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>> Good afternoon to one. I am the director, which is the sponsor of the University. I know many folks are joining us on the live stream. Good morning for those joining us from the other time zone. As we all know, there are big changes ahead for Facebook. Many of you have seen already. Obviously, Facebook is moving to a new timeline format. The girl agencies have done so. We wanted to have this session today because we are moving to this format at the end of this month we wanted to make sure everybody had the opportunity to hear directly from Facebook what the big changes are and how you can update your pages to the new format. We are excited to have the opportunity to provide such as were so many of you today. This impacts hundred and thousands of people across the federal government. There are thousands of this for pages across the government. It's really the impact for our community. We know community folks are very anxious to go back to the their agencies to provide guidance. Great thing is, we we stepped through, in a practical way, all of the things we need to do to do this performance rollout. I will introduce out of who is our speak today. We are happy to have him with us. Many of you know him well. He is Facebook's DC rep. He is our go to guy on anything related to federal agency Facebook. So, I'm has been a longtime friend and colleague of ours. Ever spoke with us back in 2009 when we were just wrapping up a report and paste. It is pretty amazing to see how far we've gone Internet years. We are happy to have him join us today.

>> Tony up on the live stream, we are going to be using a hash tag to accept or questions. These are much.

>> Thanks people who live stream who will be watching light. I wanted to talk to today about the newbies page that we have created. We will it out last week and it's something we are excited about. Brings a level of continuity and feature set. What really is exciting for us working with the government agency is that we have three primary components.

>> We are looking how you express your identity with a very prominent cover photo on the top. We really hope to make sure that you understand and improve your reach so you can reach your audience River they are. We can respond to quick and more personable way. These things together -- what is really does is give you the ability to highlight the good work you've done in the past. It all out yourself to trust yourself that way. Is a build -- it is a visually engaging design. What kind of unique photo you want to put there at the top. You can also see as will the layout of the presentation. So, the photo at the bottom left corner, the about section in the boxes for what used to be tabs are now page applications. It allows you to customize that. This is what will appear to consumers. That is what will appear. Not the cover photo. And, we really think it is helpful to have something there to identify your agency logo. So, this -- as you scroll down into the content of the page, you can see it is a very initially engaged design. So, one of the features we are excited about is pin up a post. You can now put them up a post and it will push the post down. The pin post allows you to take a post and make it a first thing that people can have on your Facebook page. It will remain on the top of your Facebook page. That is exciting as you have stuff your emphasizing. What ever maybe, -- know that it is important. The next thing, the front activity tab and now, individuals can see their friends that are on the page. It is not what the public will see. We have also made larger stories. Photos, visuals, and they will appear in a larger way. You can also highlight certain stories or hide things. One of the best things, you can back date things before you are on Facebook.

>> You can have organizations and institutions, a founded on date for instance. It is important that you get it right. You need to back date when something that started in order to back date. This agency was started in 1950, you need to let us know, that's initial milestone, so we put 1951, 1952, etc. That is the anger of which the timeline will be set. The other thing we will out which is exciting and I think obviously people in this room will be compelled with it, is a new set of administrative tools. As you scroll through, you can see in the upper right-hand corner, the admin panel. This is like Mission control for your Facebook page. It is a one shot -- stop shop to take a look at messages that you may have received. You can get health resources and you can also see, at a glance, your Facebook insight

see how they are performing. As you can see, the admin panel there at -- there are three menus that are drop-down. Each of these are powerful.

>> [Indiscernible - low volume]

>> [Indiscernible - multiple speakers]

>> So, we all true introduced a new messages feature. This is something that each page can choose to turn on or off. It will allow users to send a private message to your Facebook page. You can determine whether or not that is something for what are your Facebook page. You can imagine scenarios, for instance, people can --. That is something that is subject to you turning on or off. The user has to contact you. That is not something you the ability to reach out and there. Over here on the left, you'll see the notification. You can see that you can get a sense of what used to be in the drop-down page. The insights. I hope many of you taking advantage of this. You can see, at a glance, some of the performances. Again, this will help you manage your patient. Edit your page content. You snapshot of the page activity. We click that you will see several options there. It should help you share your page. You can advertise straight from the patient. You also have contextual help. Become ahead and get started, manager page, and get started right on the page itself. Now happily. You see content specifically for the presentation. We click the manage button, it will take you to the back end of the basic point. It has remained relatively unchanged. But, because of the timeline teachers, there are a couple of additional controls that we didn't have before. Here you have the ability to toggle who is on your timeline and whether or not you're going to allow that and also, to show which posts you want to allow whether something you to control or not. It is something that will give you more control over your Facebook page. I mentioned the messages feature. There is a toggle there under edit page. You can call it on our off. What is best for it. And, this is not a new feature, but I always liked it for government agencies.

>> This is a spam go to. You can turn it on or off. For the question gets asked, I cannot give you a list of all of the words, but it is quite extensive. Rest assured.

>> One of the great things those of you that build apps, we are giving you ability to customize this. You can click edit settings button, and you can change and, for the first time, you can change the photo related to that. From what ever it was to something new. It you can upload a new photo to that. So, as they appear that you can customize that. Another feature we introduced under management tools is activity log.

>> Anybody using Facebook profile timeline feature come this is something we launched. What it is, it is the back end for admin only. It is not visible to the public. This is everything that has happened on your Facebook page. You see all of your posts. All of your photos. And check my time and date. Easy key posts by others. This allows you to do is go back and find things and understand your basic page. You can really determine what you want to highlight. You can choose to keep something on your timeline. You to read -- choose to remove it from your timeline. On the public list your timeline, the post won't be visible to them. But when you go to the back and, you can see it. We think that will be a powerful tool in helping to rate the experience on Facebook. A couple of practices. As you go through, you mentioned your content into broad categories. The first is all of the content before your Facebook page existed. Let's say you joined Facebook and two dozen I, you of all the content over two dozen nine. You can back date. You can say the agency was founded in 1800 and you can put dates to show things in the past. Then you can go to other content. Many of you posted to this page since the basic page was created. You have a rich history of content you can go back through, take a look at, like important things that have been there. It -- you can remove things that may not make much sense since time have passed. You can do that through the activity log. Just a couple of check lists.

>> We can make sure shiva sent out a digital copy of the handout as well. Here's a checklist. Uploaded cover photo. This is the first thing that people will see when they reach your Facebook page. You're going to wanted to be usually engaging. Something that represents your agency. We do have a couple of rules around the cover photo. We are looking to make this -- our rules is to not put a price are purchasing information. What 40% off. Most government agencies oh do that.

>> We provided a budget deals in the about section you have contact information. That is the appropriate place are. References to basic features or actions. Like it

it now or tell your friends. It cannot be misleading. Again, imagine that last part will not be a tremendous concern. We are looking to get a unique visual this is what people will see when someone sees that, there will be a visual identifier to the page per. If I am now getting to your page for the first time, what is my experience going to be like? You want whatever is most important your agency to be at the top of that basic page. Arrange your views and applications.

>> You can see four of them are visual initially. There is a drop-down. All of them are movable except for the auto. It always has to be the first one. You can move around your likes and any custom actions. Post daily to your page. That is obviously not something that is a surprise for people to hear. Finally, manage your page through the admin panel. Take advantage of the features. As you think about the content, I think I talked about this before, really think about how people engage individualized content. The way I always describe it, when you put content on Facebook, much of that is being consumed through --. I come to your page, I like it, I'm our receive your updates. I see them, there's a lot of other things around it. Really work on concise messaging. Think of headline writers or the writers of newspapers. You out -- you want to make sure that you're getting the information across quickly. Provide engaging mental links. Make sure you are treating this as opportunity to communicate with the individual. The way I often describe it is, treat that click a bonus. If you post three sentences and the link, I should be able to get the link -- information wanted to have without having to click. If I click the link, that is a bonus. You want to do your best. They grow way things are worded. The others obviously, you spatially engaging post. The White House is very good about taking graphics attorney what may be a dry specific into some of -- something visually compelling. That is the most -- that might not be the most coveted, but it is eye-catching. On the, use your page as is to optimize your page posts. I will inevitably get the question, what is the best time are my audience to be posting? In the, we say between 9 and 10 PM density. I activity. Every audience is going to be different. Everything is going to be different. The double I always get members, of Congress, you are under from California, and might not make sense to do all of your posting is exam Eastern time. You want to look at the investigate real sense of where your audience is. which we you are targeting. I was the, the nice thing is, we give you all sorts of features. There's any question on and say, each feature really has little question mark around it. If you covered two it will give you full explanation what it is.

>> You can see things like reach, demographic information, and you can really use this to get an understanding of who is engaging into your posts.

>> Finally, with these new page applications, we now the option to the more wide. All of your old page as will work before. Nothing is breaking. Before they were 520 pixels now they are 800 pixels wide. For those of you looking for littlebe creative, you now have the ability to have a wider space. We think that is pretty exciting.

>> Finally, I encourage you to take a look at I encourage you to take a look@Facebook.com I encourage you to take a look@Facebook.com, about, pages. We are showcasing some of these features. I also recommend to use military pages. They the done a great job of doing their history about their core services. I think that, if I could get any piece of advice, as you look at this, the challenge is not putting this information on page. The challenge is figuring out what particulars -- what the history is a welcome highlighted. Figure out the captions. Some of you may be lucky to have history. It has really reached them in the process as well. The tricky part of this is not physically putting it on Facebook. That is relatively easy -- easy. It is getting all the rich history and information. Finally, I will say every admin will say it does see this. They will be prompted to turn on the previous. We made this bill will do all advance. In the admin a page, you can turn on three get a sense of what the page will look like. That will go onto March 30. Then, it will be switched over the the new Facebook stuff. And amount, we encourage you to have a cover photo. There people will see your people and engaging cover photo. You can continue to carry and -- the admin content. If something were excited about. We think it will drive greater engagement and really do allow focus to connect the history instead of just the most recent posts. This is something were excited about. with that, I am happy to take questions.

>> [Indiscernible - low volume]

>> I will repeat questions to the microphone.

>> Not everything that appears on your website -- you should look for a photo that

engages people visually. That doesn't have to be the --. You can still have it in the profile a, but you should look for a visual reference it does representation of your entity that you are representing on Facebook.

>> Sorry, I do not repeat it that time.

>>[Indiscernible - low volume]

>> The question was, when you talk about creation, yet the Opera need to go in and I fill this before you make a public. The answer is yes. When you first go to the basic page and turn on preview, it will show you just the admin webpage looks like. The page will continue to look like what it was in the old format. That will allow you to add milestones and posts. When you add those, there is a checkbox whether you want to share it or not. That allows you to fill out the back history.

>> The question was, does pending have any affect on shared on status. The answer is no. You to post something to be eligible prepend, but it doesn't -- new statuses.

>> [Indiscernible - low volume]

>> The messages do not go over which respond to it.

>> [Indiscernible - low volume]

>> Sorry. The question was about messages and whether it not a message goes way if you respond. It is like an inbox. You full control over the leaving them.

>>[Indiscernible - low volume]

>> The question was about disability of policy formats. On the new Facebook pages,

--

>> [Indiscernible - low volume]

>> On the new Facebook pages, one of the great things about the new visual design is that about section under the profile photo. That is where you have references or links. And then in the about section, yet much more control. If people see that, they have it or reference it.

>> [Indiscernible - low volume]

>> The respectful odyssey control. whatever information you have made public.

>> [Indiscernible - low volume]

>> You can only tend one post.

>> It will be an issue if you put in a cover photo. You can do in the about section. Just because it cannot be in that vigil on, doesn't mean it cannot be on the basic page.

>> [Indiscernible - low volume]

>> The about section. Again, on the top section is a long it is. You can say a couple things in there. People can click and expand it. That goes even deeper. All of this is something you going to. Here's our privacy policy that you going to. And stuff in there.

>> [Indiscernible - low volume]

>> The cover photo is just a photo. A visual.

>> [Indiscernible - low volume]

>> The question was how will this affect the content as people see it?

>> Facebook operates by taking of ready of inputs and then decides which content it will support. This should have no effect on that whatsoever. Most important thing you can do to about your content is have good content. The more people comment, the more it will spread around. The more it will indicate that other people should see it. This all primary takes place on how it is visual. I imagine you'll see ancillary effects. For is, opposed the plan for a week. More people who see it will engage with it.

>>[Indiscernible - low volume]

>> I'm sorry, the question was, we highlight opposed to make a cluster column?

>> Does not create a new store.

>> The question was, -- back up?

>> The Facebook page API should be maintained and not have an effective. Nothing should be affected. Those of you don't know, -- is a service that tells you archive your basic page. I know they talk to that. We will have questions related to archiving. It is one of the third-party services. People can use it to backup content. These are all public..

>> [Indiscernible - low volume]

>> So, you're talking about the Lake?

>> The question was about this with languages. Way that basic translation works is that we have a tool called Facebook translate. Members of the Facebook community around the world who are multilingual have translated our site both up and down the

most popular applications. Things within the Facebook site, the message button, the Infotech, things at that are subject to certain control. The translated by the community. Depending on the language the user is using it in those perfect translation will appear. If you used it in your be in, the see one translation for about that which is different than if you used branch or many of these 75 different other languages. While so much a feature for those of you posting content, -- we have also posted hope in the help section.

>> [Indiscernible - low volume]

>> There are a right of things. Whether they are words, things, or mentions. That print activity is something to what you see in the state. We got up from right resources. Began, all of your activity that you see suggest activity you are eligible to see a different. It is not public.

>> [Indiscernible - low volume]

>> There is not. The same way that you cannot moderate your friends.

>> [Indiscernible - low volume]

>> Question was, you can preview mode, -- will be messaging around that is true. I don't know if the top of my head.

>> The my been Facebook profile.

>> It will all be dependent on your running date you can't have anything that predates the date your found. So, whatever your you choose to be the can have processes 1919 if you're founded in 1920. Does that make sense?

>> Right. So I mean, you could pick some sort of arbitrary date, you'd just have to explain that in the text.

>> [Indiscernible - low volume]

>> It is a button this is message. If you turn it off, it does not appear.

>> [Indiscernible - low volume]

>> I would say two things. The question is, can you use the timeline for people that don't have a registry or a long history? The answer is, you can start a Facebook page for that. I would caution you this is the, we understand the associations you made, the average individual might not. It is not necessarily inherent I say I understand that is that. What an average user can understand in the history of the object they are at. It is pretty Grammy-winning agency says this is in 19 the sixth. It is much or top when the you have a more abstract about context. It is certainly possible, and I think we will see very created uses of these look in these scenarios. It isn't something you have to have a rich history. So much the content we content from the time you started the basic page and the engaging content that is in there. You don't have to do have a deep history but, it is a great thing to have. I think in the Army, the Navy, the record timelines. Because if the language, that may not be true of everybody, but it is a great option.

>> [Indiscernible - low volume]

>> I can absolutely do that. The biggest issues not between things that haven't while the entity existed. We want to feature the things that happened before. So, it would be most simple to do that after something has existed. Again, that is something you can feature in the milestones or back data posts.

>> [Indiscernible - low volume]

>> It can be up to seven days.

>> That is entirely up to you. We are not background checking federal agencies to make sure they are not lying on their Facebook page. It is entirely up to you. We understand the history of these can be complicated. We believe that up to you and your historians and those that have as much of an understanding of your institution.

>> [Indiscernible - low volume]

>> Yes. The question was, would Be transferred? The question is yes. Anything that currently exists should continue to work.

>> [Indiscernible - low volume]

>> You can have up to 12.

>> [Indiscernible - low volume]

>> That is something that will change. You can no longer set a landing page. We think that'll be a better experience. Those could be pretty unengaging. We think the combination of the cover photo, these new applications, and appended post will actually help people have better content. One of the things you can do, is link to them from the pin post at the top if it is important to you.

>> [Indiscernible - low volume]

>> On timeline, will there be multiple posts related to the same day or something?
>> You can have a full posts on the same day. It will show up in a staggered order. There are milestones. Yes, you can put multiple posts on the same day.
>> [Indiscernible - low volume]
>> For the process of creating apps change?
>> It should remain the same whether the added option of the ability to toggle the wider what -- with -- width.
>> [Indiscernible - low volume]
>> The question was, for an agency that is risk averse, what should the strategy be? Candidly, success on Facebook is about having content on it. Succeeding requires the least that. It may not be an appropriate channel but I would say, looking at the other institutions every major federal agency is on this. I would say that plenty of people have had these issues and managed to solve them in a way. I would say you should look at this as an opportunity. This is a chance to show everyone that it is not scary. If we are worried about the things you are articulate, it doesn't seem why you should drive it away from everybody else. You can take steps to minimize the risk. You can monitor pages to remove this kind of content. But, it is certainly risk --
>> Dancers not have billboards. The answers to think about different way that would make sure that we can operability act within the boundaries of the roles we have. This is a great opportunity to go to management as a look, I think we can do this. I'm happy to show you. I think what you'll find is that what you have been doing exists on Facebook. This is not feel the . Just because you build it doesn't mean people will come. We people come to Facebook is by having content so that people can see the engagement.
>> Likely you are in room the the people that done all this before.
>> [Indiscernible - low volume]
>> I believe the call of action pages like the basic page. Click to share with friends. Call to action is on this. Get out of the way the hurricane.
>> [Laughter]
>> [Indiscernible - low volume]
>> The first question was referring to things for 1800. Prior today is today, but I have bigger part you can out beatings before 1800. So, all of your awful institutions that predate 1800, you can reflect that. The second question was, if an agency has emerged, had we were put it? That will be up to you. It is two or three agencies, and you have founding dates for all of them and no stations there, I would say start with the oldest. Built from there. Again, I think flowcharts related shuffling the government agencies are not exactly what we had in my for the basic timeline. We might not get everything perfect. As long as you start with the oldest, you have the maximum amount of space.
>> [Indiscernible - low volume]
>> Can you create a basic couple without uploading to the page?
>> I believe the answer to that is, I will doublecheck, is great and Facebook -- you create a new bone, but don't click the final button. You navigate away. I forget the exact terminology. But when you are in the uploading process, don't click the post button. I will doublecheck that.
>> Sheila has it. Everybody else has a have is will. If you go to the Facebook page, and look at the hope drop-down, you can tell.
>> [Indiscernible - low volume]
>> I don't think so.
>> One thing you should do what I resent is the cover photo up. That is what they will see. They may not notice the boring one, but they will notice the absence of one. The nice thing about the cover photo, you donated knowing. It you look back through all of the photos big one of those. I was a, that is in the supported thing you can do. Don't have to have all of your content on the one. The Navy did this up. You have a certain days, but you can use this as an opportunity.
>> [Indiscernible - low volume]
>> I couldn't assign, we come to the basic page, you'll see your post or stands. Yes, you'll still the option to control whether or not you want others to post your walk with her or not you want them to appear on your comment, but what they don't have control over is content with my friends posted on your page. That is what we believe is very relevant. So, you'll see content of your page from your friends.
>> [Indiscernible - low volume] I think what you have to do is put a new post up.

>> If the welcome tab is the webpage, your content is the think that makes people want to like your page.
>> [Indiscernible - low volume]
>> As long as there are other things to engage in.
>> [Indiscernible - low volume]
>> There is not. You find the people who only populate the page with twitter, there is less traffic. The twitter context doesn't make sense to certain parts of the public. I would encourage you to not rely on the twitter feed. Use this to talk to the respect community -- the Facebook community.
>> [Indiscernible - low volume]
>> The question was, if you put a link in, can you change that?
>> No. For the Internet works and Facebook works is, there are ways you can set up your website to tell Facebook what to pull from that website. You find information about that I developers.Facebook.com. In the absence of those, our system, when you put a link in, goes to the page interest to make the best guess for what is available. But the weight you can control that in guarantee what Joseph is correct is by using this. If you go to our developer page, there is still -- something called the dose. It allows you to pull in a your all -- a URL and it shows you what you're missing. So, that is dependent on the way the website is configured so, we encourage people to go see the updates.
>> [Indiscernible - low volume]
>> Yes. YouTube videos and other videos will still work.
>> [Indiscernible - low volume]
>> We have transitioned to the charm timeline. Yes.
>> There are additional settings now.
>> we highlighted them and they are in your handout. I don't know them on the top of my head it was on one of my slides the answer is, we have added additional controls tagging ability is, but you can see a sense of timeline any other questions?
>>[Indiscernible - low volume]
>>, And content is not static. It will collapse. It will just be your posts. If you took a year-long break, it will collapse.
>> So, you mean, on the timeline itself? I would look at it and have another it user look at it. Generally, unless it is going to collapse, you'll have the ability to open it.
>> [Indiscernible - low volume]
>> Is not something you can get rid of. You'll see something about metric and you'll see the definition. And you'll see people interesting, engaging and document about it.
>> [Indiscernible - low volume]
>> Exactly. It is motivation.
>> [Indiscernible - low volume]
>> Sorry, for on your website?
>> [Indiscernible - low volume]
>> If there it is -- if it is, it will be of the developer website.
>> [Indiscernible - low volume]
>> There is enhanced control their by the activity log.
>> [Indiscernible - low volume]
>> I don't know. But if you look at Facebook and said, you can see some of the but information connected there.
>> I think this may be our last question.
>> [Indiscernible - low volume]
>> You're saying that you want a particular thing? I don't believe so well, thank you everybody.
>> Thank you Adam. That was incredibly helpful. Obviously, there are a lot of questions. There are some fantastic new features and jellies that are great opportunity. It is a big change. I think there will be a lot of additional questions coming forward. I think in terms of following up, there's a lot of great resources, are easily on the Facebook developer patient. But they will also be posting a good resource your. I get started checklist. We are aiming to make sure that you have a good site moving forward. what encourage people to use this community. This is a place where you ask people questions. That group will look at this. There will be feedback as we start to implement. We look forward to working with you Adam to make sure it works very well for federal agencies. The other thing I will mention also

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is, we have also asked Adam, and his colleagues at Facebook to join us for our annual government web and media conference coming up on May 16 the 17th. We will do some very hands on under the session. It is good timing. That's a couple months I'll come out. We want to just play with these new pages. So, if we can have either, that would be great we get some additional help. I'm going to pass over to center who will give us a very quick -- a cover-up of? Thank you to Sandra and the University team. They did a fantastic job putting this together a very short order. The evaluation? Yes, we will send you only to the valuation. We want to hear your feedback

>> [Indiscernible - low volume]

>> Great. Have a wonderful afternoon everybody. Thank you very much.

>> [Event Concluded]