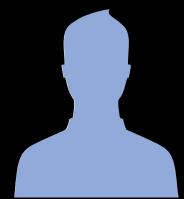
### Cafe Latte

Smooth Milk Foam

[Like](#) · [Comment](#) · [Unfollow Post](#) · [Share](#)



Write a comment...



# facebook

user performs  
action in app



client or server posts action to Facebook



POST `https://graph.facebook.com/me/  
social-cafe:order`  
**access\_token=234876AB6865...&**  
**beverage=http://social-**  
**cafe.herokuapp.com/latte.php**

Facebook gets the object's metadata

GET `http://social-cafe.herokuapp.com/  
latte.php`

# 4. Define your Aggregations

The image shows two mobile devices displaying the SoundCloud application. On the left is a desktop browser window for Facebook, showing a feed of various tracks and users. On the right is a mobile phone screen showing a similar feed, with a blue header bar indicating signal strength, time (6:14 PM), battery level (65%), and connectivity status.

**Facebook SoundCloud App (Desktop View):**

- Sounds I listened to:**
  - You as You Were by subpop
  - Mark Slee – BRC: Catharsis [September 2012] by Mark Slee
  - As You Were – Rock All Night With You by AsYouWere
  - Tetris ABC by Fantasy Brass Quintet
  - Retribution Gospel Choir – The Stone (Revolution) by subpop
- I posted:**
- Sounds I posted:**
  - Test at The Westin
- People I followed:**
  - osuri
  - Ola Okelola
- Sounds I liked:**
  - Tetris ABC by Fantasy Brass Qui

**SoundCloud App (Mobile View):**

- Recently:**
- Sounds I listened to:**
  - You as You Were by subpop
  - Mark Slee – BRC: Catharsis [September 2012] by Mark Slee
  - As You Were – Rock All Night With You by AsYouWere

# Walkthrough

- Creating Your First App
- Creating Objects and Actions
- Permissions and Authentication
- Development Tools and Tips

```
<!DOCTYPE html>
<html lang="en">
<head prefix="og: http://ogp.me/ns# NAMESPACE: http://ogp.me/ns/apps/NAMESPACE#">
<title>Cafe Latte</title>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1, user-scalable=no">
<meta property="og:locale" content="en_US">
<meta property="og:title" content="Racing Boat">
<meta property="og:site_name" content="Sailing App">
<meta property="og:determiner" content="a">
<meta property="fb:app_id" content="105212859634170">
<meta property="og:description" content="Spirit of Canada">
<meta property="og:image" content="http://www.herokuapp.com/racing.jpg">
<meta property="og:image:type" content="image/png">
<meta property="og:image:width" content="200">
<meta property="og:image:height" content="200">
<meta property="og:url" content="http://www.herokuapp.com/racing.html">
<meta property="og:type" content="NAMESPACE:boat">

<link rel="shortcut icon" href="img/favicon.ico">
<link rel="stylesheet" type="text/css" href="css/sc.css">
</head>
<body>
<h1> Spirit of Canada</h1>

</body>
</html>
```



```
<!DOCTYPE html>
<html lang="en">
<head prefix="og: http://ogp.me/ns# NAMESPACE: http://ogp.me/ns/apps/NAMESPACE#">
<title>Cafe Latte</title>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1, user-scalable=no">
<meta property="og:locale" content="en_US">
<meta property="og:title" content="Leisure Boat">
<meta property="og:site_name" content="Sailing App">
<meta property="og:determiner" content="a">
<meta property="fb:app_id" content="105212859634170">
<meta property="og:description" content="Leisure Yacht">
<meta property="og:image" content="http://www.herokuapp.com/leisure.jpg">
<meta property="og:image:type" content="image/png">
<meta property="og:image:width" content="200">
<meta property="og:image:height" content="200">
<meta property="og:url" content="http://www.herokuapp.com/leisure.html">
<meta property="og:type" content="NAMESPACE:boat">

<link rel="shortcut icon" href="img/favicon.ico">
<link rel="stylesheet" type="text/css" href="css/sc.css">
</head>
<body>
<h1>Leisure Yacht</h1>

</body>
</html>
```

# Top Tips

# Debugging Access Tokens

```
GET https://graph.facebook.com/  
debug_token  
?  
input_token=INPUT_TOKEN  
&  
access_token=ACCESS_TOKEN
```

=>

```
{  
  "data": {  
    "app_id": 138483919580948,  
    "application": "Social Cafe",  
    "expires_at": 1352419328,  
    "is_valid": true,  
    "issued_at": 1347235328,  
    "metadata": {  
      "sso": "iphone-safari"  
    },  
    "scopes": [  
      "email",  
      "publish_actions"  
    ],  
    "user_id": 1207059  
  }  
}
```

<https://developers.facebook.com/docs/authentication/access-token-debug/>

# Field Expansion

```
GET https://graph.facebook.com/me?  
  fields=albums.limit(5)  
    .fields(name,photos.limit(2))  
      .fields(name, picture, tags.limit(2)))
```

[https://developers.facebook.com/docs/reference/api/field\\_expansion/](https://developers.facebook.com/docs/reference/api/field_expansion/)

# Read actions for better personalization

```
GET https://graph.facebook.com/me/social-cafe:order?  
access_token=234876AB6865...
```

# Read actions for better personalisation

user\_actions.music

user\_actions.video

user\_actions.news

user\_actions:APP\_NAMESPACE

friends\_actions.music

friends\_actions.video

friends\_actions.news

friends\_actions:APP\_NAMESPACE

[https://graph.facebook.com/UID/\*\*music.listens\*\*?access\\_token=...](https://graph.facebook.com/UID/music.listens?access_token=...)

[https://graph.facebook.com/UID/\*\*news.reads\*\*?access\\_token=...](https://graph.facebook.com/UID/news.reads?access_token=...)

[https://graph.facebook.com/UID/\*\*video.watches\*\*?access\\_token=...](https://graph.facebook.com/UID/video.watches?access_token=...)

[https://graph.facebook.com/UID/\*\*APP\\_NAMESPACE:ACTION\\_NAME\*\*?...](https://graph.facebook.com/UID/APP_NAMESPACE:ACTION_NAME?...)

## Select Permissions

### User Data Permissions

### Friends Data Permissions

### Extended Permissions

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> email                         | <input checked="" type="checkbox"/> publish_actions | <input type="checkbox"/> user_about_me          |
| <input checked="" type="checkbox"/> user_actions.music | <input type="checkbox"/> user_actions.news          | <input type="checkbox"/> user_actions.video     |
| <input type="checkbox"/> user_activities               | <input type="checkbox"/> user_birthday              | <input type="checkbox"/> user_education_history |
| <input type="checkbox"/> user_events                   | <input type="checkbox"/> user_games_activity        | <input type="checkbox"/> user_groups            |
| <input type="checkbox"/> user_hometown                 | <input type="checkbox"/> user_interests             | <input type="checkbox"/> user_likes             |
| <input type="checkbox"/> user_location                 | <input type="checkbox"/> user_notes                 | <input type="checkbox"/> user_photos            |
| <input type="checkbox"/> user_questions                | <input type="checkbox"/> user_relationship_details  | <input type="checkbox"/> user_relationships     |
| <input type="checkbox"/> user_religion_politics        | <input type="checkbox"/> user_status                | <input type="checkbox"/> user_subscriptions     |
| <input type="checkbox"/> user_videos                   | <input type="checkbox"/> user_website               | <input type="checkbox"/> user_work_history      |

Basic Permissions already included by default

**Get Access Token**

**Cancel**

# Take advantage of Built-In Objects and Actions

Music March

Recently listened to

- ▶ John Digweed Continuous... on Spotify.  
Like · Comment
- ▶ House of Om – Mark Farin... on Spotify.  
Like · Comment
- ▶ Soothing River–Relaxing... on Spotify.  
Like · Comment
- ▶ At The Controls – Part 1... on Spotify.  
Like · Comment

See more activity...

Top Radio Station on AudioRoom

Radio Station based on Matthew Herbert  
1 listen

Top Artists on Spotify

System 7  
25 listens

Beach House  
4 listens

Burial  
4 listens

Likes 247 Likes See All

You as You Were Zagat Survey Overflow Field Expansion

Lean In A Book Apart Shaver Facts Facebook's World Hack

# Built-In Like with Custom Verb

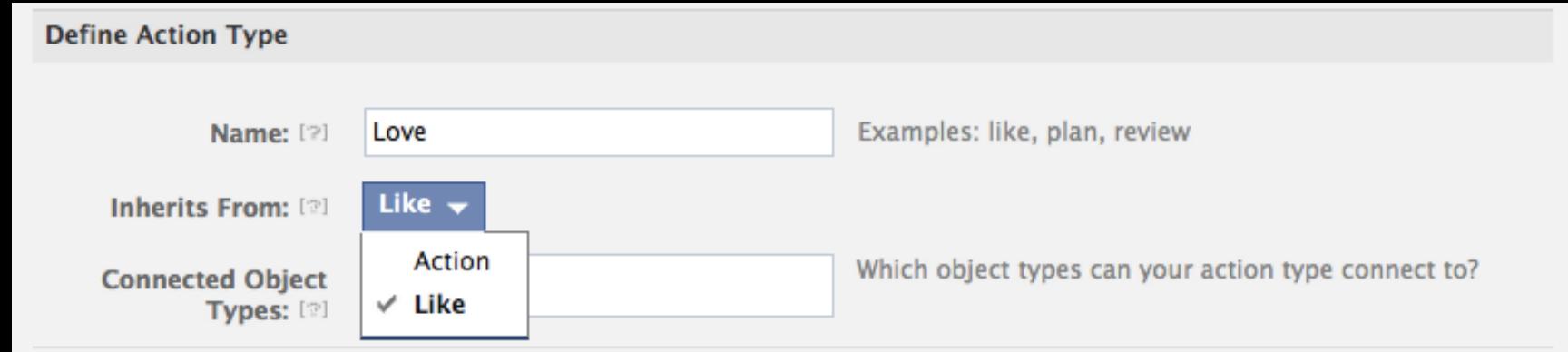
Define Action Type

Name: [?] Love Examples: like, plan, review

Inherits From: [?] Like ▾

Action

Connected Object Types: [?] ✓ Like Which object types can your action type connect to?



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.

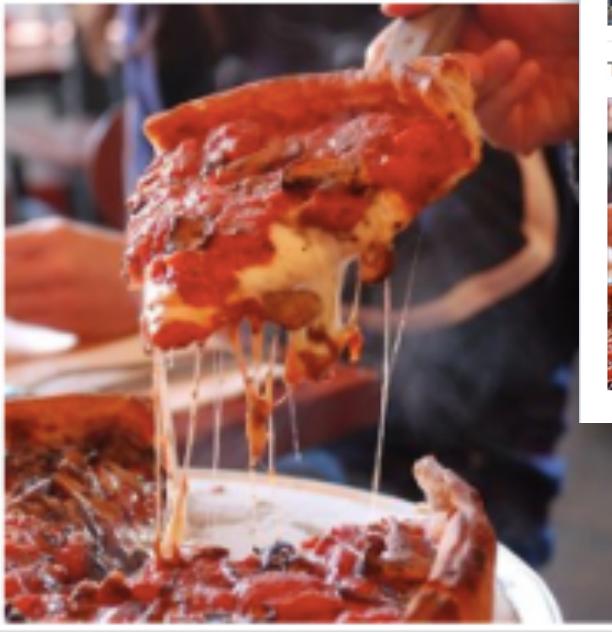
**Continue**

**Cancel**

# Let users add their own photos

Piyush Mangalick cooked a recipe on NYCCookbook.

I love this place! Big Pic 2



Like · Comment · a few seconds ago via NYCCookbook · 

Piyush Mangalick cooked Yummy Pizza & Stuff on NYCCookbook.

16 minutes ago · 

Two Big Photos



# Let users add their own photos

```
POST https://graph.facebook.com/me/social-cafe:order?  
beverage=http://social-cafe.herokuapp.com/latte.php&  
image[0][url]=http://www.yourdomain.com/images/latte.png&  
image[0][user_generated]=true&  
image[1][url]=http://www.yourdomain.com/images/latte_foam.jpg&  
image[1][user_generated]=true&  
access_token=YOUR_ACCESS_TOKEN
```

<https://developers.facebook.com/docs/opengraph/usergeneratedphotos/>

# User Intent

```
POST https://graph.facebook.com/me/social-cafe:order  
access_token=234876AB6865...  
&  
beverage=http://social-cafe.herokuapp.com/latte.php  
&  
fb:explicitly_shared=true
```

# Add places to Open Graph stories

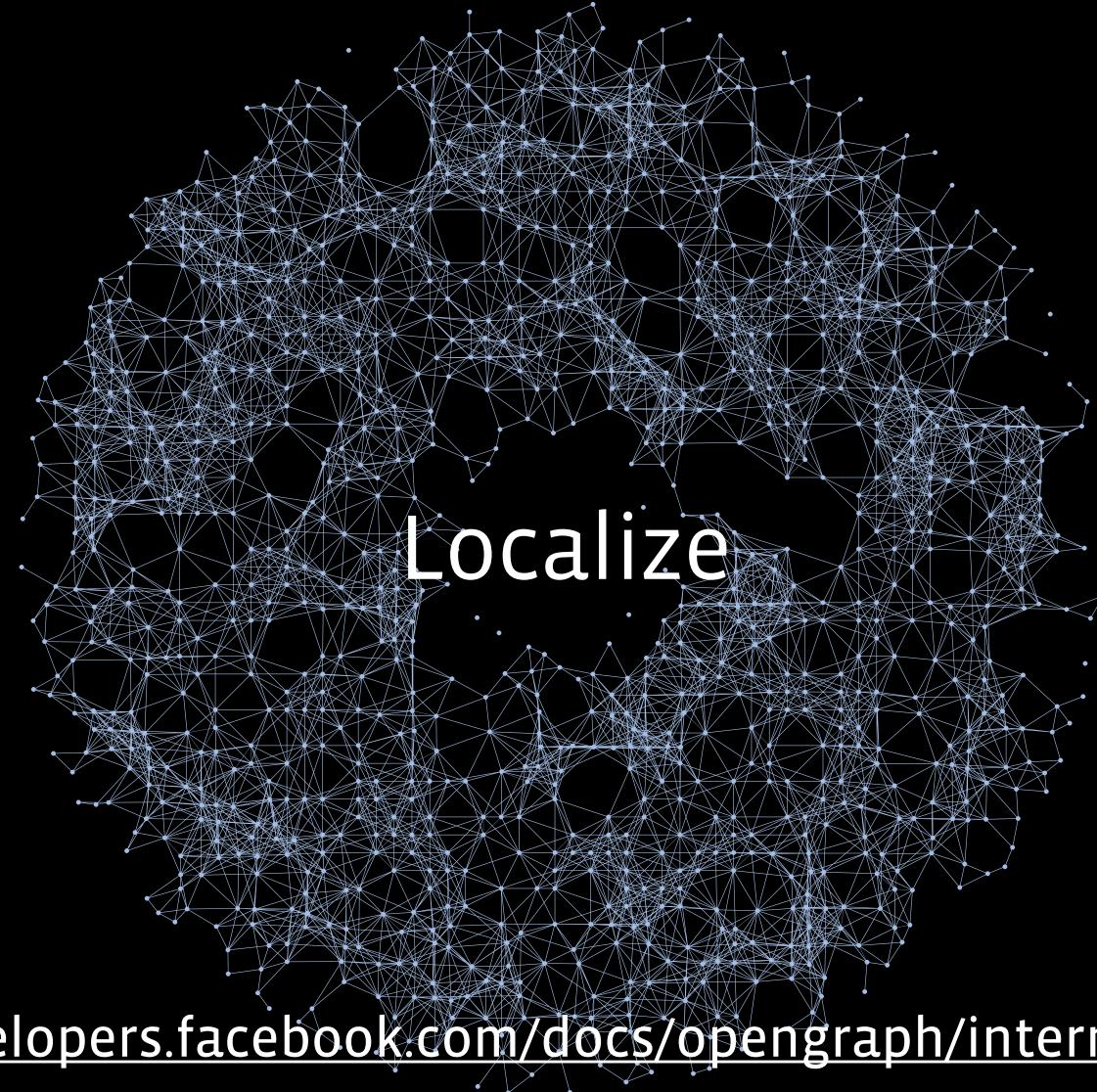
```
POST https://graph.facebook.com/me/social-cafe:order?  
beverage=http://social-cafe.herokuapp.com/latte.php&  
place=108424279189115&  
access_token=YOUR_ACCESS_TOKEN
```

[https://developers.facebook.com/docs/opengraph/location\\_tagging/](https://developers.facebook.com/docs/opengraph/location_tagging/)

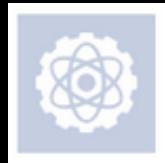
# Tag friends

```
POST https://graph.facebook.com/me/social-cafe:order?  
beverage=http://social-cafe.herokuapp.com/latte/php&  
tags=1207059&  
access_token=YOUR_ACCESS_TOKEN
```

<https://developers.facebook.com/docs/opengraph/actions>



<https://developers.facebook.com/docs/opengraph/internationalization/>



**facebook**

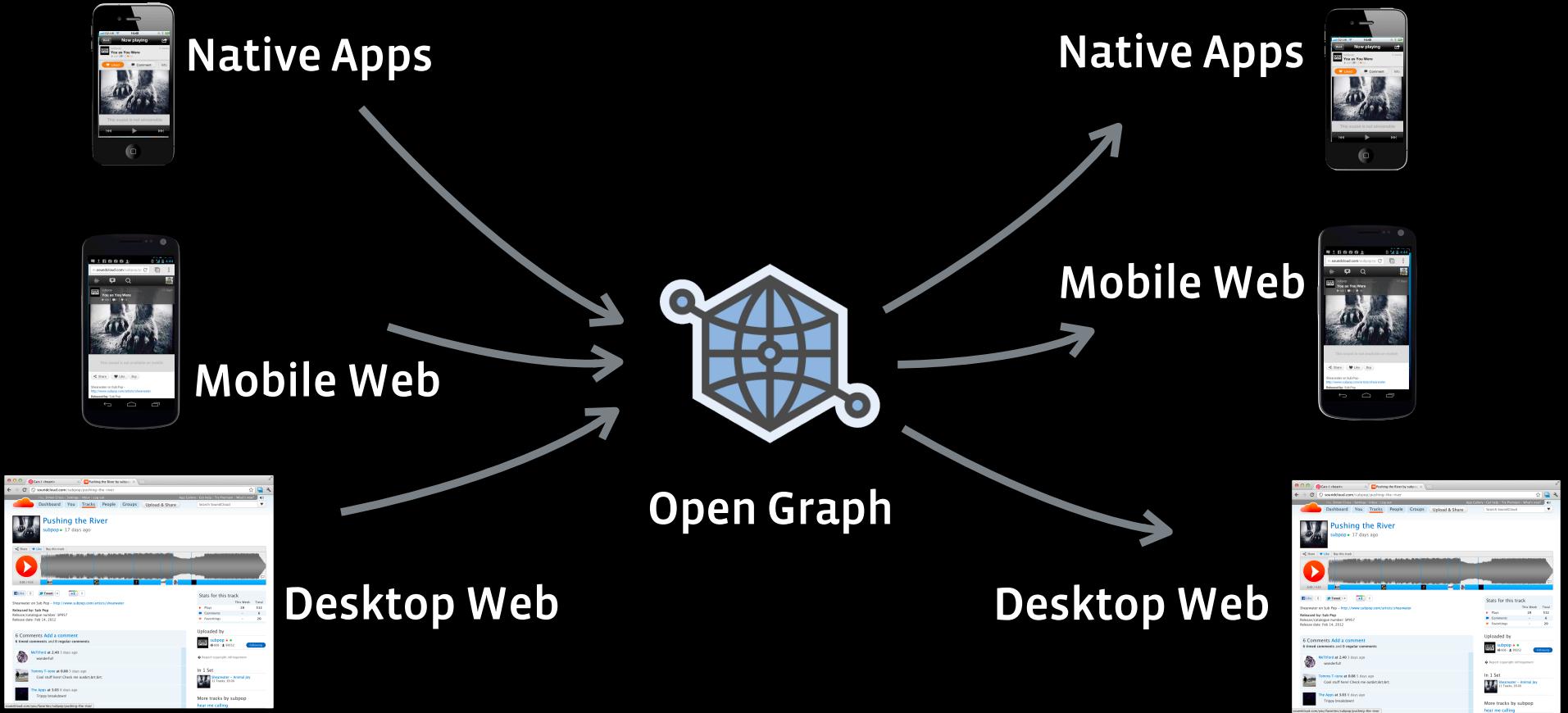
```
<meta property="og:locale"  
      content="en_US"/>  
<meta property="og:locale:alternate"  
      content="id_ID"/>  
<meta property="og:title"  
      content="Mango"/>  
  
<meta property="og:locale"  
      content="id_ID"/>  
<meta property="og:locale:alternate"  
      content="en_US"/>  
<meta property="og:title"  
      content="Mangga"/>
```

GET  
<http://mysite.com/mango>

GET  
[http://mysite.com/mango?  
fb\\_locale=id\\_ID](http://mysite.com/mango?fb_locale=id_ID)

# Update your objects programmatically

```
POST https://graph.facebook.com  
access_token=234876AB6865...  
&  
id=http://mysite.com/lasagne  
&  
scrape=true
```



**facebook** developers



**WORLD HACK**  
**<VANCOUVER>**