

EXHIBIT C

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Facebook Ads » What are "Friends of connections"?

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▼ What are "Friends of connections"?

"Friends of connections" targeting allows you to target the friends of users already connected to your onsite content. Connections are fans of your Page, users who have RSVP'd "Yes" or "Maybe" to your Event, members of your Group, and users who have interacted with your Application.

In addition to harnessing the social graph by targeting your connections' friends, every "Friends of connection" targeted ad promoting a Page or Event includes social content about a friend's interaction with your business, amplifying the relevancy of your ad. Let's take a look at an example. Annie likes the Etsy Page. When Etsy wants to promote their Facebook Page, they can choose to target an ad to Annie's friends by selecting the "Friends of connection" filter. Annie's friends will receive the Etsy ad with the following sentence: "Annie likes this Page." Annie's friends are naturally more interested because Annie's interaction with Etsy is showcased directly in the ad. This social context isn't currently available for Application and Group ads.

To take advantage of this targeting capability, simply look for the "Friends of Connection" check box under the "Connections on Facebook" section of the [ad creation interface](#). You could also select "Advanced connection targeting" within the "Connections" field of the ad creation page to more manually input the names for onsite content you admin. As you begin to type the name of your Page, Application, Group or Event in the field, the names of eligible content that you manage on Facebook will appear in the type-ahead. You must be an admin of the Page, Application, Group or Event. It's not currently possible to target users who have connections with Facebook content for which you are not an admin.

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