

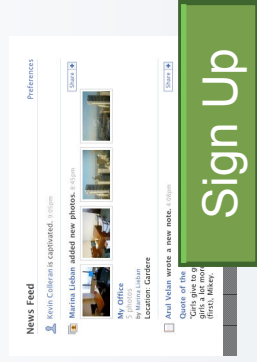
facebook

onGive people the power to  
and make the world more  
and connected

# estones



Applications  
added



News Feed &  
Open Registration



Platform  
launch



Facebook  
Ads



Internationalization



Co

2005

September  
2006

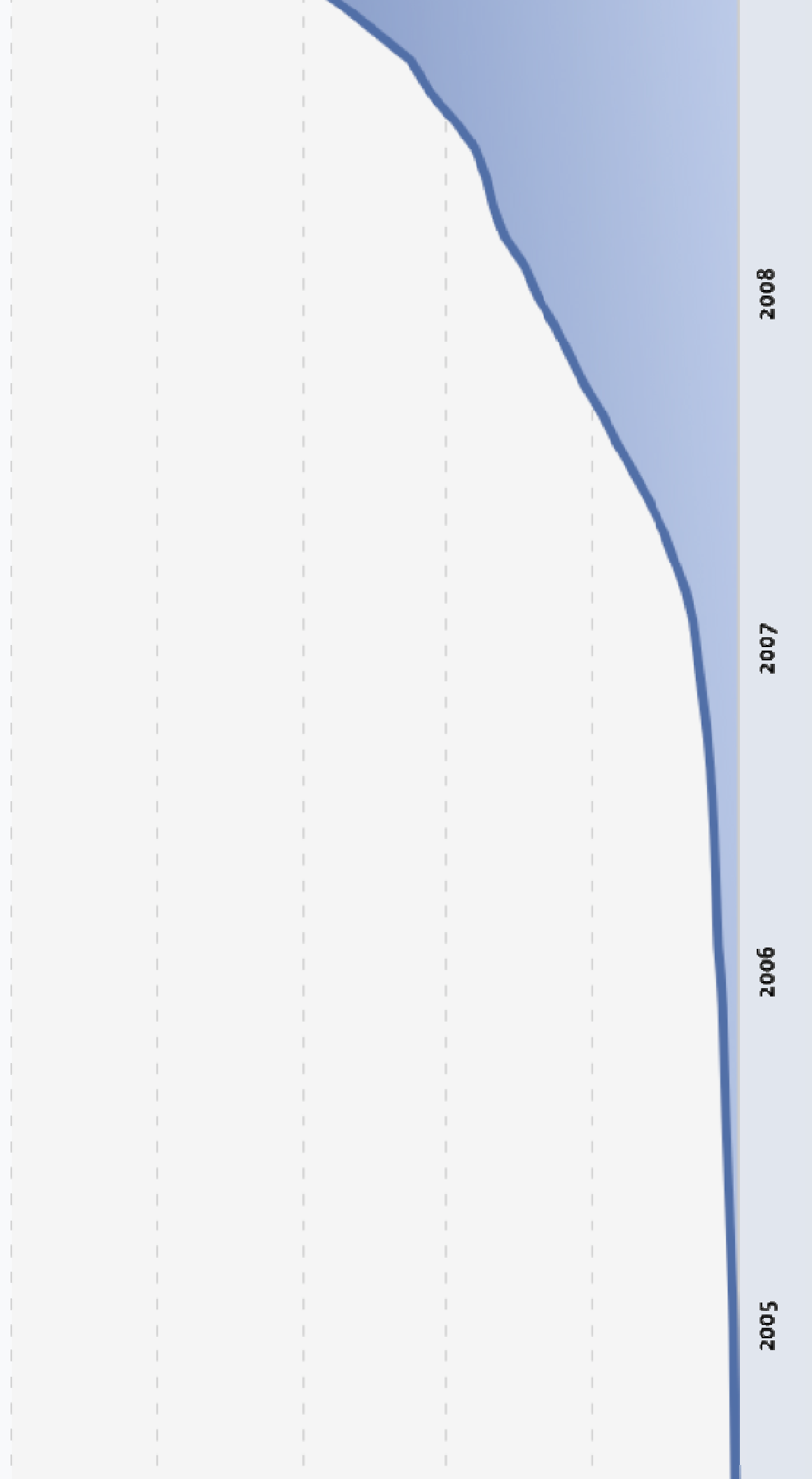
May  
2007

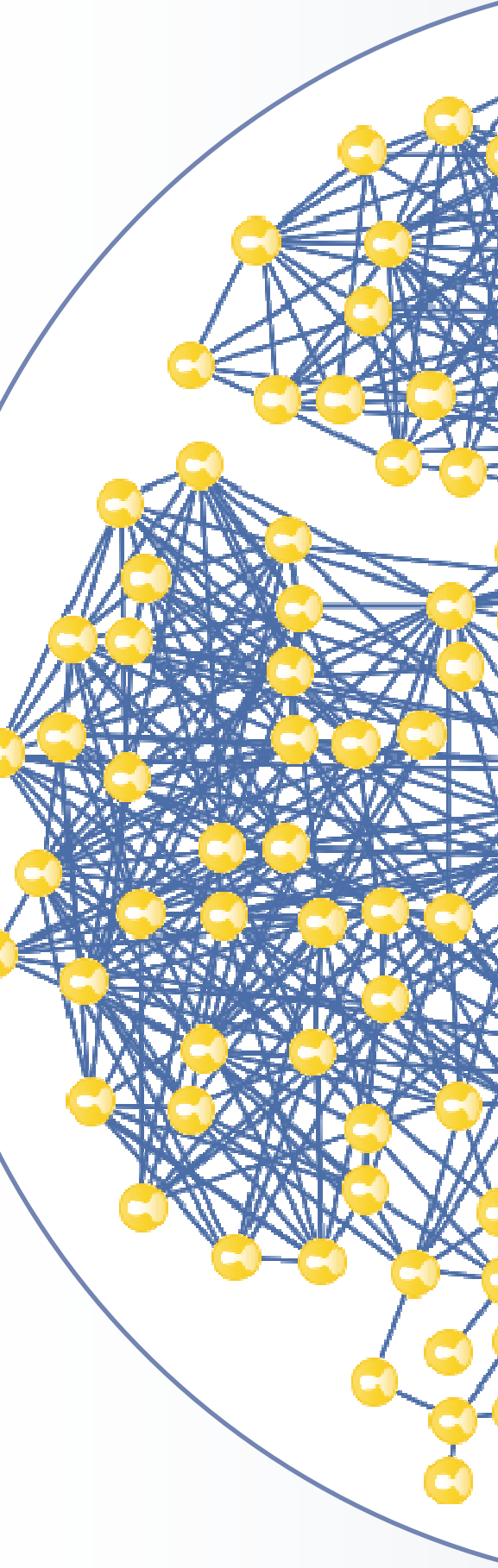
November  
2007

2008

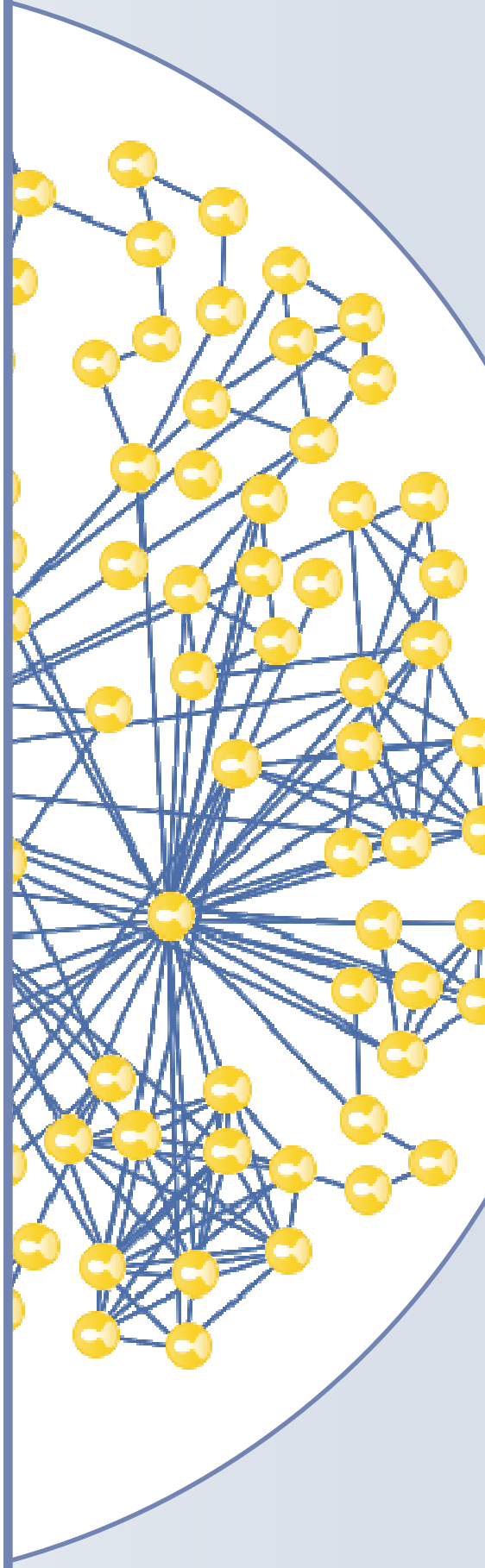
December  
20

# 100 million active users





Connect and share  
with more people



# book and Non-Profits



# A Page

com/Page

and, Product, or  
on” and  
t.”

at you  
ission to create

e short and

The image shows a screenshot of the Facebook 'Create New Facebook Page' form. The form is titled 'Create New Facebook Page' and has a 'Category:' label. There are three radio button options: 'Local', 'Brand, Product, or Organization:', and 'Artist, Band, or Public Figure'. The 'Brand, Product, or Organization:' option is selected, and a dropdown menu is open below it, showing 'Non-Profit'. Below the radio buttons is a text input field labeled 'Name of Non-Profit:'. There is a checkbox labeled 'I am authorized to create this Page'. Below the checkbox is a text input field labeled 'Electronic Signature: enter full name as electronic signature'. At the bottom right is a blue button labeled 'Create Page'. A note at the bottom of the form reads: 'Note: Fake Pages and unofficial "fan pages" are a violation of our Terms of Use. If you create an unauth... violate our Terms in any way, your Facebook account may be disabled. To create a Facebook Group fo... subject, please click here.'

# ew Page

content


the info tab.

asic information.

Your Page has been created.  
To get started, upload a picture and edit information.

## Example Agency

Wall Info +



**Basic Info**

Location: 1 Federal Avenue  
Washington, DC, 20001

Phone: 1-800-867-5309

**Detailed Info**

Website: <http://www.exampleagency.gov>

[Edit Page](#)

[Add Admins](#)

[Suggest to Friends](#)

[this is an example of a page for a government agency](#)

**Events**

There are no events.  
[Create Events.](#)

[Create a Page for My Business](#)

# Manager

ere you can control the  
ngs and defaults.

ctions and ability to  
unpublish.

dit applications.

s and view insights data.

## Settings

Country restrictions (edit)

Age Restrictions (What is this?)

Anyone (13+)

Published Status

Unpublished (visible to no one but admins)

Save Changes

Cancel

## Wall Settings

View Settings

Default View for Wall:

Only Posts by Page

Default Landing Tab for  
Everyone Else:

Wall

Auto-Expand  
Comments:

Comments on my stories will be expanded by default

Fan Permissions

Fans can write on the  
wall:

Fans can write on the wall

Posting Ability:

Allow fans to post photos

Allow fans to post videos

Allow fans to post links

## Mobile

Activate Facebook Mobile to publish status updates to your Facebook Page on the go.

## Applications

### Events

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

### Links

With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like

# Admins

require an admin.

choice is for all pages to  
people administrators.

invite admins who are  
Facebook or via email.

The screenshot shows the Facebook page settings interface for an 'Example Agency'. The 'Settings' section is active, displaying options for 'Wall Settings', 'View Settings', 'Fan Permissions', 'Mobile', 'Applications', 'Events', 'Links', and 'Notes'. A modal dialog box titled 'Add Admins via Email' is overlaid on top. The dialog has a search bar with the text 'Start Typing a Friend's Name', a 'Filter Friends' dropdown, and a text input field containing the email address 'acorrner@facebook.com'. Below the input field are 'Add Admins' and 'Cancel' buttons. The background settings are partially visible, showing options like 'Default View for Wall' (set to 'Only Friends'), 'Auto-Expand Comments' (checked), and 'Fan Permissions' (checked for 'Fans can write on the wall' and 'Posting Ability').

ab

ctive wall looks like,  
of information.  
posts articles, photos  
s.  
l to their 9,000+

American Red Cross Spring tends to bring b  
are your best tips to prepare for these events? on T

Wall

Info

Events

Boxes

Photos



## American Red Cross

Official facebook Page

Suggest to Friends

Add to my Page's Favorites

View Updates

Remove me from Fans

Remove from my Page's Favorites

The American Red Cross is a humanitarian organization led by volunteers. We provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

### Information

Founded:  
1881

Fans

6 of 9,404 fans

See All

Write something...

American Red Cross

Just Fans



American Red Cross To celebrate Facebook you can buy a gift that benefits us. Go to



Wall Photos



10:50am · Comment · Unlike



You and 90 others like this.

Show 16 more comments...



Anna Thompson at 10:47pm April 8

If you go during a promotional time that they're giving them out~



Beth Trowbridge at 11:21pm April 8

My mom brought this shirt for my boyf

Write a comment...



American Red Cross Spring tends to bring What are your best tips to prepare for th

Tue 3:15pm · Comment · Like



29 people like this.

Write something...

Barack Obama

Just Fans



Barack Obama



Organizing for America | Tell Congress to Stop President Obama's Budget

Source: my.barackobama.com

Call your elected representatives and tell them President Obama's budget. It's a bold plan that long-term threats to our prosperity and builds foundation for economic growth by investing in health care, and education.



March 26 at 1:25pm · Comment · Like · Show Feedback (34,385) · Share



**Barack Obama** The White House is inviting you to post your questions on the economy and vote on submissions from other. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at <http://www.whitehouse.gov/OpenForQuestions/>



Open for Questions: President Obama / Questions

Length: 1:27



March 24 at 7:18pm · Comment · Unlike · Show Feedback (45,724) · Share



Barack Obama



3/21/09: Your Weekly Address

Source: www.youtube.com

The President reflects on lessons from his time in Washington this week, which only reinforced the principles in his budget.



WWW.WHITEHOUSE.GOV

Edit Page

Send an Update to Supporters

Promote Page with an Ad

More

President Barack Obama is the 44th President of the United States of America.

Information

Current Office

Office:

President of the United States

Supporters

6 of 6,059,537 supporters See All



Albert A. Stewart



Kristýna Slavičková



Alberto Pallotta



March 24 at 5:09pm · Comment · Like · Show Feedback (33,478) · Share

Write something...

## American Red Cross



Official facebook Page

- Suggest to Friends
- Add to my Page's Favorites
- View Updates
- Remove me from Fans
- Remove from my Page's Favorites

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**Information**

Founded: 1881

**Fans**  
6 of 9,404 fans [See All](#)

### American Red Cross Just Fans



American Red Cross To celebrate Facebook's 200 million you can buy a gift that benefits us. Go to facebook.com



Wall Photos

10:50am · Comment · Unlike

You and 90 others like this.

Show 16 more comments...



Anna Thompson at 10:47pm April 8

If you go during a promotional time that's usually when they're giving them out~

Report



Beth Trowbridge at 11:21pm April 8

My mom brought this shirt for my boyfriend!

Report

Write a comment...



American Red Cross Spring tends to bring both floods What are your best tips to prepare for these events?

Tue 3:15pm · Comment · Like

29 people like this.

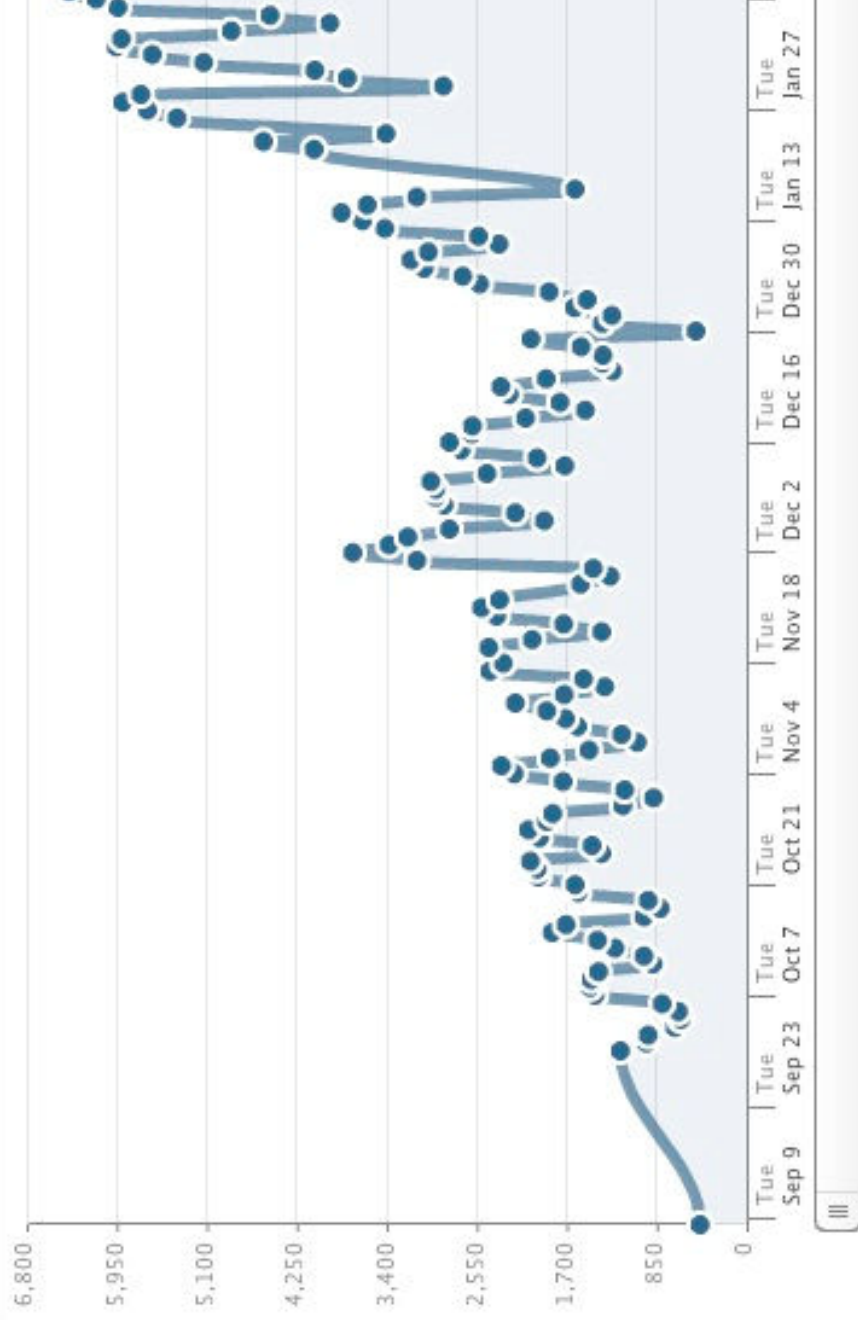
View 28 more comments

# Lexicon counts es of words and n Walls over time.

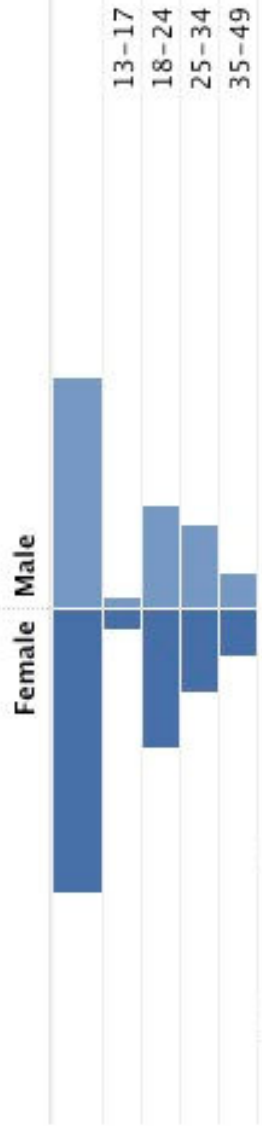
Topic: recession

## Dashboard for "recession"

Choose a graph: Number of Posters



**3,400** Total Daily Posters



\* Available 48 Hours After Activity

# rces

Pages - Facebook.com/facebookpages  
for Non-Profits - Facebook.com/nonprofits  
Influencers - Facebook.com/influencers  
Help - Facebook.com/help  
Page - Facebook.com/page

# facebook

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