

Facebook



Why
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Why do we care about Facebook?

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Statistics

901 million monthly active users at the end of March 2012.

Approximately 80% of our monthly active users are outside the U.S. and Canada.

526 million daily active users on average in March 2012.

488 million monthly active users who used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users as of April 20, 2012.

During March 2012, on average 398 million users were active with Facebook on at least six out of the last seven days.

More than 125 billion friend connections on Facebook at the end of March 2012.

On average more than 300 million photos uploaded to Facebook per day in the three months ended March 31, 2012.

An average of 3.2 billion Likes and Comments generated by Facebook users per day during the first quarter of 2012.

More than 42 million Pages with ten or more Likes at the end of March 2012.

Facebook is available in more than 70 languages.

How

How can we use Facebook?

u_e
w_e
d_e



$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e — affinity score between viewing user and edge creator.

w_e — weight of this edge type.

d_e — time decay factor based on how long ago the edge was created.

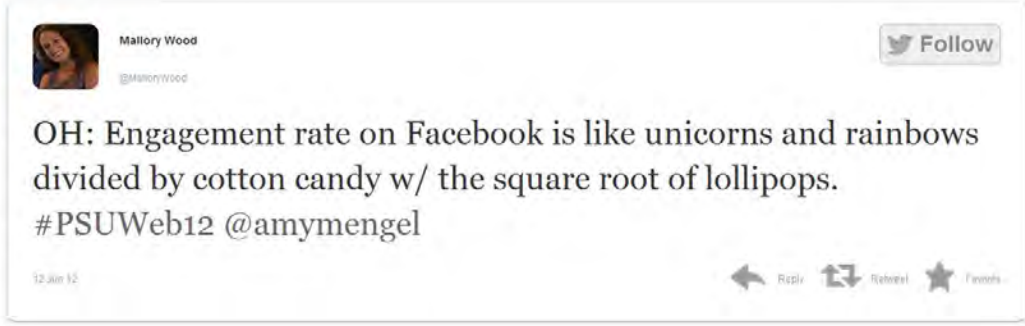
The Facebook EdgeRank Algorithm



OH: Er
divided
#PSUW

12 Jun 15

creator.
edge



A screenshot of a tweet from Mallory Wood (@MalloryWood) dated 12 Jun 12. The tweet text reads: "OH: Engagement rate on Facebook is like unicorns and rainbows divided by cotton candy w/ the square root of lollipops. #PSUWeb12 @amymengel". The tweet includes a profile picture, a "Follow" button, and interaction icons for Reply, Retweet, and Favorite.

Face

Date ?	Pe
8/24/11	
2/13/12	
2/25/12	
11/15/11	
11/17/11	
3/20/12	
5/20/12	
10/17/11	
2/22/12	

Follow

bows



Facebook Insights

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
8/24/11	Balloons are out. Waiting for Getty...	2,873	405	115	4%
2/13/12	3 years after a stroke, senior Cory ...	3,491	298	132	3.78%
2/25/12	In case you missed it today ...	2,452	169	92	3.75%
11/15/11	SERVO's Thanksgiving Dinner is to...	2,205	196	80	3.63%
11/17/11	Looks like The Office is heading to...	2,185	286	79	3.62%
3/20/12	Gettysburg College GRAB students...	3,208	239	112	3.49%
5/20/12	Hats off to the Class of 2012! Pho...	4,746	428	161	3.39%
10/17/11	We're wondering: what's the best...	3,577	554	116	3.24%
2/22/12	When There's More To Winning T...	2,071	102	67	3.24%

Reach

ity?

8%

5%

3%

2%

9%

9%

4%

4%

Jun 14

Jun 21

Reach

The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.

Reach ?

Engaged Users ?

Talking About This ?

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This ?

14

Jun 21

Engaged Users

The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.

Engaged Users ? Talking About This ? Virality ?

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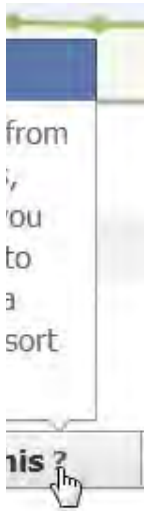
Talking About This

The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.

Reach ?	Engaged Users ?	Talking About This ?
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Virality

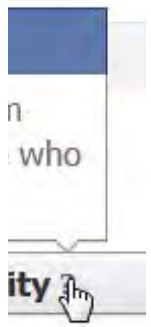
The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Virality" to sort your posts.

Engaged Users ?

Talking About This ?

Virality ?

So v



So what?





Alvin Stearns Jun 14, 2012 (edited) - Public

The word "engage" has now officially been over-used on Google Plus.
Please refrain from its use until 2013.

For your convenience, here are some replacement phrases:

Say hi and introduce yourself;

Don't be a dick;

Compliment things that impress you;

If the joke made you laugh, share it;

Learn how to use and appreciate metaphor;

Eat a balanced diet and tell us about it;

Disagree, if you have an argument;

Agree, and then take it farther;

Read, read, read;

Write, write, write;

Apologize when you should;

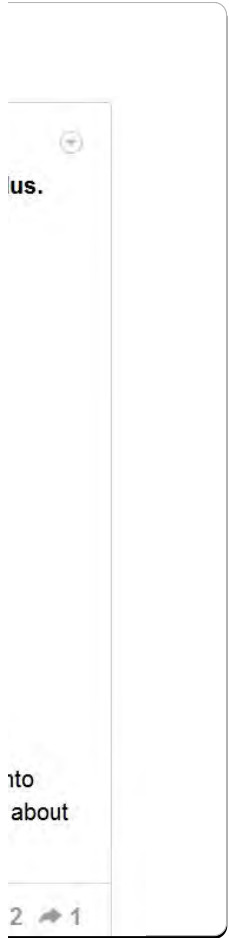
Hit +1;

Share.

If we all work together we can rescue the word "engage" from its slide into absurdity and meme-speak. Thank you for your attention and for caring about words.

+12 ↗ 1

**How
com**

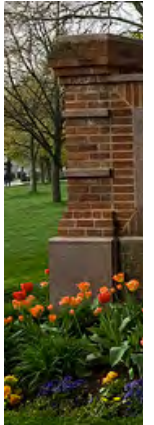


How do we build community?

What
Twitter,

What else?

Twitter, Pinterest, Instagram, LinkedIn, Google+, Email...



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