

# **EXHIBIT 11**

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# **POLITICIAN USERS GUIDE TO FACEBOOK**

## **December 2007**

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**PTX-302**

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# WHY FACEBOOK?

## Introduction

Facebook offers you an unparalleled opportunity to connect with your constituents and voters – on their turf and in ways that they find meaningful. By maintaining a Facebook Page and using all the available features, you can interact with voters the same way they interact with their friends and colleagues. This will allow you to build deeper connections with your supporters and express your message in a way that rarely comes through in other media.

This guide will give you the basics on how to use Facebook as well as some tips on how to best engage with users.

## Keys to Using Facebook

Here are some general strategies to follow to get the most out of your Facebook experience:

### 1. Get personal and go beyond politics

People primarily use Facebook to share personal information with friends. The more your Facebook Page is a genuine reflection of who you are as a person and not just as a politician, the stronger of an effect it will have on the people who view it.

### 2. Update your Facebook Page frequently

Facebook is geared to highlight new information and recent changes. The more often you add new content, the more often people will come back to your Facebook Page. You can also send Updates to your supporters on Facebook every time you add new content or have news to report.

### 3. Harness the power of News Feed\*

The News Feed on users' home pages tells them what is happening around them on Facebook. When users add you as a politician they support, their friends on Facebook will hear about it in their News Feeds. When you update your Facebook Page, your supporters will find out about it through News Feed. News Feed is the key to spreading your message virally on Facebook.

### 4. Build applications on the Facebook Platform

The Facebook Platform allows anyone to develop features and tools for Facebook. So not only can you use Facebook's applications – like Photo, Groups, and Notes – to connect with users, but you can also build features specific to your office or campaign. You can build applications for your supporters to add to their profiles and also build applications for your own Facebook Page.

### 5. Test a variety of strategies

Facebook is still a young technology, and there is much room for exploring how best to connect with voters and constituents through the site. Don't be afraid to take chances and try new things.

\* The integration of Facebook Pages with News Feed is still in progress. Currently, the only News Feed stories generated by your Facebook Page will be when someone supports your Page – that user's friends will be alerted about this in their News Feeds. Full integration with News Feed should be complete in early 2008.

# OVERVIEW OF FACEBOOK PAGES

Facebook Pages, which launched in November 2007, is a system that allows public figures, celebrities, businesses, brands and other groups to have a presence on Facebook. Users can add themselves to your Facebook Page as a supporter, write on your Wall, upload photos, and join other supporters in discussion groups. You can send Updates to all your supporters regularly when you add new content or have other news to report. And you can add applications to your Page and engage Facebook users with videos, notes, links, flash content, and more.

## Facebook Pages vs. Regular User Profiles

There are several important differences between regular user profiles and your Facebook Page. These differences allow you to connect with more people, make it easier to manage your presence on Facebook, and make it easier for users to find you on the site.

- **Facebook Pages are visible to everyone**  
Your Facebook Page can be seen by everyone, even people who aren't logged in to Facebook. Regular user profiles can only be seen by a user's friends and the other Facebook users in their networks.
- **Facebook Pages can have an unlimited number of supporters**  
Regular users can only have up to 5,000 friends.
- **Users can automatically support your Facebook Page without confirmation**  
Regular users have to approve all incoming friend requests. You do not need to confirm users who want to support your Facebook Page.
- **You can send Updates to all your Supporters**  
Regular users cannot message all their friends at once, but you can send an Update message to all your Supporters.

## Finding Your Facebook Page

There are several ways users can find your Facebook Page and support you on Facebook:

- **Name Search**  
Users can search for you by name using the Quick Search bar on any page, or by going to the main search page. Your Facebook Page should be the first result if the user enters your name exactly as it appears on your Facebook Page.
- **Politics Applications**  
If you are an American or Canadian politician, users will be able to find you in Facebook's US Politics application or Canadian Politics application. These applications have options for searching for politicians from their respective country.
- **Supporters' Profiles**  
A link to your Facebook Page will appear in the profile of each of your supporters in their "I am a Fan of..." box. If you are an American or Canadian politician, you will also appear in the US Politics or Canadian Politics application box in the profiles of your supporters who have added the appropriate application to their account.
- **News Feed**

Users will see stories in their News Feed when their friends support your Facebook Page.

- **Public View of Your Facebook Page**

Most of your Facebook Page is visible to people who are not logged in to Facebook, so you can add links to your Facebook Page on other websites and blogs.

## **Getting Help with Your Facebook Page**

Many questions you may have about your Facebook Page are answered in this guide, so be sure to read it in full if you need help. You can email Facebook for help at any time at [info@facebook.com](mailto:info@facebook.com), but you can probably find your answer faster by referring to this guide.

## MANAGING YOUR FACEBOOK PAGE

This section provides detailed information about how to manage and maintain your Facebook Page.

### Basic Administration of Your Facebook Page

- It's important to understand the difference between your Personal Account and your Facebook Page
- Use the Page Manager application to edit your Facebook Page content and settings
- You can also edit your Facebook Page by going to the Page itself

It's important that you understand the difference between your Personal Account and your Facebook Page. Your Personal Account is the regular user account that you log into when you sign in to Facebook, and this is the account you use to manage your Facebook Page.

Your Personal Account profile is separate from your Facebook Page. When you edit your Personal Account profile or add content to it, these changes will **not** be reflected on your Facebook Page. Likewise, when you edit your Facebook Page, these changes will **not** be reflected in your Personal Account or your Personal Account profile.

When you click on 'Profile' at the top of any page on the site, you will be viewing your Personal Account profile. This profile is only visible to your friends and the people on the networks you join. When you click 'edit' next to 'Profile' at the top of any page on the site, you will be editing your Personal Account profile.

You can edit your Facebook Page by going to the Page itself and clicking 'edit' on any section you would like to update, or by using the links in the upper right part of your Facebook Page.

You can also manage your Facebook Page by going to the Page Manager application, which appears in the left sidebar on every page when you're logged in to your Personal Account. Click on the 'Pages' tab inside the Page Manager application to edit your Facebook Page. You can also use the Page Manager application to review Insights into your Facebook Page and to change your Page's settings.

When adding content to Facebook, it's important to make sure you're aware of whether you're adding it to your Facebook Page or to your Personal Account profile. Always go to the Page Manager application or to your Facebook Page first if you want to add content to your Facebook Page.

### Adding and Removing Administrators to Your Facebook Page

- You can let other people administrate your Facebook Page from their own Facebook accounts
- Go to your Facebook Page, and click 'Edit Admins' to add administrators to your Page
- Users cannot see who is administrating your Facebook Page

By default, your Personal Account is the only administrator of your Facebook Page. However, if you have colleagues or staff members who help maintain your Facebook Page, you may want to add them as administrators of your Page. By doing this, they will be able edit your Facebook Page from their own accounts. Users cannot see who the administrators are for your Facebook Page.

To add another administrator to your Facebook Page, go to the Page and in the upper-right part of the Page, click 'Edit Admins'. Select the names of any users you would like to be an administrator. The user(s) you add will then need to confirm that they want to administer your Facebook Page from their own accounts.

Note that you must be friends with someone on Facebook in order to add them as an administrator to your Facebook Page. If the person you want to add doesn't show up in the list of names on the Edit Admins page, then you need to become friends with them on Facebook first before you can add them as an administrator. Search for the person you want to add, and click 'Add to Friends' in their search listing. That person will need to confirm your friend request before you can add them as an administrator to your Facebook Page.

If the person you want to add as an administrator does not have a Facebook account, you can enter their email address in the lower right box on the Edit Admins page. We will send them a confirmation email that will give them administrative access to your Facebook Page.

To remove someone from being an administrator of your Facebook Page, just click 'Remove Admin' next to the name of the person you want to remove on the Edit Admins page.

If you accidentally remove yourself as an administrator of your Facebook Page, you will need to ask one of the remaining admins to add you as an administrator of the Page. Never remove yourself as an administrator of your Facebook Page unless there is at least one other user set to be an administrator; otherwise, your Facebook Page will be taken down from the site.

## **Editing Your Facebook Page**

- You can edit your Facebook Page by going to the Page and clicking 'Edit Page' in the upper right
- You can also edit your Page from the Page Manager application
- It is important to keep your information up to date

To add information to your Facebook Page, go to the Page and click 'Edit Page' in the upper-right part of the Page. This will take you to the Edit Page view for your Facebook Page. From this Page, you can edit each section of your Facebook Page.

Be sure to fill in the Basic Info section, which has information about your current office and/or which office you are running for. If you are an American or Canadian politician, you must indicate the appropriate country in the Basic Info section in order to show up in the US Politics application or the Canadian Politics application.

From the Edit Page, you can also add and edit content to any applications you have on your Facebook Page. You can also add and remove applications from your Facebook Page. See **Using Applications on Your Facebook Page** for more information.

From the Edit Page, you can also change the Published status for your Facebook Page, which controls whether your Facebook Page is visible to users or not. See **Publishing Your Facebook Page** for more information.

## **Publishing Your Facebook Page**

- You must set your Facebook Page to ‘Published’ for users to see it on the site
- You can set your Facebook Page to ‘Unpublished’ at any time to temporarily hide your Page from the site

Once you have filled out your Facebook Page and are ready to show it to the public, you need to “publish” your Page to have it display on the site to all users.

While your Facebook Page is “unpublished”, you will see a dialog at the top of your Facebook Page indicating that your page is not currently visible to users. There is a link there to ‘publish your page’. This will instantly set your Facebook Page to ‘published’ and make it visible to all users. You can also set your Page to “published” from the Edit Page while editing your Facebook Page.

You can set your Facebook Page to “unpublished” at any time. Setting your Facebook Page to “unpublished” will hide it from all users, including your supporters. Your Facebook Page will only be visible to the administrators of the Page while it is unpublished. Your Page will not be visible to users until you set it back to “published”.

You can set your Page to “unpublished” in the Settings section of the Edit Page for your Facebook Page.

## **Using Applications on Your Facebook Page**

- You can use applications on your Facebook Page to display media and to add functionality to your Page
- Use the Application Directory to find applications you want to add to your Facebook Page
- You can build applications or design custom boxes for your Facebook Page if you have specific needs not met by existing applications

Odds are that you have a lot of media and other content that you want to show in your Facebook Page. There may also be things you would like people to be able to do on your Facebook Page, like donate money to your campaign or register to vote.

Applications allow you to extend the functionality of your Facebook Page and to show more types of content to users. There are thousands of applications that you can add to your Facebook



Page to do these things. And if you don't find one that meets your specific needs, you can always build your own applications and custom boxes for your Facebook Page.

Several applications are included by default with your Facebook Page. These applications are listed below, along with information about using additional applications and building your own custom boxes or applications for your Facebook Page.

### **Mini-Feed**

The Mini-Feed in your Facebook Page shows a log of recent changes and additions you have made to your Page. Unlike all the other applications you use in your Facebook Page, you cannot turn off or remove the Mini-Feed from your Page. However, you may delete any story that you do not want to display.

Users will be able to get a sense of how often you update your Facebook Page based on how recent the stories in your Mini-Feed are. So it is important to regularly update content and to add new media to your Facebook Page, so users know that the Page is being actively maintained.

### **Wall**

The Wall is a public comment board where your supporters can leave messages that will be visible to everyone who views your Facebook Page. Only your supporters can write on your Wall.

When you write on the Wall of your Facebook Page, you will be writing as the Facebook Page itself and not as your Personal Account. (This is more noticeable for administrators of the Facebook Page whose Personal Account is under a different name than the subject of the Facebook Page.)

You cannot write on the Wall of any supporters who write on your Wall. However, you can supply a response on your own Wall, which as noted above will appear to be from the Facebook Page and not your Personal Account. You can also send a private Message to someone who wrote on your Wall, although this private Message will come from your Personal Account and not the Facebook Page (see **Sending Private Messages to Individual Users** for more information).

You can delete any Wall post you do not want to appear on your Facebook Page. If a user violates Facebook's Terms of Use with a Wall post, you can report that user to Facebook by clicking the 'Report' link on the Wall post. Facebook will review your complaint and take action as appropriate.

If a user repeatedly writes Wall posts you do not like, you can block the user from posting on your Wall. Simply click 'Block' in one of the posts from that user, and they will no longer be able to write on your Wall.

You can turn off your Wall by clicking the 'X' in the upper right corner of your Wall on your Facebook Page. You can also turn off your Wall from the Edit Page for your Facebook Page. You can turn your Wall back on from the Edit Page for your Facebook Page.

## **Photos**

Photos are the most popular feature on Facebook. Facebook is the number one photos site on the web, so think seriously about how you can best integrate photos into your profile.

It is a good idea to upload photos frequently to your Facebook Page. It is also a good idea to include more candid, personal photos, in addition to any official photos you add to your Facebook Page. This will give your Facebook Page a much more natural feel to users who are used to viewing their friends' profiles and photos.

To add new photos, go to the Edit Page for your Facebook Page and click on 'Photos'. To create a new album, select 'Create a Photo Album' at the top of the page. To add photos to an existing album, click through to that album, then select 'Add More Photos' at the top of that page.

To edit or remove photos, go to the album you want to edit, and click 'Edit Photos' at the top of the page. To remove photos, check the 'Delete this photo' box under each picture you want to remove, then click 'Save Changes' at the bottom of the page. Please note that no changes you make while editing an album will be saved until you click 'Save Changes' at the bottom of that page.

See the 'Photos' section of the main Help page on Facebook (<http://www.facebook.com/help.php?page=7>) for more information about Photos.

## **Events**

You can use Events to keep people updated about where you're appearing and other events you're organizing. You can also create Events to mark other occasions or milestones that you want people to be aware of.

To create an Event, go to the Edit Page for your Facebook Page and click on "Events". Fill in the Event information and add a picture to your Event. After you have created your Event, you can add photos, videos and other content by going to the Event profile.

To edit an Event you have already created, go to the profile for that Event and click 'Edit Event' in the upper-right part of the page. You can delete an Event by click 'Cancel Event' in the upper-right part of the Event profile.

See the 'Events' section of the main Help page on Facebook (<http://www.facebook.com/help.php?page=13>) for more information about Events.

## **Notes**

Notes is Facebook's blogging feature. You can use Notes to tell your supporters about recent news from your office or campaign, to discuss your position on various issues, to keep your supporters updated on your upcoming plans, or to tell people about anything else on your mind.

To write a new Note, go to the Edit Page for your Facebook Page and click on 'Notes'. Select 'Write a New Note' in the upper-right part of the page. To edit a Note, go to the Note and click 'Edit' near the top of the page.

In addition to writing Notes on Facebook, you can also import an external blog from another website. Go to the main Notes page by clicking on 'Notes' on the Edit Page for your Facebook Page, and then follow the instructions for importing a blog that appear on the right side of the page.

See the 'Notes' section of the main Help page on Facebook (<http://www.facebook.com/help.php?page=19>) for more information about Notes.

### **Posted Items**

Posted Items allows you to add links to your Facebook Page to pages or content around the Web. When you add a Posted Item to your Facebook Page, a preview of the page or content you're linking to will appear. You can add a comment to the item so users know what the link is or why you added it to your Facebook Page.

For example, if you have videos on another website, you can add Posted Items linking to those videos to your Facebook Page. Or if you see an interesting article on a new websites, you can add a link to that to your Posted Items to draw attention to it.

To add a new Posted Item or to remove an old one, go to the Edit Page for your Facebook Page and click on 'Posted Items'. On the main Posted Items page, you will see a box in the upper right part of the page where you can paste a url to the website you want to link to. Simply copy the target url into that box, and add a comment if you want.

See the 'Posted Items' section of the main Help page on Facebook (<http://www.facebook.com/help.php?page=11>) for more information about Posted Items.

### **Video**

You can use Facebook's Video application to upload any sort of video you want your supporters to see. You can also directly record videos for your Facebook Page if there is a special message you want your supporters to see. (Note that you can also send Video Updates to all your supporters; see **Sending Updates to All Your Supporters** for more information.)

To add or edit videos, go to the Edit Page for your Facebook Page and click on 'Videos'. Click the 'Upload' or 'Record' button in the upper-right part of the page to do that action. You can also edit or remove earlier videos from this page.

See the 'Video' section of the main Help page on Facebook (<http://www.facebook.com/help.php?page=26>) for more information about Video.

### **Discussion Board**

Your Facebook Page has a Discussion Board, which users can use to discuss topics related to you or anything that interests them.

When you or any administrator of your Facebook Page writes on your Discussion Board, the post will appear to come from your Facebook Page and not from your Personal Account. (This will be more noticeable for administrators whose personal accounts are under a different name from

the subject of the Facebook Page.)

To start a new topic or to respond to an existing topic on your Discussion Board, simply click through to the Discussion Board from your Facebook Page. You will see an option to ‘Start a New Topic’ in the upper right part of the main Discussion Board page.

You can turn your Discussion Board off by clicking on the ‘X’ in the upper right corner of the Discussion Board on your Facebook Page. You can also turn off the Discussion Board from the Edit Page for your Facebook Page. You’ll see an option to turn your Discussion Board back on when editing your Facebook Page.

You can delete any Discussion Board posts or topics that you do not want appearing on your Facebook Page. You’ll see links to delete posts and topics inside the Discussion Board. If someone is violating Facebook’s Terms of Use with their posts, you should report the user by clicking the “Report” link next to one of their posts.

### **Groups**

The Groups application works differently for Facebook Pages than for regular users. Facebook Pages cannot join or create Groups like regular users can. However, you can still promote Groups in your Facebook Page that you create with your Personal Account or which were created by other users.

To promote an existing Group in your Facebook Page, go to the Edit Page for your Page and click on ‘Groups’. Copy and paste a link to the Group you want to promote into the box on that page for adding Groups. The Group will then appear in the Groups box in your Facebook Page. Please note that your Facebook Page will not actually be a member of the Group; instead, you will only have a link in your Page to the Group profile.

If you want to create a new Group and promote it in your Facebook Page, you will need to create the Group from your Personal Account. Your Personal Account will be a member of the Group and will be listed as one of the Group admins if you do this. Go to the Groups application by clicking the Groups link on the left side of any page, and then click ‘Create a New Group’ at the top of the main Groups page. After you have created the Group, you can add the Group to your Facebook Page by following the steps above.

For help with creating or maintaining a Group, see the ‘Groups’ section of the main Help page on Facebook at <http://www.facebook.com/help.php?page=17>.

### **Other Applications**

In addition to the applications above, there are thousands of other applications that you can add to your Facebook Page. There are applications that do almost everything you can think of. So before you decide to build your own application, you should check the Application Directory to make sure that there is not already an application that has the functionality you’re looking for.

To find applications, go to the Edit Page for your Facebook Page. Click on ‘More Applications’ at the bottom of the Applications section to go to the Application Directory. Once you’re in the Directory, you can search for specific applications or browse around for the more popular ones in

each category.

When you find an application you want to use on your Facebook Page, click through to the application and then click 'Add to Page' in the upper-right part of the Page. Be very careful to add the application to your Facebook Page and **not** to your Personal Account.

Please note that some applications cannot be added to Facebook Pages, but instead can only be used on regular user accounts. You will not be able to add these applications to your Facebook Page. When you are on the page describing an application, if you do not see a button in the upper right for 'Add to Page', then the application can only be added to regular user accounts.

### **Adding Applications**

There are a couple ways to add applications to your Facebook Page. It is extremely important to be careful every time you try to add an application to your Facebook Page that you add it to your Page and not to your Personal Account. You will always need to click the 'Add to Page' button when you see a prompt to add an application in order for the application to be used on your Facebook Page.

You can search or browse the Application Directory at <http://www.facebook.com/apps/index.php?type=4> for applications that can be added to Facebook Pages. To get to the Application Directory, go to the Edit Page for your application and click 'More Applications' at the end of the Applications section. Click through to any application you want to add and click 'Add to Page' in the upper right part of the page to add that application.

You can also add applications you see while viewing other users' profiles and other Facebook Pages. If you see an application you like, click 'add' in the title bar of that application's box on the Page or profile you're viewing. This will take you to the application page, where you can click 'Add to Page' in the upper right to add the application to your Facebook Page.

Note that if you do not see a button for 'Add to Page' in the upper-right part of an application page, then that application is for regular users only and cannot be added to a Facebook Page.

Also note that adding an application to your Personal Account will not automatically add that application to your Facebook Page. Likewise, adding an application to your Facebook Page will not automatically add that application to your Personal Account.

### **Removing Applications**

It is easy to remove any application you no longer want to appear on your Facebook Page. You can either click on the 'X' in the top-right corner of the application's box in your Facebook Page. Or, on the Edit Page for you Facebook Page, you can click the 'X' in the upper right corner of an application in the Applications section of that page.

If you want to re-add an application that you removed, go to the Application Directory and search for the name of the application. Click through to the application page, and select 'Add to Page' in the upper-right part of that page.

### **Building Your Own Applications**

If you cannot find an application to do something that you want to appear on your Facebook Page, or if you have unique functionality that you'd like to add to your Facebook Page, then you should consider building your own application. You can build applications that work just on your Facebook Page, or which works on your Page and can be added by regular users to their own profiles.

While building applications is relatively simple, it does require an engineer to help you develop, deploy and maintain the application. For some tips on how to get started building applications, see **Building Applications on the Facebook Platform**.

### **Sending Updates to All Your Supporters**

- You can send Updates to all of your supporters
- You can include media attachments or links in Updates you send to your supporters

You can send an Update message to all of the supporters of your Facebook Page at any time. These message blasts show up in the 'Updates' tab of the Inbox for each of your supporters.

To send an Update, go to your Facebook Page, and click 'Send an Update to Supporters' in the upper-right part of the Page. Use the 'Attachments' options below the Message body to add media to your message. If you have the Video application added to your Facebook Page, you will have the option of recording a message that you can send to your supporters.

Please note that each of your supporters has the option to turn off Updates from your Facebook Page. Users may choose to do this if you send Updates too frequently or if they do not wish to be contacted by you. As such, you should be sensitive to your supporters when sending Updates to avoid having a high number of them opt out of receiving these messages from you.

You can send an Update to your supporters for any reason you choose. You may wish to tell your supporters about new content you've added to your Facebook Page. You may also wish to tell them about upcoming events or about any important news you have.

Any administrator of your Facebook Page can send an Update to your supporters. All Updates will come from your Facebook Page, so your supporters cannot tell which individual administrator sent an Update to them.

### **Sending Private Messages to Individual Users**

- Facebook Pages do not yet have an Inbox and cannot receive Messages from individual users
- You **cannot** send a Message to an individual user from your Facebook Page
- You **can** send a Message to an individual user from your Personal Account

Facebook Pages do not yet have an Inbox. An Inbox for private Messages will be added to Facebook Pages in early 2008. Until then, users cannot send private Messages to your Facebook Page, and you cannot send users private Messages from your Facebook Page.

However, you can send and receive private Messages from your Personal Account. To receive private Messages from users, you must allow people to find your Personal Account in search and allow users to Message you from your search listing. To review these privacy settings for your Personal Account, click 'Privacy' at the top of any page and click 'Edit Settings' in the 'Search' section of the Privacy page.

You can send individual users Messages from your Private Account. These Messages will come from your Personal Account, and if a user replies it will come to your Personal Account Inbox. The other administrators of your Facebook Page will not be able to see these Messages from their own Facebook accounts.

### **Viewing Insights about Your Facebook Page**

- You can view data on who is supporting and viewing your Facebook Page
- You can export this data for use in other programs

You can view detailed data about who is looking at your Facebook Page and who is supporting you on Facebook. To view Insights for Your Facebook Page, go to the 'Pages' tab inside the Page Manager application, and click 'Insights' underneath the name of your Facebook Page.

You should spend some time exploring the data available on the Insights page to see all the data available. You can toggle what displays in the top graph by changing options in the dropdown in the upper-left part of the graph.

You can export the Insights data for your Facebook Page, by selecting 'Export Data' near the top of the Insights page. You can choose to export either weekly or daily usage data.

## **RALLYING SUPPORTERS AND REACHING OTHERS**

This section discusses strategies to consider to get the most out of your Facebook Page and Facebook overall.

### **Bringing All Your Information to Facebook**

While most politicians maintain their own websites – or even multiple websites – it's important that you make as much of your information available on Facebook as you can. Trying to drive users to visit multiple websites, or even just one outside website, can be challenging.

The more content you bring to Facebook, the more success you should have it getting users to engage with that content and spread it to their friends. Facebook is designed to help users spread information to their friends and others they know. The more you enable your supporters to do this, the wider your reach on Facebook will be.

There are several ways to bring your information to Facebook. The most straightforward approach is to add content to your Facebook Page. Regularly adding photos and videos, writing notes, creating events, and using other applications guarantees your Facebook Page will always have fresh content. This will get you more return visitors, which will in turn likely get you more unique visitors in the long run.

You can also add Facebook Share links to other websites, blogs or forums you maintain. By adding these Share links (available at [http://www.facebook.com/share\\_partners.php](http://www.facebook.com/share_partners.php)) to your outside sites, you will make it easy for Facebook users to bring that content to Facebook for you. Users will have the option to add any of that content to their Posted Items, which generates a News Feed story to their friends. And users can also share the content directly with their Facebook friends through our Message system.

Lastly, you can integrate you outside websites with the Facebook API and our Beacon program. Each of these opt-in systems allows you to add information to a Facebook user's account while they're using your site. With the user's permission, you could tell their friends about something they did on your site, like donate money or leave a comment. Through the Facebook API, you can access some of their Facebook data to customize their experience and make it easier for them to share information with their friends on Facebook.

For more information on Beacon, go to <http://www.facebook.com/business/?beacon>. For more information about the Facebook API, visit <http://developers.facebook.com/>.

### **Using News Feed to Your Advantage**

News Feed is a feature that tells Facebook users about their friends' recent activities on the site. The News Feed is the first things users see on their home page when they log in to their accounts.

News Feed drives the viral spread of information on Facebook through networks of friends. It can cause a snowball effect – as something becomes more popular, more people hear about their friends doing it through News Feed, and then do it themselves. This in turn causes even more



people to hear about it through News Feed, and so on. This can result in literally hundreds of thousands of people hearing about something in just a matter of days.

Harnessing the power of News Feed is crucial to accruing a high number of supporters and spreading your message to the most people on Facebook.

### **How News Feed Works with Your Facebook Page**

There are three sets of News Feed stories that can be generated around your profile.

First, News Feed stories will be generated by actions your supporters take. When someone adds you as a politician they support, this will generate a story that may be seen by that person's friends in their respective News Feeds. Likewise, when one of your supporters writes on your Wall, comments on one of your photos, etc., this will also generate a News Feed story that their friends might see.

Second, News Feed stories will be generated when your supporters join other groups and events that you create. This is the primary way their friends become aware of these groups and events.

The last set, which is still being developed, comes from changes you make to your Facebook Page. When you edit your Facebook Page or add new content, this will generate a story that may appear in your supporters' News Feeds. It is currently expected that these stories will start appearing in early 2008.

### **How to get the Most out of News Feed**

The biggest bang you can get out of News Feed comes from getting a lot of people to take the same action in a short period of time. This can lead to the snowball effect that News Feed is capable of producing, as described above.

For example, say you create an Event about an upcoming rally you're hosting. If you can get a lot of your core supporters to join that Event quickly, then News Feed stories will spread widely to those supporters' friends – and many will receive stories about multiple friends joining that Event, which are even more compelling. This is often enough to trigger exponential growth in Event size, as dozens, then hundreds, then thousands take that same action. And this can happen with many different types of content.

Having a core group of supporters to help initially spread things you add or create through News Feed is an excellent way to leverage the free promotion this feature offers.

### **Building Applications on the Facebook Platform**

The Facebook Platform, launched in May 2007, allows anyone to develop applications on Facebook to go along with the ones we've built, like Photos or Groups. You can build any number of applications to further connect with constituents, campaign to potential voters, and help your core supporters spread your message.

While we provide some tips below, the Platform is a new and exciting technology, and there is endless room to explore what types of applications might work best for you. Like most Internet

technologies, the people who try the most things and strive to innovate will find the most success.

You can build applications to promote your campaign, to rally support for a cause you're working towards, or to bring together people who share a common interest or goal with you.

### **Let Your Supporters Spread Your Message**

By building applications that your supporters can add to their own profiles, you can enable others to help spread your message around Facebook. Adding an application is very easy for users, so you may find that even casual supporters are willing to add one that promotes your campaign or cause.

Consider offering a variety of applications, with some targeted towards active supporters and organizers and others aimed at more casual fans. Also remember that applications that go in users' profiles should appeal not just to the user who adds it, but also to those who view that user's profile.

### **Getting Started with Platform**

Building an application on the Platform will require one or more software engineers. While an inexperienced coder could build an application with basic functionality, a more skilled engineering team will be needed in order to build more advanced tools with polished designs.

Of course, you'll want to spend time brainstorming ideas for what functionality you might want to provide your supporters or add to your own profile. It is a good idea to involve your engineers in this process, as they can provide valuable feedback on what's possible and how long it will take to develop different features.

### **Learning More about the Technology**

There are many resources available to your development team to learn all about how Platform works. Here are some tips on ways to get started:

- **Check out the Developers section of Facebook**  
There is a plethora of information on the Platform in the Developers area of the site. Click on "Developers" at the bottom of any page on the site to access the full documentation on the Facebook Platform.
- **Browse the application directory**  
There is a "Politics" category of applications that you can check out. But you should also look at other applications, especially the most popular ones, to see what types of tools and features most resonate with users.
- **Get involved with the Developer Community**  
Beyond Facebook's documentation for Platform, there is a large and active community of engineers adding to the knowledge base around this new technology. The Developers Community can be very helpful both for getting feedback on various ideas you have, and for obtaining help when you encounter problems while developing your applications.

To get involved, add the Facebook Developer application to your Personal Account, which houses the Developers Community. (You don't have to be a developer to add this

application.)

### **Scaling Your Applications**

Even modestly successful applications can generate huge amounts of traffic in a short period of time. The most popular applications have been adopted by millions of users in a matter of days. Many applications have been overwhelmed by the initial wave of growth they experienced, causing their servers to crash and preventing users from accessing the applications' pages. Make sure your engineers have properly scoped your hardware needs for both serving pages and storing data before you launch any applications you build.

## FREQUENTLY ASKED QUESTIONS

### **Q. Can I message all of my supporters?**

A. Yes, you can send Update messages to all your supporters. See **Sending Updates to All Your Supporters** above.

### **Q. Can I download all of my supporters' emails, contact info, or other demographic info?**

A. No, we cannot give out any personal information about our users. Additionally, you may not use users' contact or personal info from the site without their permission; this is strictly prohibited by our Terms of Use and will result in the disabling of your account.

You may ask supporters and others to sign up for mailing lists through your profile and any groups you own as long as you are clear about what you will be doing with any information they supply.

You will be able to see aggregated data about your supporters as a group using your Facebook Page's Insights. See **Viewing Insights About Your Facebook Page** for more information.

### **Q. Can I view anyone's profile?**

A. No. All Facebook users can see your Facebook Page, but you will not have any special access to any user profiles, including those of your supporters. The only profiles you can see on the site are your friends from your Personal Account and the people on any networks you join with your Personal Account.

### **Q. Can I recruit supporters to add me?**

You cannot invite people to support you from your Facebook Page. We do this because of concerns about spam from our users.

You can message users from your Personal Account, but you do need to be careful about sending random messages out to users. If a lot of users report messages you send as spam, you could lose access to that functionality or even have your Personal Account temporarily disabled. This could cause your Facebook Page to not be visible on the site if your Personal Account is the only administrator of the Page.

### **Q. What do I do if someone is posting inappropriate things on my Facebook Page's Wall?**

You can delete anything written on your Wall just by clicking "delete" on any Wall post. You can block any user who repeatedly writes inappropriate things on your Wall. This will prevent them from being able to write anything moving forward. If the user has violated our Terms of Use by writing something obscene, racist or offensive, you can report that user by clicking the "report" link on their Wall post. Facebook will review the report and take appropriate action.

### **Q. Where can I get help using Facebook?**

You can always write us at [info@facebook.com](mailto:info@facebook.com) if you're having any problems with your Personal Account or your Facebook Page. But you can also get excellent advice by talking to active Facebook users on your staff, in your family or in your circle of friends. Odds are someone around you is a regular user and can both troubleshoot problems you're having and offer tips on how to get the most out of your Facebook account.

**Q. Where can I get help with developing an application on the Facebook Platform?**

The Developers area of Facebook has an enormous amount of information for how to get the most out of the Facebook Platform. To access this information, click 'Developers' at the bottom of any page on the site. You can also get help from the large and active Facebook Developers Community through the Facebook Developer application, which you can add to your account. (You don't have to be a developer to add this application.)

If you would like to discuss partnership opportunities involving the Facebook Platform, please email [partners@facebook.com](mailto:partners@facebook.com).