

Like Button

Best practices

What is it?

The Facebook Like button is the simplest, most powerful way to create a rich social experience on your website. Leverage the Like button and Facebook's powerful distribution channels to help you build lasting connections with your current customers and drive valuable new referral traffic to your website.



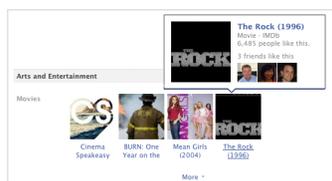
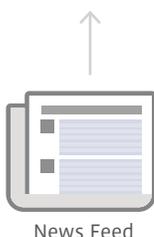
How does it work?

The Facebook Like button is a Social Plugin - an embeddable social feature that can be integrated quickly into your site with just a line of HTML.

When you install a Like button, you create a virtuous cycle of connection that begins instantly when someone clicks on the Like button on your site. Install the Like button next to any content on your site that you think people will want to share. News articles or blog posts, photos, things to buy and videos are among the most popular content shared among people on Facebook.

Like button benefits when implemented correctly

- 1 *A story is published to the user's News Feed and to their friends' News Feeds*
- 2 *A Like is added to the Likes and Interests within the person's profile, and you are connected to them so your content will continue to appear in their News Feed*
- 3 *That person can now find your site in Search*



Best Practices

1. Add Open Graph tags

Open Graph tags are part of the Open Graph Protocol, and without them, pages on your website lack important context when they appear on Facebook. Control how your website is referenced on Facebook by customizing the image, title and description associated with it.



Open Graph tags allow you to control how your Like stories appear in the News Feed

2. Position your Like button for maximum impact

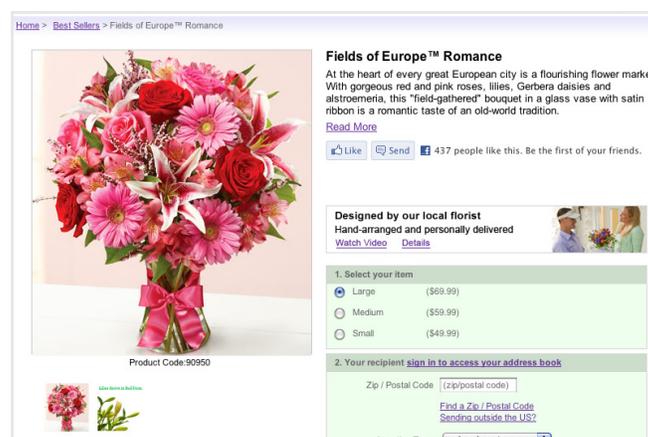
Where you position your Like button can have a profound impact on its performance. In fact, well-placed Like buttons can achieve over 10x increases in Like button click-through rates.

For best performance, position your Like button:

- ▶ Above the fold
- ▶ Adjacent to major graphical elements
- ▶ At the clear beginning or end of an article, graphic element or video
- ▶ Justified to the left, directly under the object
- ▶ On its own, separated from other icons



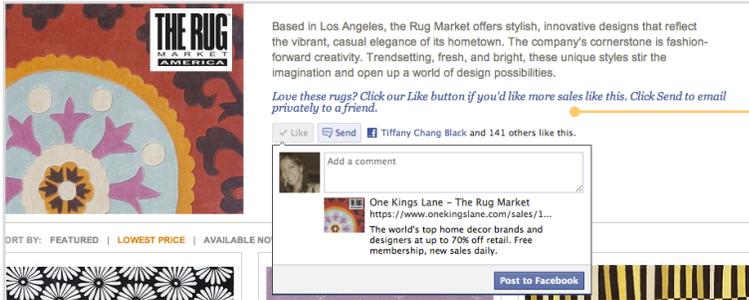
The San Jose Examiner's Like button are positioned above the fold, at the beginning of the article, and clearly separated from other icons



1-800-Flowers' Like buttons are left-justified under the product description, separate from other buttons, and has plenty of whitespace around it

3. Enable and encourage comments

When you allow people to add comments, you'll enable richer News Feed stories and encourages their friends to respond and interact with your content. This makes News Feed stories more interesting, so more people will click through to visit your website. You should also add copy near the Like button to encourage comments.



★ Add copy near the Like button to encourage comments

Did you know?
 Likes with comments get 3x more distribution and 4x more engagement

4. Show faces

When you add faces to your Like button, people who visit your website will automatically see thumbnail photos and a list of their friends who have also liked your site. Simply click on the "Show Faces" box when you are installing your Like button.



Did you know?
 People are twice as likely to click on a Like button when they see a friend's face next to it, and 6x as likely when more than one friend has already liked it

5. View Insights and optimize

The Facebook Insights tool provides you with real-time performance metrics on your Social Plugins, so you can easily test different positions for your Like buttons.



For more information on how to implement it on your website, visit:
<https://developers.facebook.com/docs/reference/plugins/like/>