



Allie Wassum

December 7 near Boston 🌐

---

the “new” facebook – your one stop  
shop & “distribution platform”

Like · Comment · Share

# the new look



Basic components:

1. Central Photo

2. Links to maps, friends, likes..

3. Aggregate Timeline

Like · Comment · Share

# 4. the activity log

facebook

Search

Allie Wassum

Home

Allie Wassum


Happy turkey day everyone!

Like · Comment · Share

Allie Wassum

November 23


Old-fashioned apple pie.



Allie Wassum

November 23

Cranberry-glazed pumpkin pie!



Maggie Carnes commented on Mindy Sampson's post on Maggie Carnes's wall: "OMG I am so glad you informed..."

Keith Chachkes shared a link.  
Facebook's Rumored \$100 B...

Keith Chachkes likes Jo Schüftan's link on 89.5 FM WSOU's Wall.

Jeff Hoffmann commented on Gabriel Lefkowitz's link: "Badass!!!"

Robert Lamonte Yancy commented on his own link: "she is everything I desire"

Adrian Jones

Diane Wassum

Jessica Baker

Kate Wassum

Kelly Hemphill

Rachel Barlage

Robert Yu

Sam Rees

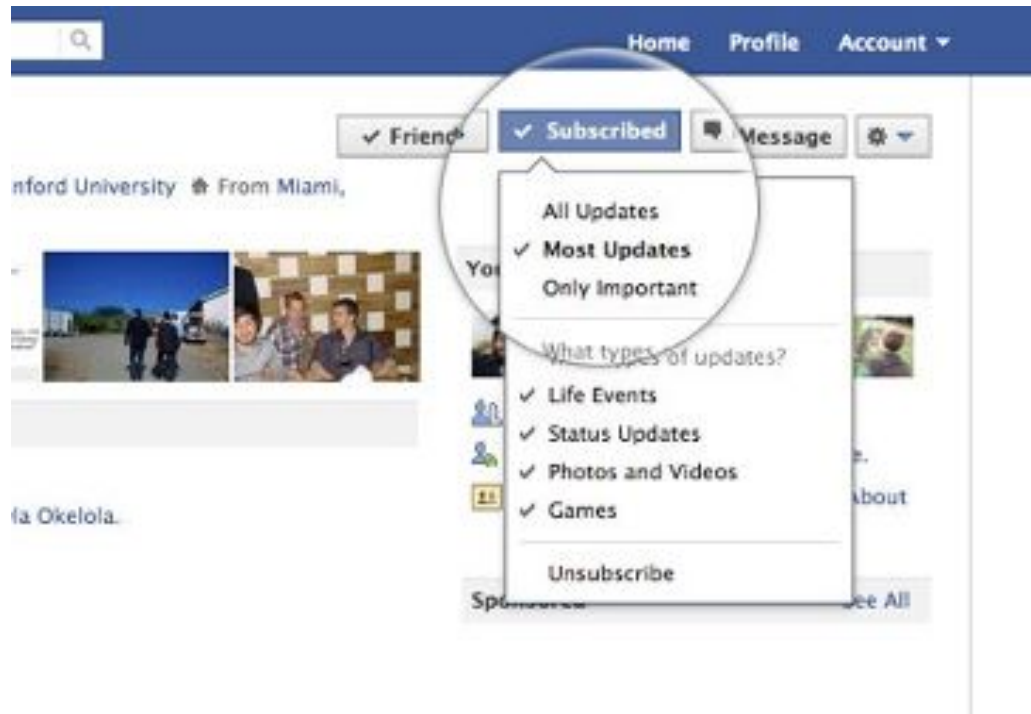
Sheri Beker Gurock

Tirzah Joy Palczynski Katz

Virginia Frederickson

Like · Comment · Share

# subscriptions



Like · Comment · Share

# the ticker

1. You can chose which updates you want to see from a specific person
2. Real time updates
3. You can get rid of the sidebar with the button at the bottom
4. Fan pages are public!
5. Now you can limit your chat availability

Like · Comment · Share



**Jordan Branch** is listening to She's Long Gone by The Black Keys on Spotify.



**Maggie Carnes** commented on Mindy Sampson's post on Maggie Carnes's wall: "OMG I am so glad you informed..."



**Keith Chachkes** shared a link.

Facebook's Rumored \$100 B...



**Keith Chachkes** likes Jo Schüftan's link on 89.5 FM WSOU's Wall.



**Jeff Hoffmann** commented on Gabriel Lefkowitz's link: "Badass!!!"



**Robert Lamonte Yancy** commented on his own link: "she is everything i desire in..."



**Francinia D. McKeithan** and **Scottie Effin Facyson** are now friends.



**Jordan Branch** is listening to Tighten Up by The Black Keys on Spotify.



**Laina Stapleton** and **Amanda Hitson** are now friends.



**Sara Staab** commented on Greg Rosenstein's post on



Kate Wassum

MORE ONLINE FRIENDS (38)



Adam Lind



# open graph app



1. Central location for all of your favorite entertainment services
2. “Distribution Platform”
3. Automatically shares activity such as viewing, listening, and reading to the Ticker stream on the right (don’t appear in news feed unless it’s an important event)
4. Apps no longer have to ask for permission to post content for you – just the first time.

Like · Comment · Share

# other

---

1. Make birthday wishes without leaving your homepage
2. No more Top stories vs. recent – now it's top news and recent stories which you see depending upon how long it's been since you've logged on.

[Like](#) · [Comment](#) · [Share](#)

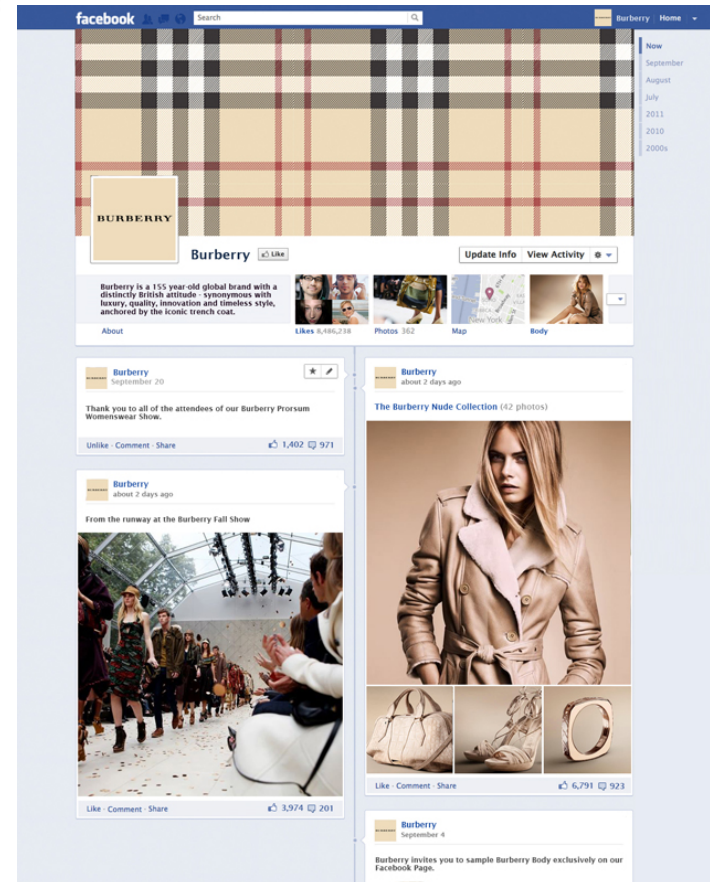


## Implications for brands



Like · Comment · Share

## Implications for brands



Like · Comment · Share



# Advantages for brands

---

1. More pictures – more branding! Storytelling over selling.
2. More control over pics (click the star to expand story)
3. Brand content can live - Can serve as a brand blog
4. Away with info tabs – info section, photos, and apps to top of the page
5. Geo-targeting & relevancy
6. Apps and ability to drive conversations not just declarations (I'm reading this vs Liking this book)
7. More Data

Like · Comment · Share

# new facebook analytics

---

1. People are talking about this
2. Virality – How viral a particular post is
3. Friend Activity tab for fan pages
4. Now follow shared posts to see who shared

Like · Comment · Share

# new advertising options

---

1. Sponsored stories ads now shown on site-wide ticker
2. More Targeted: Volume of user profile data fed into Facebook will be 10x that of the previous look
3. “Passive Sharing” – replacement of like button with “want,” “bought,” or “challenge.”

Like · Comment · Share

# obstacles

---

1. Top stories is the only view – brands need much stickier content so they're not optimized out by user
2. Friend lists – Form groups of friends & brands whose content always appears in your news feed – “add us to your list”
3. Apps over tabs
4. Reach over frequency
5. If you like things on fan page etc it wont even show up in your friends stream, only if it's on an external site

Like · Comment · Share

# closing thoughts

---

1. Engagement + Awareness
2. Please don't get rid of my tabs!!
3. Bueller?

Like · Comment · Share

# Questions?

---



[Like](#) · [Comment](#) · [Share](#)

# resources

---

- Huang, Zeny. Why Facebook Timeline Will Be Huge for Brands. September 2011. Mashable.  
<http://mashable.com/2011/09/29/facebook-timeline-brands/>
- Carter, Brian. Will Timeline, Ticker, GraphRank Break Facebook Marketing? September 2011. All Facebook.  
<http://www.allfacebook.com/do-timeline-ticker-and-graphrank-break-facebook-marketing-2011-09>
- Scissons, Michael. 2012 Planning: Facebook Survival Guide for Marketers. November 2011. AdAge.  
<http://adage.com/article/digitalnext/2012-planning-facebook-survival-guide-marketers/231095/>
- Politi, Stacey. Facebook's New Analytics Reminds Businesses to Engage Fans. November 2011. Mashable.  
<http://mashable.com/2011/11/26/facebook-analytics-fans-report/>

Like · Comment · Share



Like · Comment · Share