



Facebook Strategy Report

OMNIGON COMMUNICATIONS, LLC

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In the Following Facebook Strategy Report, we have outlined several strategic ways for Sporting News to engage their current and future user base by leveraging Facebook to connect users, and more importantly their friends, with the data, analysis and medium for social interaction that Facebook provides. Omnigon has been reviewing this strategic plan with the following task list:

- 1. Instant Personalization
- 2. Groups & Opinion Dissemination
- 3. Sporting News on Facebook

1. Instant Personalization

Facebook Instant Personalization uses your publicly available Facebook information to customize your experience on a participating site.

2. My.SportingNews.com

A user profile page where they can modify their account settings, see their Media Beacon (MB) activity and see their friend's MB activity.

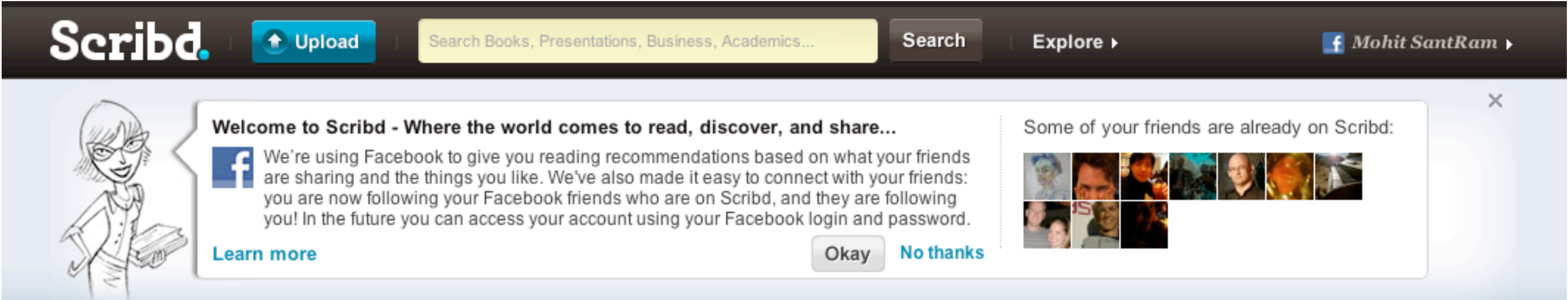
3. Facebook Registration

The registration tool allows users to easily sign up for your website with their Facebook account, the flexibility to ask for additional information not available through the Facebook API, and also allows users who do not have a Facebook account to sign up using the same form.

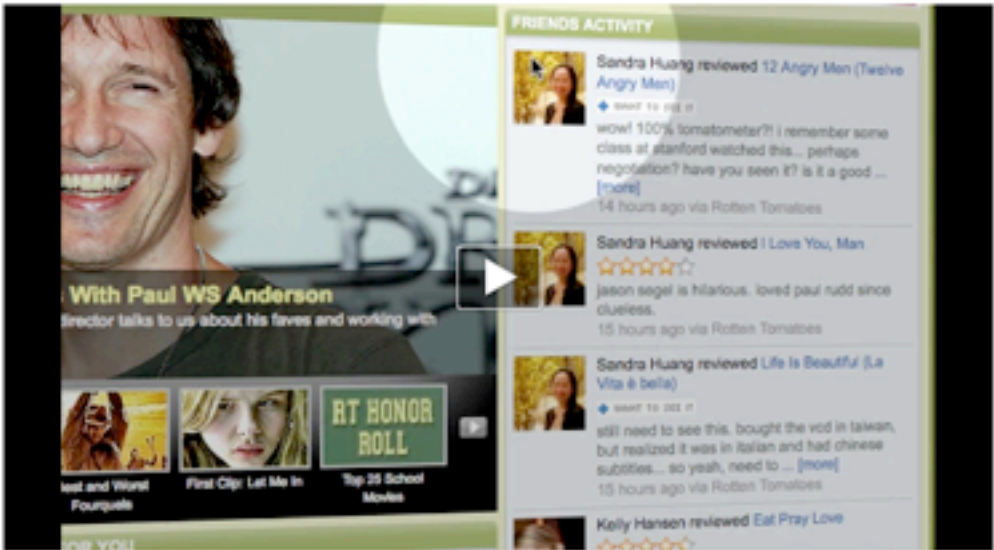
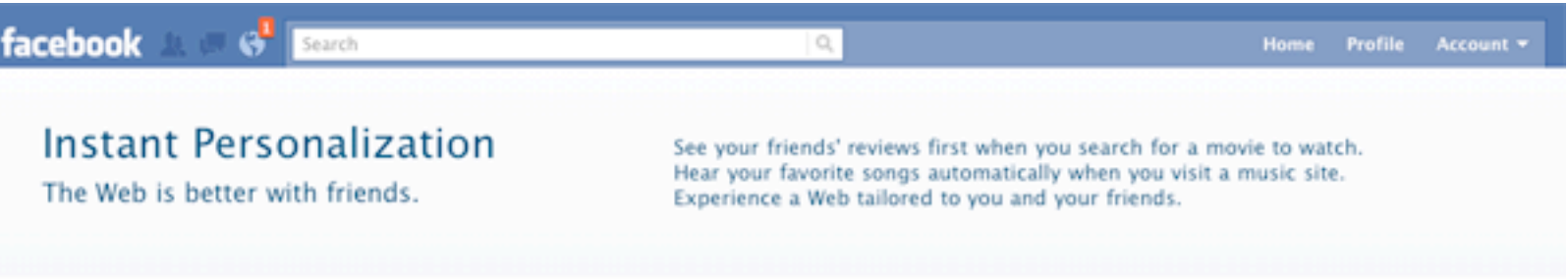
INSTANT PERSONALIZATION



Facebook Instant Personalization uses your publicly available Facebook information to customize your experience on a participating site.



WHAT IS IT?



Partner Sites

We're working with the following websites to make it easy to bring your friends with you when you arrive.



Bing
Social Search



Clicker
Personalized TV Recommendations



WHAT IS IT:

Facebook Instant Personalization uses your publicly available Facebook information to customize your experience on a participating site.

URL:

<http://www.facebook.com/instantpersonalization>

WHY IT'S IMPORTANT:

Instant Personalization allows user to leverage their publicly available Facebook information to interact with the content, users and their friends on a specific web sites.

HOW DOES IT WORK?:

Just as your News Feed on Facebook is built uniquely for you, instant personalization sites let you easily bring your friends and interests with you.

Partners adhere to Facebook's guidelines and may only use your public information to serve you a personalized experience. Public information includes your name, profile picture, gender, networks, and other information shared with everyone.

When you first arrive on a participating site, you will see a notification and a way to turn off the customized experience in one click. Your information can only be used to present you with a more personalized experience and cannot be transferred to advertisers or used for any other purposes.

You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalization altogether, at which time your information will no longer be instantly available to any partner sites.



WHAT IS IT:
RottenTomatoes.com is a featured implementor of Instant Personalization.

URL:
<http://www.rottentomatoes.com>

WHY IT'S IMPORTANT:
If you are presently logged into Facebook.com and do not have a RottenTomatoes.com account; and then subsequently visit RottenTomatoes.com, your experience will be augmented with Instant Personalization.

HOW DOES IT WORK?:
With Facebook Instant Personalization, visitors can immediately start interacting with the site and others. Specifically users may:

1. See their friends' movie ratings and reviews
2. Get movie recommendations based on other movies you like
3. Discover which Opening & Box Office movies your friends are excited about.
4. Share your ratings and reviews with Facebook friends

HOW SPORTING NEWS SHOULD IMPLEMENT:
Sporting News can learn from RottenTomatoes success by asking for additional information not provided within the Facebook API. Information such as favorite sports, teams and players.



WHAT IS IT:

Scribd is the world’s largest social reading site that allows users to share and discover written content across the web and mobile devices with their friends.

URL:

<http://www.scribd.com>

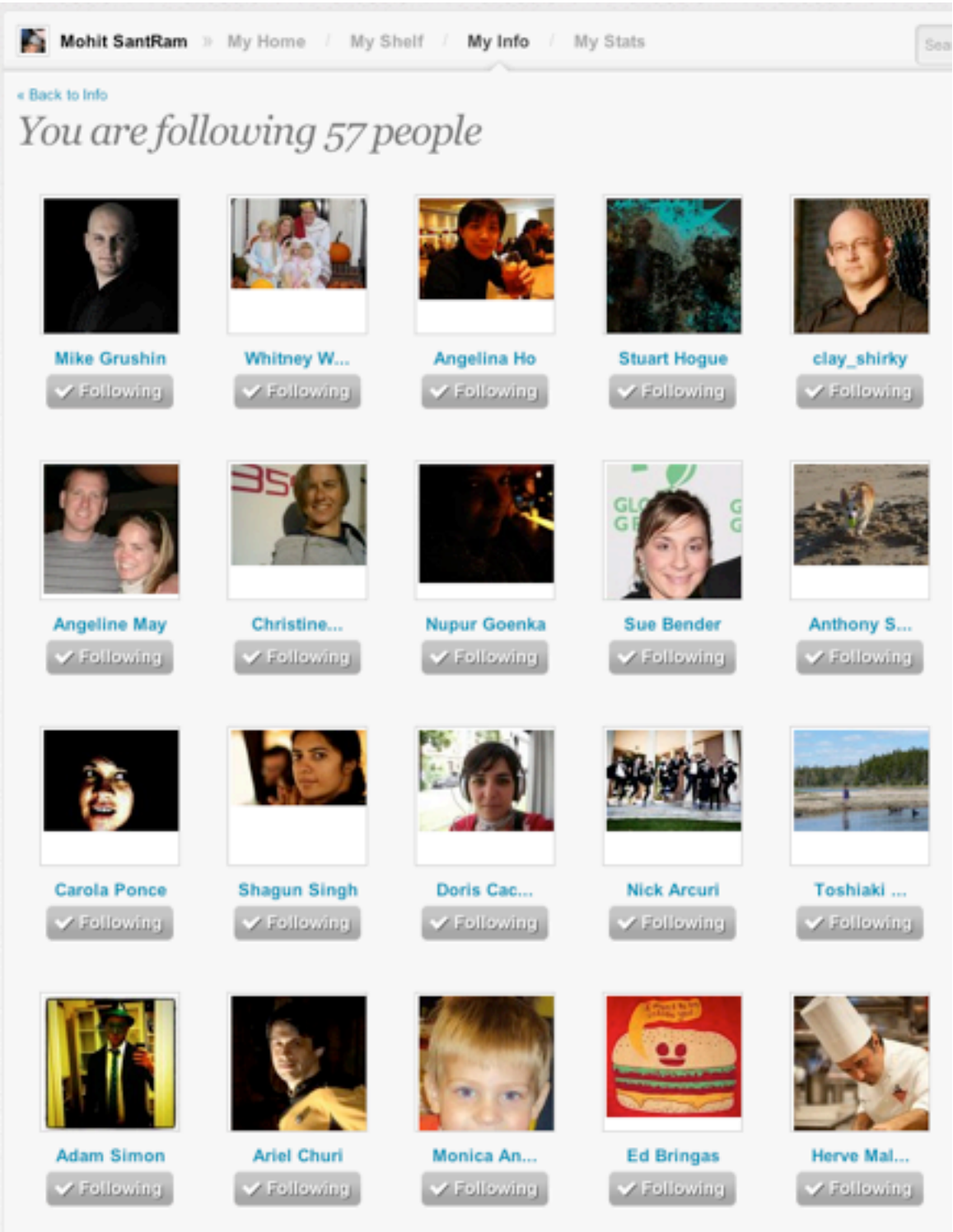
WHY IT’S IMPORTANT:

Scribd.com uses Facebook Instant Personalization to enhance a user’s initial visit with relevant social data. A user’s public Facebook information is pulled and they have the option to complete their account. Additionally, users instantly see how their friends are using the site and are compelled to join.

HOW DOES IT WORK?:

We think that reading is better with friends, and we've partnered with Facebook to make your experience on Scribd better than ever. You can now:

1. Discover entertaining and informative documents shared by your friends
2. Get reading recommendations based on the things you like
3. Publish content and leave comments without creating an account
4. Share what you’re reading with your friends on Facebook



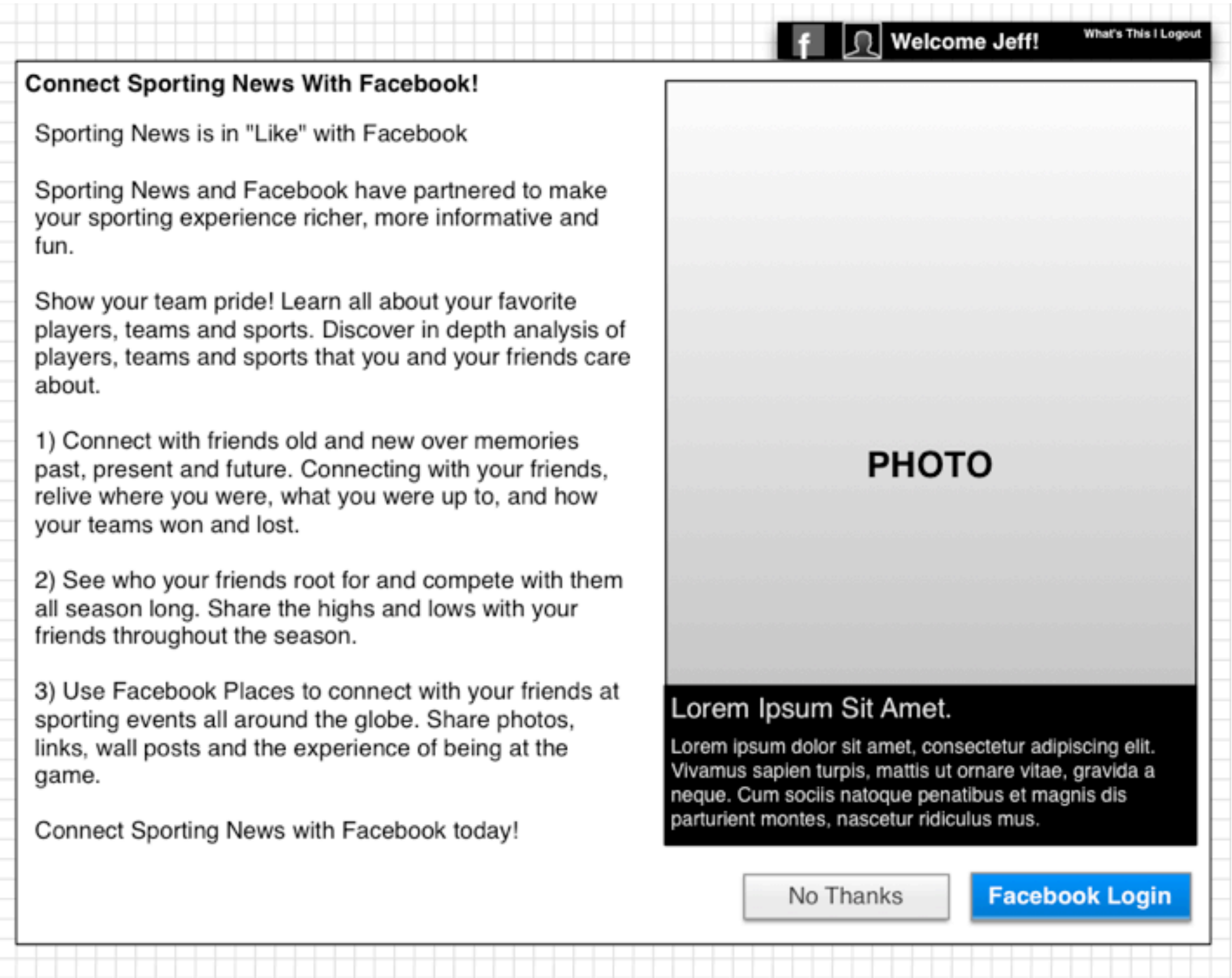
KEY TAKEAWAYS:

Scribd not only details how the user's overall experience will improve using Facebook Login, but they display all of their Facebook friends and encourage connecting with their friends.

HOW SPORTING NEWS SHOULD IMPLEMENT:

Following Scribd.com's example, Sporting News should implement Instant Personalization and provide mock up pages that explicitly detail to the user all of the benefits and better user experience they enable by connecting Sporting News to their Facebook account.

HOW SPORTINGNEWS.com SHOULD IMPLEMENT



URL:

<http://www.sportingnews.com/signup>

WHY IT'S IMPORTANT:

Providing users a simple way to create an account and connect with their friends improves traffic, eases sign up and increases brand effectiveness.

HOW DOES IT WORK?:

Sporting News enables Instant Personalization and the ability to Learn More and Opt out. Sporting News' main opportunity is to provides compelling and contextual reasons why Instant Personalization is effective.

Sporting News and Facebook have partnered to make your sporting experience richer, more informative and fun. Show your team pride! Learn all about your favorite players, teams and sports. Discover in depth analysis of players, teams and sports that you and your friends care about.

1) Connect with friends old and new over memories past, present and future. Connecting with your friends, relive where you were, what you were up to, and how your teams won and lost.

2) See who your friends root for and compete with them all season long. Share the highs and lows with your friends throughout the season.

3) Use Facebook Places to connect with your friends at sporting events all around the globe. Share photos, links, wall posts and the experience of being at the game.

Connect Sporting News with Facebook today!

A user profile page where they can modify their account settings, see their Media Beacon (MB) activity and see their friend's MB activity.



WHAT IS IT:

HuffPost Social News displays a user's Facebook friends, friends, family and coworkers, who are part of the Huffington Post community, what they are reading, commenting upon and what stories they like.

URL:

<http://www.huffingtonpost.com/p/frequently-asked-question.html#socialnews>

WHY IT'S IMPORTANT:

HuffPost Social News links a user with all of their Facebook friends who have also signed up for Social News. As more of the user's Facebook friends sign up for Social News with their Facebook login, the user will automatically become connected on the HuffPost Social News network.

HOW DOES IT WORK?:

Using Facebook Connect, HuffPost users can log in to the Huffington Post using their Facebook username and password and instantly connect with all their Facebook friends who are also on HuffPost Social News. You can see what stories your friends are reading, what they like and dislike, all the comments they're leaving, and even the polls they're voting on. Conversely, all of your activity on HuffPost will be visible to your network on HuffPost Social News.

While thousands of sites make use of the Facebook Connect technology, HuffPost Social News takes Facebook integration to a new level -- seamlessly weaving the news and opinion of HuffPost with the social networking capabilities of Facebook.

Winona Ryder On Mel Gibson, In GQ: 'He's Anti-Semitic And He's Homophobic' (PHOTOS)

First Posted: 12-16-10 08:52 AM | Updated: 12-16-10 10:41 AM

WHAT'S YOUR REACTION?

Inspiring

Funny

Hot

Scary

Outrageous

Amazing

Weird

Crazy

Read More: [Anti-Semitic, Gq, Homophobic, Mel Gibson, Winona Ryder, Winona Ryder Mel Gibson, Winona Ryder Mel Gibson Gq, Winona Ryder Mel Gibson Homophobic, Entertainment News](#)

Like

533 people like this. Be the first of your friends.

178

SHARE

438 views

retweet

2,332

comments

Get Entertainment Alerts

SIGN UP

Email

Comments 2,332

Winona Ryder, featured in the latest issue of GQ, talks about her long past in Hollywood – and her horrifying run-in with Mel Gibson. She claims that she knew of the star's alleged intolerance far before anyone else.

"I remember, like, fifteen years ago, I was at one of those big Hollywood parties. And he was really drunk," she recalls to the magazine. I was with my friend, who's gay. He made a really horrible gay joke. And somehow it came up that I was Jewish. He said something about 'oven dodgers,' but I didn't get it.

"I'd never heard that before," Ryder continues. It was just this weird, weird moment. I was like, "He's anti-Semitic and he's homophobic." No one believed me!"

Since, Gibson has been derided for multiple racist diatribes, and is now suffering a very public anger meltdown.

Ryder also dishes on a former addiction to pain killers, which she blames for her 2001 shoplifting arrest.

"I broke my arm in two places," she says, talking about her time on the set of 'Mr. Deeds.' "For about a month, I had to take it. But then I just kept taking it for, like... maybe three more weeks. But the thing I do remember is that once my arm was okay and they were still there, you kind of like... "

She trailed off, thinking about the battle, but is now happy to report that she is sober. And, working in big time movies again. With a strong supporting role in 'Black Swan,' as the aging prima ballerina replaced by the younger star (Natalie Portman), Ryder actually enjoyed the personal meaning behind the role.

WHAT IS IT:
Similar to HufPo full story pages would have a "Reaction bar" (Inspiring, Funny, Amazing, etc). The user selects one of the reactions, we spawn a Facebook Like window with a pre-populated comment (Inspiring, Funny, etc.)

URL:
<http://huff.to/g5DrrV>

WHY IT’S IMPORTANT:
Users can add depth to their instant comment. Instead of just pressing the Like button, they can use a tag to relay more information.

HOW DOES IT WORK?:
Users press a button similar to the Facebook Like button. This button then adds the tag as a comment with a URL.

Post to Your Wall

Your comment is here

Weird...

Winona Ryder On Mel Gibson, In GQ: 'He's Anti-Semitic And He's Homophobic' (PHOTOS)

Winona Ryder, featured in the latest issue of GQ, talks about her long past in Hollywood -- and her horrifying run-in with Mel Gibson. Sh...

H

via Huffington Post

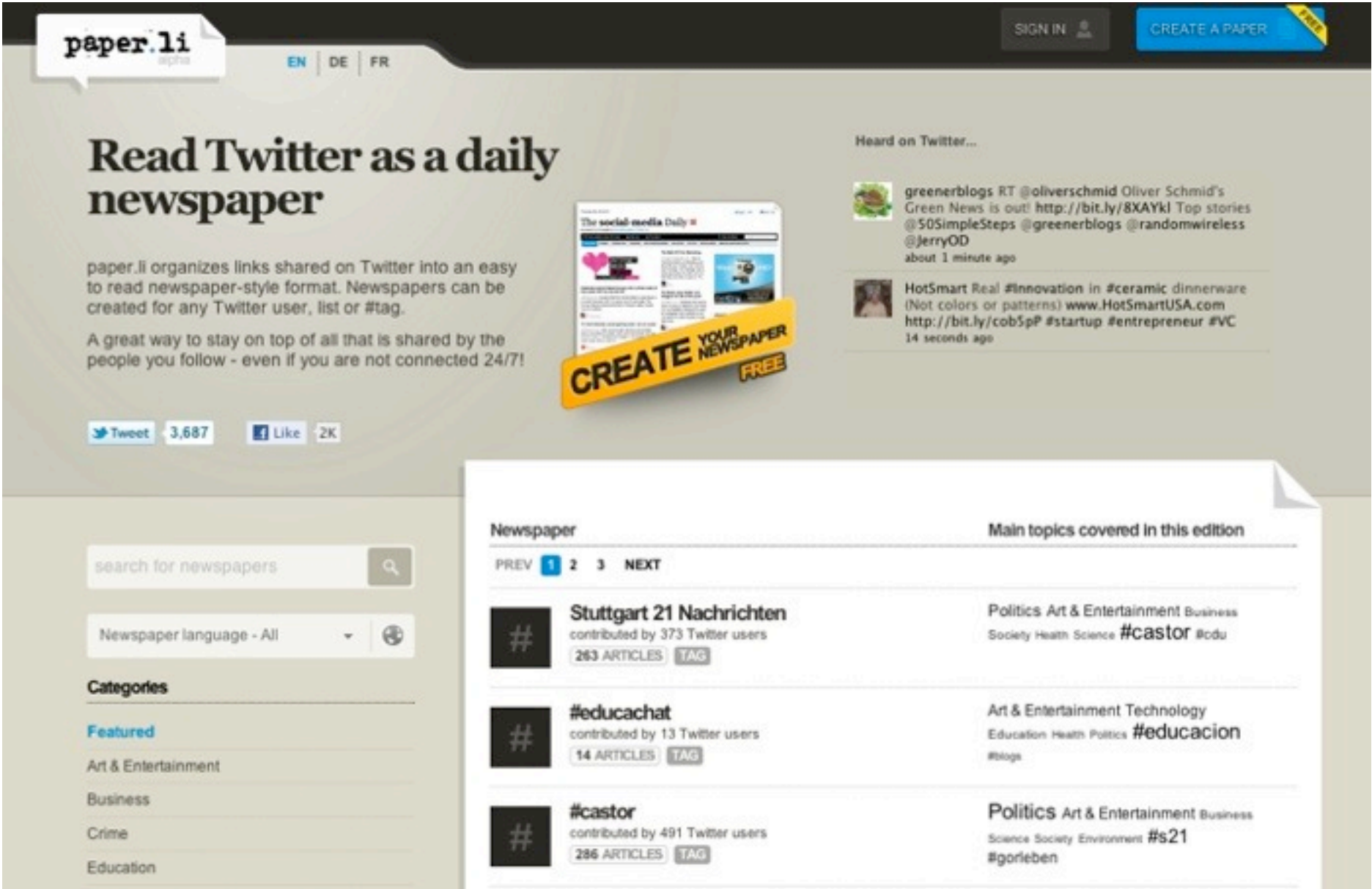
Publish

Skip

13

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PROPRIETARY AND CONFIDENTIAL



WHAT IS IT:

paper.li organizes links shared on Facebook and Twitter into an easy to read newspaper-style format.

URL:

<http://www.paper.li>

WHY IT’S IMPORTANT:

Newspapers can be created for any Facebook and/or Twitter user, list or #tag. A great way to stay on top of all that is shared by the people you follow - even if you are not connected 24/7!

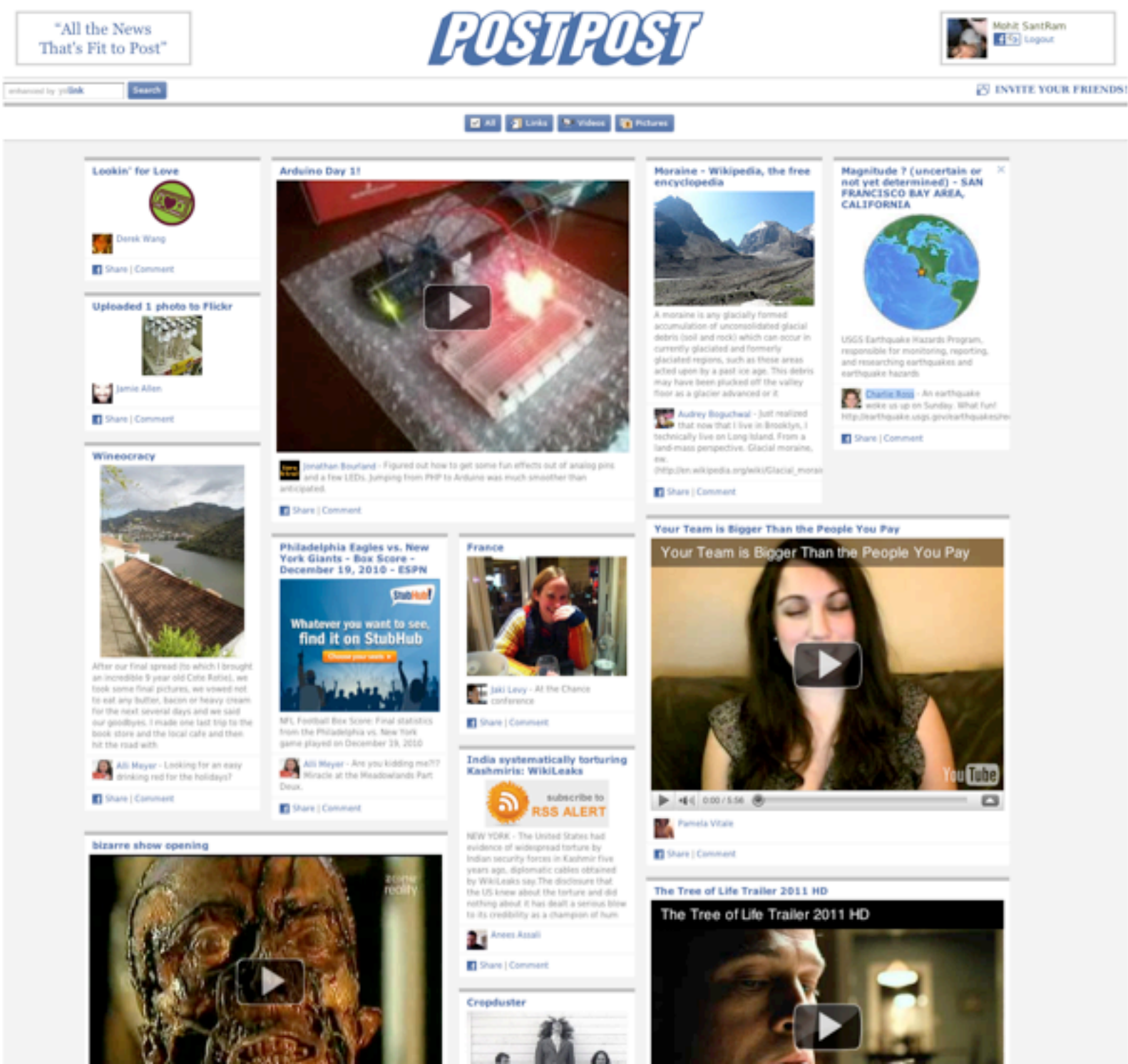
HOW DOES IT WORK?:

Paper.li publishes a personal newspaper in the background for you:

1. Extract all tweets that include URLs
2. Extract the content found on these URLs:
3. Add text, e.g. blog post, newspaper article
4. Add photo, e.g. Flickr, yfrog, Twitpic, ...
5. Add video, e.g. YouTube, Vimeo, Dailymotion, ...
6. Analyze the extracted text for topic, e.g. Politics, Technology, ...
7. Surface the day's most relevant articles (using paper.li magic)
8. Construct a newspaper frontpage using the filtered articles, photos and videos

HOW SPORTING NEWS SHOULD IMPLEMENT:

Sporting News should leverage the functionality that Paper.li has championed to create a custom feed based upon a subgroup of posts, urls, comments, likes made by a user, their friends and Sporting news editors based upon their preferences, locations and interests.



WHAT IS IT:

PostPost is a news aggregator for the social generation, and collates the articles, videos, and photos your friends have found interesting enough to post.

URL:

<http://www.postpost.com/index.html>

WHY IT’S IMPORTANT:

It features advanced search technology powered by yolink where users can search deeply within all of their news articles across disparate sources.

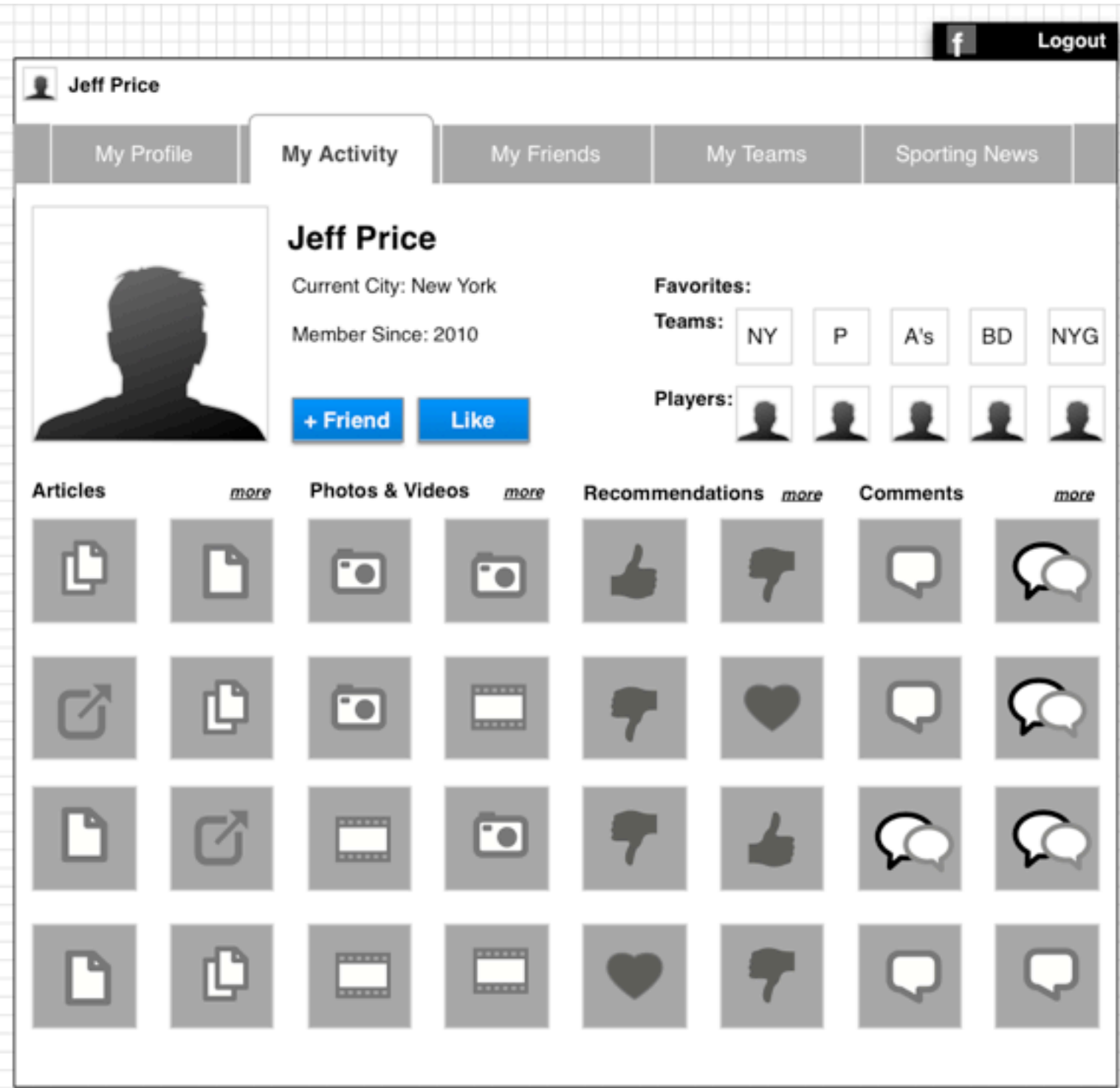
HOW DOES IT WORK?:

The first version of PostPost was created as a weekend project by entrepreneur Peter Yared, VP of Apps at Webtrends. Peter founded or was an executive at Transpond, ActiveGrid, Sun, NetDynamics and j.rad, and writes articles on the mobile/social space for VentureBeat. Many thanks to David Desandro for his jQuery Masonry user interface module. PostPost has since been productized by TigerLogic, the creators of yolink.

HOW SPORTING NEWS SHOULD IMPLEMENT:

Sporting News will create a Facebook powered Sports news aggregator which collates articles, videos and photos a users’ friends have Liked. Focusing on Sporting News content with secondary Sports content from outside web sources. This Sporting News Facebook aggregator will resembles the PostPost.com experience of the Sporting News feed. Alternatively, Sporting News could also leverage this functionality to provide a personalized "view" of Sporting News Sports hubs, Editors posts and homepage, which could be arranged, personalized and shared amongst friends.

HOW SPORTINGNEWS.com SHOULD IMPLEMENT



WHAT IS IT:

My Sporting News, a user profile page where they can modify their account settings, see their Media Beacon activity and see their friend's media beacon activity on Sporting News.

URL:

<http://my.sportingnews.com>

WHY IT’S IMPORTANT:

A personalized version of sporting news that shows Sports News as it relates / interests you.

HOW DOES IT WORK?:

The media beacon would be auto activated via instant personalization and would be able to run in stealth mode, toggle available on My Sporting News.

- 1. Display profile information, FacebookLogin details
- 2. Display Media Beacon Stealth mode toggle
- 3. Display My Activity Tab; Shows:
 - All articles I visited
 - All videos I watched
 - All items I liked / recommended
 - All comments I made
- 4. Display Friends Activity; Data same as above
- 5. View can be Feed (linear) or like PostPost.com

HOW SPORTING NEWS SHOULD IMPLEMENT:

Facebook Socialgraph will pull users’ groups and interests, then create a custom Sporting News page ordered by a user's interests. The 7 Sports verticals are displayed in an "interest based" order pulling in content from Sporting News and the web. My.SportingNews.com may be shared and potentially become a customized Facebook Application that lives on a user's

Homepage & Hubs

- 1. Implement a large horizontal Facebook fragment on the homepage and 7 major hub pages + Super Story which would replace the Recommended on Facebook (in the DL) and would display:
 - Friends activity
 - Group activity [relative to hub group association]
 - Recommended on Facebook
 - My (Beacon) Activity
 - Shares, Likes, Link to my Sporting News beacon profile page
- 2. Create Groups for each Hub

Non Super Story Pages

- 1. Facebook profile link for every Sporting News Content producer; Both articles and media content. They must become influencers
- 2. Display Facebook users that have recommended this story and show my friends on top
- 3. Implement Facebook Comment Box
- 4. Possibly create groups around each story

SuperStory Summary

- 1. Facebook profile link for every Sporting News Content producer; Both articles and media content. They must become influencers
- 2. Implement a large horizontal Facebook fragment (same as homepage / hub). Would replace recommendations in the right rail
- 3. Implement a global Comment Tab which would contain a fully expanded Facebook Comment box
- 4. Implement Comment box / fragment in the Summary view; Would display 5 comments, click-through would take the user to the Comments tab
- 5. Modify "Follow on Facebook" to include more information about the topic (groups, etc)

SuperStory Story View

- 1. Facebook profile link for every Sporting News Content producer; Both articles and media content. They must become influencers
- 2. Implement Comment box in the story view would display about 5 comments, click-through would take the user to the Comments tab

SuperStory Photos & Videos View

- 1. Implement Like / Recommend button on photos
- 2. Possible Facebook Comment Box for each photo

SuperStory Social View

- 1. Possibly pull in Facebook Group data in here to replicate the Facebook experience on Sporting News. We could display a postpost.com layout style which consists of user generated social news.

Videos

- 1. Implement Like / Recommend buttons
- 2. Implement video Comment Box

Teams & Players

- 1. Display (already existing) Facebook group information
- 2. Display users that like this team
- 2. Implement Comment Box

Schedule, Standings, Stats, Odds,

- 1. Implement Like / Recommend buttons


Alerts

Users can subscribe to alerts based on team, sport, player, or Facebook Groups to get alerts every time the group is updated.


FACEBOOK REGISTRATION



The registration tool allows users to easily sign up for your website with their Facebook account, the flexibility to ask for additional information not available through the Facebook API, and also allows users who do not have a Facebook account to sign up using the same form.

 To save you time, the registration form below has been prefilled using your Facebook profile.

Name and Public Information:



Mohit SantRam

NYU · 536 friends

×

Birthday:

Jan

1

1902

Email Address:



mojo@nyu.edu

Gender:

Choose One:

Current Location:


Register



2 friends have registered.


[Terms of Service](#) · [Privacy Policy](#)

Clicking Register will also give Developer Site access to your Facebook friends list and other public information. Nothing will be shared with Developer Site until you click Register. [Learn more](#)




To save you time, the registration form below has been prefilled using your Facebook profile.

Name and Public Information:



Mohit SantRam

NYU · 536 friends



Email Address:

mojo@nyu.edu

Birthday:

Jan

1

1902

Current Location:

Gender:

Choose One:

Do you like this plugin?:

☒

Phone Number:

Anniversary:

Month:

Day:

Year:

Best Captain:


Choose One:


Which side?:

Sith



Best Place to Live:

Security Check:





Register



2 friends have registered.

Terms of Service · Privacy Policy

Clicking Register will also give Developer Site access to your Facebook friends list and other public information. Nothing will be shared with Developer Site until you click Register. [Learn more](#)

WHAT IS IT:
The registration tool allows users to easily sign up for your website with their Facebook account.

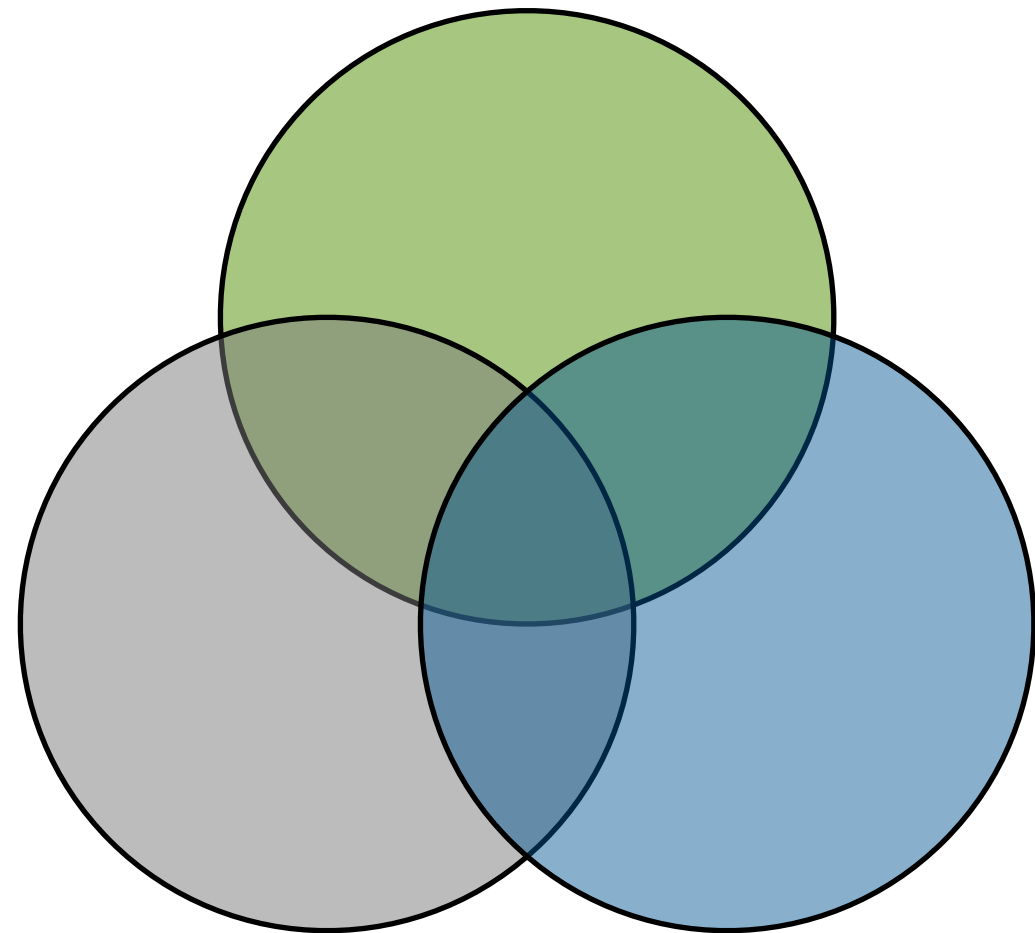
URL:
http://developers.facebook.com/docs/user_registration

WHY IT’S IMPORTANT:
By minimizing the friction associated with signing up for a new account and making it easy for people to bring their friends with them, we’ve seen that people are more likely to complete the sign up process, stay on sites longer, share more content and come back more often. For example, in beta tests with FriendFeed (FriendFeed), Facebook sign ups increased 300%

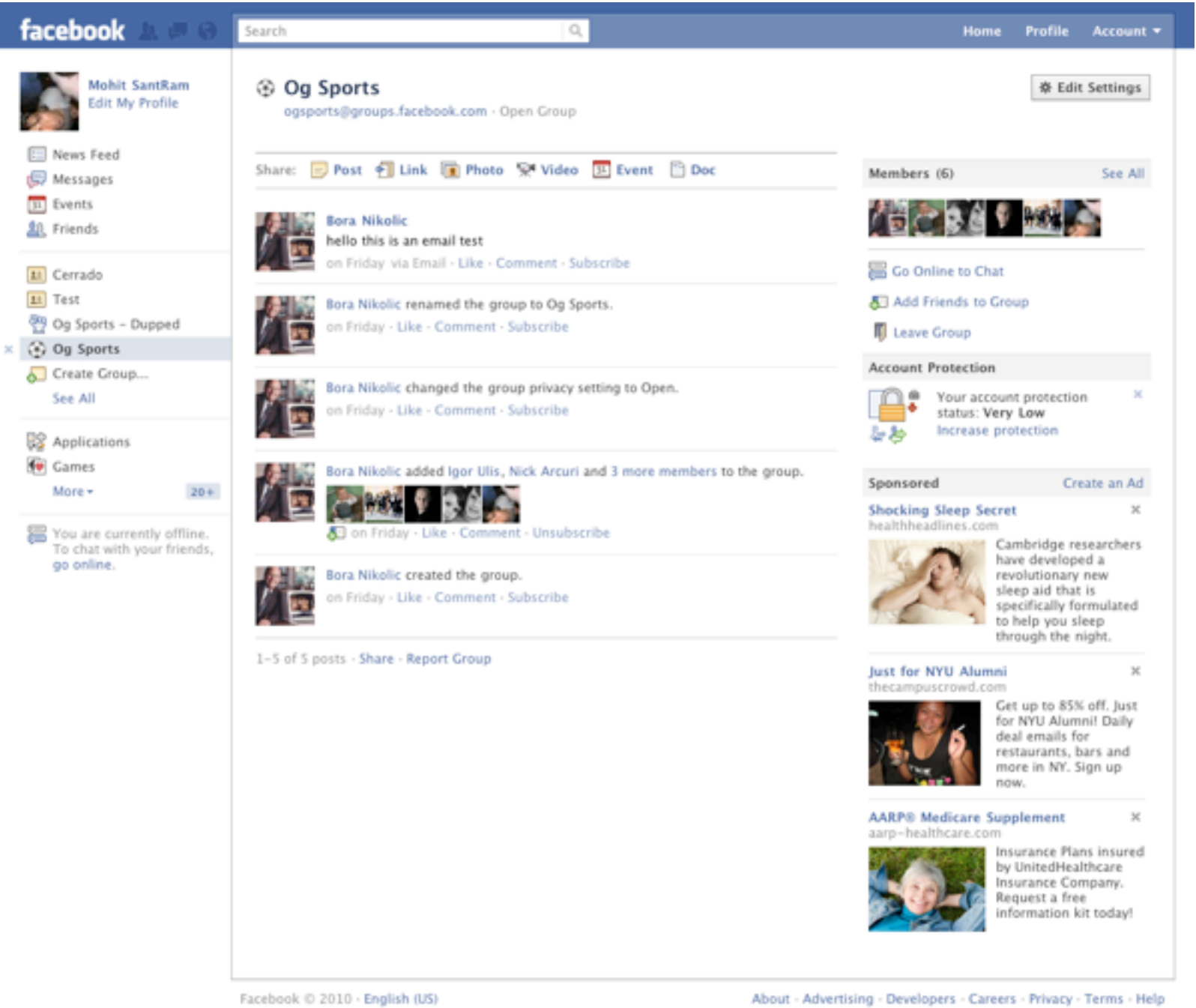
HOW DOES IT WORK?:
The tool is a simple iFrame that you can drop into your page. When logged into Facebook, users see a form that is pre-filled with their Facebook information where appropriate.

HOW SPORTING NEWS SHOULD IMPLEMENT:
SportingNews would remove the current in-house login system and replace with the new Facebook Registration system. Sporting News could then add as many required and optional fields to collect more information from users such as favorite sports, teams and players.

Facebook Groups, recently revamped into three types: Open, Closed and Secret, contain communities of people and friends to promote, share and discuss relevant topics.



FACEBOOK OPEN GROUPS



WHAT IS IT:

The new Facebook Groups allows members to selectively share information with a small group of friends.

URL:

<http://www.facebook.com/groups>

WHY IT’S IMPORTANT:

Old Facebook Groups were built around the same goal of helping people share with a group, but users found it harder share personal information with a select small group of their friends. The new design offers a shared space where users share personal information with a smaller subset of people with whom they interact more frequently.

HOW DOES IT WORK?:

You can create a group by clicking "Create Group" in the left hand column of the home page. A pop-up box will appear, where you will be able to add a group name, invite members and select the privacy settings for your group. Click "Create Group" when you are finished. You can also create a group from <http://www.facebook.com/Groups>

PRIVACY?

When you create a group, you can completely control its privacy. There are three different access levels:

- 1. **Open:** Everyone on Facebook can view the group and join. The group will appear in search results and all content is visible to anyone.
- 2. **Closed:** Everyone on Facebook can see the name and members of a group, but only group members can view content in the group.
- 3. **Secret:** These groups cannot be found in searches, and non-members can’t see anything about the group, including its name and membership list. The name of the group will not display on the profiles of members.

FACEBOOK CLOSED GROUPS



WHAT IS IT:

The new Facebook Groups allows members to selectively share information with a small group of friends.

URL:

<http://www.facebook.com/groups>

WHY IT’S IMPORTANT:

Old Facebook Groups were built around the same goal of helping people share with a group, but users found it harder share personal information with a select small group of their friends. The new design offers a shared space where users share personal information with a smaller subset of people with whom they interact more frequently.

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You can create a group by clicking "Create Group" in the left hand column of the home page. A pop-up box will appear, where you will be able to add a group name, invite members and select the privacy settings for your group. Click "Create Group" when you are finished. You can also create a group from <http://www.facebook.com/Groups>

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1. Open: Everyone on Facebook can view the group and join. The group will appear in search results and all content is visible to anyone.
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3. Secret: These groups cannot be found in searches, and non-members can’t see anything about the group, including its name and membership list. The name of the group will not display on the profiles of members.

FACEBOOK SECRET GROUPS



WHAT IS IT:

The new Facebook Groups allows members to selectively share information with a small group of friends.

URL:

<http://www.facebook.com/groups>

WHY IT’S IMPORTANT:

Old Facebook Groups were built around the same goal of helping people share with a group, but users found it harder share personal information with a select small group of their friends. The new design offers a shared space where users share personal information with a smaller subset of people with whom they interact more frequently.

HOW DOES IT WORK?:

You can create a group by clicking "Create Group" in the left hand column of the home page. A pop-up box will appear, where you will be able to add a group name, invite members and select the privacy settings for your group. Click "Create Group" when you are finished. You can also create a group from <http://www.facebook.com/Groups>

PRIVACY?

When you create a group, you can completely control its privacy. There are three different access levels:

- 1. Open: Everyone on Facebook can view the group and join. The group will appear in search results and all content is visible to anyone.
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- 3. Secret: These groups cannot be found in searches, and non-members can’t see anything about the group, including its name and membership list. The name of the group will not display on the profiles of members.

Facebook Groups

Facebook Groups allows members to selectively share information with a small group of friends. Recently revamped into three types: Open, Closed and Secret, contain communities of people and friends to promote, share and discuss relevant topics.

Facebook wanted to make it easy for users to create a shared space where they can quickly post photos, chat with other members who are online, and even keep in touch when they're not on Facebook through a group email address.

Create Group

Users can create a group by clicking "Create Group" in the left hand column of the home page. A pop-up box will appear, where a user will be able to add a group name, invite members and select the privacy settings for the group. To finish, a user must click on "Create Group". You can also create a group from <http://www.facebook.com/Groups>.

Creation of Subset Groups

Sporting News will create several groups on Facebook which include the core seven categories. Using Facebook's Instant Personalization tools, Sporting News will customize the experience for each user when they visit SportingNews.com or apps.Facebook.com/SportingNews with content that matches their likes, location, sports reading habits and beyond.

Like Button

Users understand how to use the Like button. Extending the Like functionality to allow a user to add a person to a group, send an article to a specific group or recommend the item will be done by adding a drop down selection list. Now users can send their approval to specific Facebook friends.

Initiate Groups Outside of Facebook

Sporting News can automatically (via CMS Driven process) create new Facebook groups for big topics / superstores via the Facebook API. Users would be able to join these "Topic Groups". Topic Groups would reflect content from the super story tabs and drive users back to Sporting News. Conversations can be started around groups and topics, as well as, specific items in a group.

Following the notion of Facebook Groups, this functionality can be replicated on SportingNews.com. The effort here is to automatically create these sub groups on the fly, allowing users to contribute and broadcast actions like reading or commenting upon an article only to a subset of their Facebook friends. Additionally, this allows users on SportingNews or Sporting News' Facebook app, to have a conversation with only their friends within the context of a particular story.

For example, NYTimes implemented a new linking approach where a user can send someone a link that highlights a portion of the article that they want them to read.
<http://firstlook.blogs.nytimes.com/2010/11/30/a-few-new-features>

This functionality can be extended on Sporting News to not only highlight a particular sentence or paragraph, but add specific contextual comments to be shared with their friends.

Group Feeds

Group Feeds can be pulled via the Facebook API and displayed on My.SportingNews.com or in other areas of the site such as the superstory.

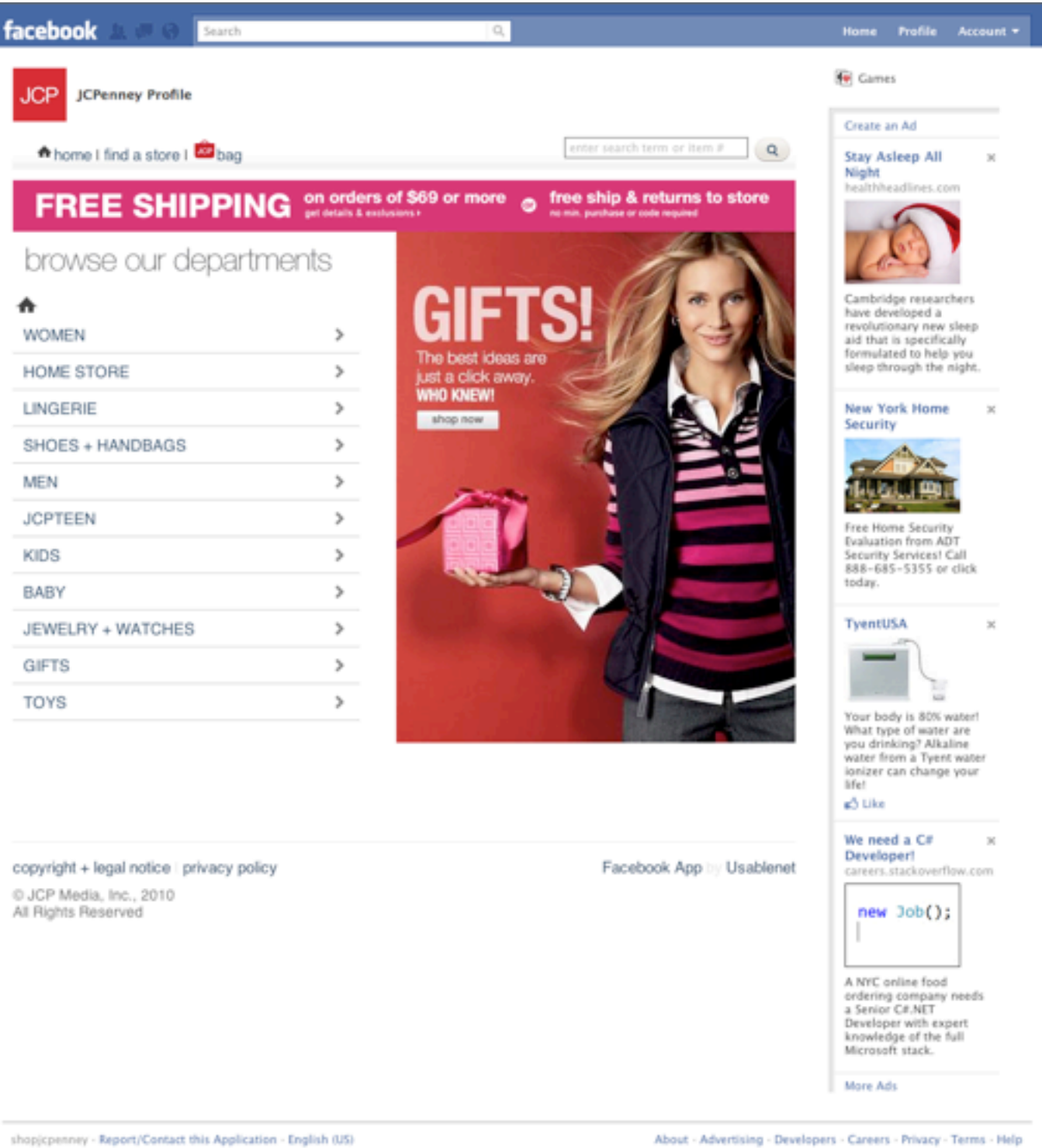
URL: <http://www.insidefacebook.com/2010/10/07/groups-walkthrough-docs-chat/>
API: <http://www.insidefacebook.com/2010/10/11/groups-api-details-apotential/>

Alerts

Users can subscribe to groups to get alerts every time the group is updated.

Sporting News’ presence on Facebook can also be enhanced so users get access to Their favorite sports, teams and players while sharing this with their Facebook friends.





WHAT IS IT:

JC Penney Co. on Tuesday has become one of the first major retailers to open a fully functional online store within Facebook, letting customers shop, share and buy without having to leave the social network.

URL:

<http://apps.facebook.com/shopjcpenney>

WHY IT’S IMPORTANT:

1. The JC Penney Facebook page now has a "shop" tab that lets customers browse various departments and place selections in a shopping bag just as they would on the regular JC Penney website.
2. Additionally the page also includes a "share" button that posts an item on a Facebook member's wall.

HOW DOES IT WORK?:

The JCPenney Facebook Application is a fully integrated Facebook ecommerce application powered by Usablenet under the Shop tab on its Facebook. JCPenney customers can add to cart, checkout, edit and remove products from cart, specify shipping address, ship to store, and pay with credit card - all within the JCPenney Facebook.

The social integration is most apparent on individual product pages, where Facebook's ever-present Like button and comment box are prominent. The box lets people post to the product page and their own Facebook profile simultaneously.



WHAT IS IT:

NewsCloud is an open-source Facebook application that brings the power of community to news organizations.

URL:

- <http://opensource.newscloud.com/2009/12/about-newscLOUDs-open-source-technology-for-facebook.html>
- <http://opensource.newscloud.com/feature-summary-of-newscLOUD-facebook-application.html>
- <http://apps.facebook.com/yourboston>
- <http://apps.facebook.com/baristanet>
- <http://apps.facebook.com/kpccfreeway>

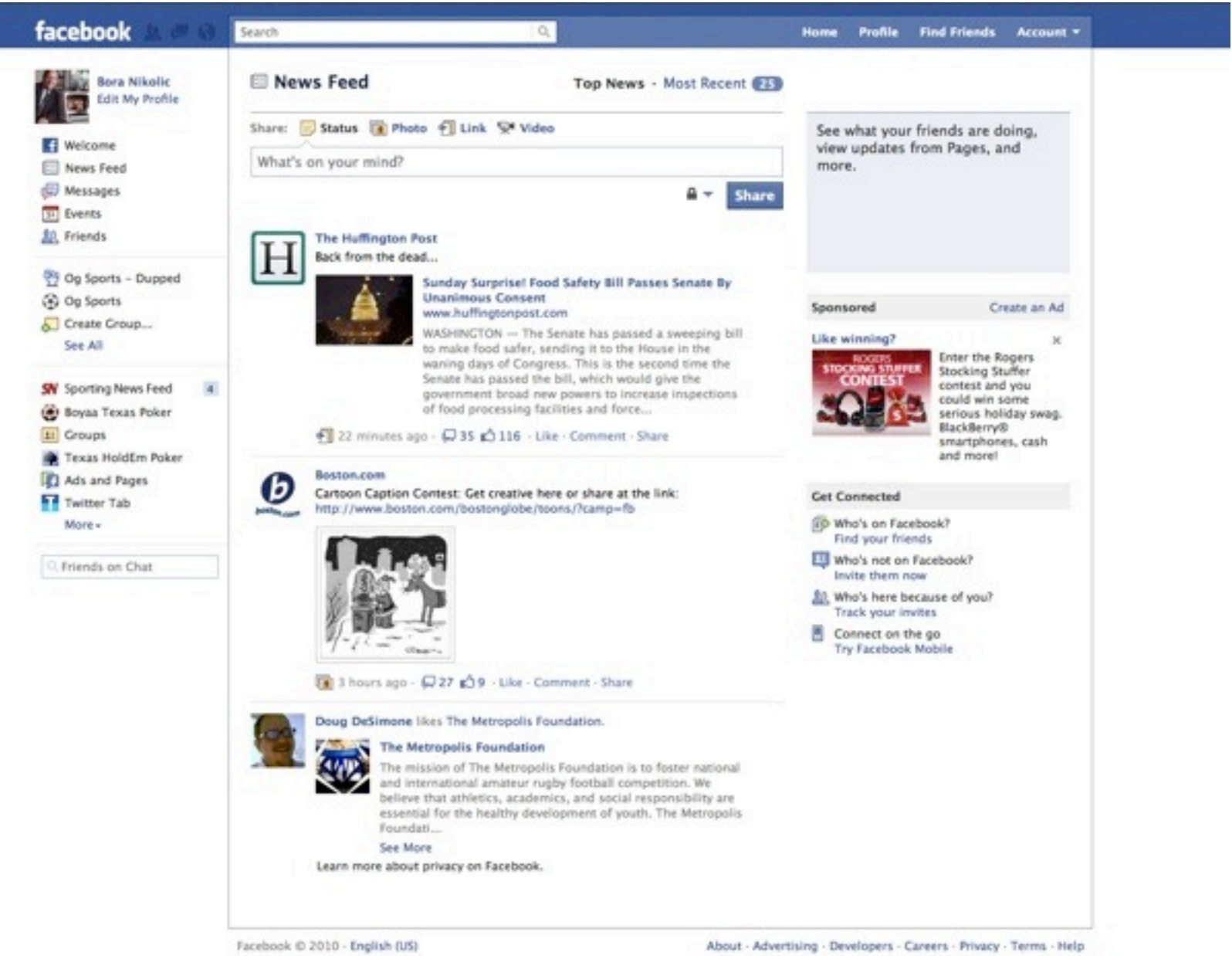
WHY IT’S IMPORTANT:

1. Enables journalists to post text articles and binary content for anyone on Facebook to see and respond to.
2. Fosters interaction with the audience on Facebook by enabling users to share links and make comments.
3. Can serve as a primary platform for news dissemination or be a supplemental presence, with links from the Facebook application to a news organization's primary Web site.
4. Works within Facebook's advertising environment, creating a revenue stream unavailable on the open World Wide Web.

HOW DOES IT WORK?:

While our platform still requires a developer with some knowledge of Ruby on Rails to install, configure and manage, we are continuing to simplify the process and make it easier for non-technical community moderators to manage. Read our FAQ tutorials and ask questions of our open source developer community.

EMBEDDED FACEBOOK APPLICATIONS



WHAT IS IT:

Embedded Facebook applications should have the ability to live within the Facebook User homepage UI (persistent left-hand side utility bar). Applications would harness the same power as Smartphone apps where they would allow for push notifications, notification badges, dynamic rollover interaction and more. Facebook Applications should also have the ability to be easily embeddable on users public Facebook profiles, users can also specify which pieces of the application would be embedded (entire application vs. section of)

WHY IT’S IMPORTANT:

The benefit to our approach is that the user doesn't have to leave their profile to get the latest content from Sporting News. Checking the Sporting News Feed has now become a part of the users daily routine due to it's strategic placement, notification ability and non-intrusive inline display.

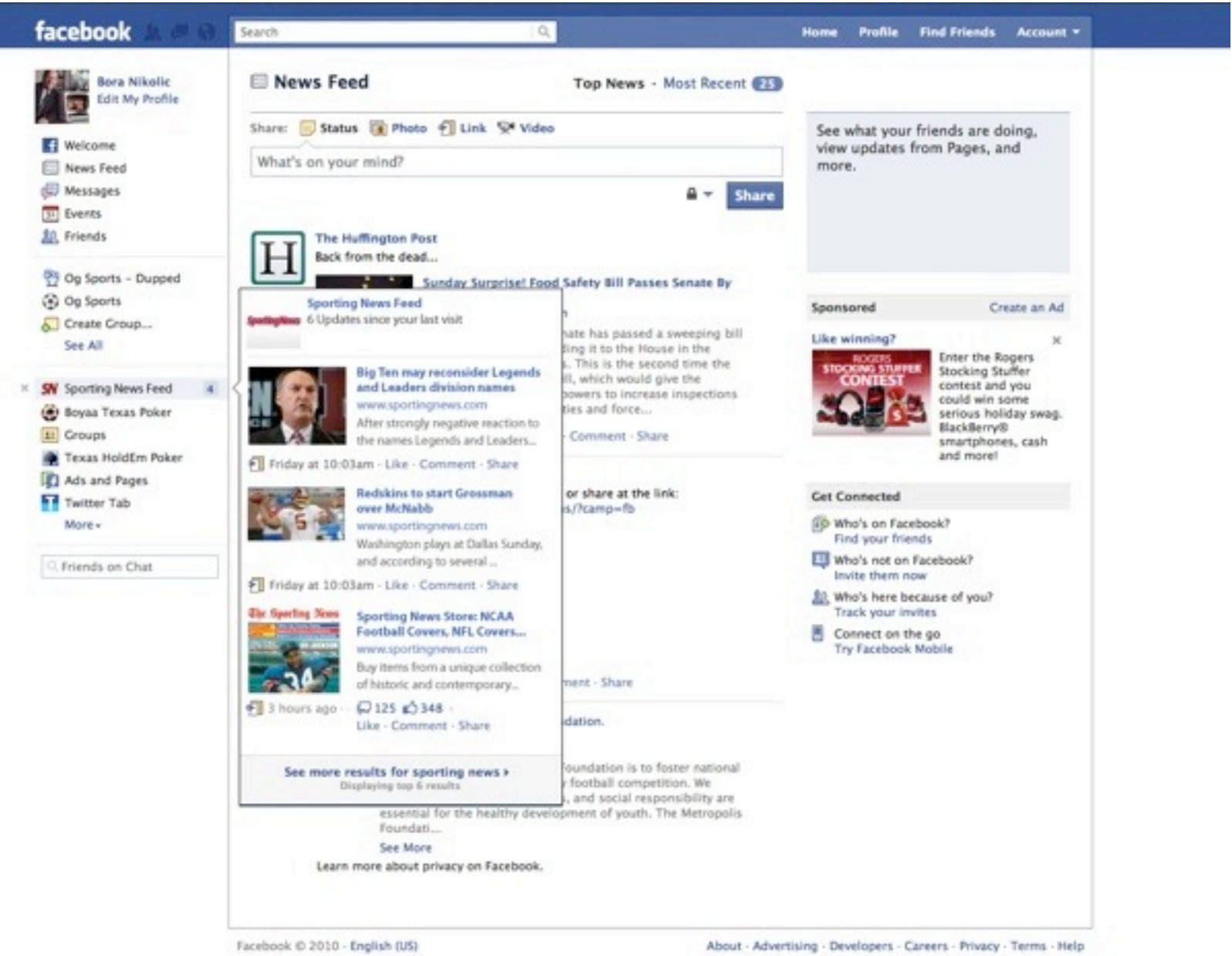
HOW DOES IT WORK?:

This screen shows the Facebook User Profile Homepage with the Sporting News Feed App (left-column) added, also featuring "New Content" notification badge.

HOW SPORTING NEWS SHOULD IMPLEMENT:

Sporting News Feed, the Facebook application, would reside in the left rail on users Facebook homepage. The application would notify the user of breaking news, friend activity and user set events via a notification badge which would contain a numeric display of new items. Upon Application title rollover, the user would get a rich tooltip which would display a summary of notification items giving the user a quick glance at what's changed in the app. A click would take the user to the Sporting News Facebook application which displays an enhanced view of Sporting News content while maintaing the Facebook Homepage wrap.

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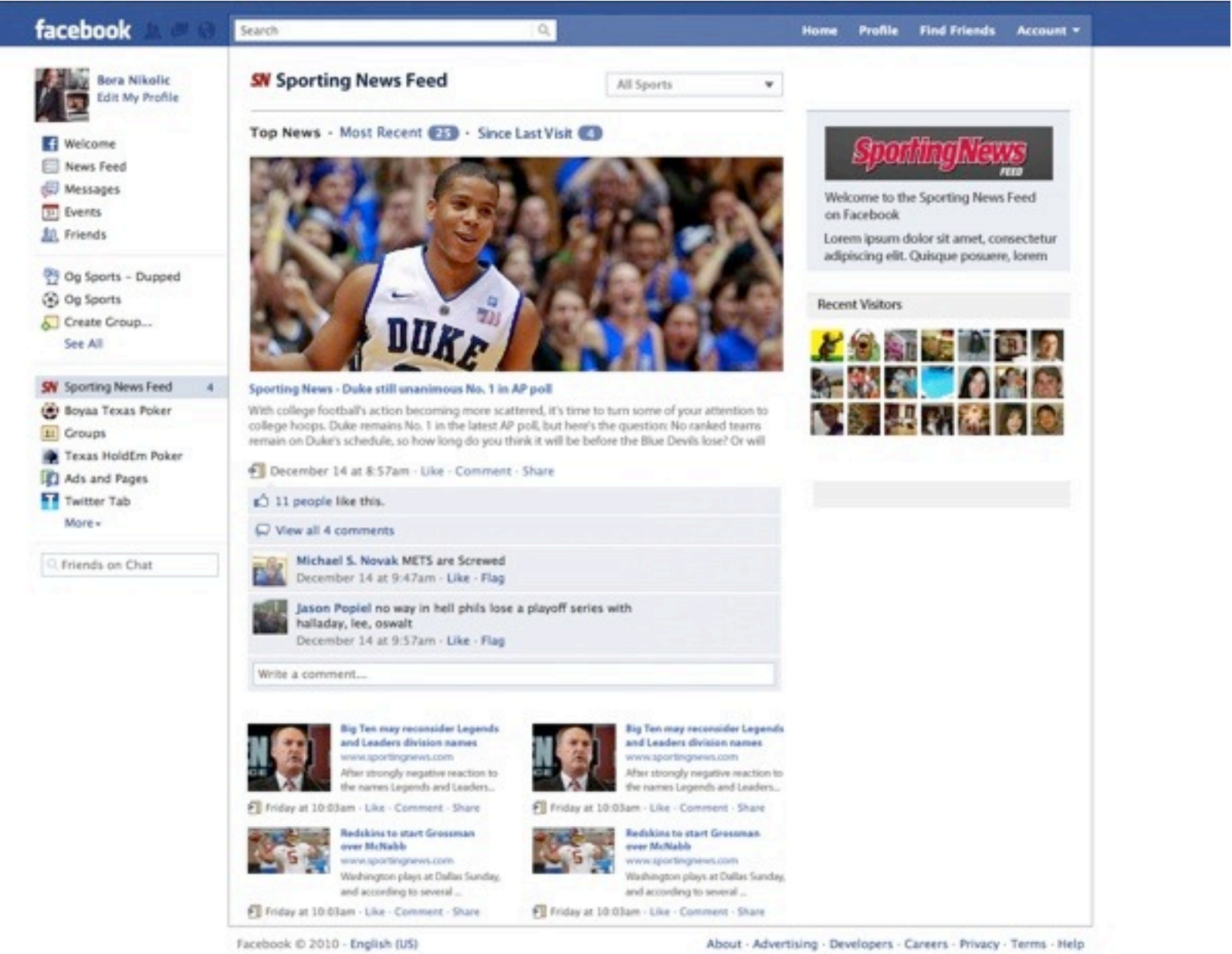
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HOW DOES IT WORK?:

This screen shows the dynamic content tooltip which displays new content since last user visit; can also display friend activity, breaking news, etc.

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HOW DOES IT WORK?:

This final screen shows the Sporting News Feed App view in context of the User Profile Homepage.

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HOW SPORTINGNEWS.com SHOULD IMPLEMENT

Sporting News enhanced page and Facebook App + embeddable tab

Leveraging wall posts, likes and shares on Facebook is fine, but it's not enough. Sporting News needs to represent the Sporting News content offering in an engaging and attractive way where it compels users to engage with the content, find affinity with the Sporting News brand which ultimately results in relationship with SportingNews.com

Utilize NewsCloud.com to implement a rich Facebook experience

We would create a reflection of the 7 core Sports vertical Sporting News offers and display a subset of the Sporting News website right on Facebook. This will allow users to feel out / engage the Sporting News brand where they are comfortable, Facebook. We would display images, headlines, trending topics and more. Subsequent click throughs would lead the users to SportingNews.com

True Sporting News Feed

Augment (or replace) hub/ homepage views with a linear river of news which displays news articles from all 7 core sports verticals. The list is operated on by a boolean filtering mechanism that has the ability to toggle between sports verticals. Additional filtering would include: Sporting News Editor, My Friends - Editor or Me - Editor. Views can be shared / liked on Facebook. The Sporting News pulse would also lend itself quite nicely to a Facebook App that can be embedded or works as a standalone. The dataset would consist of Aggregated and curated content from both Sporting News and the web.

Add Sporting News App to Profile

Users should also have the option to add the Facebook Sporting News App to their Facebook page. This will provide quick and universal access to the Sporting News page from anywhere the user travels within Facebook.

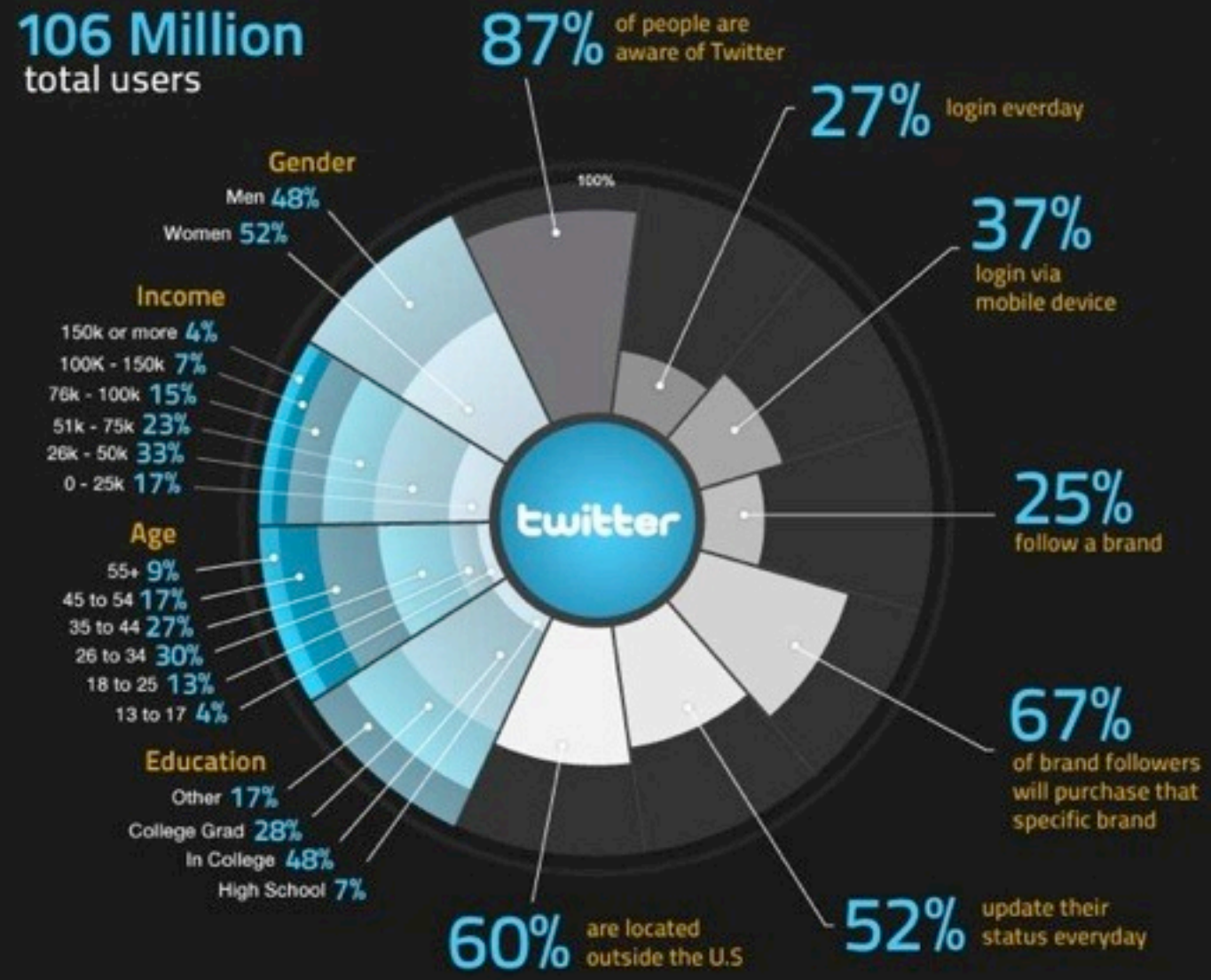
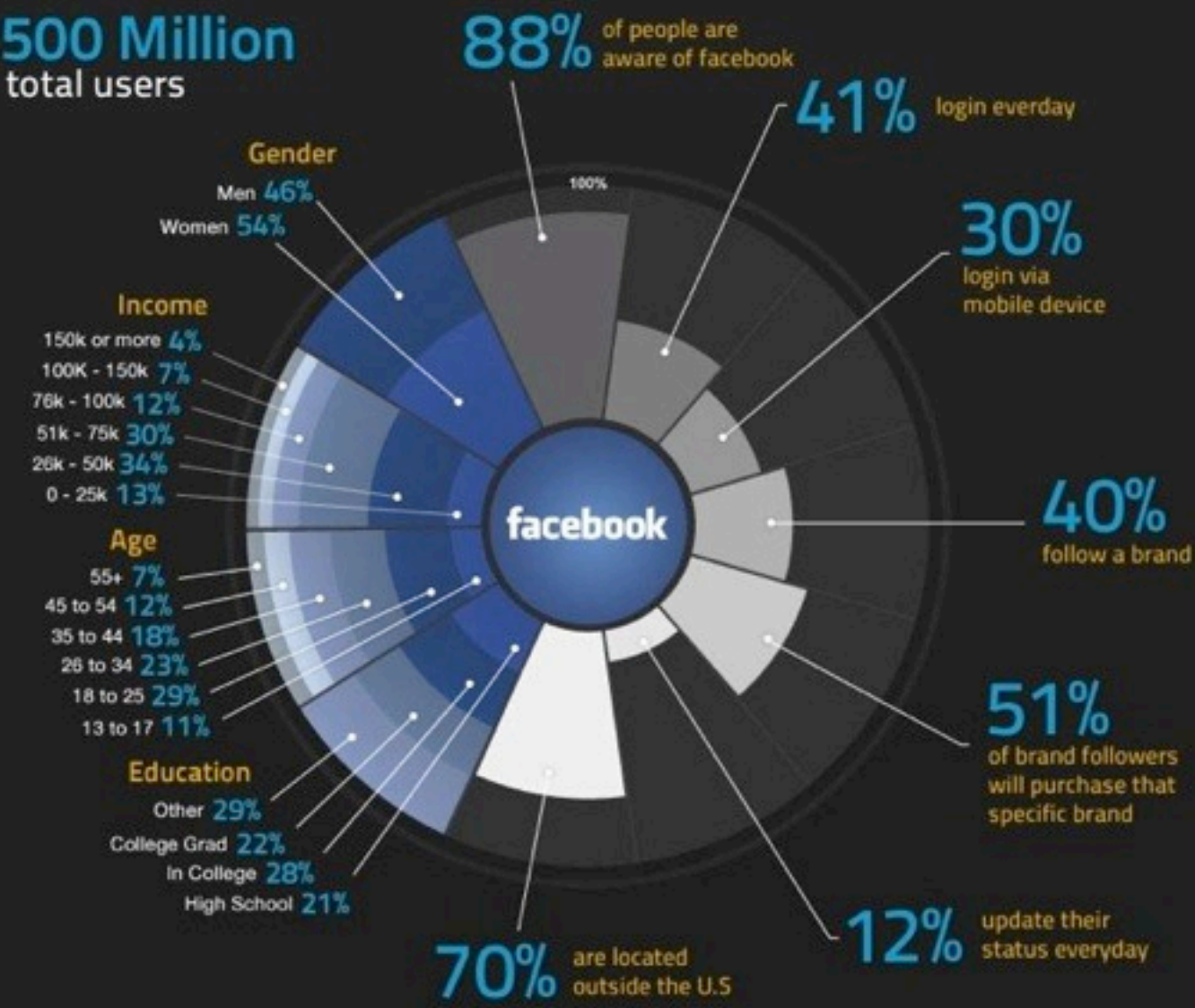
Enable Sporting News Journalists To Become Influencers On Facebook

Each Sporting News Journalist should have an Sporting News Facebook profile page. The page would contain their articles with links back to Sporting News. A possible opportunity would involve creating a custom application/tab which would display a more aesthetically pleasing UI around the articles they post. Users can Like their favorite writers right from the articles on Sporting News along with their bio pages on Sporting News. Posted content and articles can also be aggregated on their Sporting News Profile pages, users can share and like those swell.

The app could also highlight their peers who write for the same sports verticals. Flagging the peers would lead to increased traffic.

facebook vs. twitter

a breakdown of 2010 social demographics



Sources:
http://money.cnn.com/2010/03/10/technology/twitter_users_active/
<http://www.slideshare.net/EmergenceMedia/facebook-demographics-user-statistics-emergence-media>
<http://cheatedstyle.com/2010/05/08/twitter-facts-figures-infographic/>
http://www.mashable.com/archives/survey_brands_making_big_impact_on_facebook_twitter.php
https://www.google.com/adplanner/planning/site_profile/siteDetails?domain=facebook.com&geo=US&trk_type=1&p=true

RELATED LINKS



NYT Times People

URL: <http://apps.facebook.com/timespeople>
FAQ: <http://timespeople.nytimes.com/packages/html/timespeople/faq>
URL: <http://www.nytimes.com/packages/html/timespeople/faq/social>

WOWD

Wowd is a social media tool that helps you organize your online social life and discover the best of Facebook and the entire Web.
URL: <http://www.wowd.com/overview.jsp>

CNN News Pulse

URL: <http://newspulse.cnn.com/>

WaPo

Network News widget platform makes them social
URL: <http://www.washingtonpost.com/wp-srv/network-news>

WidgetBox Widget

URL: <http://www.widgetbox.com/widget/social-network-news>

Involver

URL: <http://www.involver.com/sml/>
URL: <http://mashable.com/2010/12/08/involver-sml>

Misc

How to add a profile tab/app:
<http://developers.facebook.com/docs/guides/canvas#ProfileTabs>

Please Note: We've announced that tabs on user profile pages will no longer be supported after the end of the year. Tabs on other Facebook pages will continue to exist. See the roadmap for more information.

Bleeko

blekko is a better way to search the web by using slash-tags. slash-tags search only the sites you want and cut out the spam sites. use friends, experts, community or your own slash-tags to slash in what you want and slash out what you don't.
URL: <https://blekko.com>

Social Biz Design Slideshow

URL: <http://www.slideshare.net/darmano/social-business-design-web-20-nyc>

Cautionary Tale:

URL: <http://mashable.com/2009/06/15/facebook-connect-washington-post>

MISC

MothersClick.com
Tucows, Butterscotch, RIM