Musician's Playbook

Welcome to Your Playbook

This Playbook is meant to help you begin or refine some ideas and best practices for how to integrate social experiences into your direct to fan strategy to drive results.   Before you get started, we wanted to share our perspective on what music on Facebook means to us so you can best utilize this playbook.

A few key philosophies we believe in:

Music is inherently social and fundamental to a person's identity.

Whether a lullaby passed down through generations, going to a concert together, or tipping off a friend to a new band, music has always facilitated a connection between people. No longer are we limited by time and distance; thanks to technology we can connect and engage with others all over the world who share a mutual love of music.

Facebook is all about social connections and cultivating your personal identity.

Music has long been a part of the Facebook experience. From people expressing their music tastes through their Interests section to deeply integrated Facebook Connect applications, like Spotify, people are sharing their interests, favorite tracks and playlists with friends. Since the launch of Facebook in 2004, you have showed us that Facebook users take their music choices seriously.

This is just the beginning of connecting musicians and their fans.

We are now at an important inflection point, one where music and technology are intersecting and where people are at the center of the experiences. Facebook is laying the groundwork for a more social and personalized music industry by enabling a social layer for all music applications and websites.

Social design is the new standard for the web. The most successful applications and sites make it easy for people to experience music through a filter of their friends to help curate their profile and identity.

It will soon be commonplace to easily experience music with friends beyond just going to a concert together or listening to the radio in the car with friends. Not only will fans continue to feel a direct connection to the music they are listening to, but they'll feel a stronger connection to the artists who are making the music. This presents artists and the music industry with a unique opportunity to tap into a highly engaged fan base to unleash new creative experiences, and many will find ways to turn it into economic results.

It's a new frontier for music and tech. Together, we can make music even more social. Let's get started.

Table of Contents

Overview

In this playbook you'll find several approaches that will help you:

- Build a presence on Facebook

- Increase traffic and distribution to your Page

- Deepen engagement with your fans

- Create personalized and social experiences across all of your channels

- Measure the effectiveness of your content through Insights

Note: This playbook is split into two main sections -- *Your Facebook Page* and *Your Website*. *Your Facebook Page* should feel familiar and be easy to digest. Be aware that sections of *Your Website* will dive into the technical details of social web design.

🚩 Your Facebook Page

Facebook Pages are a must-have for every musician on Facebook.

Pages are a simple and easy way to create lasting relationships with your fans. While the maximum number of friends for a profile is 5,000, you can have an unlimited amount of connections on your Page. Once a user has "Liked" your Page on Facebook, you can send status updates to their News Feeds by posting on your Page's Wall. This creates the opportunity to have continuous interactions with your fans, drive traffic back to your website, announce concerts, and run promotions directly on your Facebook Page. Think of it as a free website with free marketing tools and a highly engaged audience!

Note that you will need a personal Profile to manage your Page, but feel free to set your privacy settings so that fans are directed to your Page instead. That way you can keep your Profile for very personal use and still maintain a public presence.

Page Functionality

Facebook Pages have several key tools for musicians to tell your fans directly:

1. This Is Who I Am

When you create a Facebook Page, you are giving your fans a destination for them to find and connect with you. They can learn more about you if they don't already know your music and stay connected with you over time. Facebook Pages also let you solicit real-time feedback from your fans and create buzz for upcoming shows or album releases.

First, be sure to set up your vanity URL. You can do so by going to www.facebook.com/username. The URL will have to be different from your personal profile username, though your official Page *name* can be the same. For example, your profile may be /yourname and your Page can be /yournamemusic. Just be sure to keep your name simple and relevant so that your fans can easily find you.

Personal Information
Be sure to fill out the Info section of your Page. That will give new fans some reference about you and your music.

Likes   See All

Kanye West

Lady Gaga

Katy Perry

Lil Wayne

Taylor Swift
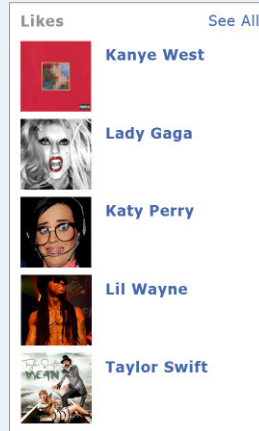
Likes
Part of telling your fans who you are is showing them what you "Like" too. You can log into Facebook as your Page and "Like" other Pages. This will show up in your "Likes" section.

Home   Profile   Account ▼
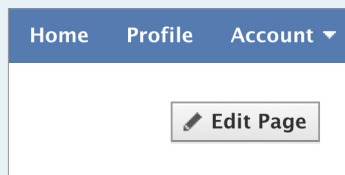
✎ Edit Page

Step 1
If you have certain Pages that you want to feature on your Page you can do so by Clicking on "Edit Page" in the top right corner of the Page.

Your Settings
Manage Permissions
Basic Information
Profile Picture
Featured
Resources
Manage Admins
Apps
Mobile
Insights ➡
Help ➡

Likes:

5 featured likes
These pages are shown on the left of your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured.

Edit Featured Likes

Page Owners: The user profiles of featured page owners are displayed on the left of your page.
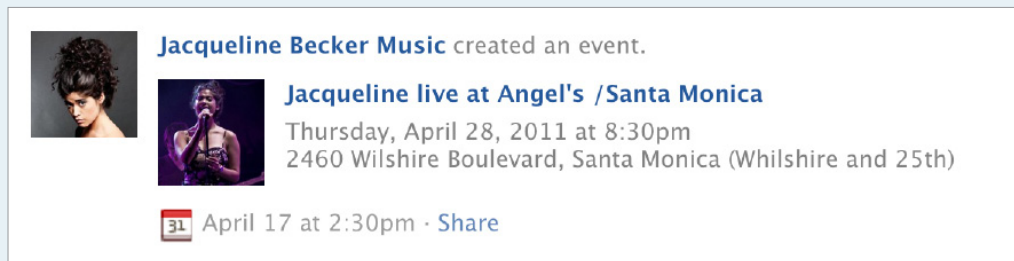
Add Featured Page Owners

Step 2
Then clicking on "Featured."   You can scroll through your "Likes" and check the Pages (max 5) you want to always show up in your "Likes" section.

2. This Is Where You Can Find Me Live

You can build out your concert schedule for the next year by using Facebook Events. The RSVP feature allows fans to see who of their friends will also be attending. You can include special details in the Event page that encourage fans to show up, such as sharing that you'll be signing CDs before the show or that you'll be debuting some new music that night.

Jacqueline Becker Music created an event.

Jacqueline live at Angel's /Santa Monica
Thursday, April 28, 2011 at 8:30pm
2460 Wilshire Boulevard, Santa Monica (Whilshire and 25th)

April 17 at 2:30pm · Share

Jacqueline Becker
Jacqueline uses Facebook Events to notify fans of upcoming concerts.

3. This Is My Music

Your audience is composed of your most loyal fans; help them find your music! Point them in the right direction by including links in your status updates.
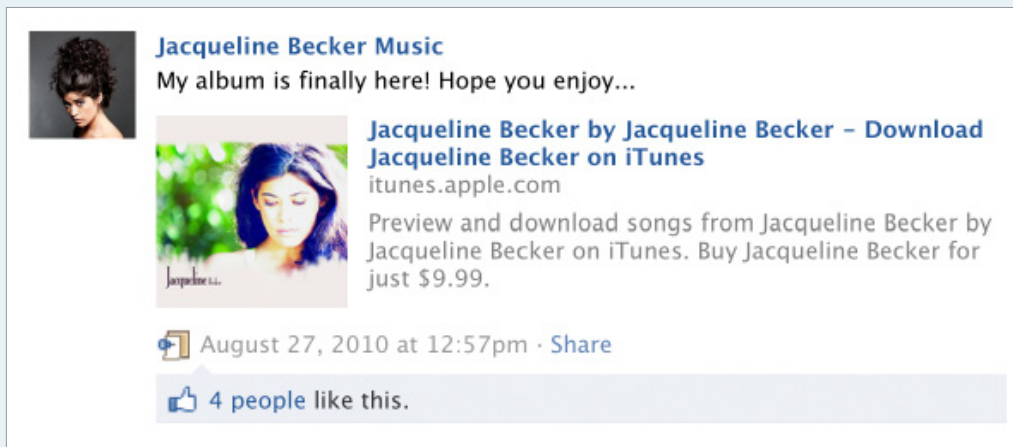
Jacqueline Becker Music
free non-stop music for a relaxing Sunday..

Jacqueline Becker
jacquelinebeckermusic.com

March 26 at 2:20pm · Share

2 people like this.

Jacqueline Becker Music
My album is finally here! Hope you enjoy...

Jacqueline Becker by Jacqueline Becker – Download Jacqueline Becker on iTunes
itunes.apple.com

Preview and download songs from Jacqueline Becker by Jacqueline Becker on iTunes. Buy Jacqueline Becker for just $9.99.

August 27, 2010 at 12:57pm · Share

4 people like this.

Jacqueline Becker
Jacqueline uploads songs to her personal website and iTunes then uses Facebook to attract fans.

Increasing Engagement on your Page

Increase your fan count and the level of engagement from your fans by these simple sugggestions:

1. Be personal

Update your own Page so each post is in your voice, not in publicist-speak. Your fans are savvy and they can tell when it's you and when it's not. Short messages work well, so this shouldn't take too much time.
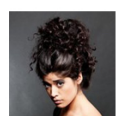
Jacqueline Becker Music
Thank you all so much for coming last night. What an amazing turn out. Really had the best time singing for all of you. Hope to see you next time!
April 3, 2010 at 11:50am
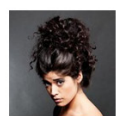
Jacqueline Becker Music
is recording..
August 2, 2009 at 1:27pm

👍 5 people like this.

2. Use visuals

Always try to include a photo or video in a post. The engagment metrics for visual posts are typically much higher than non-visual posts.

Jacqueline Becker Music added 8 new photos to the album The Mint – February 2011.
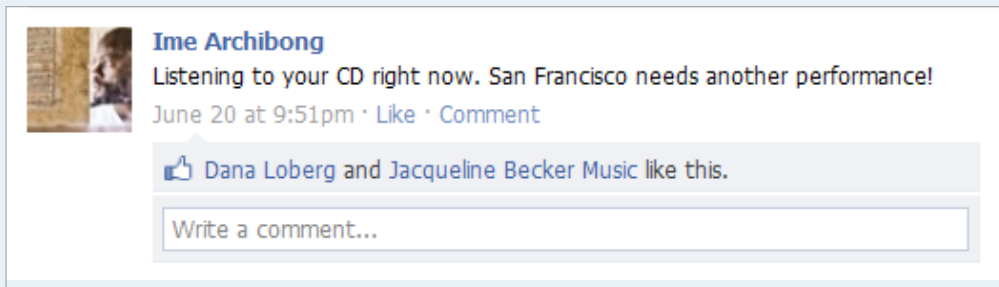
The Mint – February 2011

February 10 at 7:43pm · Share

👍 3 people like this.

3. Engage

Drop into the comment stream once in a while to interact with fans.

> **Ime Archibong**
> Listening to your CD right now. San Francisco needs another performance!
> June 20 at 9:51pm · Like · Comment
>
> 👍 Dana Loberg and Jacqueline Becker Music like this.
>
> Write a comment...

4. Make fans the stars

Recognize fan contributions by calling them out on your Page.

> **Rob Russell**
> saw you at harvelles...great voice, great band, really enjoyed.
> November 8, 2010 at 11:44am
>
> > **Jacqueline Becker Music** Thanks so much. Happy you enjoyed the show. Next gig is at House of Blues on Friday, Nov 19th if you around let me know and come say hi!
> > November 11, 2010 at 8:34pm
> >
> > **Rob Russell** for sure, if i am around ill definitely drop by.
> > November 12, 2010 at 10:02pm

5. Create exclusive content

Give fans a reason to go to your Facebook Page. Create content that is exclusive to that Page and is the only place fans can get it.

6. Encourage fans to tag you In their pictures

The cell phone has replaced the lighter as the most ubiquitous part of a concert, and as a result, your fans are taking more photos than ever at your live shows. Encourage them - via your Page and even on-stage at the concert - to upload those photos and tag you when they post them on Facebook.

Helpful tools & links for your Page

Authenticating your Page

The first step to getting support for your Page is to make sure it's authenticated. To request authentication, fill out the following form (authentication will take up to 2 business days):

https://www.jotform.com/form/10891559154

Merging fake Profiles

If you would like to merge unofficial Pages into your Authenticated Page, use the form below. If you have more than five inauthentic Pages that you would like to migrate to your Page, just refresh the form after submitting it. You can then submit additional requests.

http://www.facebook.com/help/contact.php?show_form=page_migrations_external

You will receive an on-site notification when your request has been processed.

For questions regarding vanity URLs

See our Help Center link here:

https://www.facebook.com/help/?page=900

Removing fake profiles and claiming URLs

Our team will remove fake Profiles for you if they are infringing on your intellectual property and help claim URLs if someone is squatting on them. To begin this process, fill out the Notice of Intellectual Property Infringement Claim:

http://www.facebook.com/legal/copyright.php?howto_report#!/legal/copyright.php?noncopyright_notice=1

Removing copyrighted material

For removal of copyrighted material from Profiles and Pages, fill out the DMCA Notice of Copyright Infringement:

http://www.facebook.com/legal/copyright.php?howto_report#!/legal/copyright.php?copyright_notice=1

Reporting abusive content

The best way to report abusive content in general is to use the "Report" links that appear near the content itself. To submit a report, please take the steps listed below:

Report a Profile: Go to the profile and click the "Report/Block this Person" link that appears in the left column below the profile picture.

Report a Page: View the Page and click the "Report Page" link that appears in the left column below the Page picture.

If your Page is missing

If your Page is missing, all Admins should have been informed on the reason it was taken down. Be sure to check your email for a message from the Facebook Team.

If you believe your Page has been hacked

Please visit our Help Center for more information:
https://www.facebook.com/help/?page=420

Other Questions

If you have functionality questions about the Pages product, please refer to the Help Center:
http://www.facebook.com/help.php?page=175

You can view known bugs with the Pages product, and report new ones, in the Help Center:
http://www.facebook.com/help/?page=909

Leveraging the Mobile Experience

If you're often on the road, online access is somtimes hard to come by. However, you can stay connected to your fans by updating your Facebook Page from your mobile device.

Instructions on how to set up mobile posting to your Page:

Go to your Page & click "Edit Page" under the main photo on the right. If you don't see this link, it means you're not logged in as one of the administrators of the Page. (You must be an admin of the page to access these settings.)

Then go to the "Mobile" section on the left navigation bar.

You'll see a link that says "Sign up for Facebook Text Messages to post status updates to your Page." Click that, and it'll walk you through the steps:

1. Choose your country & mobile carrier.

2. Send the letter "F" to FBOOK (32665). Wait a few minutes and you should receive an activation code. Enter the activation code. If you don't receive it, try step 2 again.
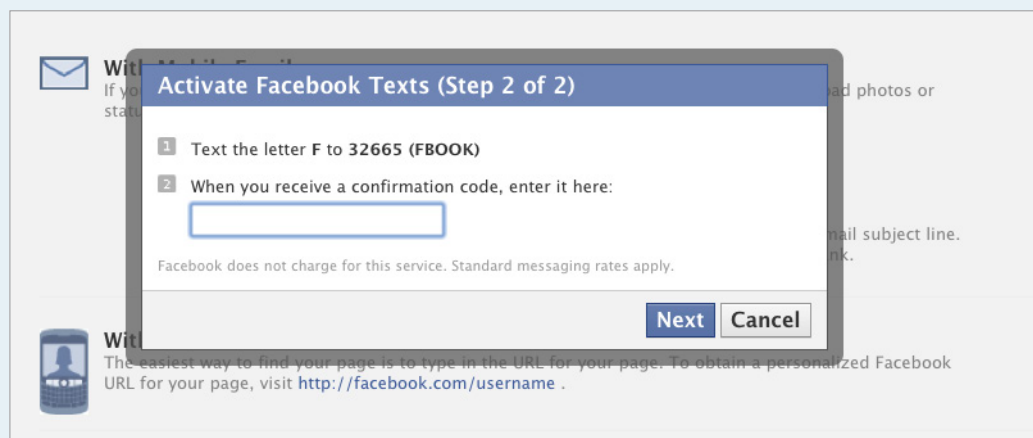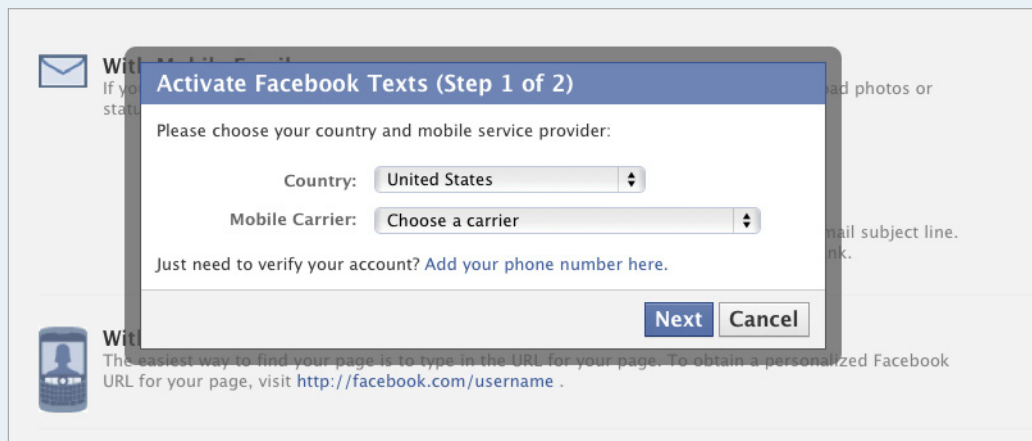
 Once you're confirmed, you should be all set to start texting updates to your Page.

Amplify your posts: Connect your Facebook Account to your Twitter Account

If you have a Twitter account, it's easy to link the two so your activity on Facebook will be automatically Tweeted to your Twitter followers. Note that you must be an administrator of the Facebook Page as well as have access to the Twitter account.

Go to: www.facebook.com/twitter

As an admin, when you go to facebook.com/twitter, it will show you the list of Pages you own and beside each a button to "Link to Twitter".
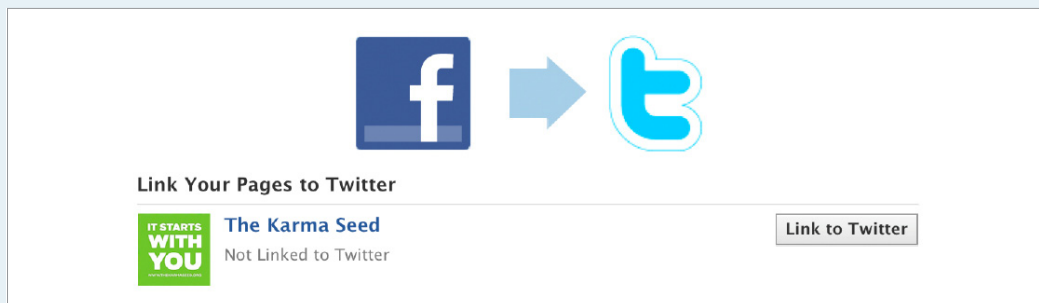
Clicking "Link to Twitter" will take you to Twitter to authorize the connection.

Verify your account name is correct before you click "Allow".

Once authorized, the page will redirect to a Facebook landing page where you can decide what updates you want to send to Twitter. Choices include: Status Updates, Photos, Videos, Links, Notes, Events.
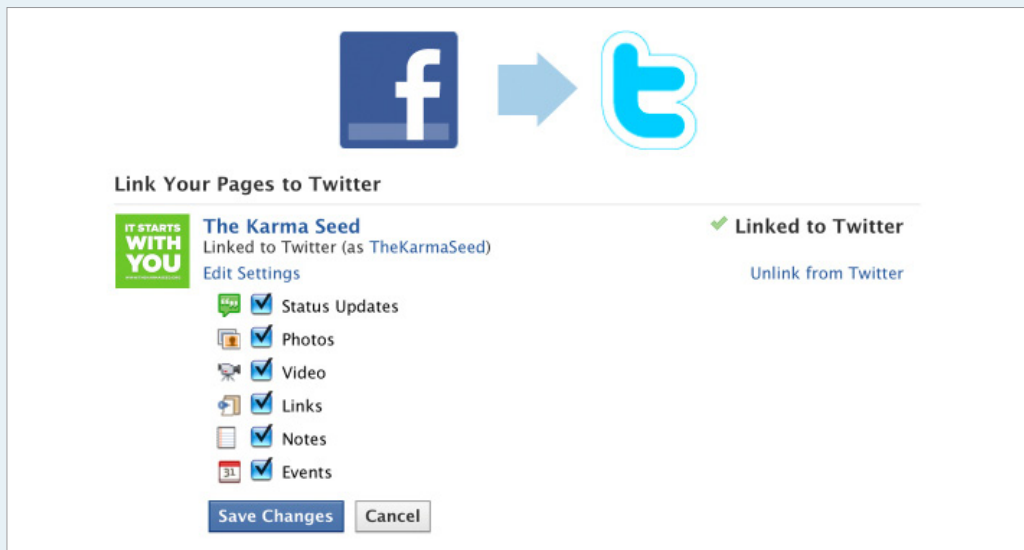
Choose the updates you want posted, click "Save Changes" and your updates will now also be cross-posted to Twitter.

Things To Note

Your phone number can only be used for one Page.

You can associate multiple phone numbers for a single Page. However, you can only associate one Page or profile to each mobile number. If you associate a mobile number to your Page, that number cannot be associated to your profile or another Page.

You can also use the mobile web to update the Page, particularly after linking it to Twitter.

The easiest way is to go directly to *www.facebook.com* and search for the Page. Or, if you are using a touch phone, you can also navigate by touching "Friends," then "Pages." Then just write something in the "What's on your mind?" section as you normally would on a browser.

You can still post to Twitter separately.

Linking your Facebook Page to Twitter won't prevent you from still updating your Twitter account as you do right now.

You can also update the Page by emailing photos and videos from your mobile phone.

Go to your Page and click "Edit Page." Under the "Mobile" section you will see the email address for your Page. Or, you can click "Edit" under "Mobile" and it'll go into more details. Add this email address as a contact in your phone entitled "Facebook Page" or something that clearly shows you which Page you will be posting to.

To put a caption for your photo or video, place the caption in the subject of the email. You can also update your status; put your update in the subject line and leave the body of the email blank.

Example email address below. Be sure to double check your code on the artist Page.

With Mobile Email
If you have email on your mobile device (e.g., Blackberry, Android, etc.), use email to upload photos or status updates:

1. Save this email address to your phone as a contact:

   example_email@m.facebook.com

2. To upload a photo, email the photo to this address and include a caption in the email subject line.
3. To update your status, write in the email subject line and leave the email body blank.

Increasing Page awareness via Facebook Ads

You can leverage Facebook Ads to let people know where you'll be. Playing a new city? Build some buzz and get people in the door by geo-targeting personalized ads to people in that city and who like music similar to yours. Even if they can't make the show, they may still visit your Page, Like it, and/or check out a track or two. It'll save you time and money on designing and posting paper flyers.

No matter your budget, Facebook Ads can be an extremely affordable way to drive awareness & engagement to your Page. To learn more about different Facebook Ads, visit: *www.facebook.com/advertising*.
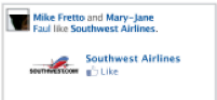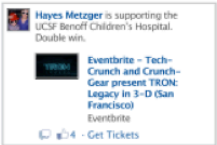
Increasing Page awareness via Sponsored Stories

Sponsored Stories are an easy way for you to highlight and promote your fans' word of mouth reco-
mendations. These are stories that are eligible to appear in your News Feed that after promotion will
show up on the right column of pages on Facebook. The types of stories that can be surfaced include:
Page Likes, Page posts, Page post Likes, Check-ins, app shares, apps used and games played, and domain
stories.

https://www.facebook.com/video/video.php?v=10100328087082670

Story type	Image	Story content	Who sees it
Page Like	Mike Fretto and Mary-Jane Faul like Southwest Airlines. / Southwest Airlines / Like	Someone liked your Page directly from Facebook or from the Like Box on your website at any point in time.	The friends of your fans.
Page Post	CNN Heroes This week's CNN Hero uses the internet to redefine 'family' for teens who've lost many adults to AIDS. Look for her later tonight at http://CNNHeroes.com. / CNN Heroes 2011 - Everyday People Changing the World / CNNHeroes.com / 2 · 24 · Share	You published a post from your Facebook Page to your fans.	Your current fans.
Page Post Like	Fidji Simo likes adidas Soccer's album FC Dallas 4/17/11. / FC Dallas 4/17/11 / 23 · 174	One of your fans liked one of your Page posts in the last seven days.	The friends of your fans who liked your Page posts.
App Used and Game Played	Lauryn Hale played Glory of Rome. / Glory of Rome / Play	Someone used your App or played your Game at least twice or for at least 10 minutes in the last month.	The friends of the people who used your App or played your Game.
App Shared	Hayes Metzger is supporting the UCSF Benoff Children's Hospital. Double win. / Eventbrite – Tech-Crunch and Crunch-Gear present TRON: Legacy in 3-D (San Francisco) / Eventbrite / 4 · Get Tickets	Someone shared a story from your App in the last seven days.	The friends of the people who shared a story from your App.
Check-in	Lisa Carey Second time today — at Starbucks with Philip Zigoris / Starbucks / Like / 1 · 1	Someone checked in and/or claimed a deal at one of your claimed Places in the last seven days using Facebook Places.	The friends of the people who checked in or claimed a Deal.
Domain	Mike Fretto Great cause / Autism Thing Dark T-shirt on CafePress.com / www.cafepress.com / 1· Share	Someone liked a piece of content on your website using the Like button, shared a piece of content from your website using the Share button, or pasted a link to your website in his status update in the	The friends of the people who liked or shared content from your site.

To read some case studies about Sponsored Stories, visit:

- 1-800-Flowers: *http://ads.ak.facebook.com/ads/FacebookAds/1800Flowers_CaseStudy.pdf*
- Markafoni: *http://ads.ak.facebook.com/ads/FacebookAds/FB_casestudy_0323_markafoni.pdf*

Learning About Fans Using Insights

The Page Insights dashboard can help you learn more about your fans, including their demographics.

For instance, you might find that a lot of your fans are coming from a certain city, and may want to consider booking a show there. Or maybe you learn that you have a large fan base in Paris, France. Maybe you should think about posting a quick "hello" or "thank you" in French to show your appreciation; you can target your status update to show to fans only in Paris.

Even if you only glance at it every so often, your Insights Dashboard gives you a fast and simple way to learn what type of content is most interesting and engaging to your fans.

Use Facebook as Music on Facebook

Notifications ▼

Promote with an Ad

View Insights

Suggest to Friends
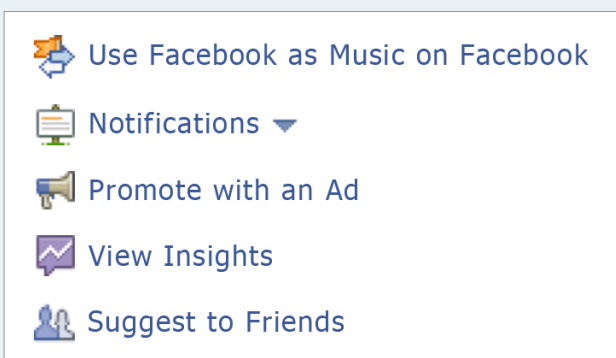
When you click "View Insights" on the right hand side of your Page, you'll be able to get a quick overview about the fans who Like and interact with your Page. You can also get more specific data by clicking on "Users" and "Interactions" on the left hand side

Music on Facebook ▼

Page Insights

👤 **Page Overview**

👥 Users

▤ Interactions
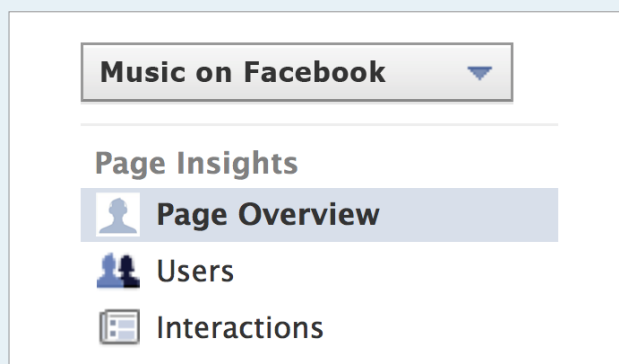
International Reach

Less than a third of all Facebook users are in the United States and this trend will only increase as time goes on. Make sure to understand your international audience and put content up on your Page that engages that fan base.

Countries?		Cities?		Language?	
63,776	United States	14,315	Jakarta	127,704	English (US)
23,373	United Kingdom	7,987	Kuala Lumpur	29,697	English (UK)
16,633	Indonesia	7,750	Makati	22,329	French (France)
14,1112	Canada	6,183	Tunis	21,328	Spanish
11,295	France	5,777	Mexico City	14,172	Indonesian
9,776	Philippines	3,841	Rome	9,195	German
9,492	Germany	3,727	London	8,705	Italian
	More				More

You can then target your status update to your fans in a particular region. Clicking on the lock next to the Share button opens up a drop down that lets you geo-target your fans.

Share: Status Photo Link Video Question

🔒 Everyone ▾ **Share**

Share: Status Photo Link Video Question

Write something...

🔒 Everyone ▾ **Share**
✓ Everyone
Customize

Your Website

Distribution: Increase referral traffic to your site

The Like/Recommendation Buttons: One click sharing

Like buttons and the Open Graph Protocol (Appendix A) are the foundation of social experiences and personalization. The Like/Recommend button provides a low friction way for users to share content with their friends. These buttons also create powerful social hooks into the content by allowing you to show faces of friends who have already liked the content.

PRO TIP:

Where possible, Like buttons should include profile pictures and encourage the user to leave a comment. The presence of two or more friends photos under a Like button increase engagement 3-5X.

The "Recommend" button and "Like" button have the exact same functionality, the only difference being the verb displayed. You should feel free to experiment with both to see which performs better on your site – it's a simple code change to switch the verbs.
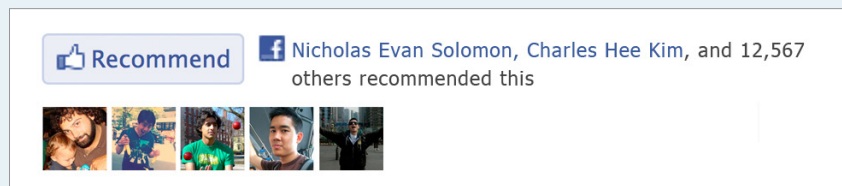
Recommend button showing friends' faces

Reccomend button with comment hover over (given enough space, this should always show up)

Like button story with comment (if Open Graph tags are implemented the image, title, URL and description will be included)

Placement is very important – the user needs to be able to see the button and to understand what they Like. We recommend putting the buttons:

1. Above the fold of pages

2. At the end of content/articles to maximize engagement with the button

The goal is to make it as easy as possible for a fan to Like the content, so make the button visually prominent no matter where they are on the page.
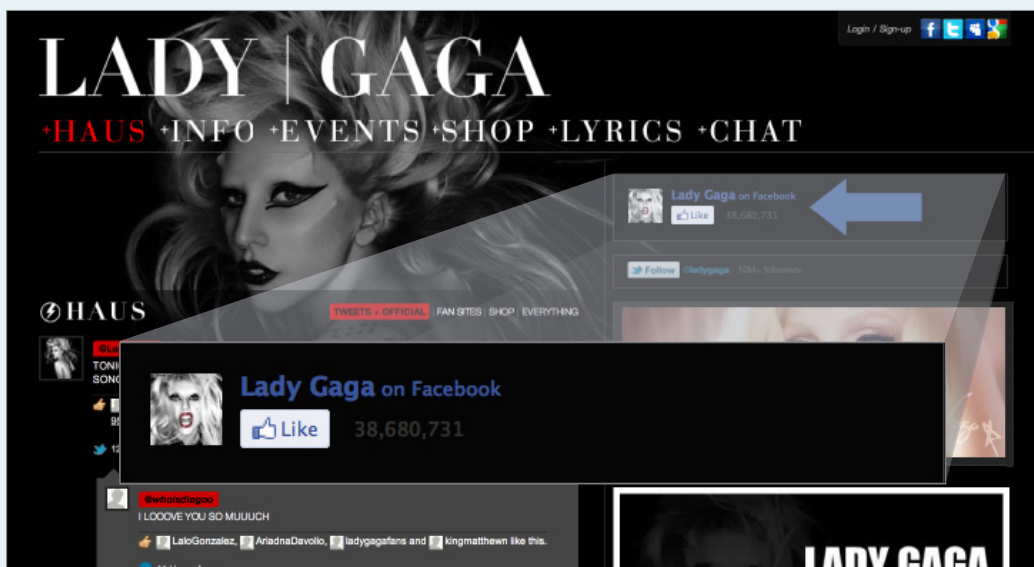
The Like button should be easy to see and clearly associated with your identity or product. Placing the buttons above the fold and adding context helps people loacte and click on it.

Communicate to your fans via the Like Button

On your web page, for most of your content you can create persistent connections with fans once your fan has Liked an object. In other words, you can publish status updates into your fans' Facebook News Feeds just like you communicate to fans of your Fan Page. For example, you can message all users who have liked a certain song when you post a related song that can allow you to alert them to a related video or song when it is released. Admins can publish status updates through a private interface that will appear on your fan's News Feed.
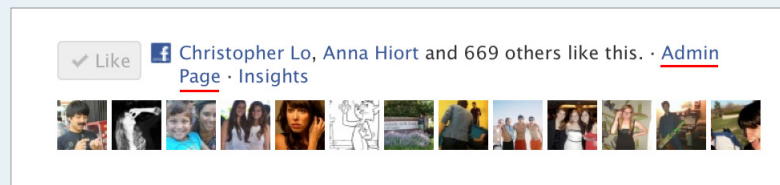
Only admins will see the "Admin Page" link next to like buttons. It clicks through to a private interface that looks and acts just like a Fan Page, but is not publicly accessible
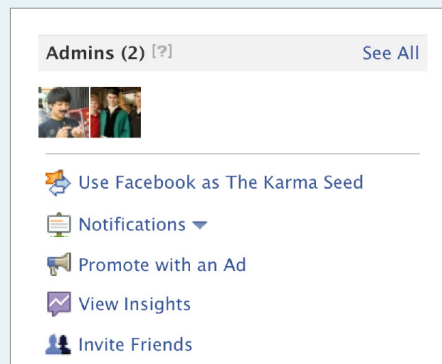
If you're an Admin, you have the option to "Use Facebook" to view insights and post as the page.
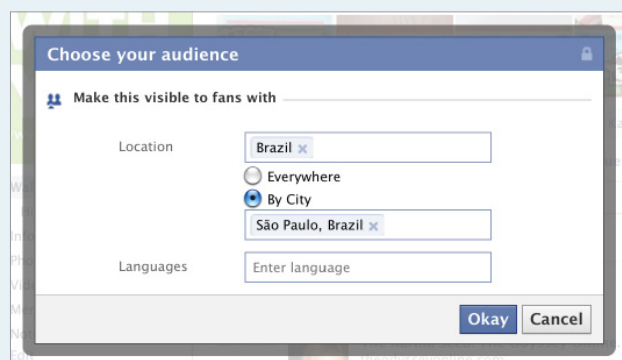
You can even target posts to specific locations and languages, just like with Page posts

If you're looking to implement a more technical solution, you can use the Graph API to program updates to people who like your content. Check out the "Publishing" section for more details and sample code:

http://developers.facebook.com/docs/opengraph/

Comments Box: Use Comments to drive traffic back to your site

Facebook Comments allows fans to comment on your website using their real identity, and to seamlessly share these comments with their friends. Fans' comments get published to their Facebook Walls and in their friends' News Feeds, and drive traffic back to your site. Moreover, any threaded conversations sparked by the original shared comment get syndicated on Facebook and on the Comments Box on your website.

When fans come to your site and see the Facebook Comments Box, these comments are ordered so that they will see friends' comments first, and then the highest quality comments next. Facebook determines quality by taking into account signals from all of the commenter's commenting activity, such as how many times his/ her comment is Liked and replied to.
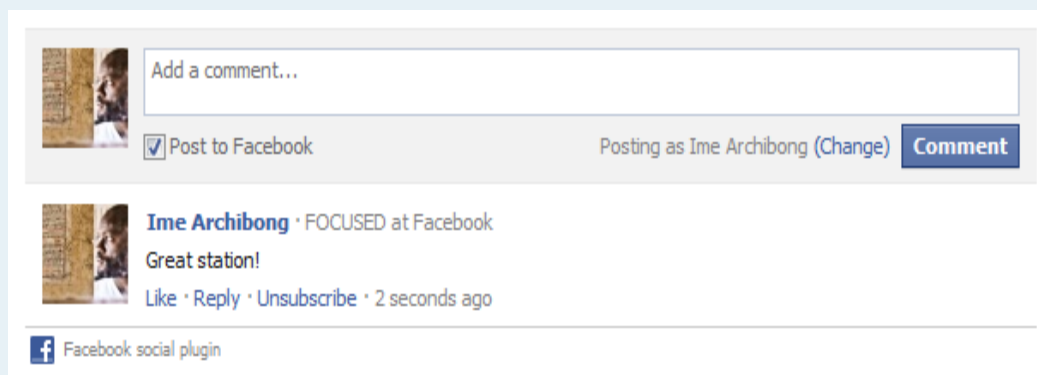
This is how the Comments Box appears.

That comment is then shared to the fan's wall and to their friends' News Feeds, with a link back to your website.

Engagement – Increase the # of page views & time spent per visitor

Activity Feed and Recommendations Plugins

Activity and Recommendation Feeds give fans a social window into your content, allowing them to see personalized headlines based on what their friends have recommended and are popular across Facebook. This social view lets fans get friends' recommendations without leaving your site. Since the content is hosted by Facebook, the plugin can display personalized recommendations whether or not the fan has logged into your site.
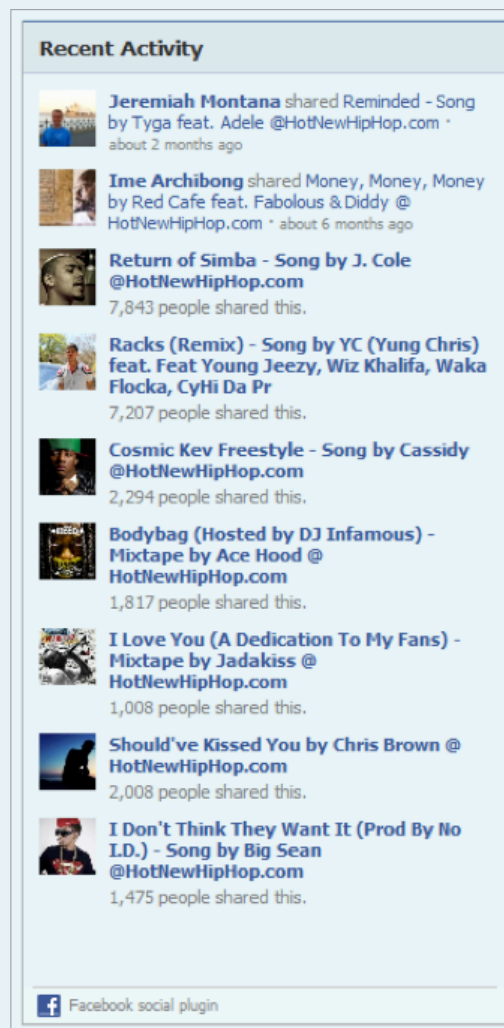
Documentation for the Activity Feed and Recommendations Plugin:

Activity Feed: *https://developers.facebook.com/docs/reference/plugins/activity/*

Recommendations: *https://developers.facebook.com/docs/reference/plugins/recommendations/*

Like Box

The Like Box is a great way to add social context to your site and to promote the growth of your Facebook fan base with your core group of fans.

If you don't have space for the complete Like Box, a Like Button can be associated with your Facebook Page and to drive fan growth as well.

That comment is then shared to the fan's wall and to their friends' News Feeds, with a link back to your website.

PRO TIP:

Outside of Facebook, your website presents the best opportunities to grow Facebook fans. Using your website to promote your Facebook presence will help to grow a fan base that drives regular traffic from Facebook.

Personalization: Using Facebook Login

Facebook Login (formerly known as Facebook Connect) provides two valuable benefits to musicians:

1. You can significantly remove friction for your fans to register or log in to your site, gathering the equivalent registered fan data you would with proprietary user registration flows

2. Once you have a Facebook logged-in fan, you can deliver social and personalized experiences by tapping into the social graph with the Graph API.

In this section we cover the following points:

*   Presenting Login options

*   Merging account information

*   Personalization

Presenting Login options

The registration/Login user experience should be dynamic, depending on fan's state:

1. Is the fan currently logged into Facebook?

2. Has the fan connected to your site before?

3. Does your site require extra data fields or extended permissions?

You can tell if the fan is already logged into Facebook using a method called *fb.getloginstatus* available in our javascript library. This will tell you if the fan is connected (i.e., has auth'ed your application already), notConnected (logged into Facebook, but has NOT auth'ed / connected to your application), or unknown (not logged into Facebook).

Based on this data, we'd recommend you present a different fan experience to those users whom you know are logged into Facebook and aren't existing registered fans. For example, if the fan is unregistered and not connected, you can encourage them to register using the *Registration plugin.* Both Login button and Facepile should be displayed to existing registered fans of the service to give them a way to log in.

If all you want is basic information from the fan (name, email, gender, birthday, current city, and profile picture URL), you can use the Facebook Login button – preferably with *Facepile* to show which of the fan's friends have also connected with YourSite.com. Using Login, you can ask for extended permissions like "access my photos and videos" or "access my data anytime". Each additional *extended permission* you ask for is likely to decrease your CTR. Generally speaking, there's a drop off in user acceptance if 3+ categories are presented in one list.

PRO TIP:

If the user has connected with your site once, you can automatically log them in once they return to YourSite.com, assuming they're logged into Facebook. You can do this by checking their state using fb.getloginstatus

If you're deciding between using the Registration Plugin or Facebook Login button for a first time fans, here are some guidelines to help you.

Use Registration plugin if:

• Your site needs additional information that Facebook doesn't provide (ie: T-Shirt size, zip code, etc.)
• You only need basic data permissions (ie: name, email, gender, birthday, current city, and profile picture URL)
• You want to provide a standard form option for fans without Facebook accounts
• A traditional HTML is more well-suited for your website

Use Facebook Login if:

- You only need access to basic information
- You need extended permissions (ex: access to photos & videos)
- The fan has already registered on your site or connected

Personalization: Users are connected, now what?

Removing friction during the Login and registration process is a great start, but there's much more you can do. Here are a few ideas that may help you increase engagement.

A. Bring in friends' data
- Show friends' Likes and interests and recommend products (mog.com)
- Show friends' activity on site (ticketmaster.com)
- Discover friends' reviews and aggregate data in interesting visual displays (tripadvisor.com)

B. Personalize the site for the user

- Add their picture to the greeting, and change the landing page based on their demographic, location, and likes and interests

Hi, Chris
Find stations and personalize your Songza experience.
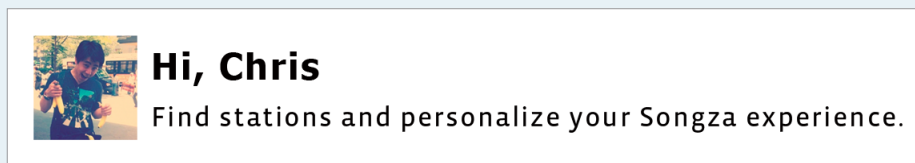
C. Tailor your email marketing

- In addition to adding personalized data on-site, you can also use profile pictures and social graph information in tailored emails.

Insights, data, and tracking for the Like Button

There are two ways to implement the Like button: iframes and XFBML (javascript). The fan experience is the same in both cases. The major differences are technical – iframes are generally easier to implement as they don't require including JS libraries, and XFBML is often more powerful because you can implement dynamic sizing and JS event handlers.

With the XFBML version of the Like button, you can *subscribe* to events like edge.create and edge.remove to know when a fan clicks / unclicks the button. As an example, with this information you can keep a tally in your own databases as to most Liked songs or albums in real time, as well as message the fan with a specific call to action after they Like.

Additionally, it's important to implement metrics and insights for the Like button if you'd like to attribute increased sales and referral traffic. Specifically, the "ref" parameter is useful for tracking how much referral traffic is coming back to your site from the *Like button*. The "ref" parameter is an attribute of the like button, just like width, show faces, etc.

ref - a label for tracking referrals; must be less than 50 characters and can contain alphanumeric characters and some punctuation (currently +/=-.:_). The ref attribute causes two parameters to be added to the referrer URL when a user clicks a link from a stream story about a Like action:

1. **fb_ref** - the ref parameter

2. **fb_source** - the stream type ('home', 'profile', 'search', 'other') in which the click occurred and the story type ('oneline' or 'multiline'), concatenated with an underscore

Once you have the ref parameter implemented, you can hook it into your analytics provider and track a fan's click path through to conversion. For Omniture this should be relatively easy to filter, and for Google Analytics we found this page to be helpful:

http://www.sebastienpage.com/2009/05/06/google-analytics-trick-see-the-full-referring-url/

When looking at referral traffic from Facebook, you'll see a few different referring domains / referral paths. These are the most common generic sources:

• Facebook Ads and Sponsored Stories: *http://www.facebook.com/ajax/emu/end.php*
• News Feed: *http://www.facebook.com/l.php*

Additionally, you can get access to Insights either via the Admin Dashboard view (web GUI) or through our Insights APIs.

PRO TIP:

To access Insights for your domain, you need to add meta tags to your root webpage. This involves adding the fb:app_id tag to your root webpage and then linking your account from facebook.com/insights.
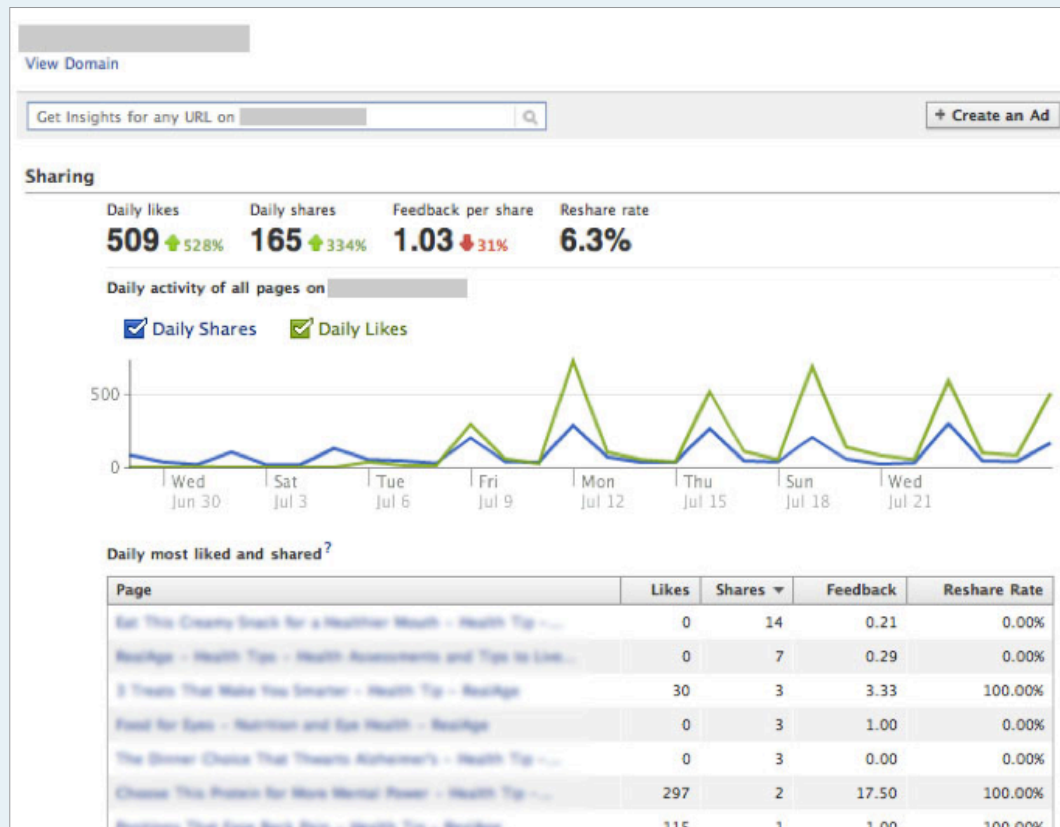
Example Domain Insights dashboard view

With proper understanding of the Like button functionality and optimal placement, you'll be off to a good start. However, your Like button implementation will not work properly unless you correctly implement Open Graph tags.

Tools to help you debug

Check your work with the URL Linter:

http://developers.facebook.com/tools/lint/

Platform Live Status:

http://developers.facebook.com/live_status

Blog:

http://developers.facebook.com/blog/

Subscribe to the Developer Blog:

http://www.facebook.com/developers/emailsettings.php

Helpful Links Summary

Facebook Developer Site Homepage:

http://developers.facebook.com/

Like Button:

http://developers.facebook.com/docs/reference/plugins/like

Event callback:

http://developers.facebook.com/docs/reference/javascript/FB.Event.subscribe

Open Graph Protocol:

http://developers.facebook.com/docs/opengraph/

Graph API:

http://developers.facebook.com/docs/reference/api/

Branding:

http://facebook.com/brandpermissions

Policy:

http://developers.facebook.com/policy/

Promotions Guidelines:

http://www.facebook.com/promotions_guidelines.php

Appendix A: Open Graph

Open Graph Protocol: Make Your Website An Object In The Social Graph

In order to take advantage of the Like buttons, you'll need to add Open Graph tags to your website. Creating objects in the social graph enables you to take full advantage of Facebook's distribution channels including creating rich newsfeed stories (with pictures, titles, URL links, etc), indexing in Facebook search and populating your fans' profiles that link back to your website.

At a minimum you'll want to add:

og:title - The title of the entity. We recommend a short and concise representation of the product that will read optimally in the news feed as a 1-line or full story.og:type - The type of entity. See the list of Open Graph types.

These types will likely be expanded upon,but you should select the best fit for your site given the current list.

For videos specifically, we have *new tags*, which you should use to allow your video to be played in-line in the newsfeed.

og:image - The URL to an image that represents the entity. Images must be at least 50 pixels by 50 pixels. Square images work best, but you are allowed to use images up to three times as wide as they are tall.

og:url - The canonical, permanent URL of the page representing the entity. When you use Open Graph tags, the Like button posts a link to the og:url instead of the URL in the Like button code.

og:site_name - A human-readable name for your site, e.g., "YourSite.com".

fb:admins or fb:app_id - A comma-separated list of either the Facebook IDs of page administrators or a Facebook Platform application ID. At a minimum, include only your own Facebook ID. We recommend setting up an application vs. defining user IDs as admins to simplify og management and future integration layering.

Appendix B: Social Plugins Overview

By implementing Social Plugins, you can expect the following benefits:

Traffic

- Clicking a Like button shares a news feed story to a fan's friends (the average fan has +100 friends). With Open Graph meta tags, a fan also establishes a connection with you.

- Publishing: You can send updates directly into the feed of fans who Like an Open Graph-enabled Page on your site, exactly as you can publish from Facebook Pages to fans today.

- Results: People that have leveraged these tools have seen anywhere from a 30-190% increase in refe ral traffic from Facebook (http://developers.facebook.com/blog/post/382..

Engagement

- Each Plugin makes your site instatly more compelling to fans, keeping them there longer and encour- aging then to visit more frequently.

- The activity feed and recommendation plugins help fans discover new content through the personal- ized social filter.

Customer insights

- See what type of fans are 'Liking' the most to better target ad spend and integration enhancements.

The Like and Recommend buttons can be placed next to objects and gives fans a one-click, frictionless way to:

1. Make a connection

2. Publish back to their friends' news feed

3. Receive updates from the object

These should be used on article pages, topic pages, and next to objects or people that a user may want to connect with (ex: movies, bloggers, a local business). You'll want to include ‹og› tags on the pages to describe the object, enable insights data, and publish back to the user.
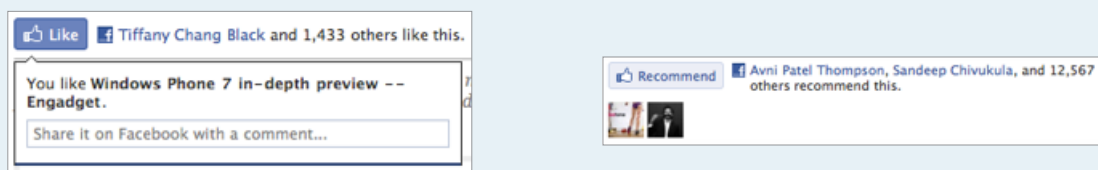

The Activity and Recommendations plugins are a great way to show aggregate activity across your domain. We recommend that it get placed on the homepage or landing page for high level topics and also next to articles to help guide the user to what they might want to read next.
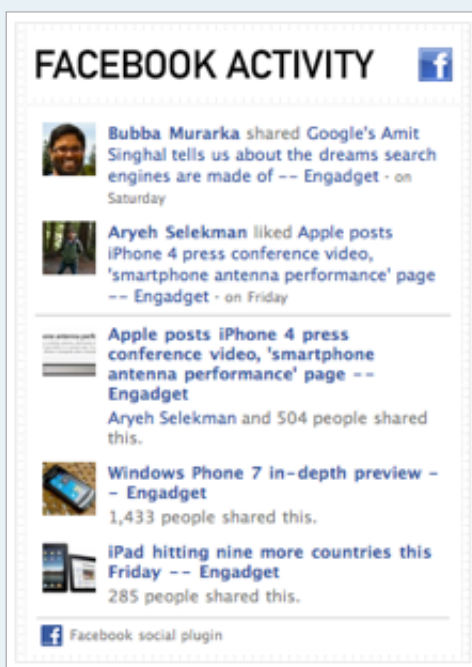
This example from Engadget has done a great job of adding a custom header and making the plugin blend with the look and feel of their site design.

The Comments Plugin enables users to engage with your site's content and share the comment on Facebook via their Wall and in their friends' streams.

The Like button is also featured above the comment plugin to encourage sharing.
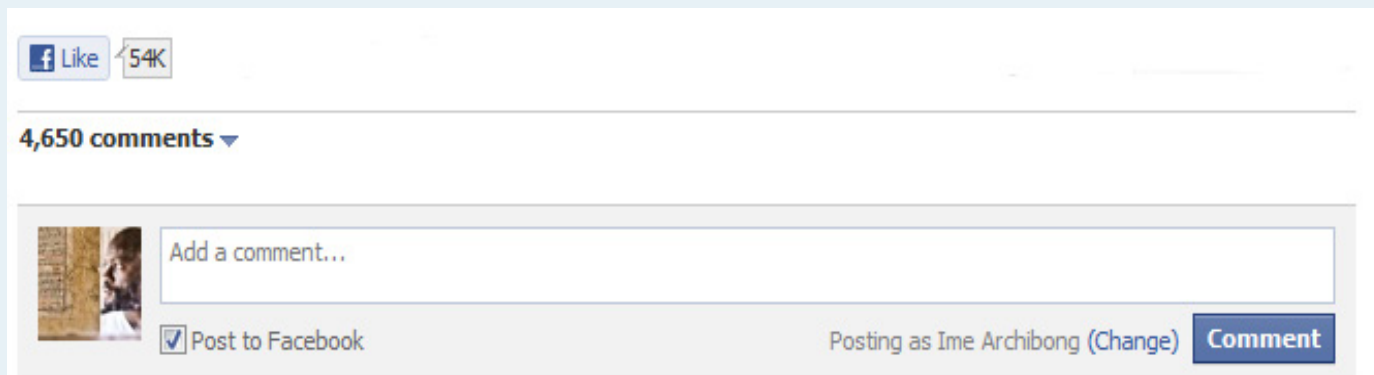
The Live Stream Plugin lets users share activity real time and works best next to live streaming videos (ex: concerts, webcasts, sporting events, multiplayer games)

Recently, several of our partners used the Live Stream Plugin next to their online broadcasts of the World Cup and saw significant increases in referral traffic.

Login with Facebook is an easy way for users to create an account on your site without having to fill in their profile information.   Once a user connects you'll have access to basic information automatically (name, profile picture, gender, etc) and you can ask for extended permissions like email, offline access, etc. to make it easy to authenticate and login. above the comment plugin to encourage sharing.