

## Facebook Open Graph for Business

### What is it?

Open Graph is a new tool from Facebook which allows web pages to add a Facebook [Like] button to any web page and then have this information link in to Facebook. Each web page becomes an object which is then used by Facebook to aggregate across the site.

Since Facebook announced the integration of Open Graph whereby the [Like] button is extended to web pages outside of Facebook, 50,000 websites have started using the feature after only an initial few were announced as launch partner websites. The number is likely to keep growing and maybe you should consider adding the feature to your own website or blog to help drive traffic to them as the feature seems to be taking off.

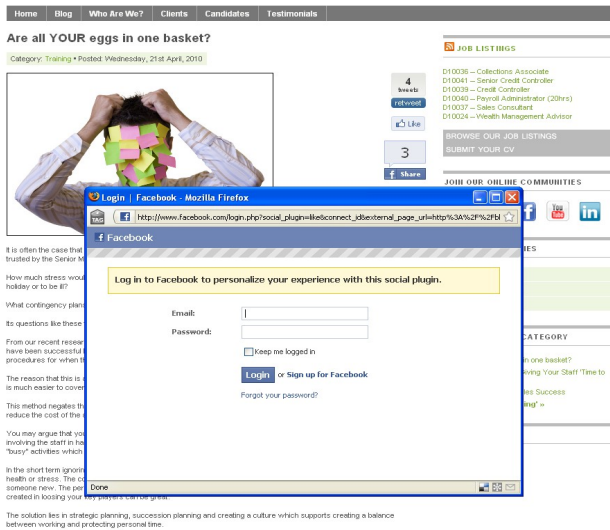
An example of a smaller business using the Facebook [Like] social plug-in is local recruitment agency AVRec, which has added the plug-in to its blog and is already seeing traffic from them.

Take a look at how it works with their latest blog post:

<http://blog.avrec.co.uk/training/are-all-your-eggs-in-one-basket>

The screenshot shows the AVRec's Blog website. The main content area features a blog post titled "Are all YOUR eggs in one basket?" with a category of "Training" and a post date of "Wednesday, 21st April, 2010". The post includes an image of a man with sticky notes on his face. To the right of the image is a Facebook Like button showing 4 likes and a share count of 3. A blue dashed arrow points to the Like button. Below the image is the text of the blog post, which discusses business contingency plans and the importance of training. The right sidebar contains sections for "JOB LISTINGS", "BROWSE OUR JOB LISTINGS", "SUBMIT YOUR CV", "JOIN OUR ONLINE COMMUNITIES", "BROWSE CATEGORIES", "MORE FROM THIS CATEGORY", and "CONTRIBUTORS".

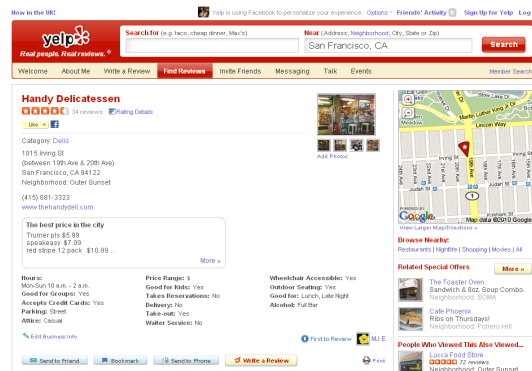
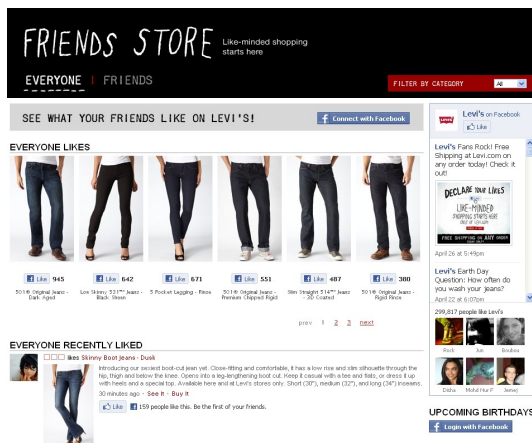
If you click on the [Like] button then a box will pop up asking you to log in to Facebook unless you are already logged in. Then as you click on the [Like] button Facebook automatically puts a new post on your wall saying that you [Like] the page.



This is how some of the bigger businesses are using the Facebook [Like] buttons.

<http://store.levi.com/>

<http://www.yelp.com/biz/tanguito-san-francisco>



As you can see products can be [Liked] and people can see which products are the most popular as well as seeing them [Liked] on their walls.

## How to add the Facebook [Like] buttons to your own website

To turn web pages into graph objects, meta tags should be placed within the <head> section of the page, providing information about the page and the type of page that it is. Also, the like button will be added to allow users to click the link exactly as they do within Facebook.

```
<html xmlns:og="http://opengraphprotocol.org/schema/"
      xmlns:fb="http://www.facebook.com/2008/fbml">
  <head>
    <title>The Rock (1996)</title>
    <meta property="og:title" content="The Rock"/>
    <meta property="og:type" content="movie"/>
    <meta property="og:url" content="http://www.imdb.com/title/tt0117500/">
    <meta property="og:image" content="http://ia.media-imdb.com/rock.jpg"/>
    ...
  </head>
```

- og:title = the title as it will appear in the graph
- og:type = the type of object
- og:image = an image url which will represent the object in the graph. The image must be a minimum of 50px x 50px.
- og:url = the url which will be used as the id within the graph.
- og:site\_name = the name of the site to be identified.

### Other meta tags include:

- fb:admins or fb:app\_id = The Facebook ID's of the page admins
- og:description = Description of the page. 1 or 2 sentences.

The protocol is designed to be used for real-life objects and if the url is a piece of content, the og:type should not be used. A list of object types can be found here:

<http://developers.facebook.com/docs/opengraph#types>

### Recommended Meta Information:

#### Location:

If the page is a business profile or other information which would benefit from location information.

```
<meta property="og:latitude" content="37.416343"/>
<meta property="og:longitude" content="-122.153013"/>
<meta property="og:street-address" content="1601 S California Ave"/>
```

```
<meta property="og:locality" content="Palo Alto"/>
<meta property="og:region" content="CA"/>
<meta property="og:postal-code" content="94304"/>
<meta property="og:country-name" content="USA"/>
```

## Contact Information:

If the page is about contact details or includes a means to contact someone, then contact meta tags should be included.

```
<meta property="og:email" content="me@example.com"/>
<meta property="og:phone_number" content="650-123-4567"/>
<meta property="og:fax_number" content="+1-415-123-4"/>
```

## [Like] Button:

To add a [Like] button to your website, it can be either placed in an iframe or use the javascript SDK in order to use the <fb:like> XFBML tag to embed the button into your webpage.

```
<fb:like href="http://developers.facebook.com/" width="450" height="80"/>
```

Javascript SDK - <http://developers.facebook.com/docs/reference/javascript/>

There are also a number of other social plugins which can be added to pages.  
<http://developers.facebook.com/plugins>

If your site has a large number of pages, then pages can be linked to the Facebook Platform application in order to link the page to your facebook application and allow status to be updated automatically by including the following meta property:

```
<meta property="fb:app_id" content="1234567"/>
```

Once this link has been established then by using the Graph API updates can be published to users who have liked the page.

Graph API - <http://developers.facebook.com/docs/api>

## Best Practice:

- Make it easy for users to [Like] things on your site. Place the [Like] button close to the object they are liking.
- When publishing, use only the 'voice' of the object. For example, if users are liking an actor in a TV show, that actor should publish stories about themselves, not general information on the show, or the TV network.