C4Atlanta

TechsmARTs: Advanced Social Media
June 23, 2011
Atlanta, Georgia
Topics

• Facebook Landing Pages
• Sweepstakes in the Social Space
• Facebook apps
• How to calculate ROI
• When things go bad
Facebook Landing Page
Welcome to the Fox Theatre!

From Broadway, to music, to comedy, to movies, we are one of Atlanta’s premiere venues for live entertainment. Like us? Click Like above!

Thank you for visiting and enjoy the show!

FOX THEATRE
ATLANTA

www.foxtheatre.org
Facebook Landing Page

Static HTML: iframe tabs

App

Basic Information

Description of Application

Static HTML makes it simple to build custom iframe tabs. Like Static FBML, but for iframes.

--> To get the app, click "Go to App" above.

Once you've done that, go to your page and click on the Welcome tab to start editing.

About the Developer

We're two dudes who like making elegant tools and a friendlier world.
Facebook Landing Page

Add Static HTML: iframe tabs?

Add this application to: -- choose a page --

Adding Static HTML: iframe tabs will let it pull your page's profile information, photos, friends' info, and other content that it requires to work. It will also add a box to your page and can publish Feed stories about your page.
Facebook Landing Page

The Fox Theatre Atlanta › Welcome

Enter your content here
You can use HTML, CSS, JavaScript -- anything you can use on a regular webpage.

[Optional] Fans–only content
If you leave this area blank, fans and non-fans will both see the page you created above. Content added here will only be visible to fans.
FAQ & Help Center

Static HTML

- No scrollbars
- Enable FBML

Enter your content here
You can use HTML, CSS, JavaScript -- anything you can use on a regular webpage.

```
<img src="http://www.foxtheatre.org/mailmanager/Facebook_Landing_Page" />
```
Facebook Landing Page

### Your Settings
- **Manage Permissions**
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps
- Mobile

### Page Visibility:
- Only admins can see this page

### Country Restrictions:
- Type a country...

### Age Restrictions:
- Anyone (13+)

### Wall Tab Shows:
- Only Posts by Page

### Default Landing Tab:
- Welcome
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Sweepstakes and Giveaways

The following is not legal advice. You should consult an attorney before engaging in sweepstakes or giveaways.
Sweepstakes and Giveaways

Twitter
What album was *Bohemian Rhapsody* released on? Two tickets to *One Night of Queen* for the first correct post to this wall.

about an hour ago

View all 13 comments

**Dawn Stallworth**: :-(...he only beat me by 1 sec. damn internet!!

about an hour ago

**Michele Wight**: *a Night At The Opera*

about an hour ago
Sweepstakes and Giveaways

Facebook does not allow any contests, giveaways, or sweepstakes on any part of your Facebook page.
Sweepstakes and Giveaways

Facebook
Sweepstakes and Giveaways

3rd Party Applications
Sweepstakes and Giveaways

* First Name
* Last Name

* email address:
* confirm email

* phone

* You must be 18 years or older to enter. Please confirm you are at least 18 years of age or older.

☐ Yes
☐ No

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to the Fox Theatre and not to Facebook. The information you provide will only be used to contact the winners.

For more information see: Fox Theatre Contest Rules

* Indicates Response Required

Submit
Sweepstakes and Giveaways

1) Select a Facebook Page to set up
   Select a page: Contests

2) IFrame's settings

3) Submit form
   Submit
Sweepstakes and Giveaways
Sweepstakes and Giveaways

The Fox Theatre Atlanta

Category: Local Businesses & Places

Username: You can now direct people to www.facebook.com/thefoxtheatre

Name: The Fox Theatre Atlanta

Address: 660 Peachtree Street NE

City/Town: Atlanta, GA

Zip: 30308

Note: If you update the location of your business, your information will be added to the appropriate category in the local search results.
Sweepstakes and Giveaways
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www.facebook.com/promotions_guidelines.php
Sweepstakes and Giveaways

- Sweepstakes done only through an app
Sweepstakes and Giveaways

- Sweepstakes done only through an app
- Release Facebook of liability
Sweepstakes and Giveaways

- Sweepstakes done only through an app
- Release Facebook of liability
- Actions allowed to enter
Sweepstakes and Giveaways

- Sweepstakes done only through an app
- Release Facebook of liability
- Actions allowed to enter
- Actions not allowed to enter
Sweepstakes and Giveaways

- Sweepstakes done only through an app
- Release Facebook of liability
- Actions allowed to enter
- Actions not allowed to enter
- Rules
3rd Party Facebook Application
How to Calculate ROI
How to Calculate ROI

Comprehensive Marketing Plan
Wrap up

The internet isn't awesome, people are.
People make the internet awesome.
Awesome people even more so.

mostlymuppet
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