

EXHIBIT 13

185082968210609 Wednesday, 11-May-11 18:42:45 PDT 476/ Real-Time Analytics For Social Plugins (Live)

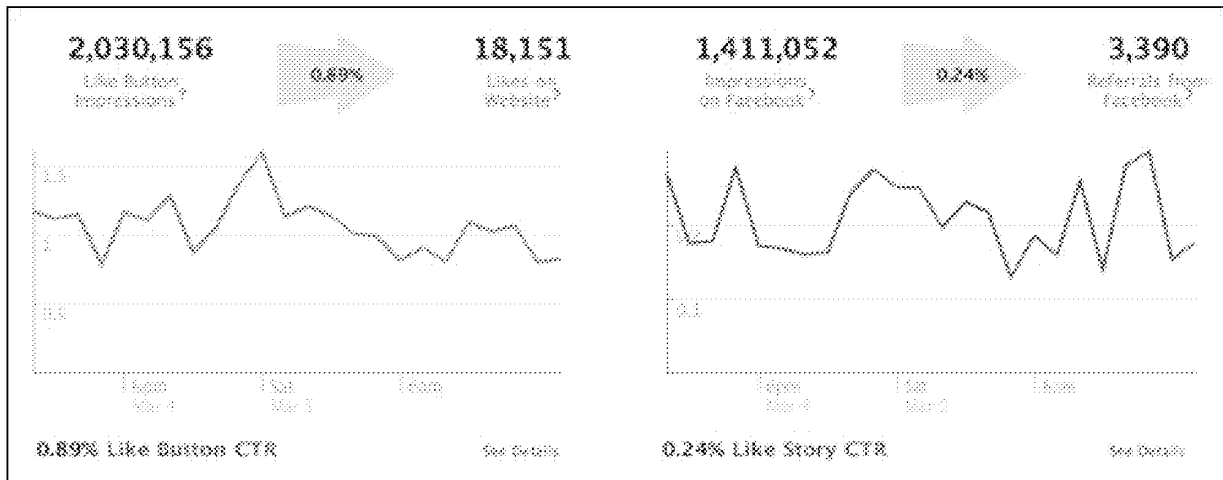
213952256628731 Wednesday, 11-May-11 18:31:00 PDT 476/ Real-Time Analytics For Social Plugins

173956492659213 Wednesday, 11-May-11 16:06:18 PDT 476/ Real-Time Analytics For Social Plugins

Over the past year, social plugins have become an important and growing source of traffic for millions of websites. Today we're releasing a new version of Insights for Websites to give you better analytics on how people interact with your content and to help you optimize your website in real-time.

Like button analytics

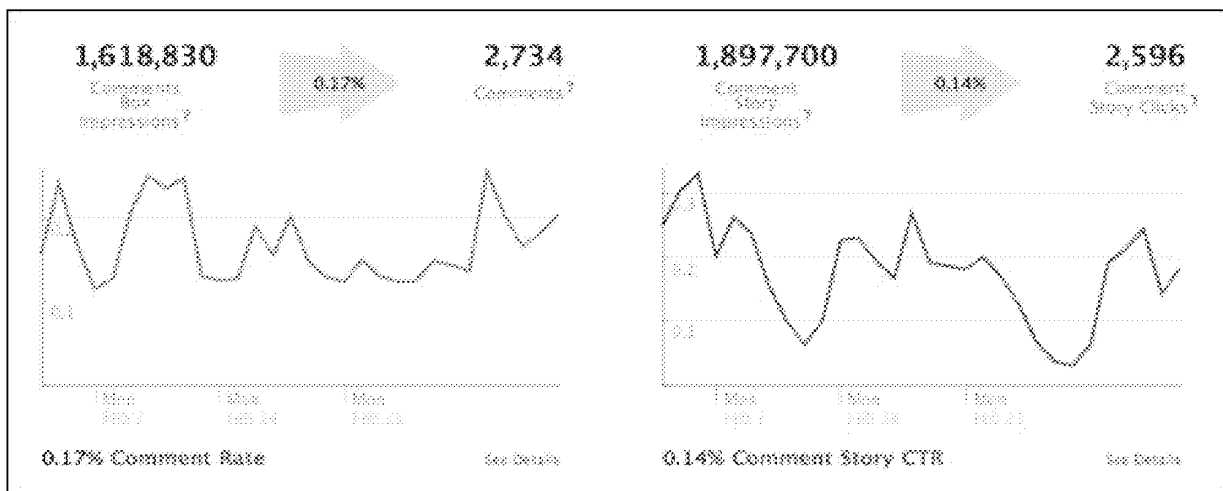
For the first time, you can now access real-time analytics to optimize Like buttons across both your site and on Facebook. We use anonymized data to show you the number of times people saw Like buttons, clicked Like buttons, saw Like stories on Facebook, and clicked Like stories to visit your website.



You can use this real-time data to test the impact of button placement on Like Button CTR or identify the Open Graph image that generates the highest Like Story CTR.

Comments box analytics

Last week we launched an updated Comments Box that improves the quality of conversations and drives traffic to the websites that use it. Similar to the data we provide for Like buttons, we show the number of times people saw Comments Boxes, left comments, saw comment stories on Facebook, and clicked to see the content on your site.



Popular Pages

We've also expanded Popular Pages to show you the top 100 pages that people are liking, commenting on, and sharing. We hope the real-time reporting and additional granularity help you quickly identify opportunities to highlight engaging content.

