

# Facebook Developments for PR



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August 9, 2012

# But First...A Few Things



EdgeRank

Promoted  
Posts

Real! Live! Stats!

# Broken Hearted

\*OUCH – 5 percent of brand page likers return!



\*Rubinson Partners and Compete

# Thanks for Nothing?

**Facebook: Any Given Status Update  
Reaches some 16 percent of your  
Facebook Audience**

# Show Me the Money

The screenshot displays a social media promotion configuration window. At the top, it indicates 'Reached · 67%' and 'Promoted for \$10.00'. Below this, two summary boxes show '0 Paid Reach [?]' and '\$0.00 Budget Spent'. The 'Budget' section features a dropdown menu currently set to '\$5.00', with a list of options: a checked '\$5.00' (Estimated Reach 2,200) and '\$10.00' (Estimated Reach 2,900). The 'Ends' section is currently empty. The 'Payment' section shows 'Ad Coupon (\$248.26 USD remaining)'. At the bottom, there is a settings icon and a 'Close' button.

Option	Estimated Reach
✓ \$5.00	2,200
\$10.00	2,900

## Promoted Posts

# A Promoted Experiment



	<b>3,904</b> Paid Reach [?]	<b>\$5.00</b> Budget Spent
Budget		\$5.00
Ended		June 25 at 7:17am
Payment		American Express(***) 2008)
<b>Activity</b>		
		48 Page photo views
		40 Page post likes
		6 Page Likes
		5 Comments on Page posts
		3 Page post shares
		1 Link clicks
Like - Comm		
54 people		
View all 6		
	Daniel June 2	
	Marlo thx fo June 2	
	Write	
		<input type="button" value="Close"/>
5,148 people saw this post		Promotion Complete ▾





# Real-Time Insights



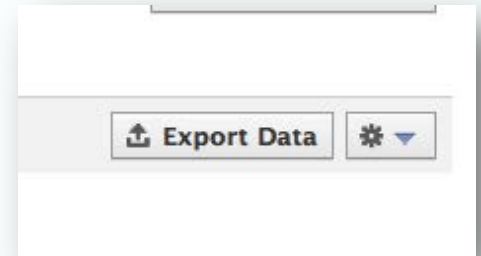
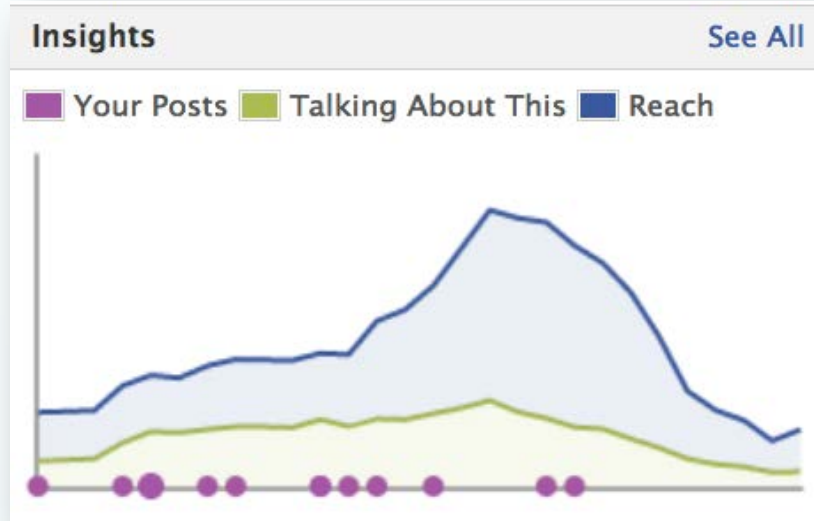
Adjust on the  
FLY

Good to  
Great:  
Pin to the  
top!

Show what your money buys you



# Insights for Content Strategy



<b>Lifetime Talking About This (Post)</b>
Lifetime The number of unique people who created a story about your Page post. (Unique Users)

<b>Lifetime Post Consumptions</b>
Lifetime The number of clicks anywhere in your post. Clicks generating stories are included in "Other Clicks." (Total Count)

# Still Vital: EdgeRank

*Algorithm for what hits newsfeeds*

*Three Keys:*

Relationships -  
the affinity of  
relationship/stren  
gth of action

Weight: Type of  
post – photos,  
update, etc.

Time – how long has it  
been up?

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY ( $u_e$ )



WEIGHT ( $w_e$ )



TIME DECAY ( $d_e$ )

# What was that again?

- Stay photogenic – pics with all posts
- Promoted posts deliver – like it or not
- Update on the fly with real-time insights
- Track your key Insight metrics at least monthly: PTAT and Lifetime consumptions

PRNews'  
**THEBIG3**  
**CONFERENCE:**  
TWITTER/PINTEREST/FACEBOOK



Thanks!

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