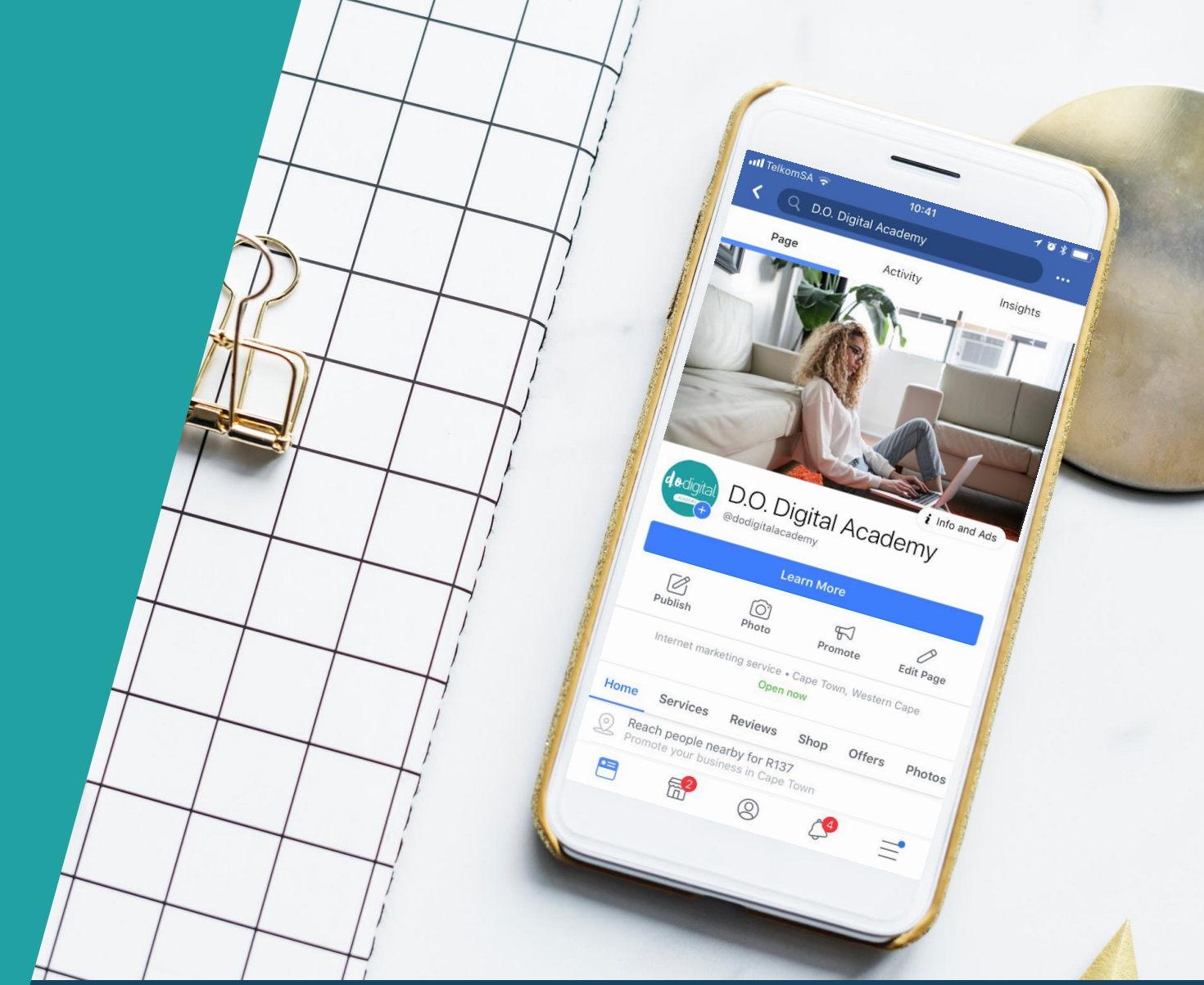
d.o.digital

ACADEMY

POWERED BY TECHSYS DIGITAL



FACEBOOK MASTERCLASS

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FACEBOOK MASTERCLASS

TECHSYS DIGITAL
Proudly SA Digital Agency

&

MEGAN HOLLIS
Course Coordinator

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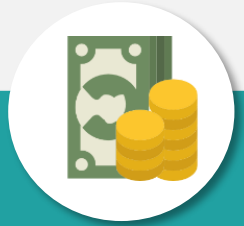
WHAT'S THIS MASTERCLASS ALL ABOUT?

THE ROLE OF THE PLATFORM

PLATFORM FUNCTIONALITY & BEST PRACTISE



PAID MEDIA OPTIONS

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UP NEXT
THE ROLE OF THE PLATFORM

THE ROLE OF THE FACEBOOK PLATFORM

FACEBOOK MASTERCLASS

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WHAT IS THE ROLE OF FACEBOOK?

- Great for reach and sharing

ROLE

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

- Great for reach and sharing
- Most advanced targeting

ROLE

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

ROLE

- Great for reach and sharing
- Most advanced targeting
- Promoting events

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

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- Great for reach and sharing
- Most advanced targeting
- Promoting events
- Creating a sense of community

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

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- Great for reach and sharing
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- Customer service

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

ROLE

- Great for reach and sharing
- Most advanced targeting
- Promoting events
- Creating a sense of community
- Customer service
- Most cost effective paid media

FEATURES

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WHAT IS THE ROLE OF FACEBOOK?

ROLE

- Great for reach and sharing
- Most advanced targeting
- Promoting events
- Creating a sense of community
- Customer service
- Most cost effective paid media

FEATURES

- Newsfeed & Reactions
- Facebook Stories
- Facebook Events
- Facebook Messenger
- Facebook Live
- Facebook 360
- Facebook Insights
- Facebook Blueprint

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UP NEXT
FACEBOOK IN SOUTH AFRICA

FACEBOOK IN SOUTH AFRICA

FACEBOOK MASTERCLASS

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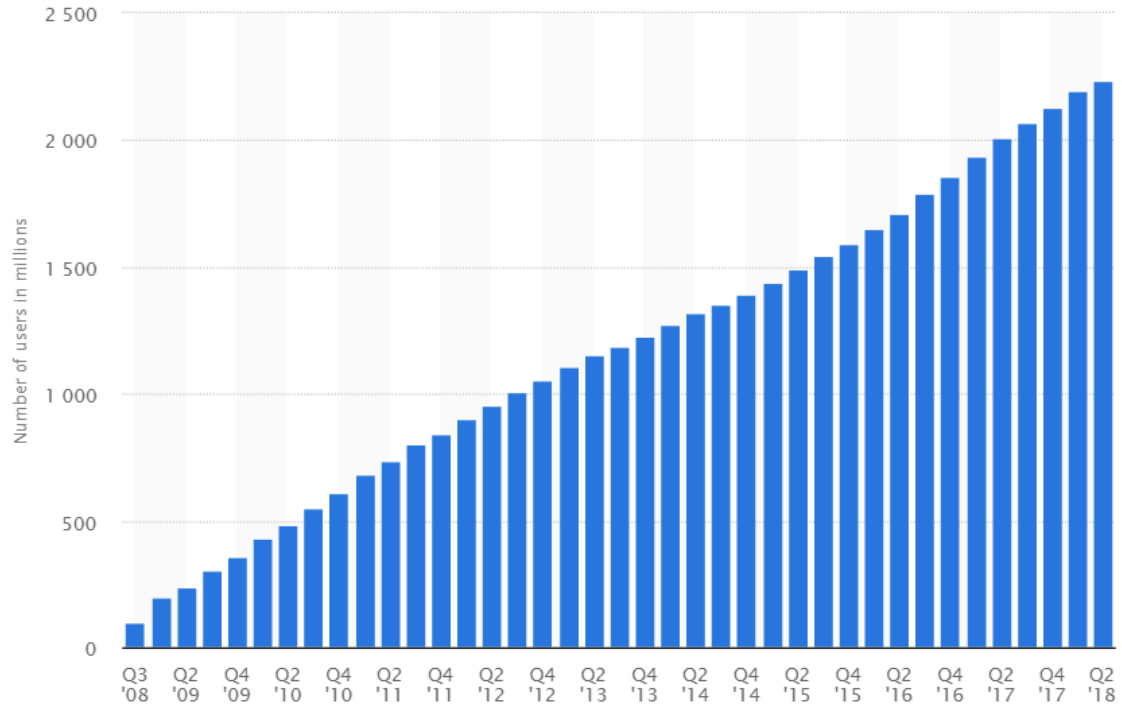
GLOBAL SOCIAL MEDIA USAGE



IS FACEBOOK DEAD?

- Not if we go on the stats!
- Although younger people may migrate to “cooler” platforms like Instagram or Snapchat, Facebook remains the giant in terms of the reach it gives brands.

SOURCE: Statistica

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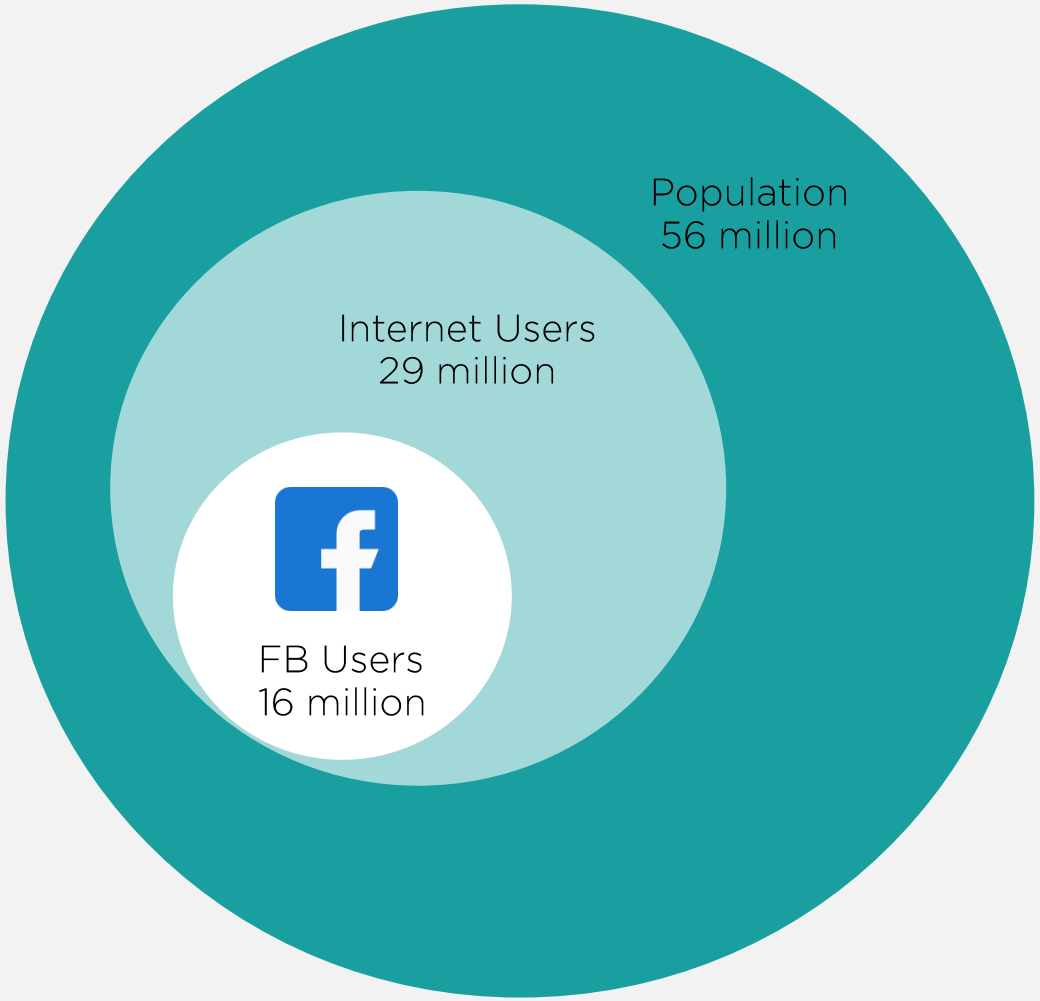
FACEBOOK IN SOUTH AFRICA



HOW BIG IS FACEBOOK LOCALLY?

- Of the more than 55 million people who live in South Africa, 16 million of them are active monthly users. That's roughly a third of the population.
- If we look at this slightly differently, we know there are roughly 29 million internet users in SA, so 55% of our internet users use Facebook.
- From Jan 2017 to Jan 2018, the user base of Facebook has grown 20%.
- Almost 90% of these people are accessing Facebook from their phone.

SOURCE: Slideshare & Facebook Ads Manager

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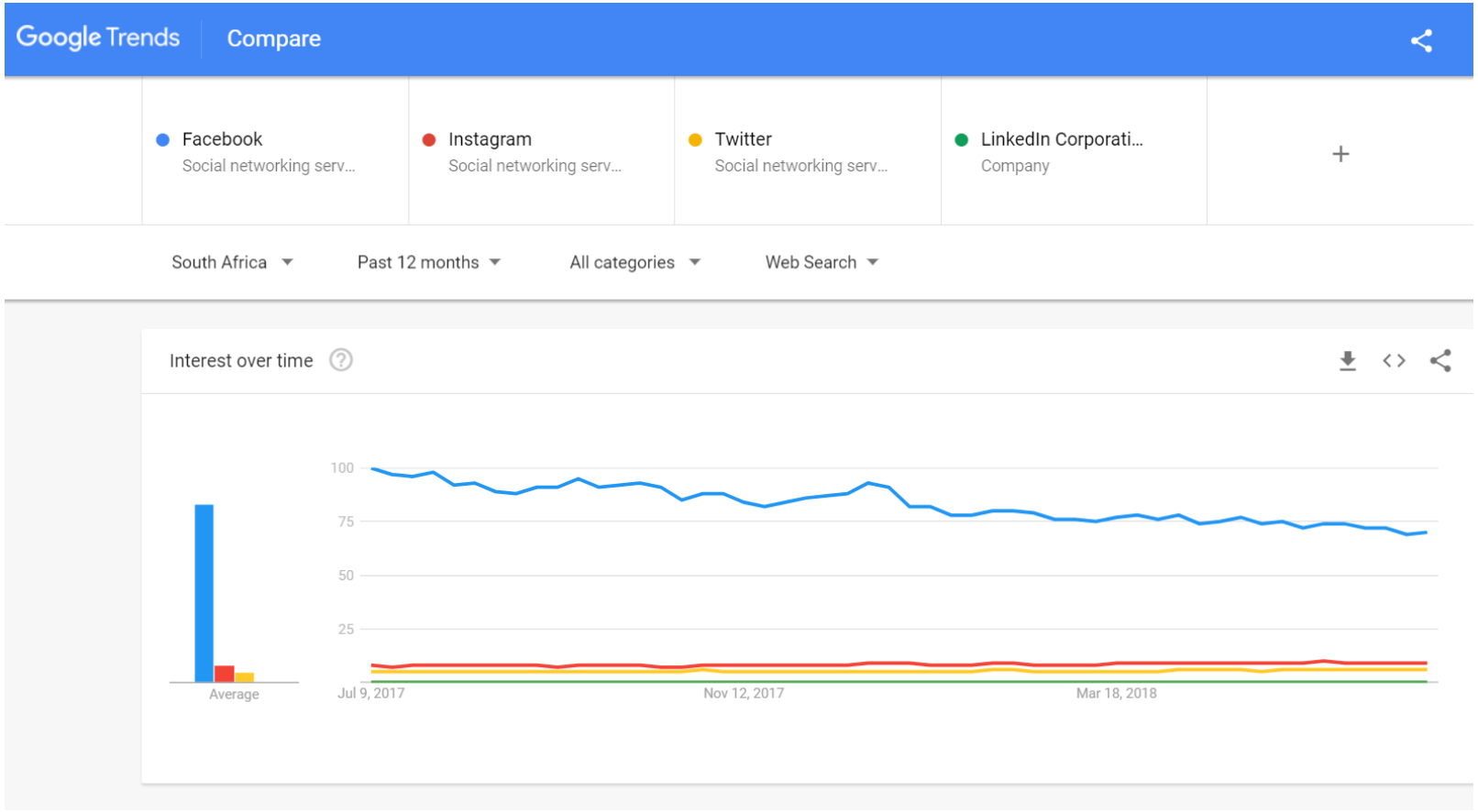
FACEBOOK IN SOUTH AFRICA



SOURCE: Google Trends

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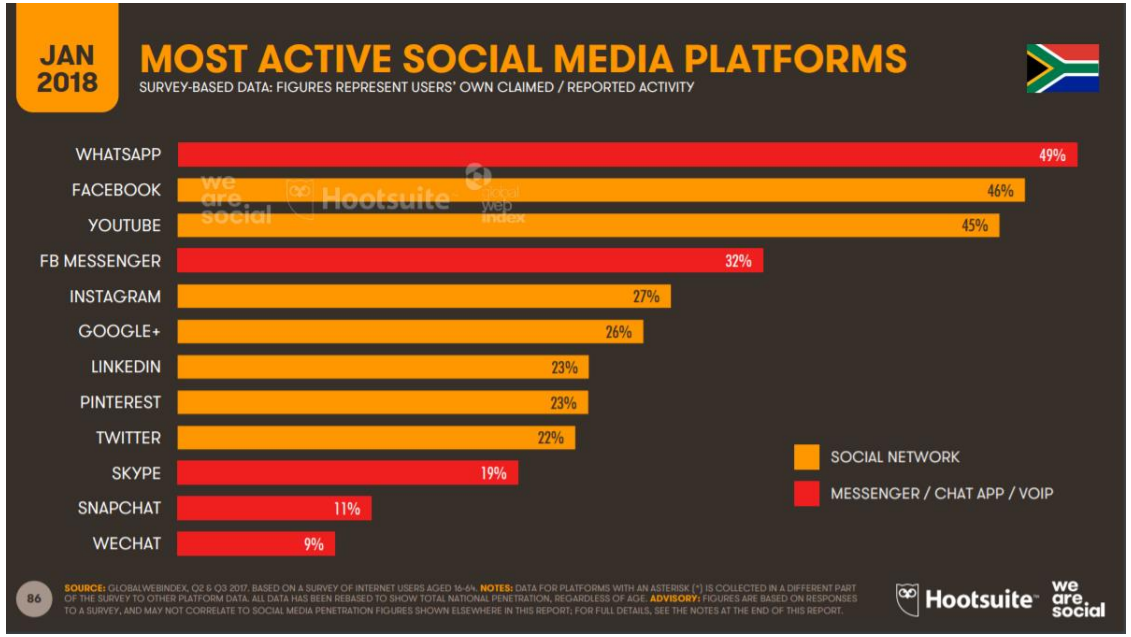
FACEBOOK IN SOUTH AFRICA



- If we look at the orange bars (social networks) we can see that Facebook is the biggest contender in South Africa too, however YouTube is hot on its heels.
- From a messenger perspective, Whatsapp has the largest user base followed by FB Messenger (fourth place in this graph)

SOURCE: Wearesocial

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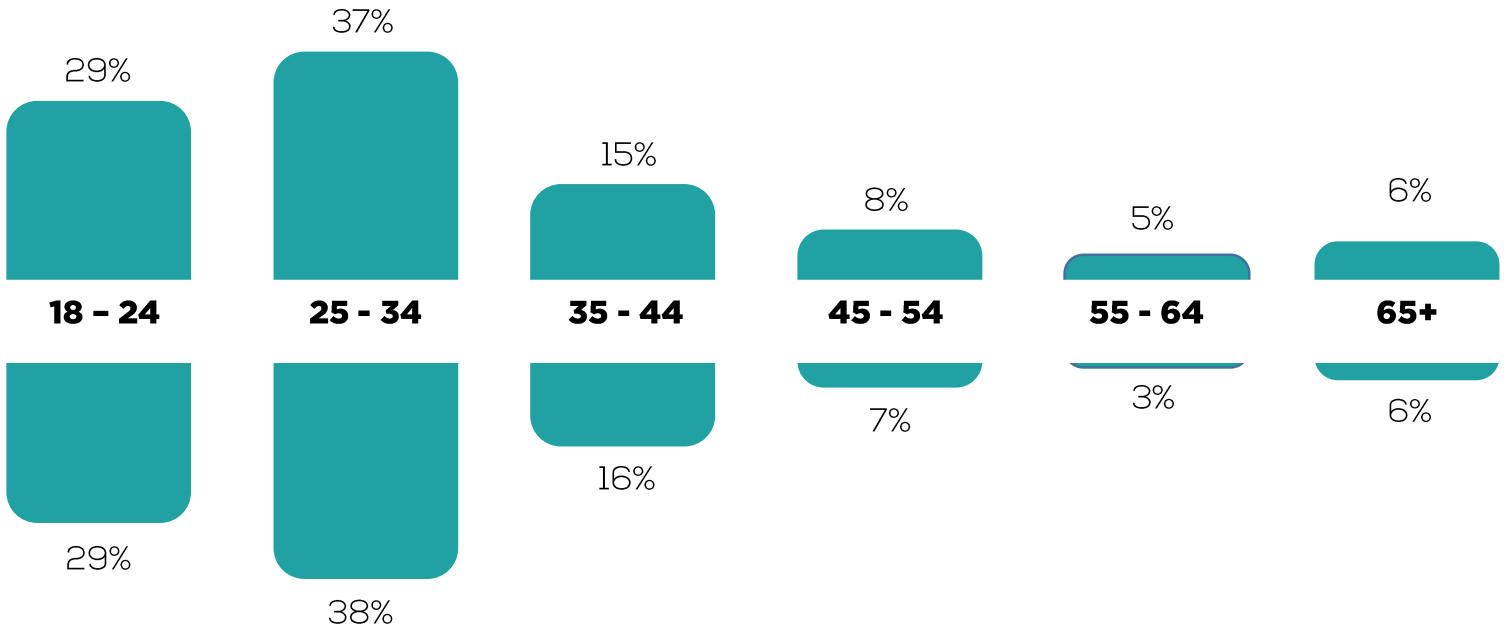
FACEBOOK IN SOUTH AFRICA

TOTAL SA AUDIENCE: AGE & GENDER

51% Women

49% Men



SOURCE: Facebook Ads Manager

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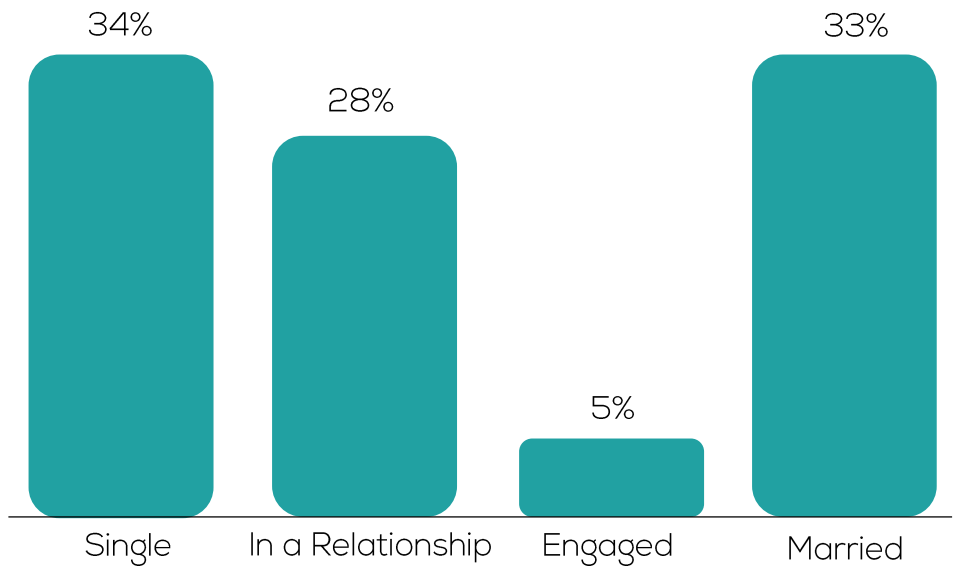
FACEBOOK IN SOUTH AFRICA

TOTAL SA AUDIENCE: RELATIONSHIP STATUS



SOURCE: Facebook Ads Manager

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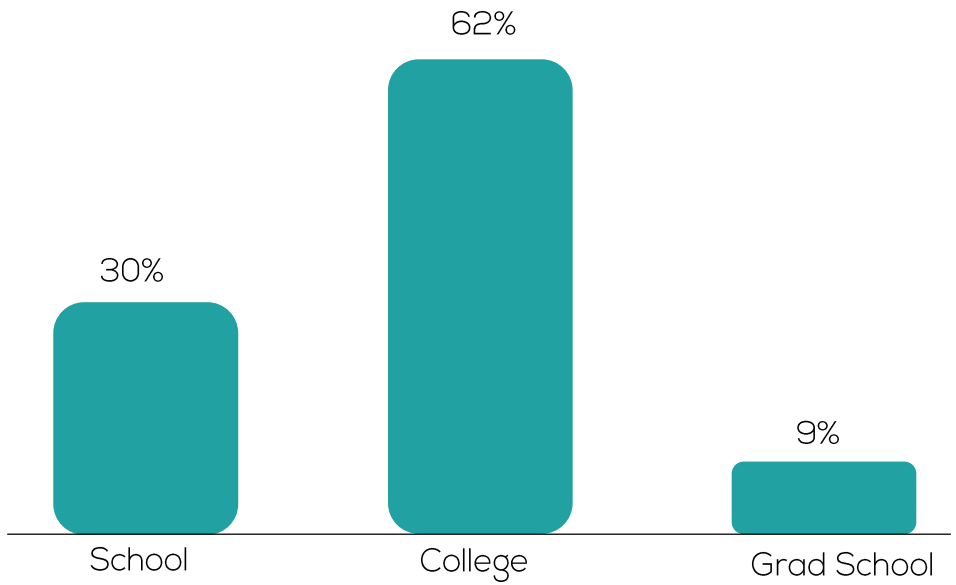
FACEBOOK IN SOUTH AFRICA

TOTAL SA AUDIENCE: EDUCATION LEVEL



SOURCE: Facebook Ads Manager

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UP NEXT
KEY FUNCTIONALITY
OF THE PLATFORM

FACEBOOK MASTERCLASS

KEY FUNCTIONALITY ON THE PLATFORM

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS

Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES	FACEBOOK MESSENGER
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.	Messenger helps brands conveniently and privately connect with people about everything from customer service requests to questions about your products or services.

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES	FACEBOOK MESSENGER	FACEBOOK LIVE
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.	Messenger helps brands conveniently and privately connect with people about everything from customer service requests to questions about your products or services.	Available to anyone with a page or profile on Facebook, it allows you to stream live video to your friends and followers

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES	FACEBOOK MESSENGER	FACEBOOK LIVE	FACEBOOK INSIGHTS
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.	Messenger helps brands conveniently and privately connect with people about everything from customer service requests to questions about your products or services.	Available to anyone with a page or profile on Facebook, it allows you to stream live video to your friends and followers	View your page's performance metrics easily using Facebook insights!

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES	FACEBOOK MESSENGER	FACEBOOK LIVE	FACEBOOK INSIGHTS	FACEBOOK BLUEPRINT
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.	Messenger helps brands conveniently and privately connect with people about everything from customer service requests to questions about your products or services.	Available to anyone with a page or profile on Facebook, it allows you to stream live video to your friends and followers	View your page's performance metrics easily using Facebook insights!	Blueprint eLearning is an online education program that teaches the best practices of advertising on Facebook and Instagram.

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FACEBOOK'S FUNCTIONALITY

Facebook has the following key pieces of functionality:

NEWSFEED & REACTION BUTTONS	PERSONAL AND BRAND PAGES	FACEBOOK STORIES	FACEBOOK MESSENGER	FACEBOOK LIVE	FACEBOOK INSIGHTS	FACEBOOK BLUEPRINT	FACEBOOK 360
Selection of posts from friends and brands, prioritized by the Facebook algorithm. Users can react with the following buttons: Like, Love, Haha, Wow, Sad, Angry	Both comprise of the banner image, profile picture. Brand pages have insights whereas personal pages don't.	Stories is effectively another News Feed, but one that relies on visual rather than written information.	Messenger helps brands conveniently and privately connect with people about everything from customer service requests to questions about your products or services.	Available to anyone with a page or profile on Facebook, it allows you to stream live video to your friends and followers	View your page's performance metrics easily using Facebook insights!	Blueprint eLearning is an online education program that teaches the best practices of advertising on Facebook and Instagram.	360 images and videos, typically used by big publishers like National Geographic.

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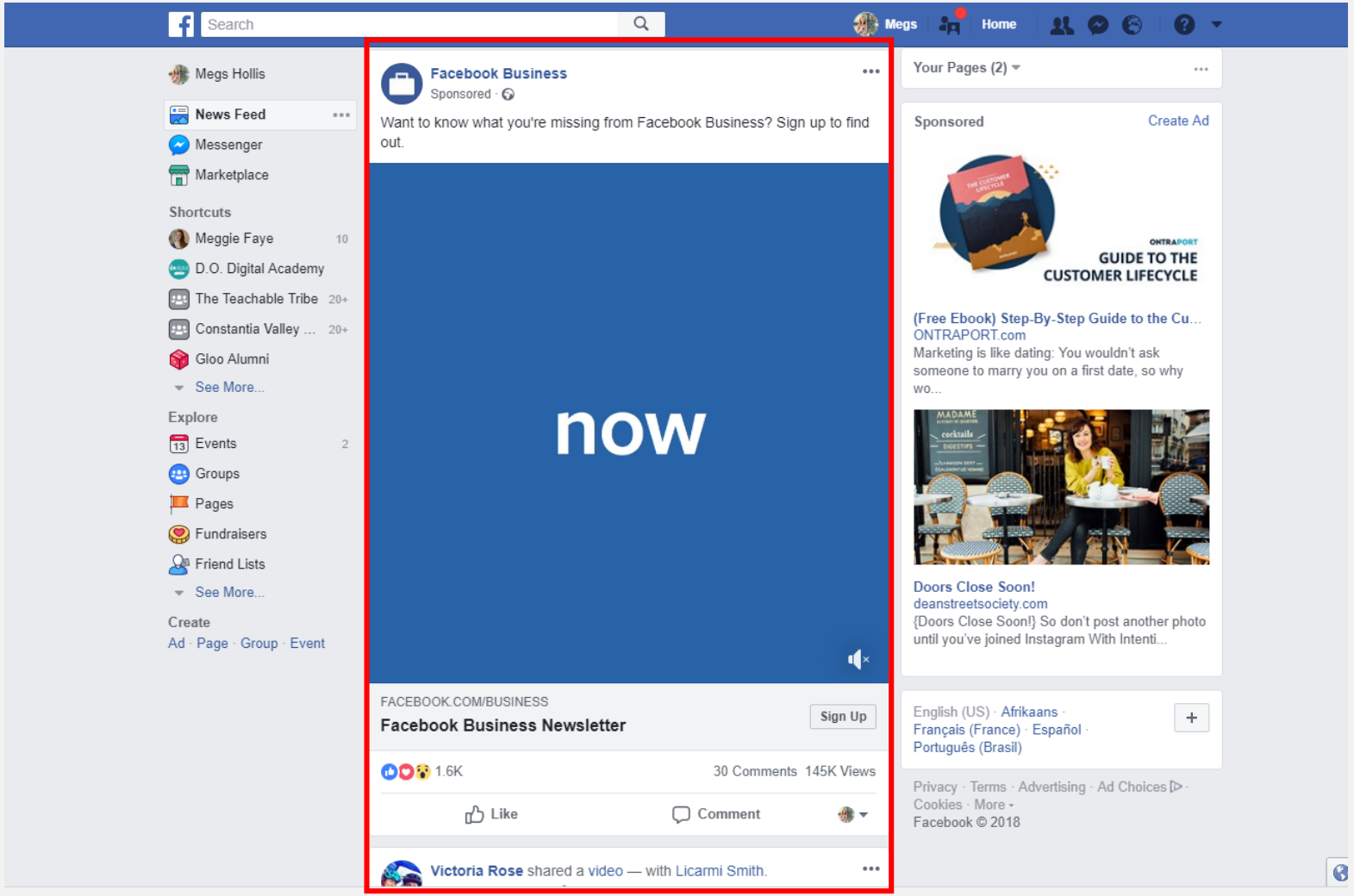
WHAT IS THE FACEBOOK NEWSFEED?



SOURCE: Hubspot and Buffer

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WHAT IS THE FACEBOOK NEWSFEED?

POINTS SYSTEM

- Simple points system
- Image content was given preference

EDGE RANK

- Recency
- “Affinity Score” Relationship between person making post and person consuming post
- Popularity of post (comments, likes garnered).

MACHINE LEARNING

- Inventory (content available)
- Signals (considerations about content)
- Predictions (considerations about person)
- Overall Score

SOURCE: Hubspot and Buffer

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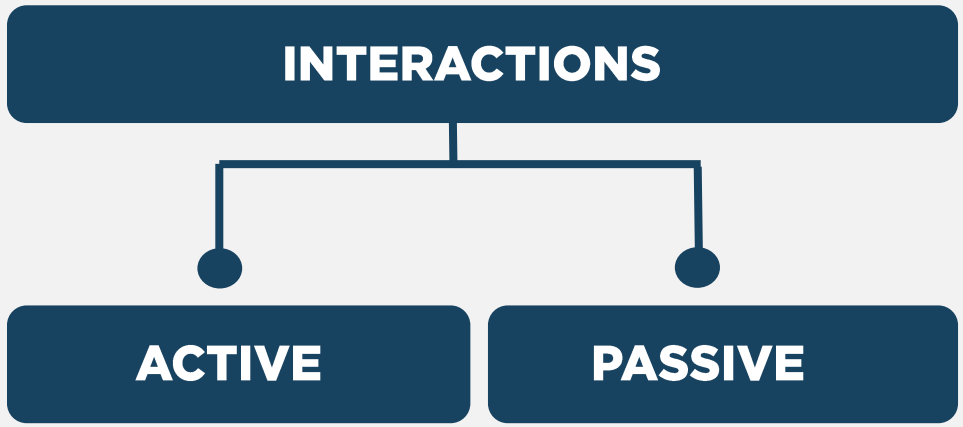
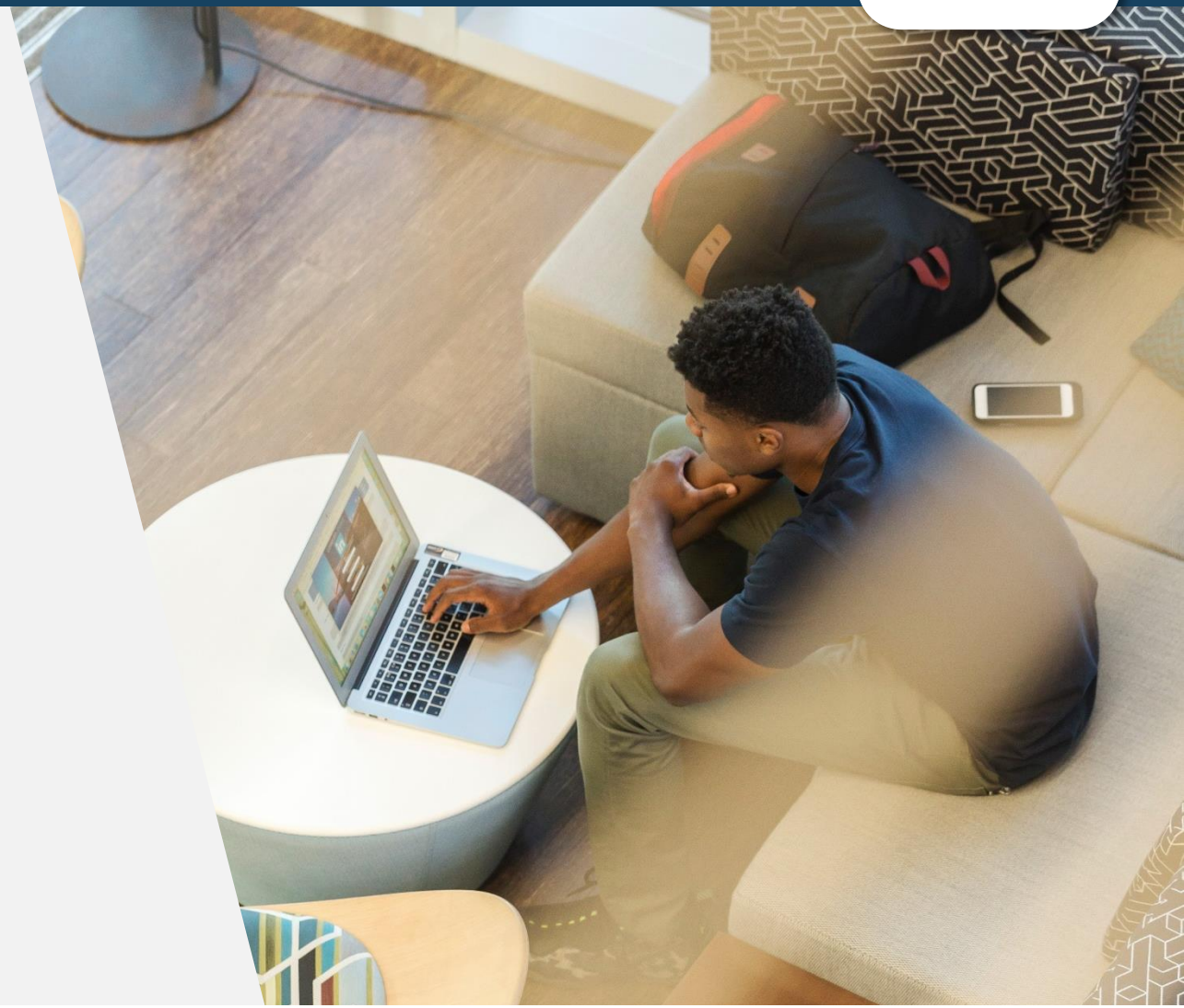
WHAT IS THE FACEBOOK NEWSFEED?

When considering what content will be on the top of your News Feed, Facebook will make a distinction between active and passive interactions .





SOURCE: Hubspot and Buffer

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WHAT IS THE FACEBOOK NEWSFEED?

PASSIVE SIGNALS

- Average time spent on content
- Overall Engagement
- When its posted
- Story Type
- How informative a post is

ACTIVE SIGNALS

- Person sharing a link over Messenger
- Multiple replies to comments on a video
- Commenting on or liking a person's photo or status update
- Engagement with a publisher/brand post shared by a friend

ADAPTED FROM: Facebook Blueprint

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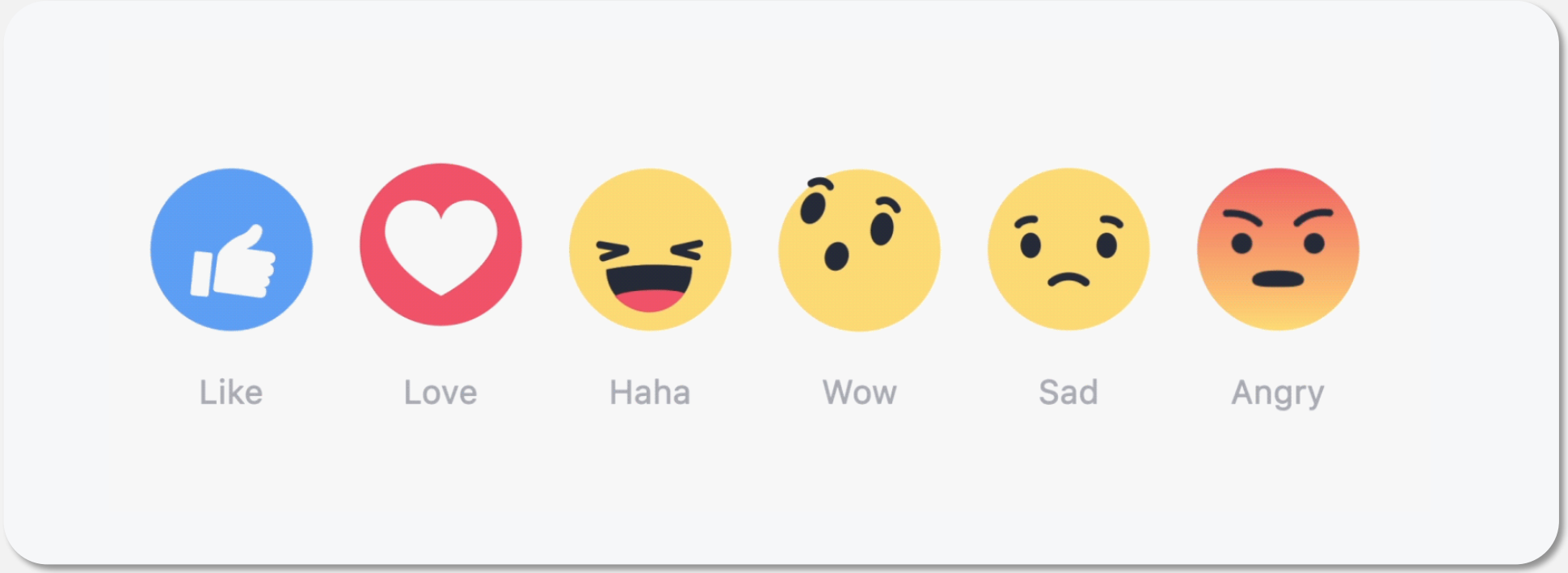
WHAT ARE FACEBOOK REACTIONS?



ADAPTED FROM: Facebook Blueprint

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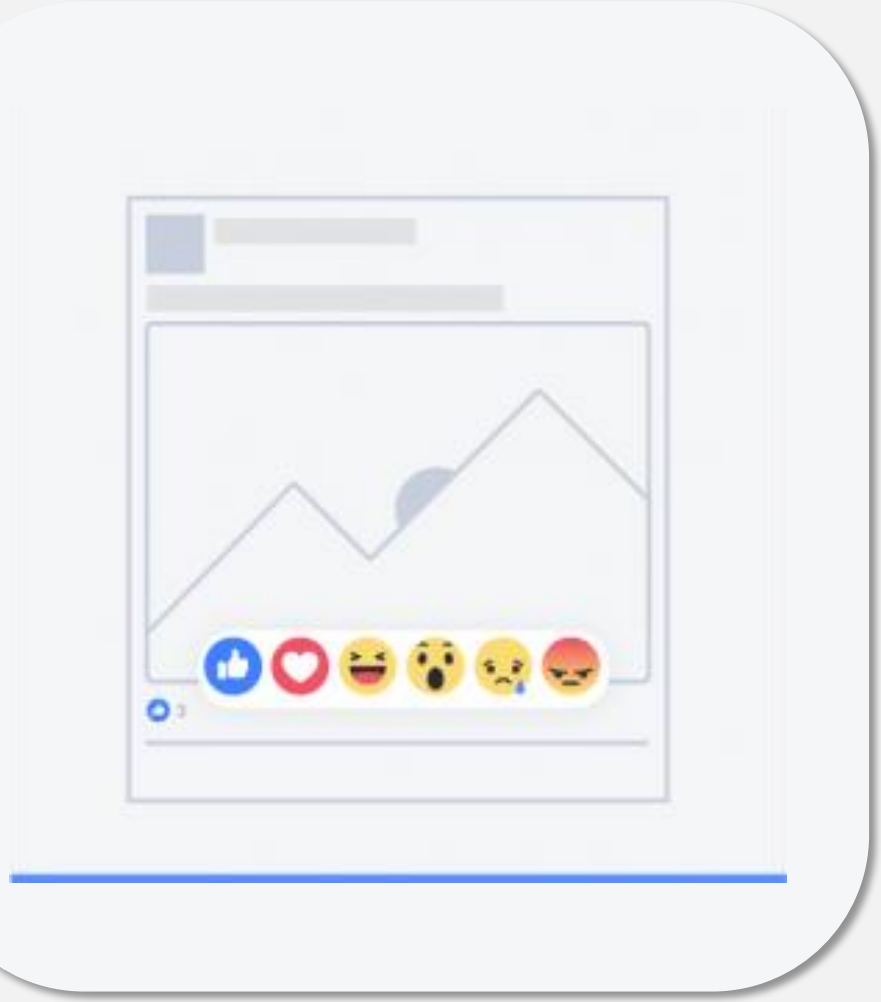
WHAT ARE FACEBOOK REACTIONS?



Reactions are an extension of the Like Button to give people more ways to share their reaction to a post in a quick and easy way. The collection of Reactions includes Like, Love, Haha, Wow, Sad and Angry.

ADAPTED FROM: Facebook Blueprint

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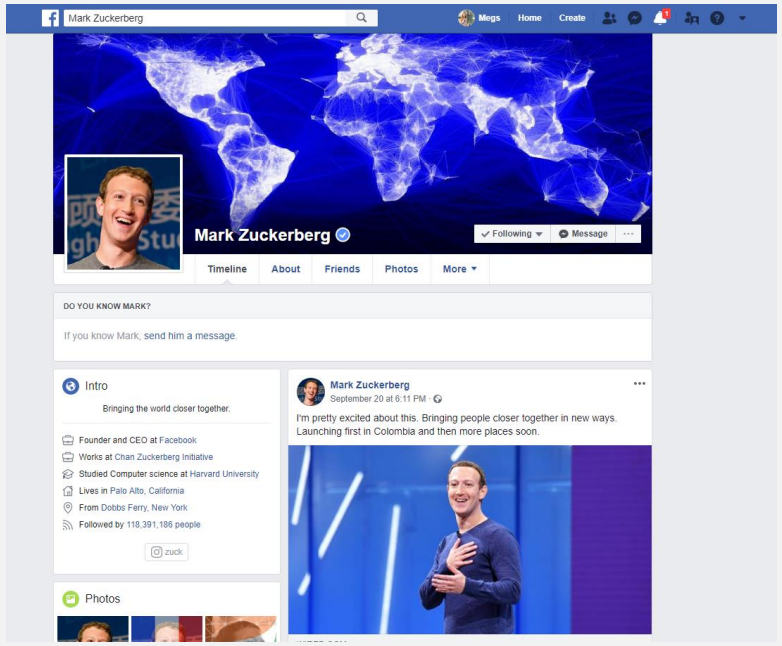
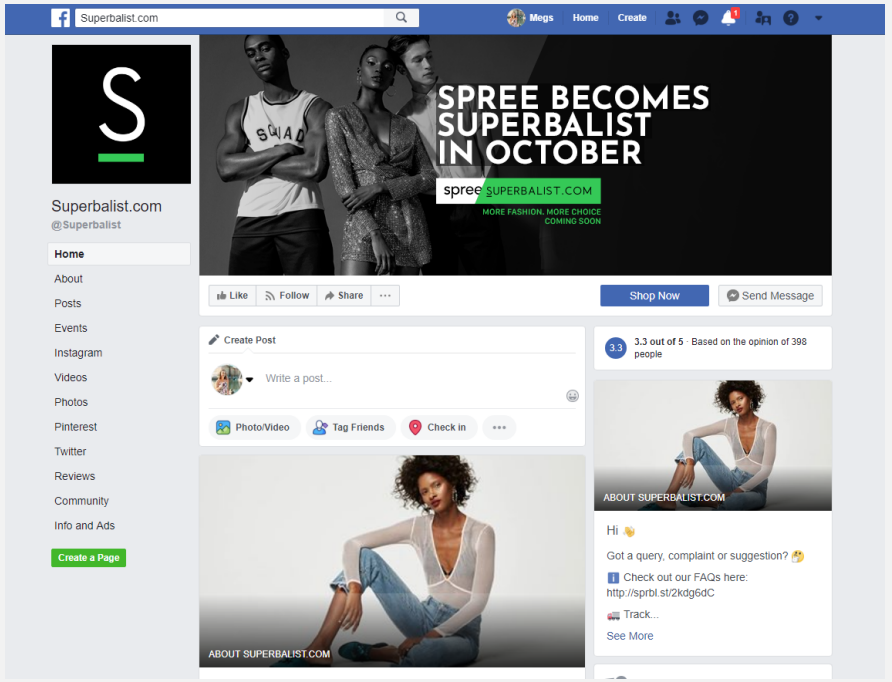
PROFILE vs. BRAND PAGE vs. GROUP

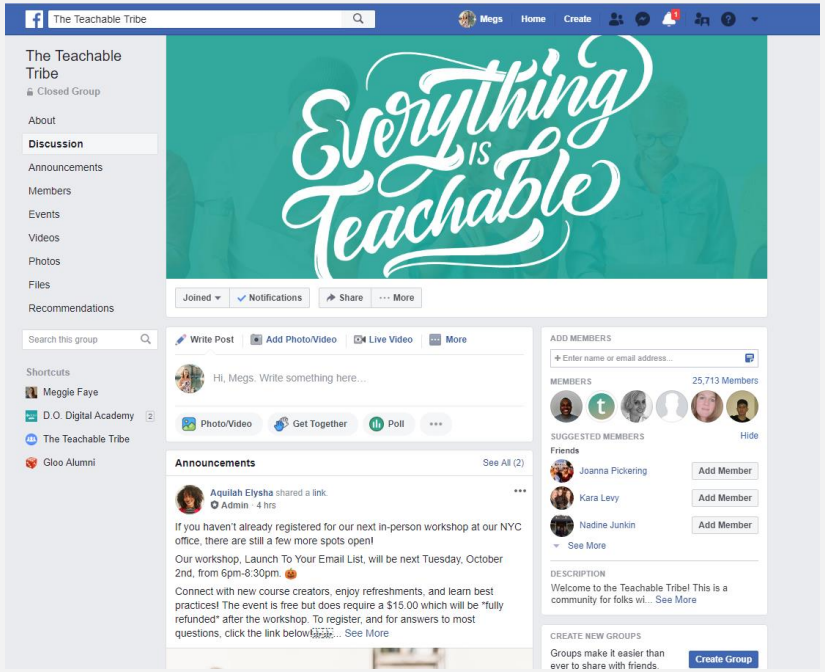
PROFILE



BRAND PAGE



GROUP



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PROFILE vs. BRAND PAGE vs. GROUP

	PROFILE	PAGE	GROUP
How do I use it?	A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown.	A Page is a place on Facebook where businesses, organizations or public figures can connect with their fans or customers.	A group is a place for multiple people to communicate with each other about shared interests.
How does privacy work?	You can control who sees what on your profile and timeline.	Pages that have been published are public, unless the Page has any country or age restrictions in place.	The group's admin can change the group's privacy settings. You can find the privacy setting of the group below the group's name.

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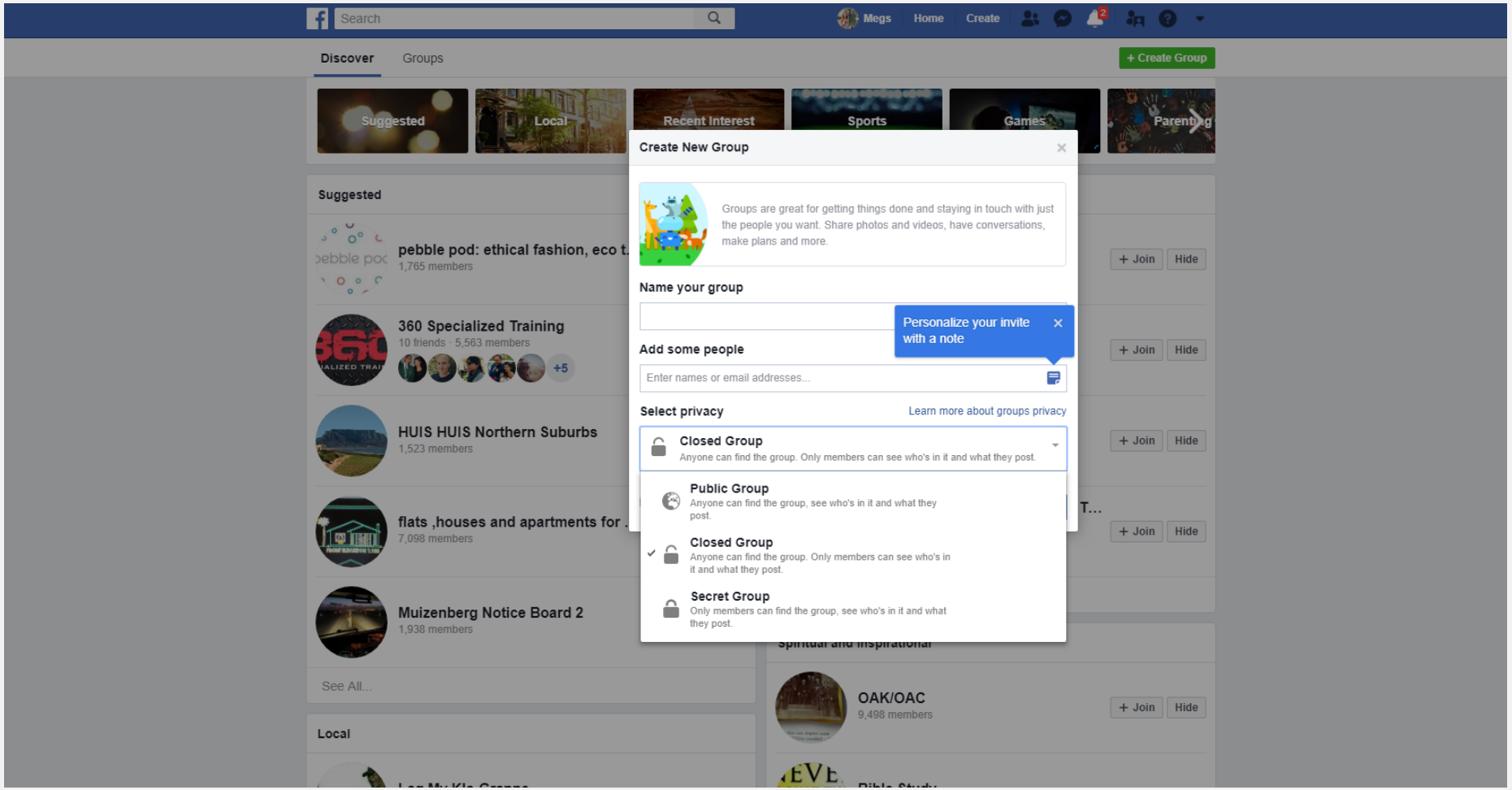
PROFILE vs. BRAND PAGE vs. GROUP



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WHAT ARE FACEBOOK STORIES?

FACEBOOK STORIES
March 2017

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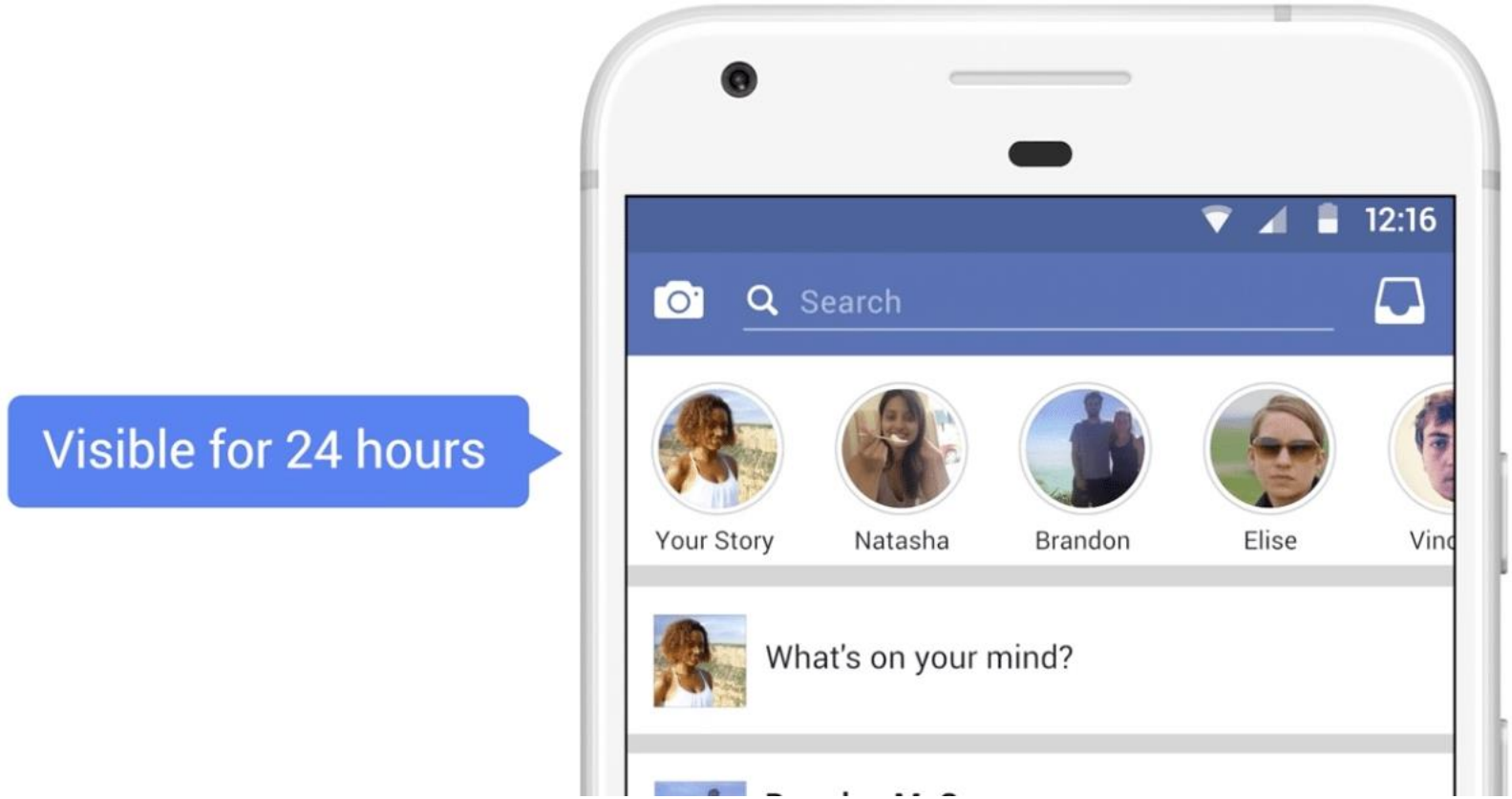
WHAT ARE FACEBOOK STORIES?



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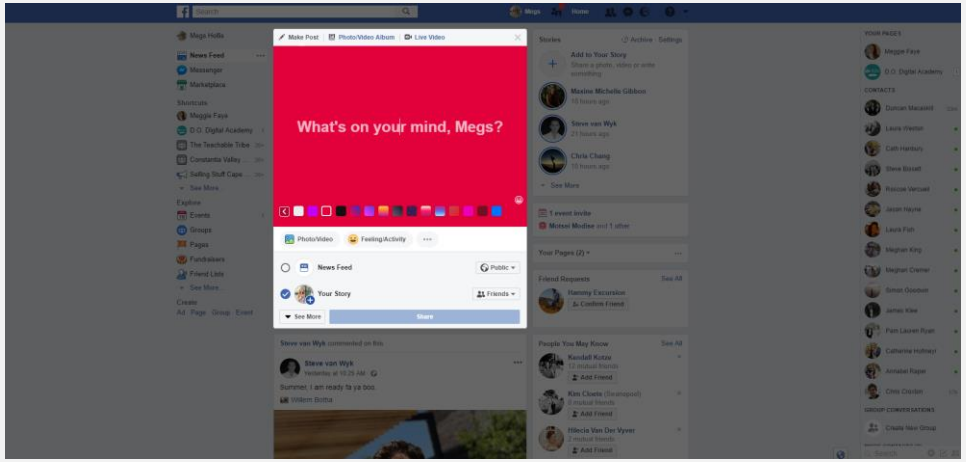
WHAT ARE FACEBOOK STORIES?

FACEBOOK STORIES

ON DESKTOP



ON MOBILE

- Live
  - Live Video
  - Draw It
  - Bring a Friend
  - Mystery Mask
  - GIPHY Live
- Boomerang
- Normal
  - Turn camera to selfie mode
  - Sponsored Filters
- Video

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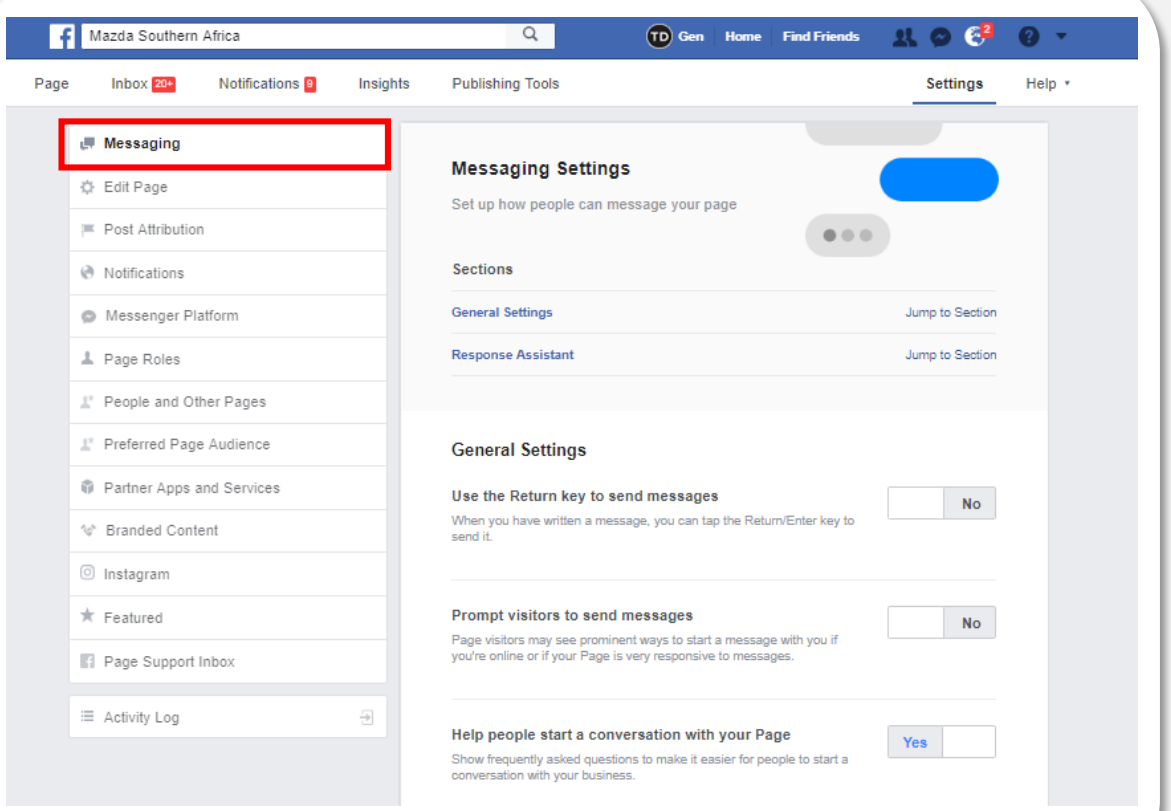
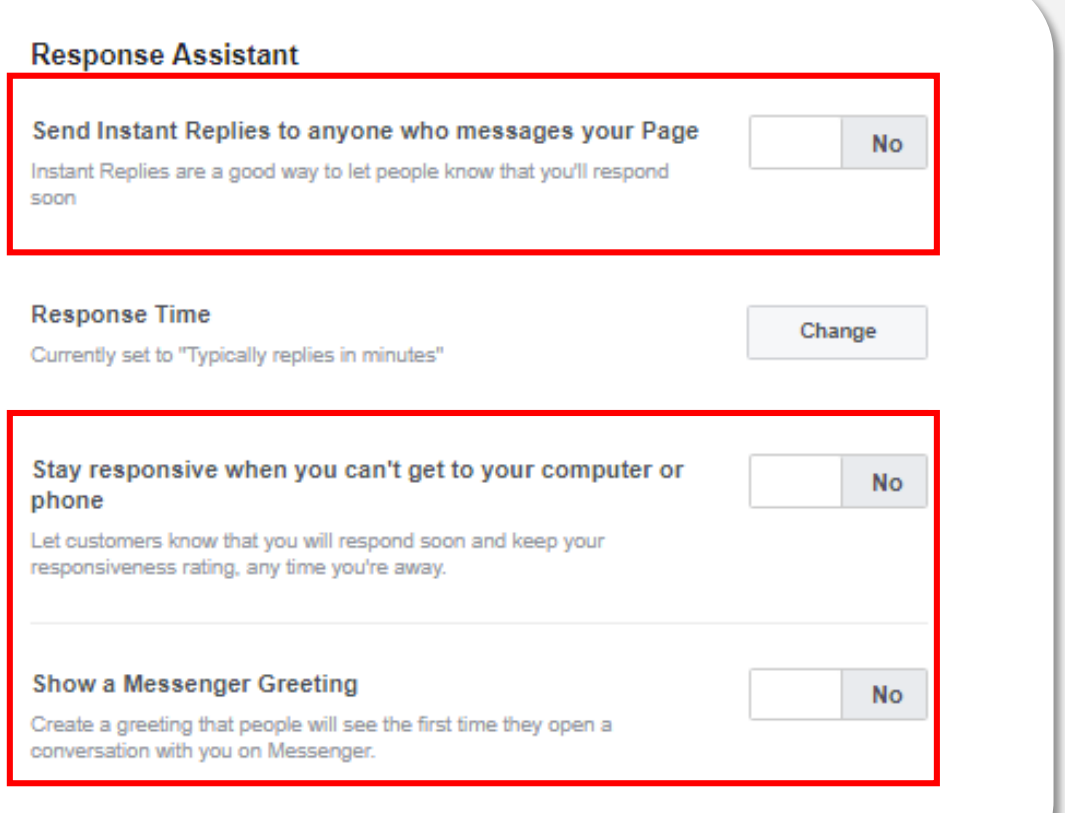
WHAT IS FACEBOOK MESSENGER?

There are three tools to assist with community management which you will find under “Messaging”.





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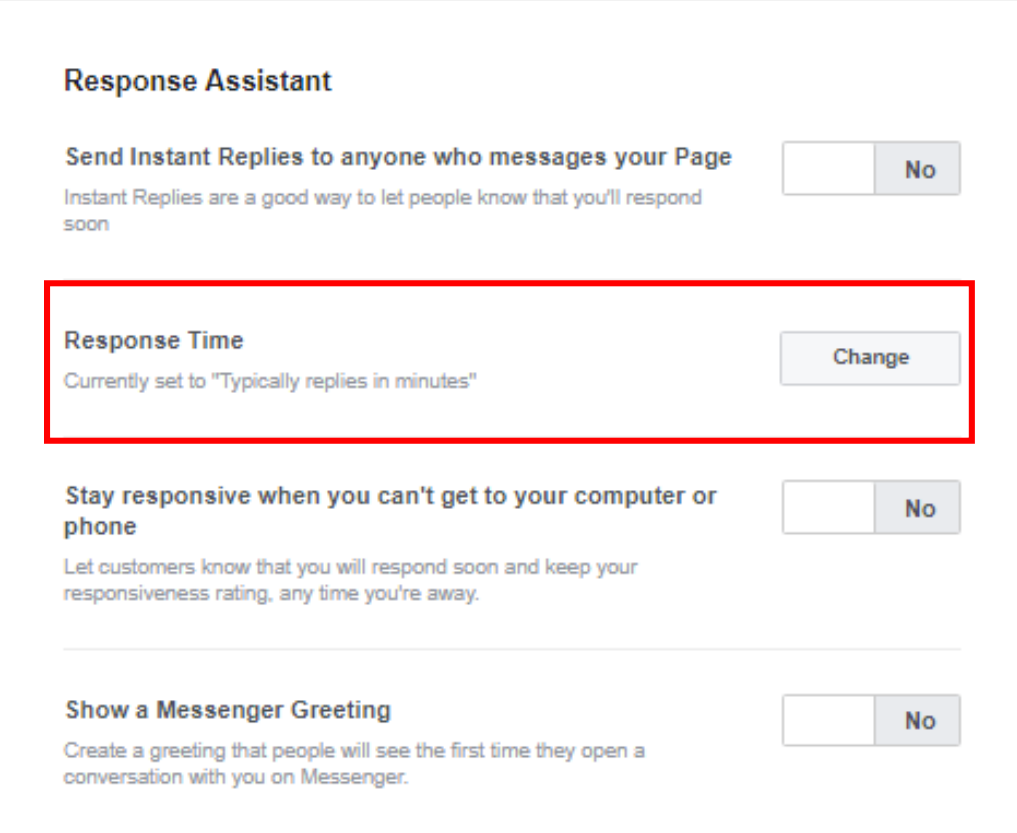
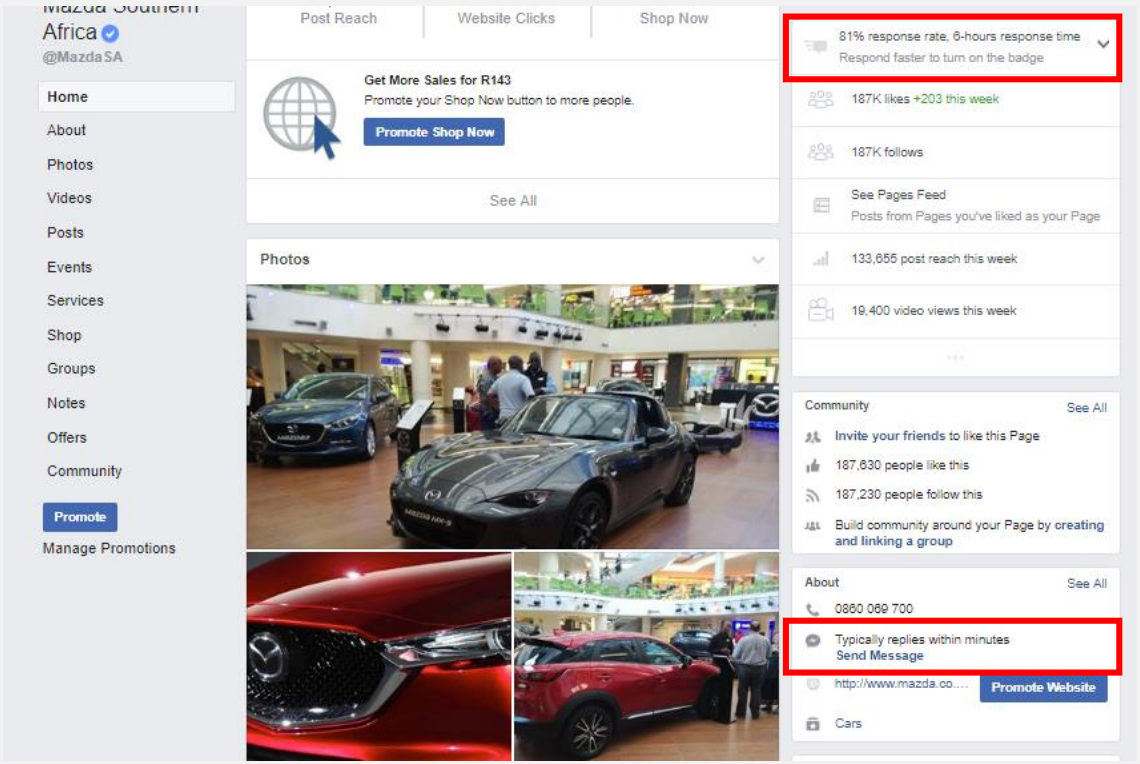
WHAT IS FACEBOOK MESSENGER?

Something else useful to note is that there is a “Response time” which you can set in the same section, but this is not the same as the response score which Facebook assigns to you.





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WHAT IS A FACEBOOK MESSENGER BOT?

FACEBOOK CHATBOTS
April 2016

Facebook Messenger Chatbots tools help answer or provide information through automation. Some of the tools that make Facebook Messenger easy and effective are:

- The ability to send and receive text, images and rich bubbles with CTAs.
- Messenger greetings and calls to action to prompt users to “Get Started.”
- Message templates that let people tap buttons and use other visuals to interact with your bot.

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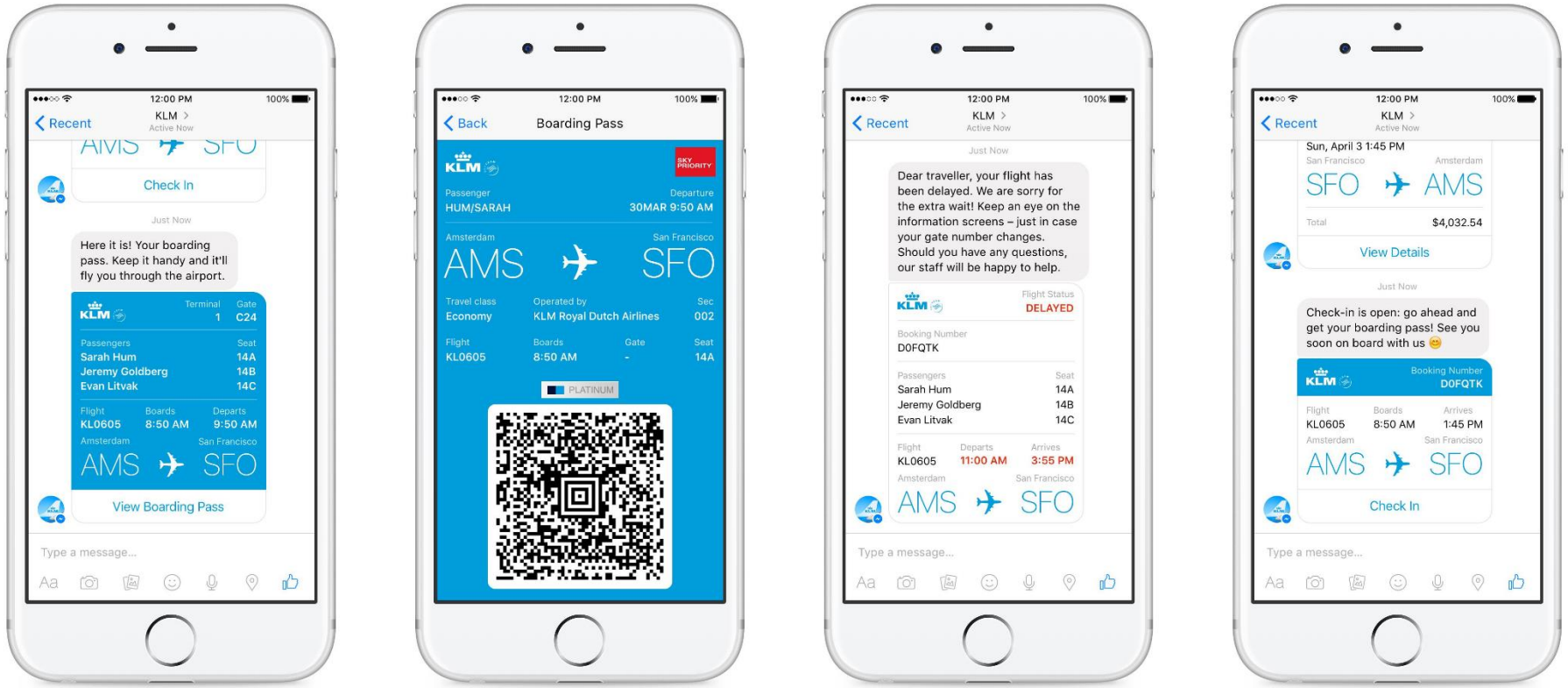
WHAT IS A FACEBOOK MESSENGER BOT?

Facebook "Click to Messenger" Ad

m.me/klm
- Bulk Email
- Bulk SMS



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WHAT IS FACEBOOK LIVE?

Facebook Live is particularly popular - videos see 3X the engagement of traditional videos shared on the platforms. Live videos can be streamed for anywhere from a few seconds up to 90 minutes. Facebook recommends you broadcast for at least 10 minutes.

USE CASES:

- Behind the Scenes
- Conference or Event
- Breaking News
- Q&A or Interviews
- Podcasts
- Contests

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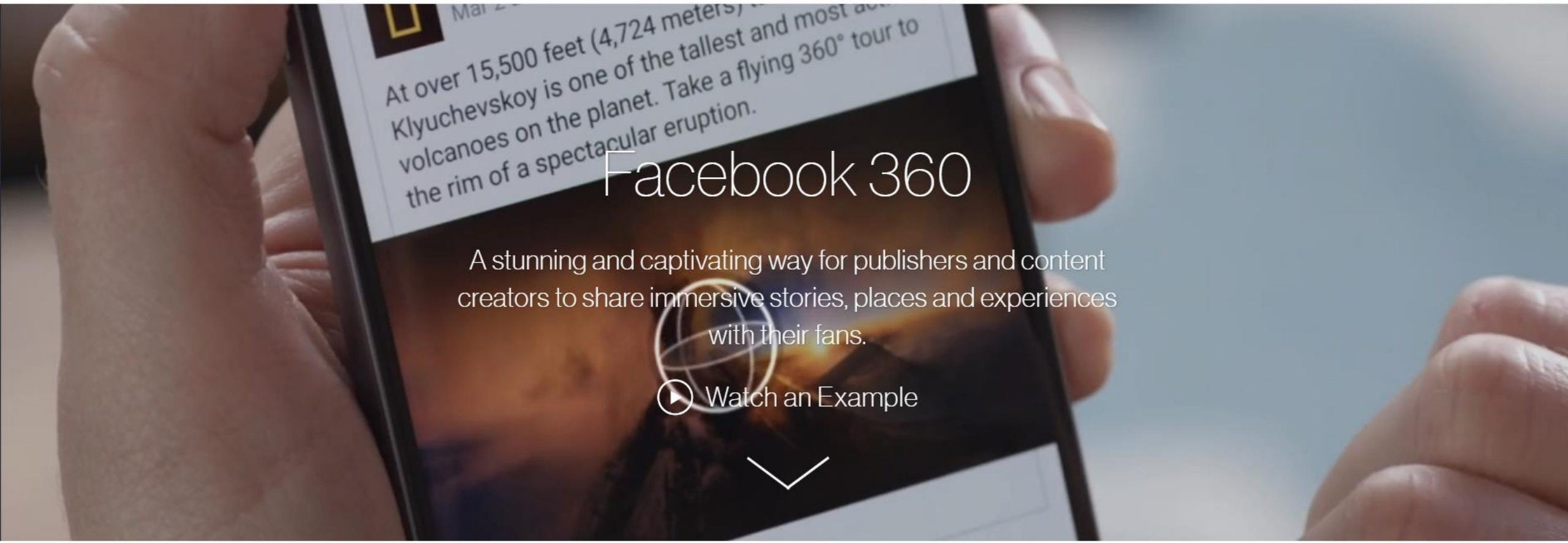
WHAT IS FACEBOOK 360?



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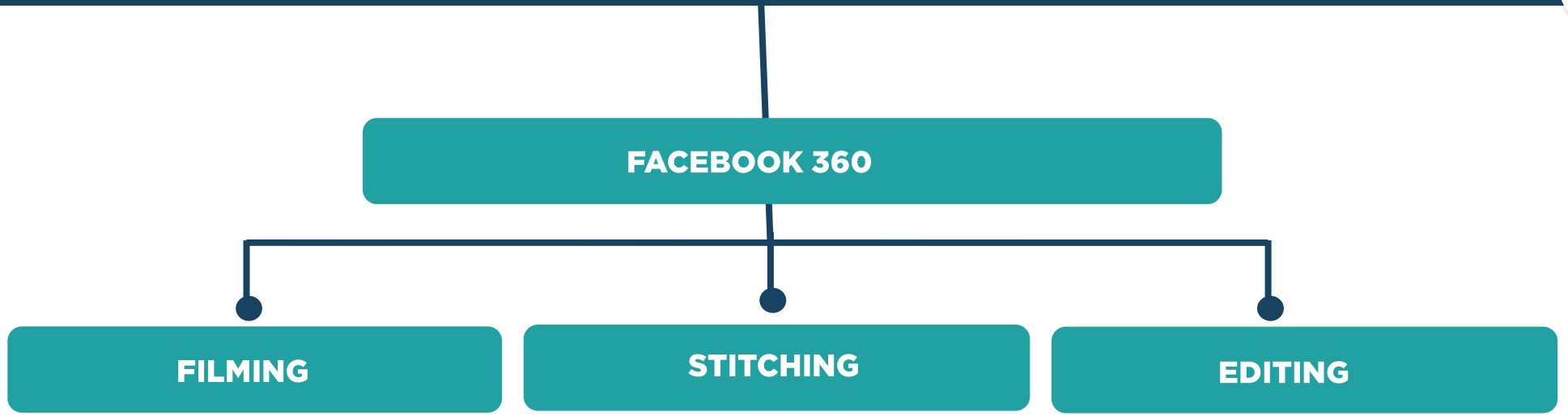
WHAT IS FACEBOOK 360?



Capturing and filming in 360 requires a different set of tools and techniques

Often the most challenging part of creating content is stitching the various cameras together to create the full 360 view

Traditional editing techniques still apply but require new and creative thinking to put the viewer inside your story

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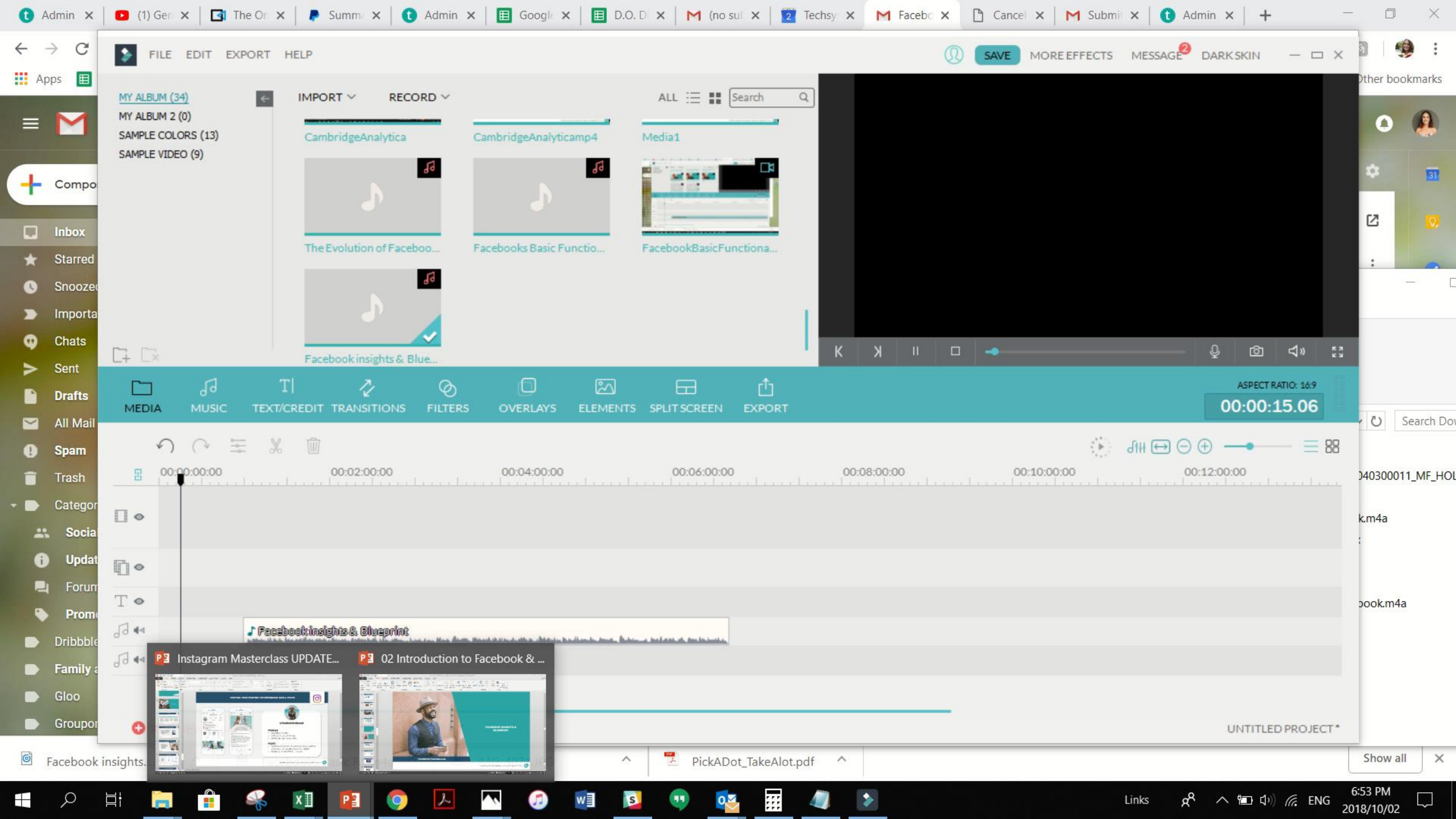
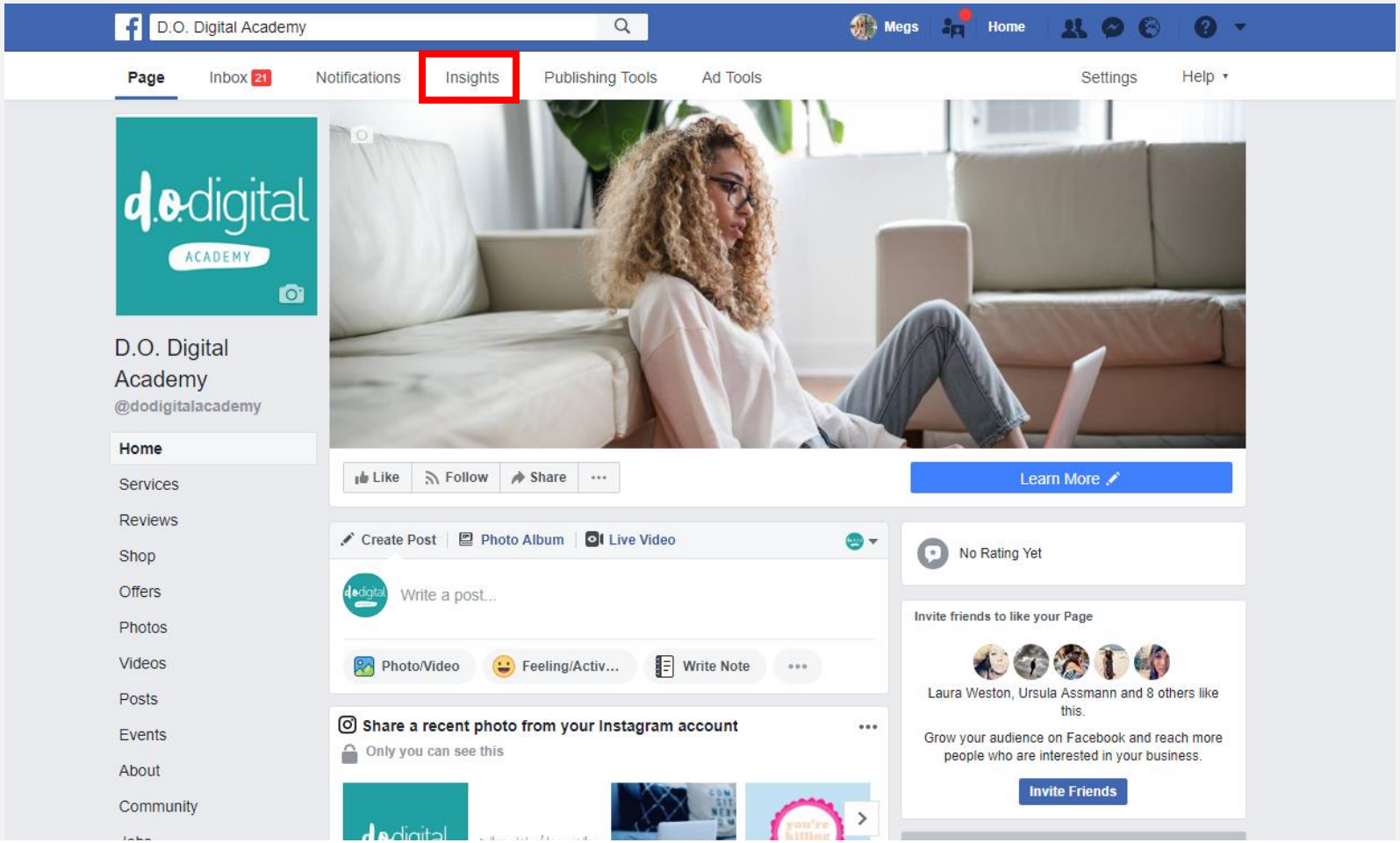
UP NEXT
FACEBOOK
INSIGHTS & BLUEPRINT


FILE EDIT EXPORT HELP
SAVE MORE EFFECTS MESSAGE DARK SKIN
MY ALBUM (34)
MY ALBUM 2 (0)
SAMPLE COLORS (13)
SAMPLE VIDEO (9)
IMPORT RECORD
ALL
Search
CambridgeAnalytica
CambridgeAnalyticamp4
Media1
The Evolution of Faceboo...
Facebooks Basic Functio...
FacebookBasicFunctiona...
Facebook insights & Blue...
MEDIA MUSIC TEXT/CREDIT TRANSITIONS FILTERS OVERLAYS ELEMENTS SPLIT SCREEN EXPORT
ASPECT RATIO: 16:9
00:00:15.06
00:00:00:00 00:02:00:00 00:04:00:00 00:06:00:00 00:08:00:00 00:10:00:00 00:12:00:00
Facebook insights & Blueprint
Instagram Masterclass UPDATE...
02 Introduction to Facebook & ...
UNTITLED PROJECT *
Facebook insights...
PickADot_TakeAlot.pdf
Show all

WHAT ARE FACEBOOK INSIGHTS?

Facebook Insights appears at the top of any page you are an admin of.



PAGE SUMMARY

- Today
- Yesterday
- Last 7 days (default)
- Last 28 days

- Actions on Page
- Page Views
- Page Previews
- Page Likes
- Reach
- Recommendations
- Post Engagements
- Videos
- Page followers

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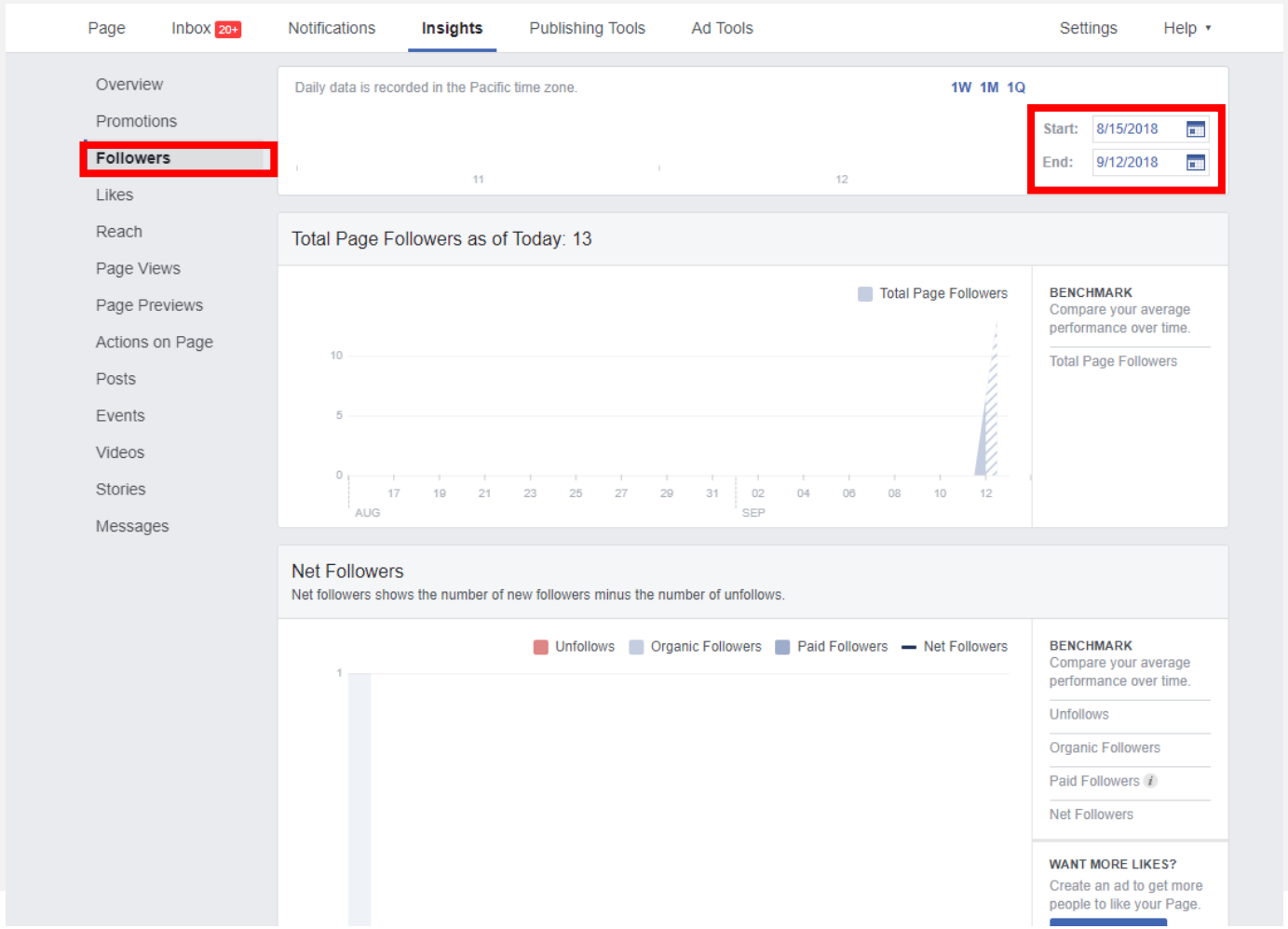
WHAT ARE FACEBOOK INSIGHTS?

Facebook Insights appears at the top of any page you are an admin of.



If you click into a specific section e.g. Followers, Likes, Reach, you are able to view more in depth reporting around that particular metric.

You can also easily pick any custom date range using the start and end dates.

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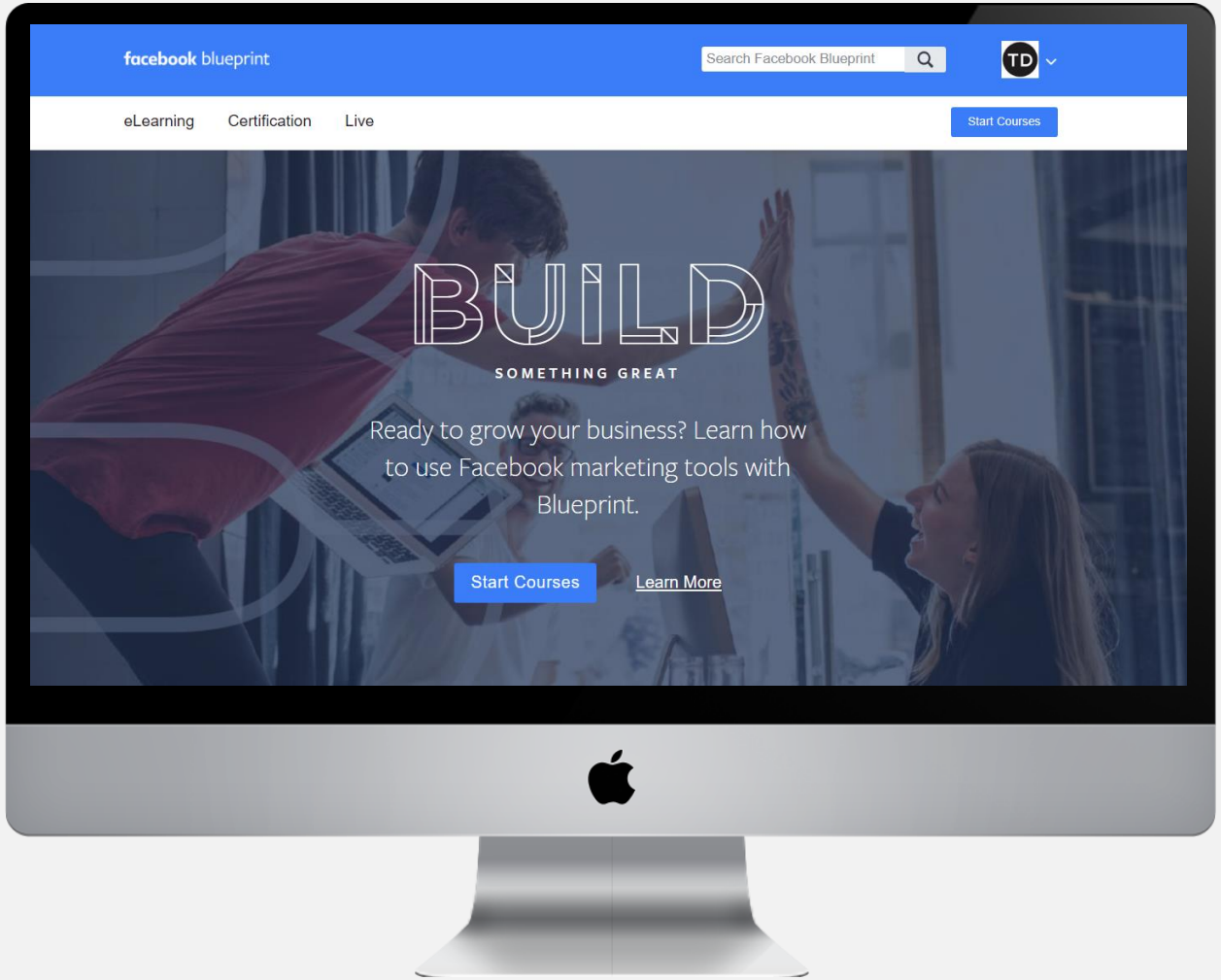
WHAT IS FACEBOOK BLUEPRINT?



SOURCE: Facebook Blueprint

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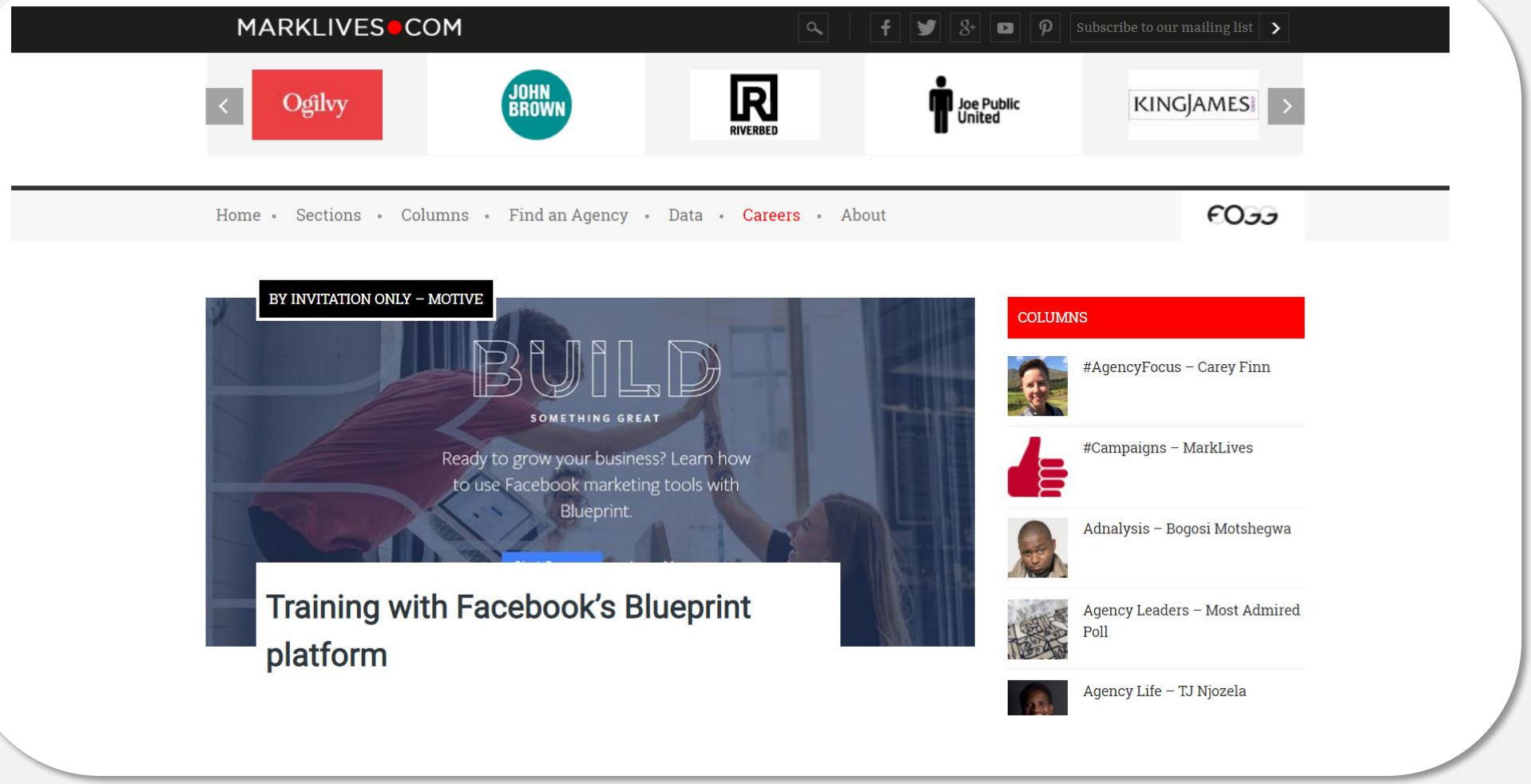
WHAT IS FACEBOOK BLUEPRINT?



SOURCE: Marklives

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WHAT IS FACEBOOK BLUEPRINT?

- What's on offer for Facebook marketing beginners?
- What's on offer for agencies and brands already comfortable with Facebook marketing?
- How are the courses structured?
- How did I find completing the training modules?

SOURCE: Marklives

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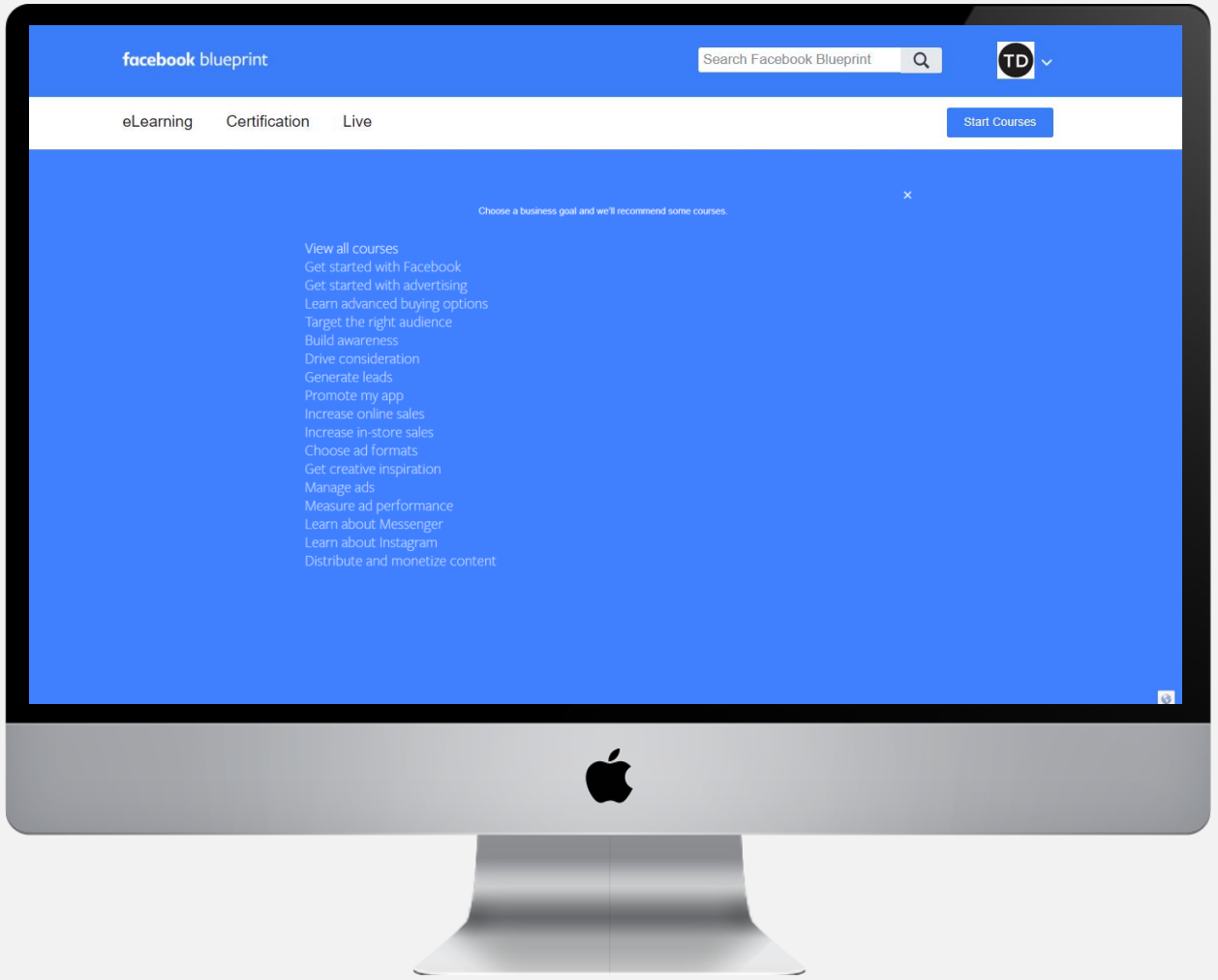
WHAT IS FACEBOOK BLUEPRINT?

76 COURSES

- Do all courses
- Filter by business goal
- Filter by learning path (12)



SOURCE: Facebook Blueprint

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WHAT IS FACEBOOK BLUEPRINT?

12 LEARNING PATHS

- Brand Marketer
- C-Suite Executive
- Creative & Strategic Planner
- Data Driven Marketing
- Digital Buyer
- Digital Planner
- Direct Response
- Gaming Publisher
- Growing Your Business on Facebook (Advanced)
- Growing Your Business on Facebook (Getting Started)
- Reporting and Analytics
- TV Buyer

SOURCE: Facebook Blueprint

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WHAT IS FACEBOOK BLUEPRINT?

GROWING YOUR BUSINESS ON FACEBOOK (GETTING STARTED) 3 hours

Learn how you can reach your business goals by leveraging Facebook's business Pages, people-based targeting, and intuitive ad creation and management tools.

GROWING YOUR BUSINESS ON FACEBOOK (ADVANCED) 2,5 hours

Take an in-depth look at how Facebook can help you reach your business goals whether it is raising awareness of your business, reaching new customers or selling more products or services. After completing these courses, you should know how to create and manage ads in Ads Manager; use Facebook's advanced targeting options; create engaging videos and images for your ads; measure how well your ads are performing; and more.

SOURCE: Facebook Blueprint

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UP NEXT

PAID MEDIA OPTIONS

FACEBOOK MASTERCLASS

PAID MEDIA OPTIONS

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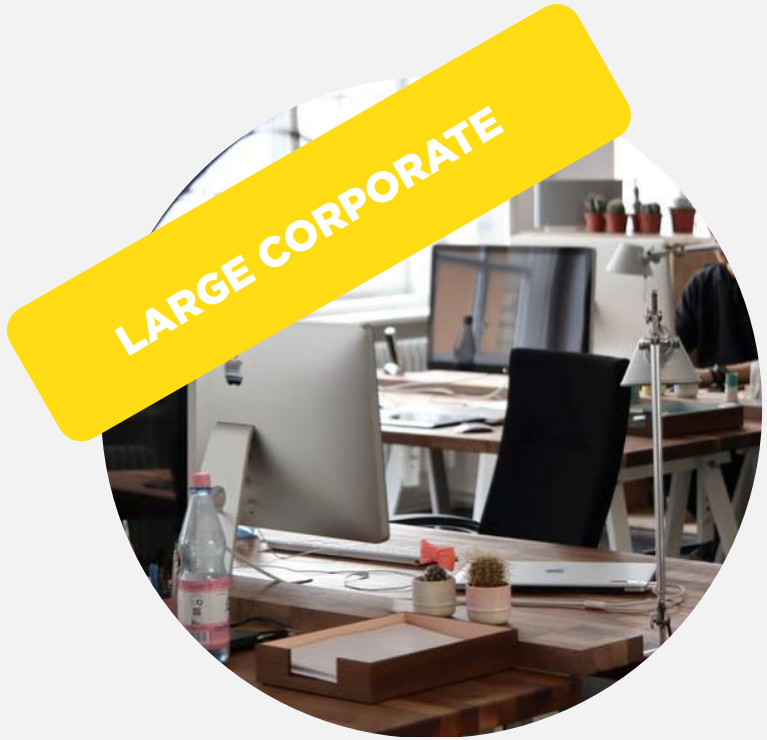
WHY RUN FACEBOOK ADVERTISING?

Facebook is a really cost effective way to market your business or service – no matter who you are.



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WHAT ARE BIDDING MODELS ON SOCIAL MEDIA?

COMMON PAYMENT MODELS

CPC
Cost per click

Pay only when the ad is clicked on

CPE
Cost per Engagement

Pay only for demonstrated engagement with the ad

CPM
Cost per mille

Cost per thousand impressions. Impressions are when an ad renders on a user's screen. Impressions are not action-based and are merely defined by a user potentially seeing the advertisement, making CPM campaigns ideal for businesses intent on spreading brand awareness.

oCPM
Optimized cost per mille

Facebook's flexible ad bid type, where bids can be adjusted based on the goals the advertiser hopes to achieve

SOURCE: eMarketing: The Essential Guide to Marketing in a Digital World, Red & Yellow

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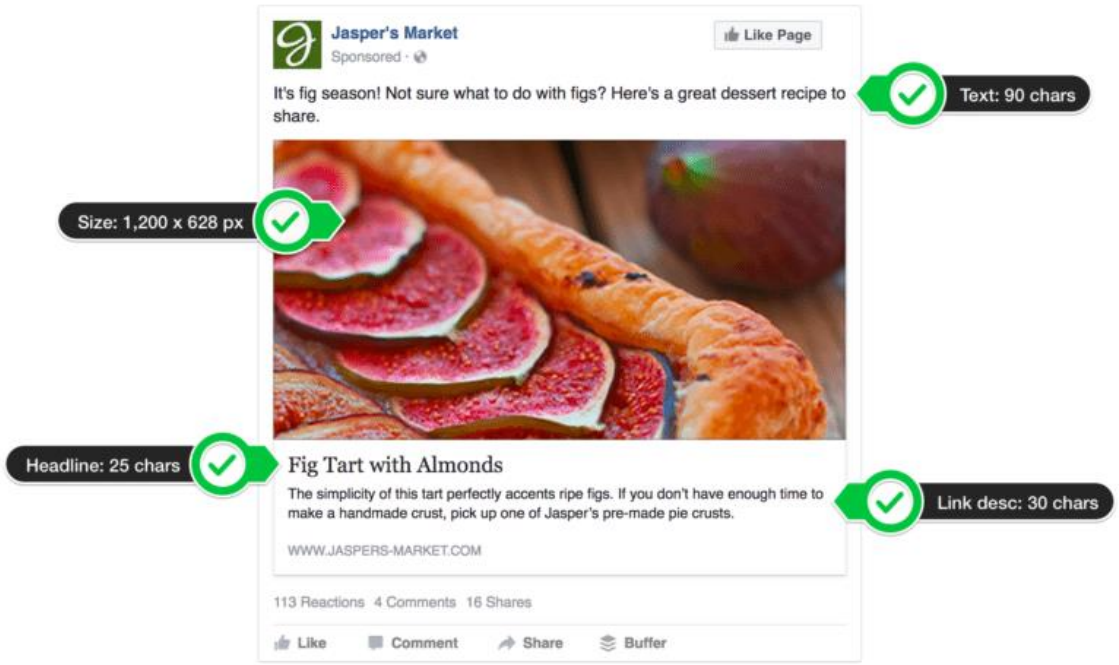
HOW DO YOU RUN FACEBOOK ADVERTISING?



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HOW DOES TARGETING WORK ON FACEBOOK?

THINK OF ALL THE INFORMATION FACEBOOK KNOWS ABOUT YOU AS A USER

1. PERSONAL INFORMATION

- Full Name
- Date of Birthday
- Mobile Number
- Email Address

2. DEMOGRAPHICS

- Age
- Gender
- Location

3. INTEREST

- Health & Wellness
- Finance
- Rugby

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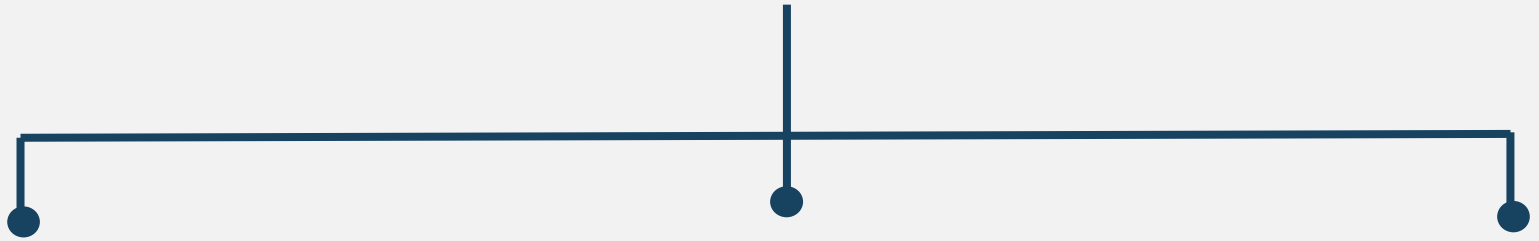
HOW DOES TARGETING WORK ON FACEBOOK?



CORE AUDIENCES	CUSTOM AUDIENCES	LOOKALIKE AUDIENCES
Target ads using the following Facebook data: - Demographic (education, political views, family/relationship status, life events, career) - Location targeting (City, region or country) - Interest (consumer & lifestyle categories) - Behaviour (FB and third party data e.g. travel, or device usage) - Connections (engagement with your page, events or app)	Use data from your CMS, website, mobile app, or other sources to target Facebook ads to people you already know.	Surface new audiences by combining Custom Audiences with Facebook targeting.

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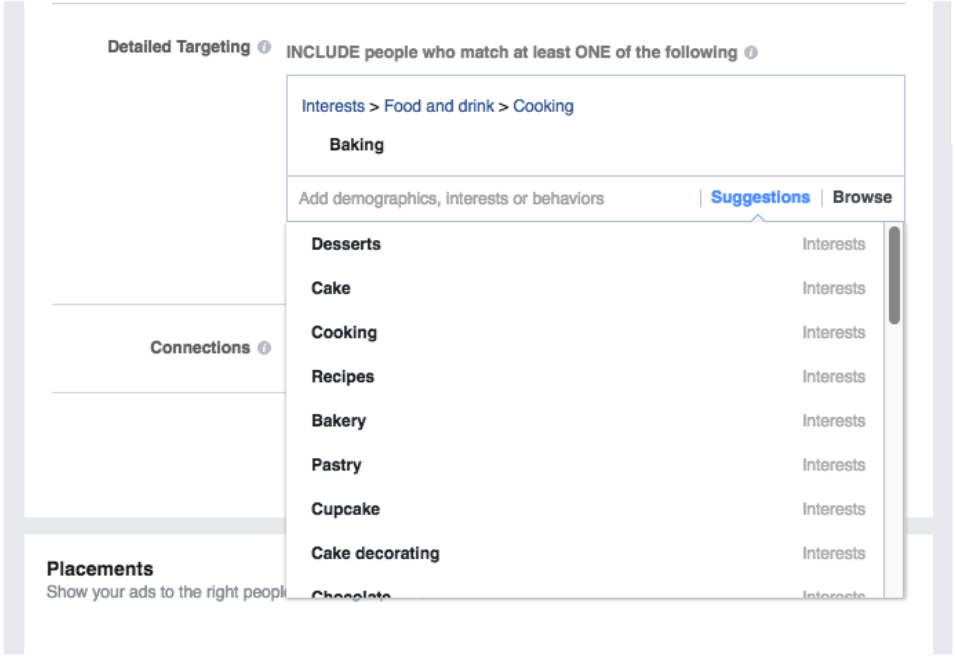
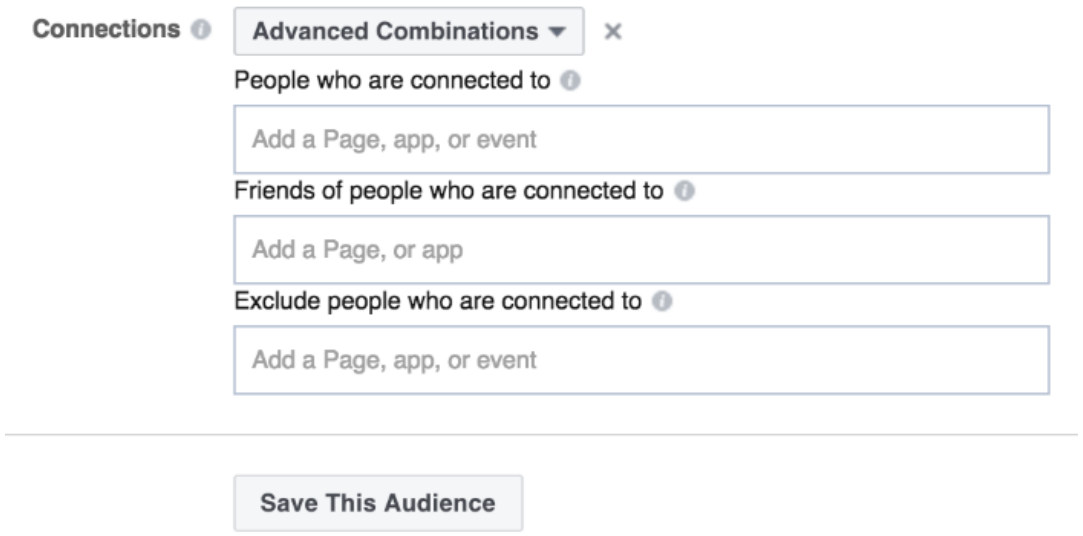
HOW DOES TARGETING WORK ON FACEBOOK?

INTEREST TARGETING



CONNECTION TARGETING



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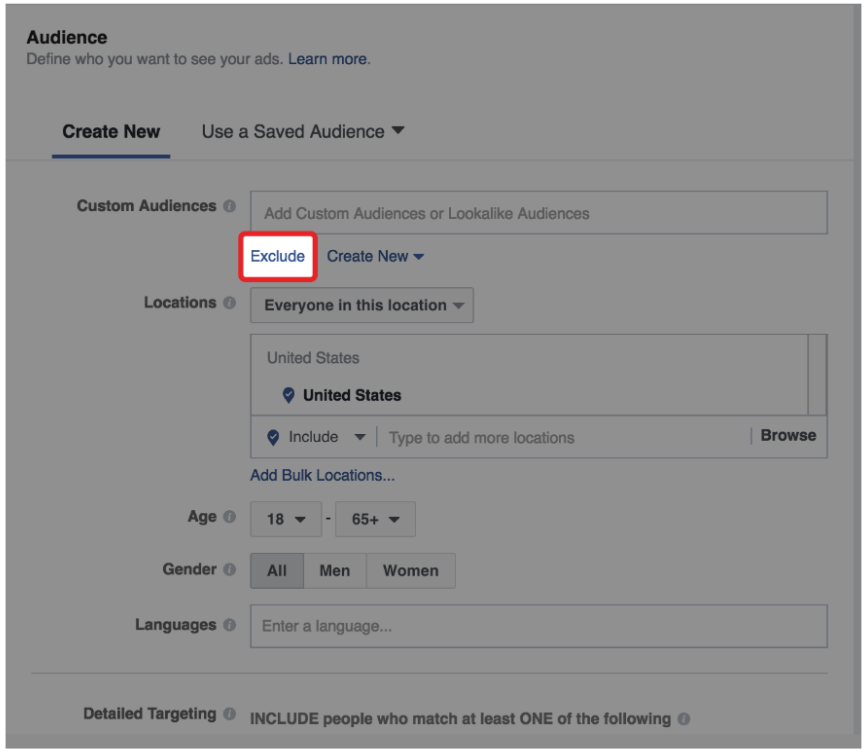
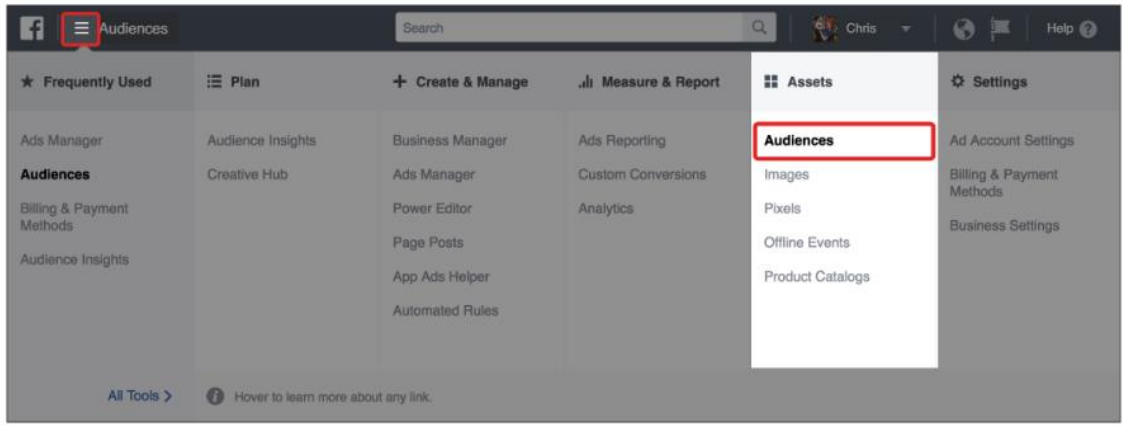
HOW DOES TARGETING WORK ON FACEBOOK?

EXCLUSIONS IN TARGETING



SAVED AUDIENCES



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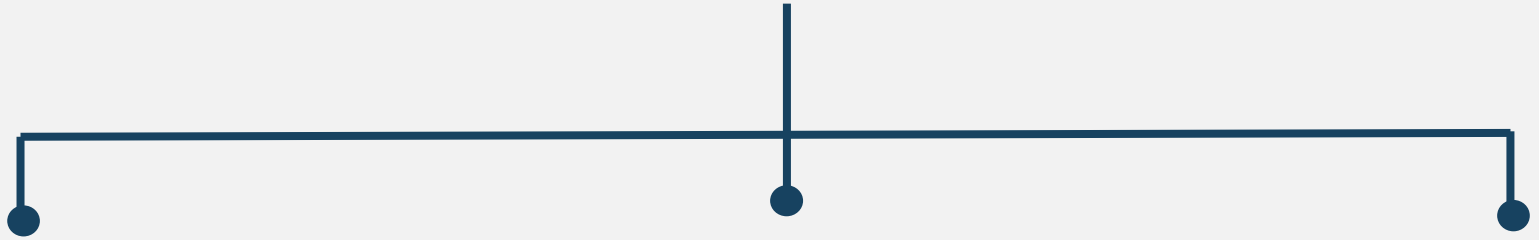
HOW DOES TARGETING WORK ON FACEBOOK?



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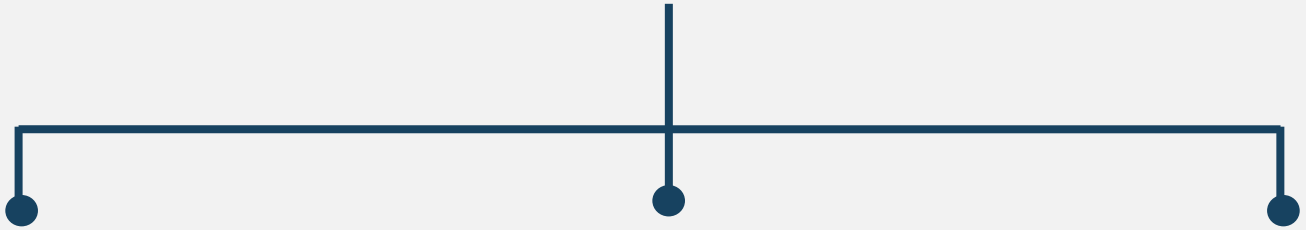
HOW DO YOU RUN FACEBOOK ADVERTISING?

There tends to be some confusion around Ads Manager vs. Business Manager. Ads manager is the default ad account if you simply link a credit card to a personal account.



ADS MANAGER	BUSINESS MANAGER	POWER EDITOR
Ads manager is for accessing a single ad account.	*Business manager is for access multiple ad accounts.*	*Power editor used to be used to make bulk changes to paid campaigns.*
Both ads and business manager offer a variety of tools which are useful for advertisers	Business Manager has two additional tools which ads manager doesn't have (Business locations and videos)	As of September 2017, its features were rolled into Ads manager, and Power Editor no longer exists.

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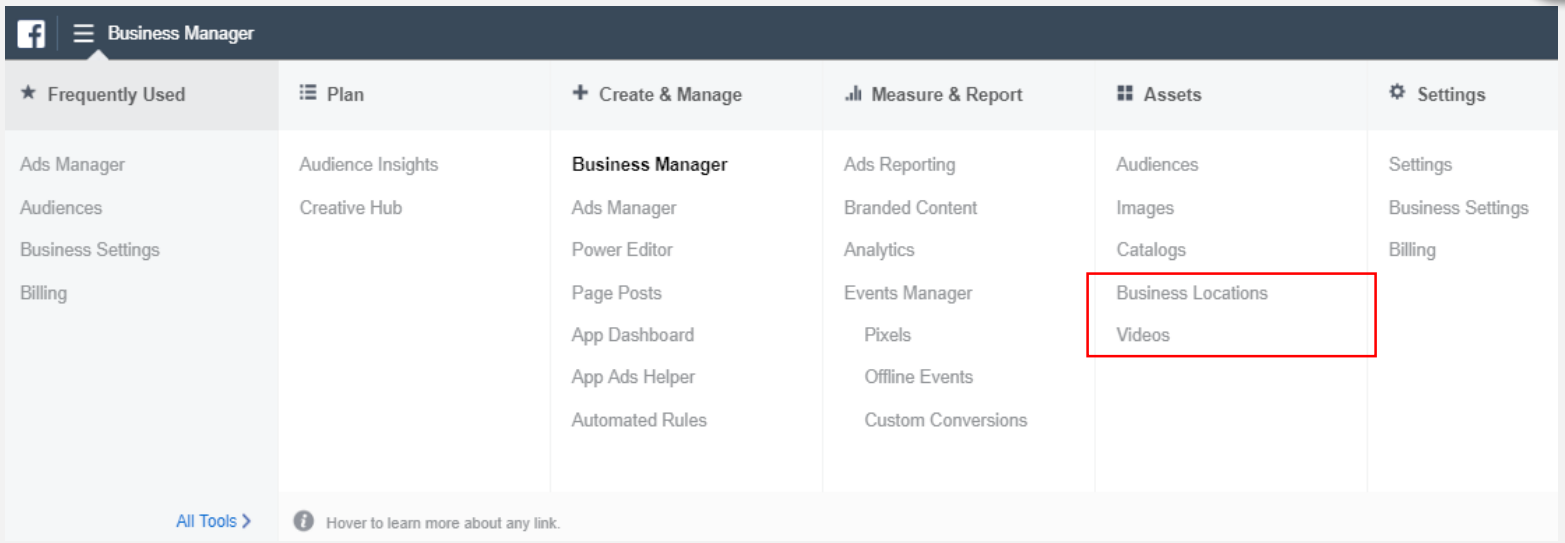
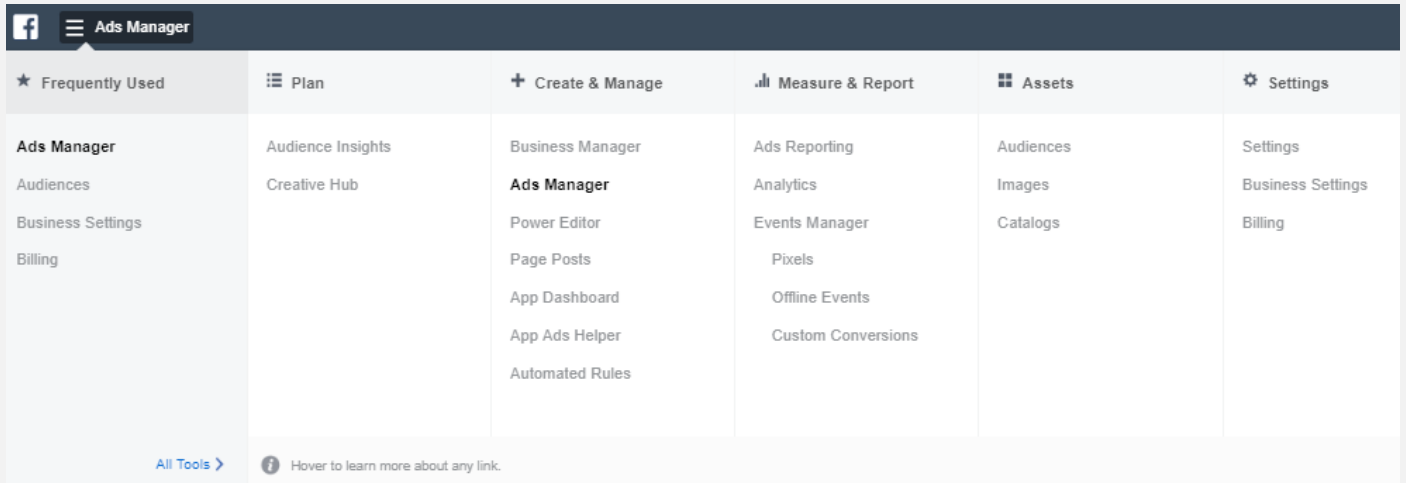
HOW DO YOU RUN FACEBOOK ADVERTISING?

BUSINESS MANAGER



ADS MANAGER



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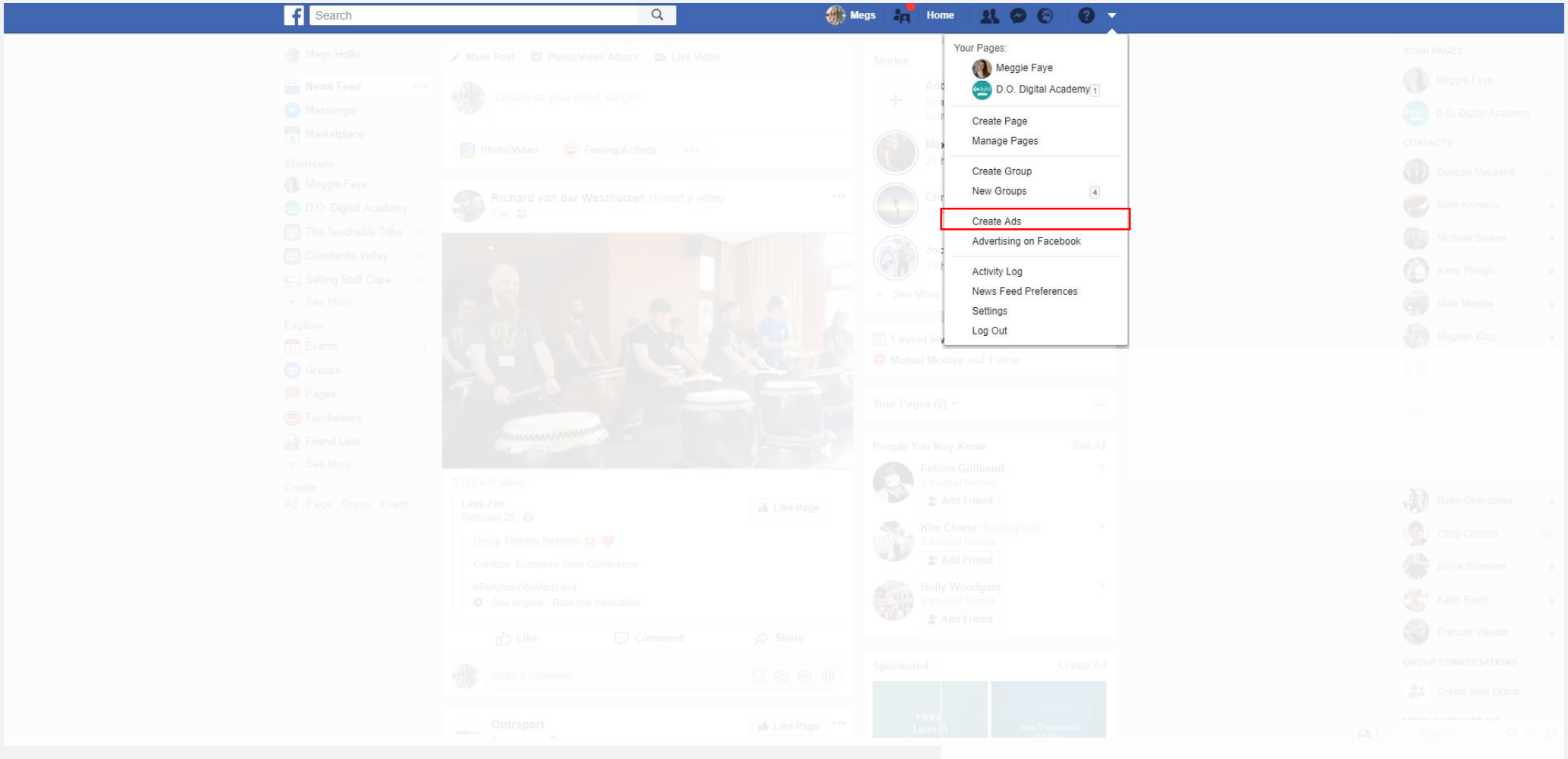

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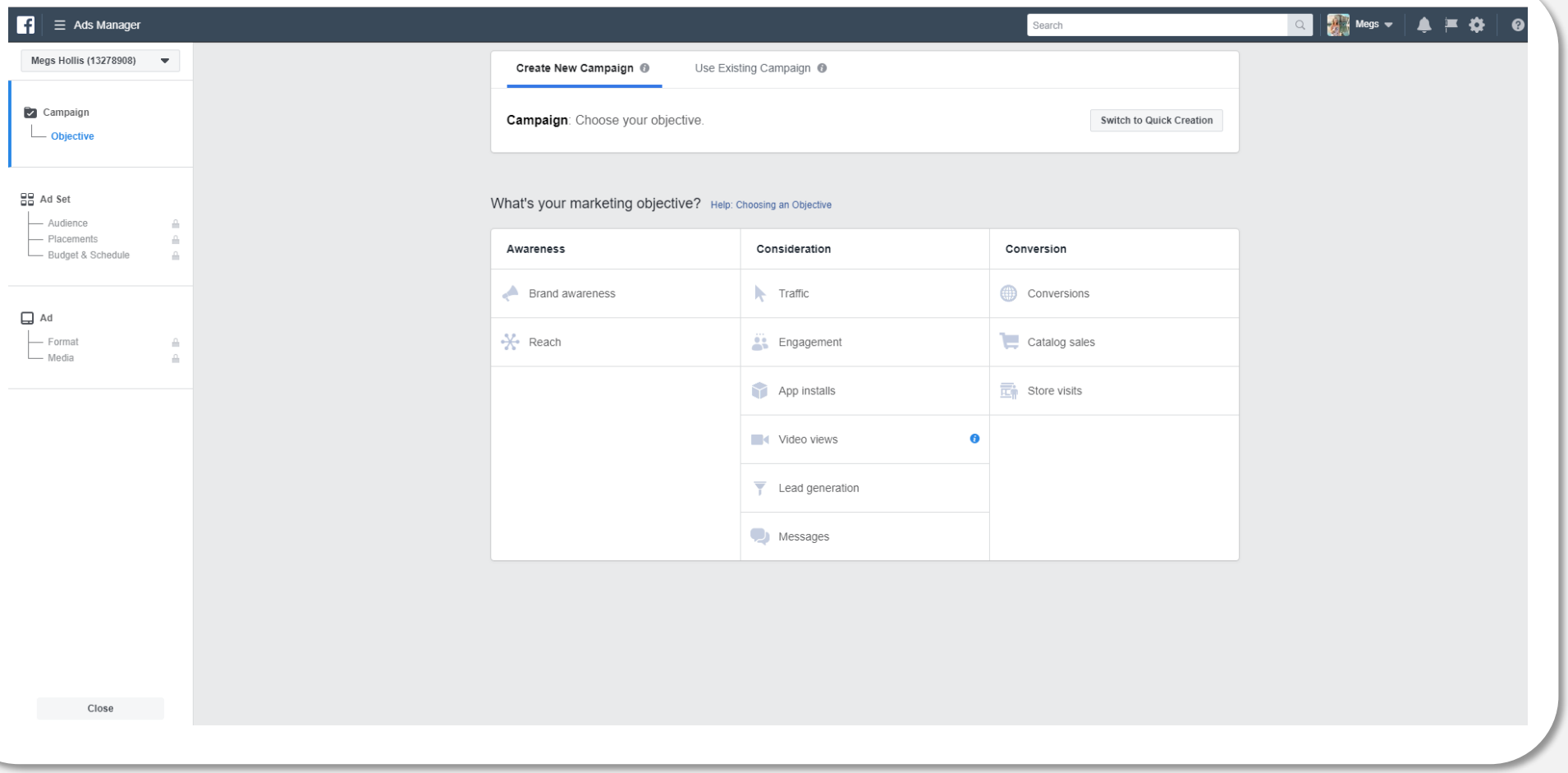

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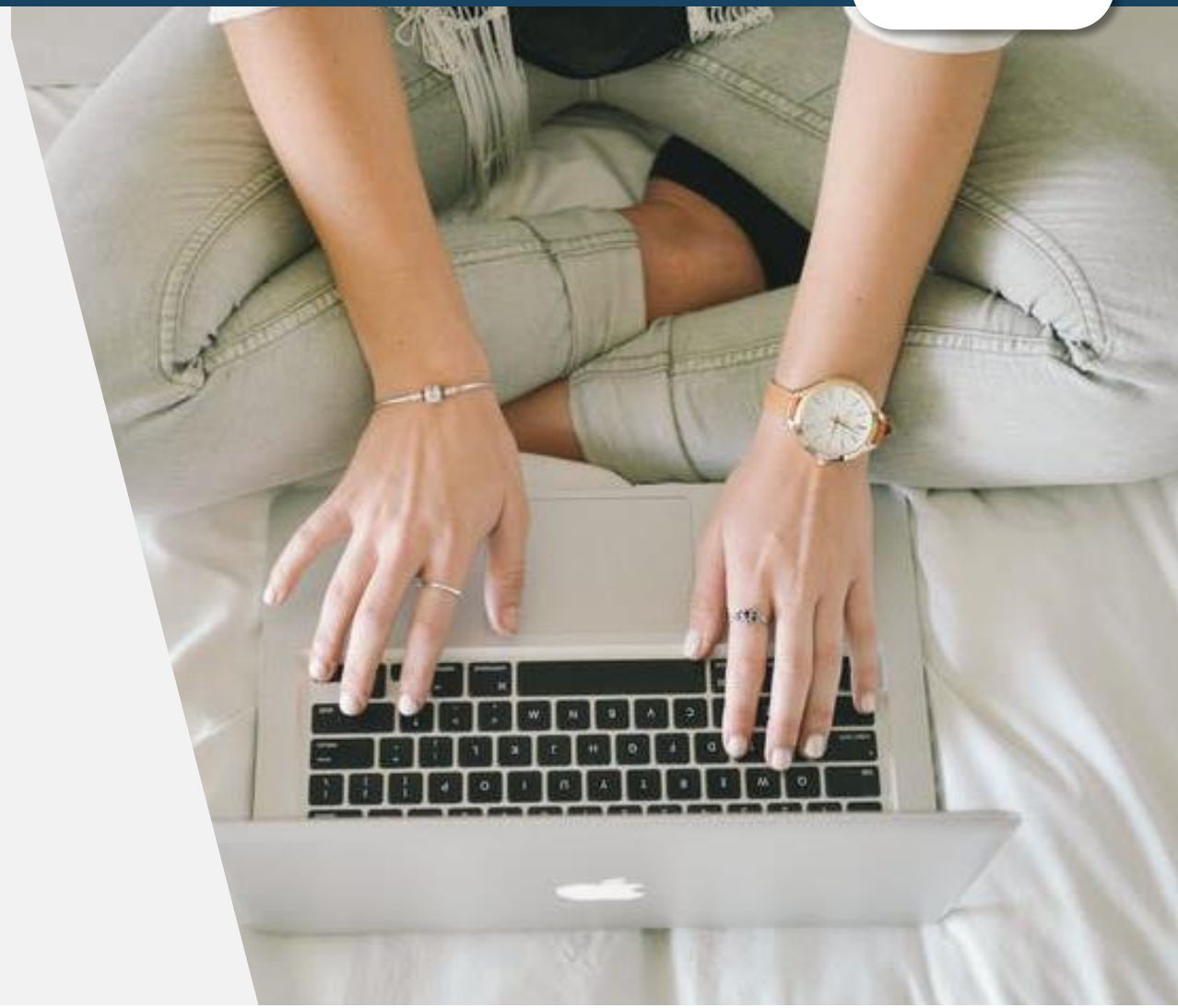
HOW DO YOU RUN FACEBOOK ADVERTISING?

Setting up ads on Facebook is a three step process.

- **CAMPAIGNS**
  - Objectives

- **AD SET**
  - Traffic
  - Other
  - Audience
  - Placements
  - Budget & Schedule

- **AD**
  - Pages
  - Format
  - Full Screen Experience
  - Media Links



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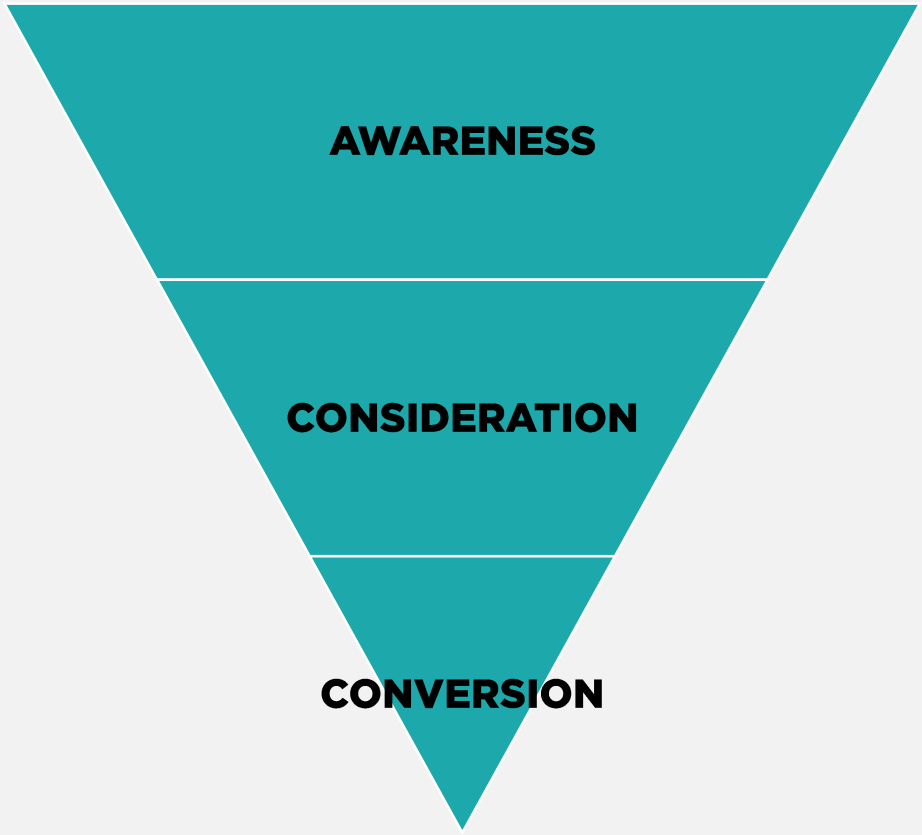
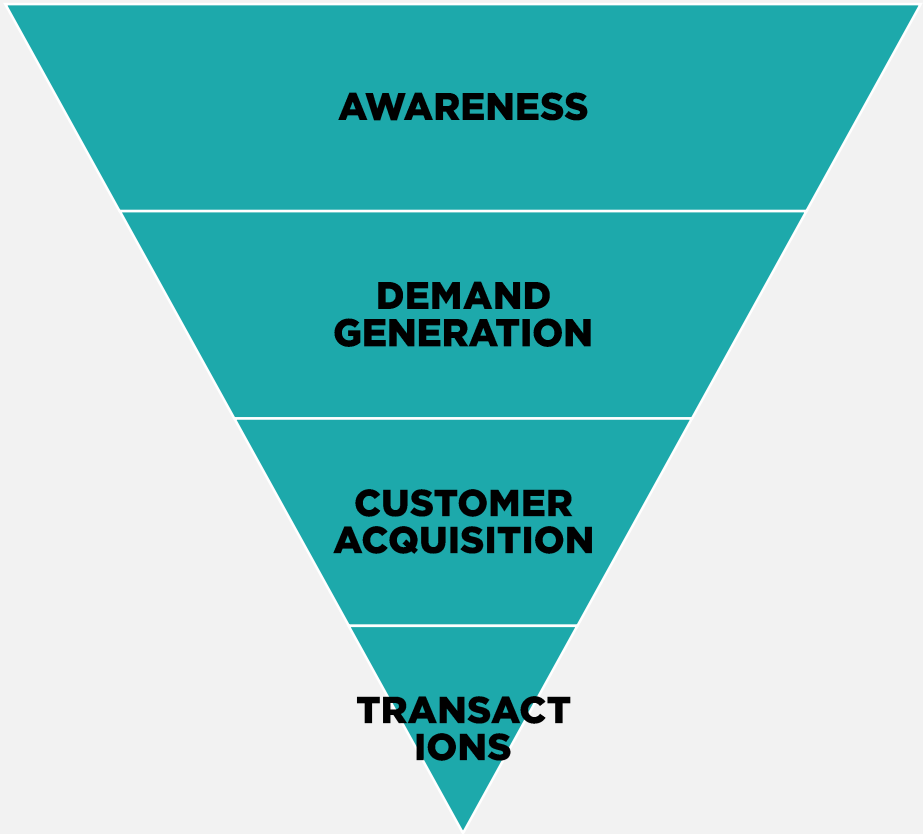
WHAT OBJECTIVES DOES FACEBOOK ADVERTISING OFFER?

Facebook's advertising formats are based off of key objectives much like those of the classic marketing funnel.



CLASSIC MARKETING FUNNEL



FACEBOOK MARKETING FUNNEL

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WHAT OBJECTIVES DOES FACEBOOK ADVERTISING OFFER?

Choose one of the following ad objectives depending on what you are trying to achieve.

AWARENESS	DEMAND GENERATION
- Brand Awareness - Reach	- Traffic - Engagement – Event Responses - Video Views - Local Awareness
CUSTOMER ACQUISITION	**TRANSACTIONS**
- Lead Generation - Conversions – Website - App Installs	- Engagement – Offer Claims - Conversions – App - Product Catalogue Sales - Store Visits

SOURCE: Facebook Blueprint

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WHAT CALLS TO ACTION DOES FACEBOOK ADVERTISING OFFER?

Here is a list of all the available Calls to Action for the reach objective (canvas ads use custom CTA's).

SUPPORTED CALLS TO ACTION		
APPLY NOW	CALL NOW*	BOOK NOW
GET DIRECTIONS	DOWNLOAD	LEARN MORE
SEND MESSAGE**	SHOP NOW	SEE MENU
SIGN UP	WATCH MORE	REQUEST TIME

*Call Now is only available on mobile placements
**Send Message opens Facebook Messenger app on phone

SOURCE: Facebook Blueprint

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UP NEXT

FAQ: CAN I USE TEXT IN IMAGES?

CAN I USE TEXT IN IMAGES?

FACEBOOK MASTERCLASS

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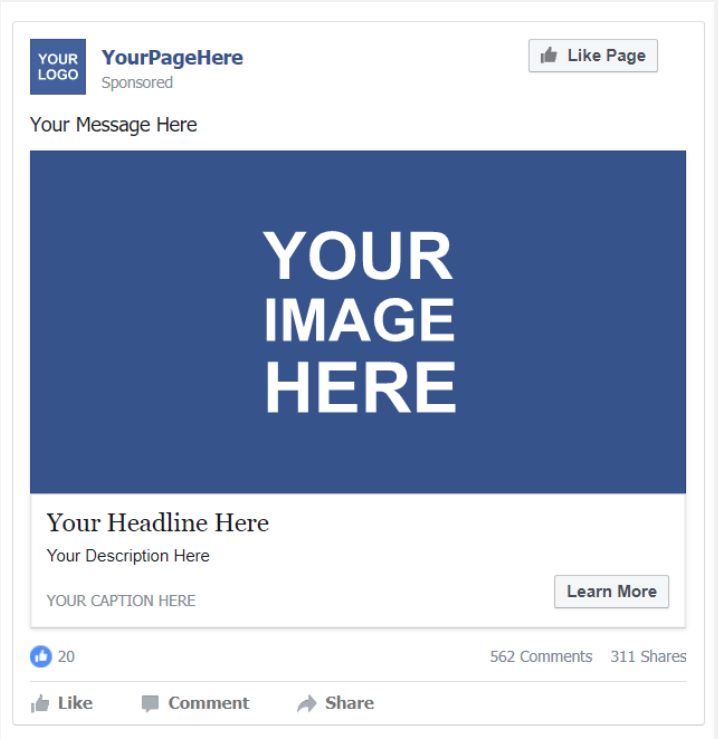
CAN I USE TEXT IN IMAGES?

Ads that run on Facebook, Instagram and Audience Network are subject to a review process that looks at the amount of image text used in your ad. Based on this review, ads with higher amounts of image text will be shown to fewer people (unless the ad qualifies for an exception).

HANDY TIPS!

- If you need to include text in your image, try using fewer words and/or reducing the font size of your text. Keep in mind that if your text is too small, it may be difficult to read.
- Make sure most of the text you use is in the body text instead of directly on the ad's image.
- Avoid spreading text all over the image.



SOURCE: Buffer

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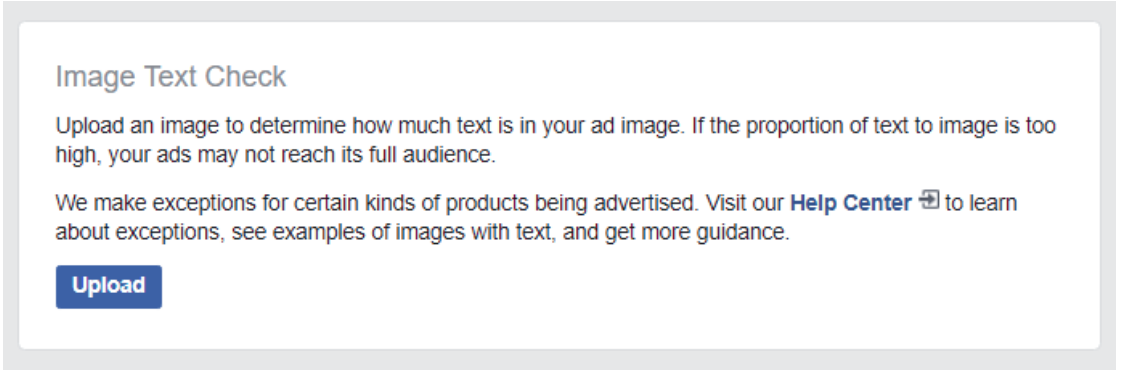
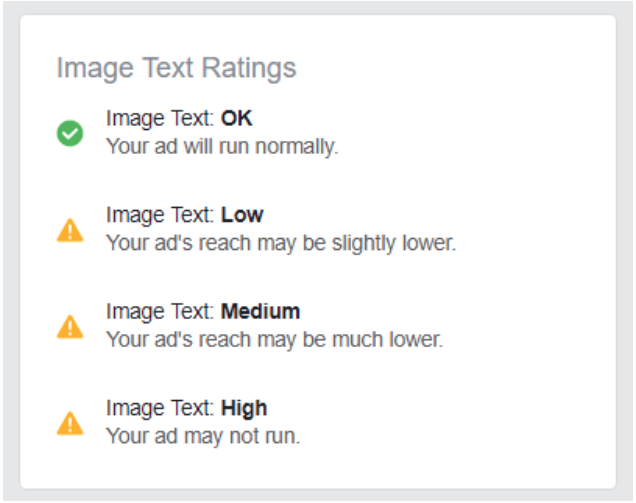
CAN I USE TEXT IN IMAGES?

IMAGE TEXT CHECK

Tool to determine if your ad may reach fewer people for having too much text on the ad image. While the accuracy of the tool may not be perfect, you should use the tool as a guide to help you create and submit ads that are more likely to comply with our image text guidelines.





SOURCE: Facebook for Business

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CAN I USE TEXT IN IMAGES?

Image text: OK

Your ad's image contains little or no text. This is the preferred image style.

Image text: Low

Your ad's reach may be slightly lower

You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Consider changing your image before placing your order.

Image text: Medium

Your ad's reach may be much lower

You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Consider changing your image before placing your order.

Image text: High

Your ad may not run

You may not reach your audience because there's too much text in the ad image. Ad images with little or no text are preferred. Unless you qualify for an exception, change your image before placing your order.

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CAN I USE TEXT IN IMAGES?

EXCEPTIONS TO THE RULE

BOOK & ALBUM COVERS

PRODUCT IMAGES*

GAMES

EVENT POSTERS

**Note: For product images, FB doesn't allow close up or zoomed in images of logos. Your image must show the entire product.*

SOURCE: Facebook for Business

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UP NEXT
WHAT IS
REMARKETING?

FACEBOOK MASTERCLASS

WHAT IS REMARKETING?

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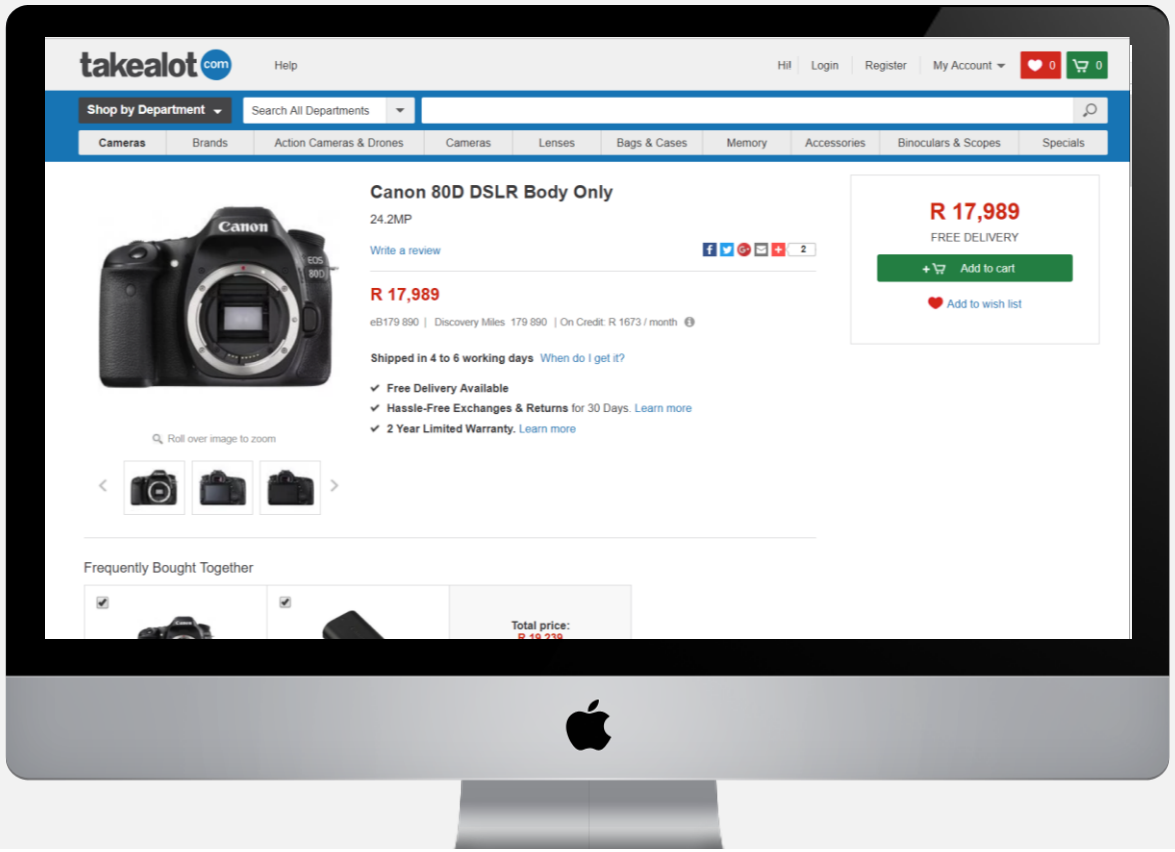
WHAT IS REMARKETING?

takealot.com zando YUPPIECHEF.COM spree SUPERBALIST.COM



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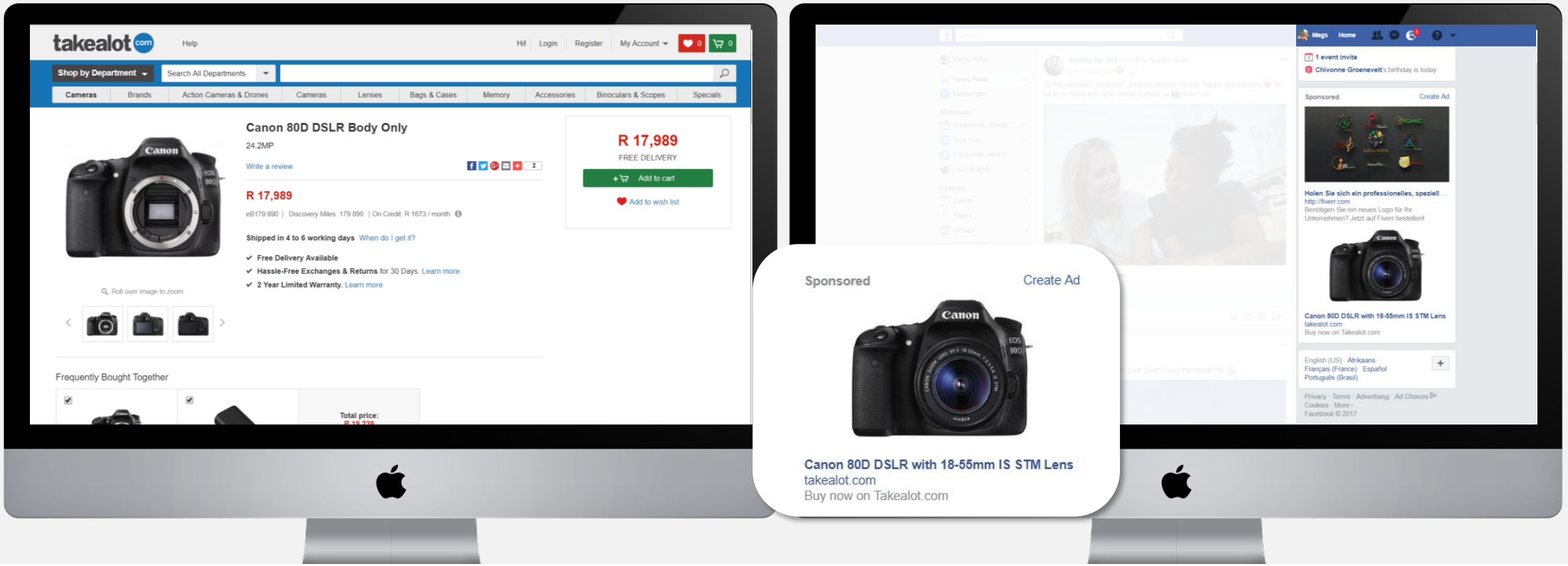
WHAT IS REMARKETING?

takealot.com zando YUPPIECHEF.COM spree SUPERBALIST.COM



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WHAT IS REMARKETING?

SOURCE: See Through Web

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WHAT IS REMARKETING?

STEP 1

Customer decides they have a need for something.

STEP 2

Customer begins research phase

STEP 3

Customer gets ad from remarketing

STEP 4

Customer completes sale

SOURCE: Collective Innovation

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THANK YOU!

QUESTIONS?

megs@dodigital.academy

www.dodigital.academy

https://www.facebook.com/dodigitalacademy

@do_academy

@dodigitalacademy

PLUS: BONUS SECTIONS

TELL US ABOUT YOUR LEARNING JOURNEY! #dodigitalbetter

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UP NEXT
CAMBRIDGE ANALYTICA SCANDAL

BONUS SECTION: THE EVOLUTION OF FACEBOOK

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THE EVOLUTION OF FACEBOOK

2004
Founded

2005

2006
Sponsored Groups

Sponsored Event

2007
- Advertising
- Brand Pages
- Become a Fan Button

2008
Engagement Ads

2009
Targeting: Language, Geo, Connections

Like Button

2010

2011
Sponsored Stories

2012
- Newsfeed Ads
- Unconnected Page Posts

Custom Audiences

2013

2014
Instagram

2015
- 360 Video
- Cambridge Analytica

2016
- Facebook Stories
- Facebook Live

2017

2018
- Dating launches in Columbia
- Portal video chat device announced
- AR viewer called Oculus Go announced
- Revamp of Messenger to come

ADAPTED FROM: Facebook Blueprint

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UP NEXT
CAMBRIDGE ANALYTICA SCANDAL

FACEBOOK MASTERCLASS

BONUS SECTION: THE CAMBRIDGE ANALYTICA SCANDAL

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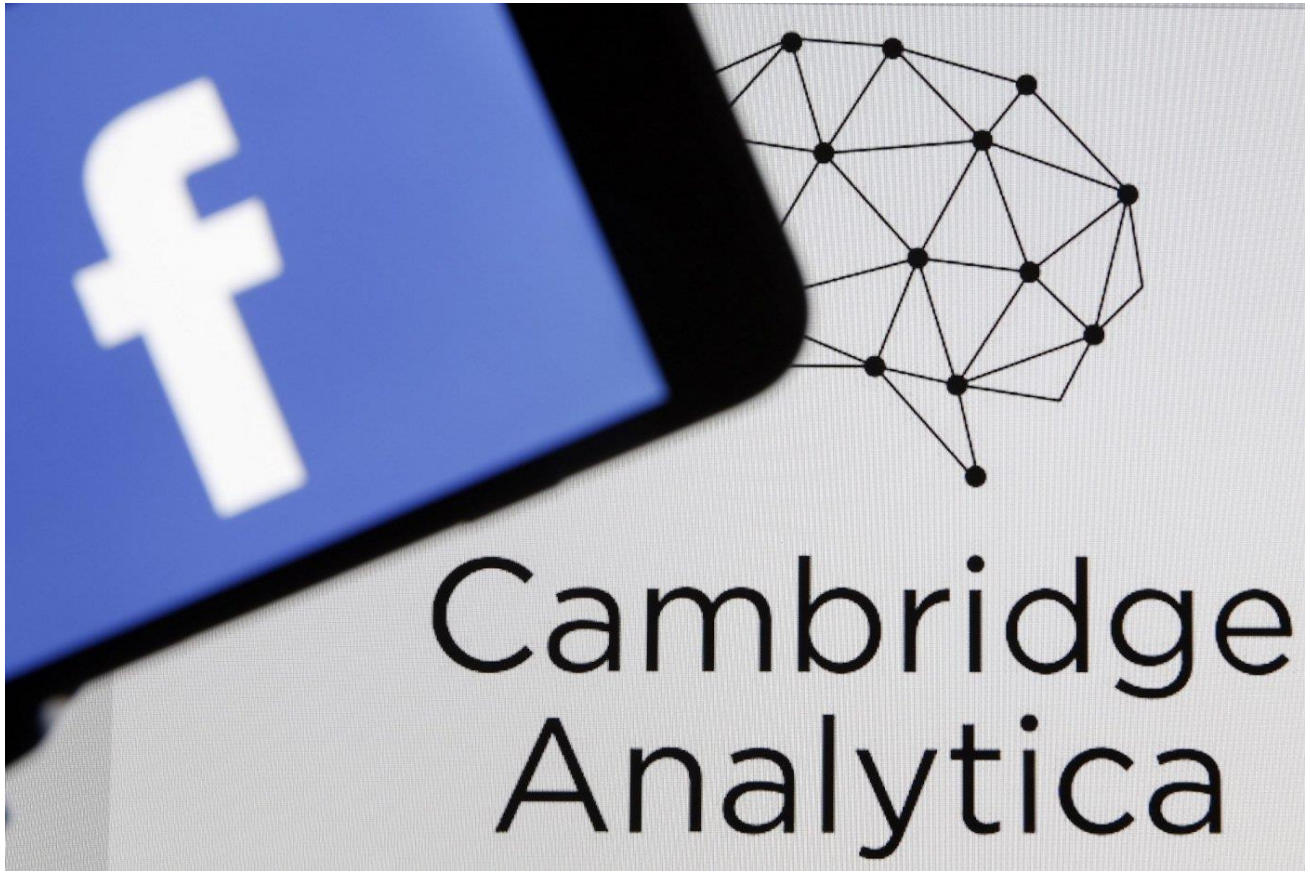
CAMBRIDGE ANALYTICA SCANDAL



The Facebook–Cambridge Analytica data scandal was a major political scandal in early 2018 when it was revealed Cambridge Analytica , a company that had worked on Donald Trump's US presidential election campaign, had harvested the personal data of millions of people's Facebook profiles without their consent and used it for political purposes.

It has been described as a watershed moment in the public understanding of personal data and precipitated a massive fall in Facebook's stock price and calls for tighter regulation of tech companies' use of data.

SOURCE: Wikipedia

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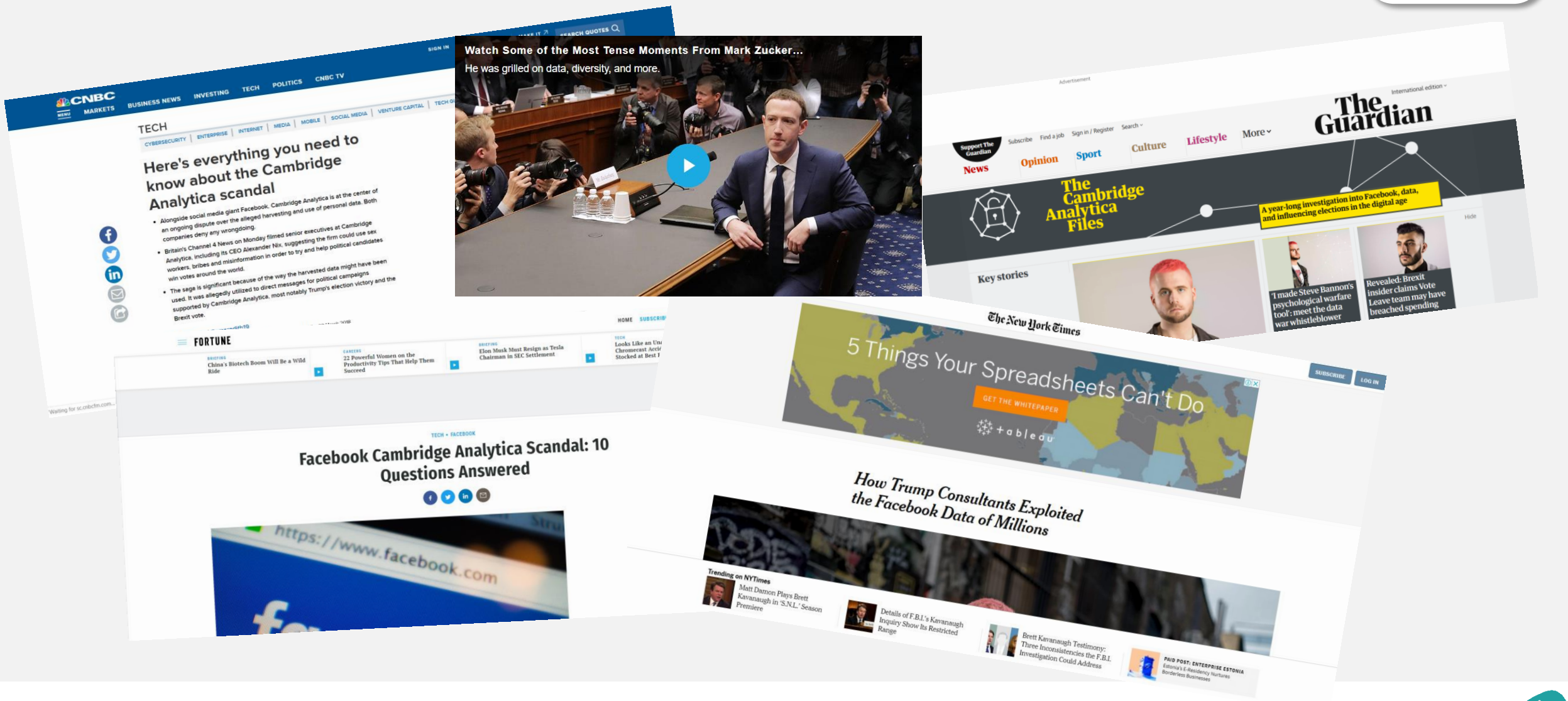
CAMBRIDGE ANALYTICA SCANDAL



SOURCE: Business Insider, Vox.com

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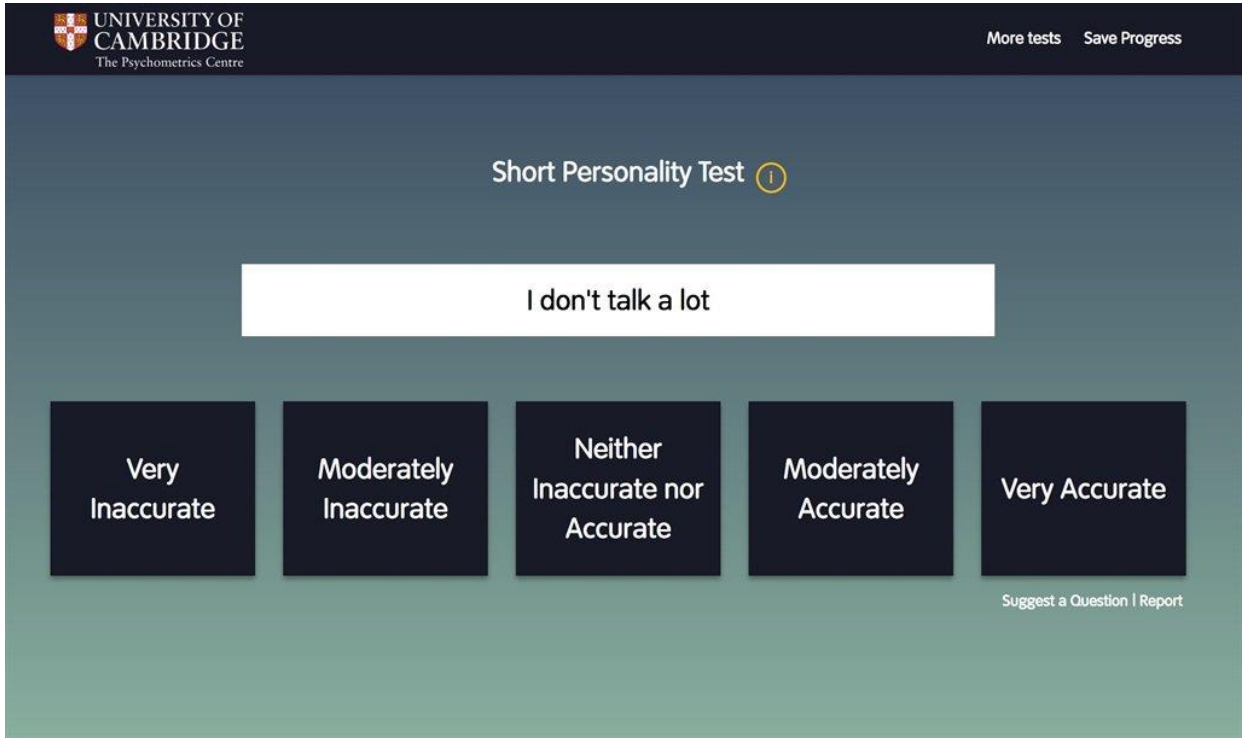
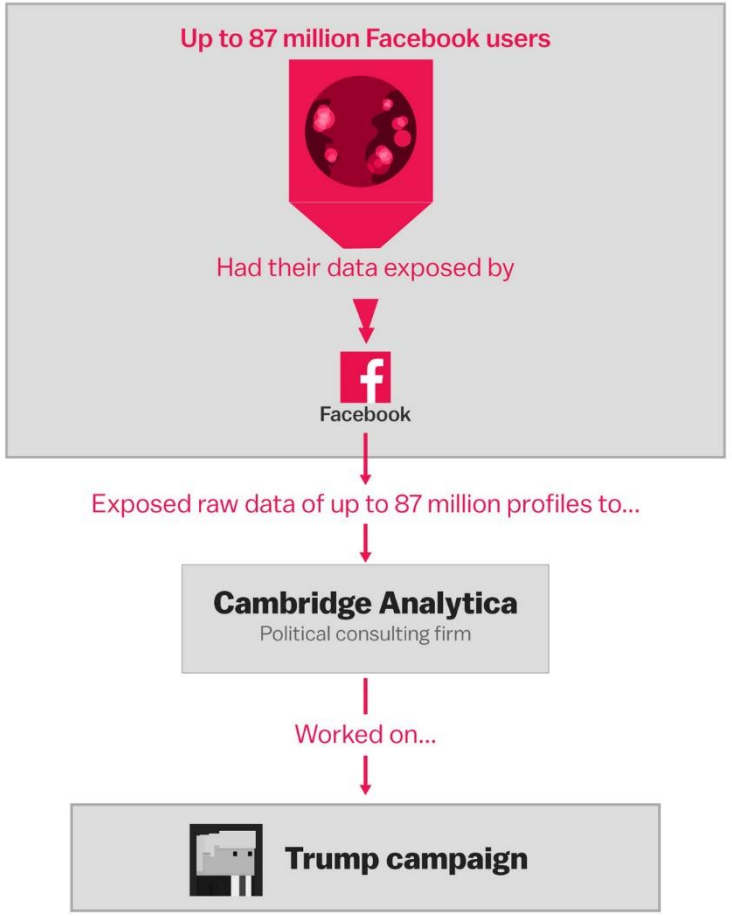
CAMBRIDGE ANALYTICA SCANDAL

"OCEAN" PERSONALITY QUIZ





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