

Facebook Cookbook

Background

Perhaps you need a way to virally spread your brand, product, or service. A recent study by Forrester Research stated that 83% of online consumers trust the opinion of a friend or acquaintance who has used a product or service more than any other source. Facebook Connect gives you this ability to have your users, visitors, and customers share your brand, product, or website with their own friends and acquaintances on a massive scale.

With Facebook Connect, you can tap into information about users, their friends, and what those users are doing with their friends. You can get your brand in the middle of their conversations, encouraging further conversation about your brand and helping them to spread it even further, in a seamless, transparent way that is non-intrusive to their friends.

With Facebook not only do you have the opportunity to share with hundreds of millions of users worldwide, but you are engaging with a very active audience as well. Almost half of Facebook users log in to Facebook at least once daily. Facebook users speak nearly 90 different languages, and over 70% of its user base lives outside of the United States. Over two-thirds of Facebook users have completed college.

Facebook provides you with the tools to access each and every one of these connections. With Facebook Connect you get a rich API into all this information, a simple markup language called XFBML which requires just a simple knowledge of HTML and JavaScript to integrate. Facebook provides you with a query language, enabling you to easily retrieve information about each user and their friends. Facebook even provides simple commenting tags and widgets to enable interaction on your site, and all this speaks back to Facebook.com, enabling your users to share even more of your content with their friends.

Facebook is your biggest ally towards sharing content quickly to existing and new audiences. With the single largest connected audience in the world, you have finally been given the power to leverage this network and strengthen your own brand in the process.

Introduction



Integrating social media into your online marketing strategy has become a key requirement as hoards of prospects and customers embrace and endorse the benefits of the read-write web also referred to as Web 2.0. MyST Professional provides methods to streamline integration with external services such as Facebook, through its comprehensive API (application programming interface).

The MyST Professional Facebook Cookbook provides essential integration instructions to implement Facebook Connect into your MyST Professional platform. The benefits of aligning your social media and online marketing content through Facebook Connect include:

- **Traffic** - Enable over 300MM Facebook users to share your content with their friends on Facebook. Give users the opportunity to publish a story, invite their friends, or send an event. Their friends then click back to your site.
- **Engagement** - Users can immediately find their friends and engage. More friends leads to more activity and more pageviews. Connected users create 15-60% more content than users who have not connected with Facebook Connect.
- **Revenue** - Boost your revenue. Facebook Connect helps you grow revenue by increasing traffic and user engagement. In addition, better targeting capabilities can improve monetization.

There are many recipes for using Facebook Connect; this cookbook provides guideposts to integrate the essentials and lays the foundation for more advanced features that you may want to tap in the future.

Your API Key

Facebook Connect requires an API key which is provided to you at no cost and the process takes just a few minutes. Start here:

<http://www.facebook.com/developers/createapp.php>

Essential Information**Application Name**

Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.

TermsDo you agree to the [Facebook Terms](#)? Agree Disagree

Click *Save Changes* to save this application configuration; the next screen will display your API Key. Keep this page handy as you'll need to copy the key and send it to us at MyST Support.

If you ever need to return to this area to manage your application settings, this is the URL which is a real pain to relocate once you've been to this dashboard. You might want to bookmark it.

<http://www.facebook.com/developers/apps.php>

Changes saved. Note that your changes may take several minutes to propagate to all servers.

 Logipi Comments

MyST Blogsite

 MyST Technology Partners

Vail Valley Partnership



Vail Valley Partnership

Directory Status: Not Submitted

Once you have completed your application, you may [submit it](#) to the Application Directory.

Monthly Active Users

0

Application Fans

0

Total Users

0

API Key

21f65

Application Secret

cc6f8b

Application ID

15639

Contact Email

bfrench@myst-technology.com

Support Email

bfrench@myst-technology.com

Connect URL

<http://blog.visitvailvalley.com>

Base Domain

FBML/iframe

iframe

Developer Mode

Off

Application Type

Website

Private Install

No

Sample Code

[Get started quiddy with some example code!](#)

[Advertise](#)

[Create Feed Template](#)

[DataStoreAdmin](#)

[Edit Application Profile](#)

[Edit Settings](#)

[Reset Secret Key](#)

[Statistics](#)

[Translations](#)

[View Application Profile](#)

Next, complete the basic information about this application integration. Each tab has specific integration settings, many of which you won't need for basic integration of Facebook Connect. Below are the screen shots showing the fields that are required to get Facebook Connect working on your site.

Basic Tab

On this screen you'll need to create and upload icon and logo images according to the specifications shown. You should [optionally] add a description of this application such as "Integration with MyST Professional". As a matter of practice, please add my name (Bill French) to the list of *Developers* in case we need to access your API gateway.

Basic	Essential Information	
Authentication	Application Name	Vail Valley Partnership
Profiles	Application ID	156397073836
Canvas	API Key	21f659b59dd4a88cb8f4a8658e657318
Connect	Secret	cc6f8b7bca091039cfb98e5dffa0d057
Widgets		
Advanced		
	Basic Information	
	Description	<input type="text"/>
	Icon	<input type="checkbox"/> Change your icon
	Logo	<input type="checkbox"/> Change your logo
	Language	English (US) <input type="button" value="v"/>
	Developers	Bill French Remove
		<input type="text" value="Start typing a friend's name"/>

Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.

Your public API key.

Do **not** share your secret key with anyone.

The plaintext description of your application.

The image that appears next to your application name throughout Facebook.
Limit: 16x16 px

The image that appears in the Application Directory and with your requests.
Limit: 75x75 px

The native language of your application.

Developers can edit this application and see it in sandbox mode. These names also appear on your application's Application Profile.

Authentication Tab

On this tab, enable the Facebook Pages checkbox.

<ul style="list-style-type: none"> Basic <li style="background-color: #4a7ebb; color: white; padding: 2px;">Authentication Profiles Canvas Connect Widgets Advanced 	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;">Authentication Settings</div> <p>Installable to? <input checked="" type="checkbox"/> Users <input checked="" type="checkbox"/> Facebook Pages</p> <p style="font-size: small;">Which types of Facebook profile can your application be installed to?</p> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;">Authentication Callback URLs</div> <p>Post-Authorize Callback URL <input type="text"/></p> <p style="font-size: small;">Facebook pings this URL when a user first authorizes your application. Cannot be a Facebook-framed page.</p> <p>Post-Remove Callback URL <input type="text"/></p> <p style="font-size: small;">Facebook pings this URL when a user removes your application. Cannot be a Facebook-framed page.</p> <div style="text-align: center; margin-top: 10px;"> <input type="button" value="Save Changes"/> </div>
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Connect Tab

On this tab, enter your MyST site's URL and also create and upload a Facebook Connect logo.

<ul style="list-style-type: none"> Basic Authentication Profiles Canvas <li style="background-color: #4a7ebb; color: white; padding: 2px;">Connect Widgets Advanced 	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 10px;">Facebook Connect Settings</div> <p>Connect URL <input type="text" value="http://blog.visitvailvalley.com"/></p> <p style="font-size: small;">Your Connect site's main URL.</p> <p>Facebook Connect Logo <input type="text" value="Change your logo"/></p> <p style="font-size: small;">The image that appears in the Facebook Connect dialog. Limit: 99px wide and 22px tall.</p> <p>Account Preview URL <input type="text"/></p> <p style="font-size: small;">Facebook pulls the content from here and displays it to the user in a Facebook Connect request.</p> <p>Base Domain <input type="text"/></p> <p style="font-size: small;">Use this to enable your Facebook Connect implementation to span multiple subdomains (e.g., using example.com would enable foo.example.com and bar.example.com).</p> <p>Account Reclamation URL <input type="text"/></p> <p style="font-size: small;">A URL that will be provided to a user that deactivates their Facebook account, to allow an independent account to be set up. See further documentation.</p>
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Upgrade Your MyST Professional Service

With the API key in hand, login to MyST support (<http://support.blogsite.com>) and request a Facebook Connect upgrade. Include your API key in the message and we'll perform a series of Facebook Connect integration changes using your API key.

To do this, we must place the Facebook Connect script and initialization code on every page of your site - all the way back to day one. We also configure certain positions as the Facebook code must be located strategically on each page.

The charge to implement these changes is an extended support incident fee of \$75 and will be billed on your next regular billing cycle.

Add The Facebook Connect Login Button

To streamline user interaction on your Facebook-friendly site and to allow greater access to your visitor's identity, it's best to display a Facebook login button in a highly visible location such as the top right or top left. This button must be visible on all pages in your site since many visitors encounter your site for the first time through search referrals that take them deep within your site.



Create a Captyx [sitewide] component to display your Facebook Connect login button.

1. Login to your MyST site.
2. Locate the position where you want to insert the Facebook login button. The `_right-top` or `_left-top` positions are recommended, but you can put it anywhere a bright red position tag is showing when you press *ESCAPE*.
3. Copy the position chosen by clicking on it and press *ESCAPE* once again to return the display to its normal presentation.
4. Select the Captyx Components option on the lower left Administration menu.
5. Select the *new item* link to create a new component. Note - if you have other components already positioned in the chosen location, and you want the Facebook login button to be positioned above

these items, you must modify the existing item that contains these Captyx components at this location and add your new component to this item. You must also use the `_captyx.sortkey` field to set the order of the components.

6. Title the new item with “*FBConnect:LoginButton*”.

7. Scroll to the bottom of the edit display and add a *Widget: HTML Component* from the pick list of components and select *Go*.

8. In the `_captyx.position` field, paste the location you captured in #3 above.

9. In the Content field enter the following code:

```
<fb:login-button
size="large" back-
ground="light"
length="long">
</fb:login-button>
```

The screenshot shows the 'Captyx Widget' configuration window. The 'Widget' is titled 'HTML Content'. The 'Content' field contains the following code:

```
<fb:login-button size="large"
background="light" length="long">
</fb:login-button>
```

The 'Container Attributes' section includes:

- Container: (Containing HTML element name)
- Container ID: (ID attribute for container)
- Container Class:
- Container Style: (CSS style attribute value for container)

The 'Standard Captyx Attributes' section includes:

- `_captyx.position`: (Captyx positioning keyword)
- `_captyx.embargo`: (Embargo (hide) this component)
- `_captyx.scope`: (Visibility constraints)
- `_captyx.sortkey`: (Sort key used when multiple components share the same position)

10. In the Container ID, enter:

```
facebook-user
```

11. In the Container Style field enter:

```
padding-bottom:12px; text-align:center; height:50px;
```

Note - you may need to add additional (or different) CSS styling depending on the location and site

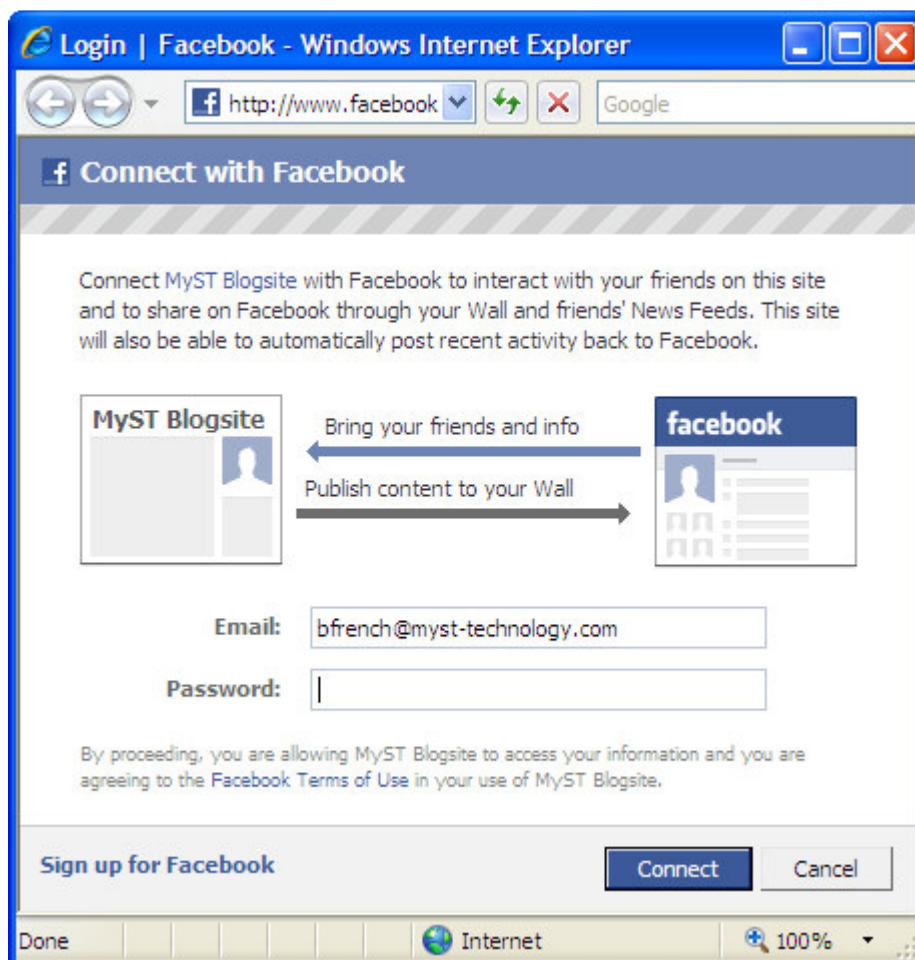
design.

12. Click Save.

Open a new browser window and navigate to your site without logging in; the Facebook Connect login button should display in the position chosen.



When you click the button, you will see a popup dialog that allows you to login to the site using your facebook account.



This login dialog makes it easy for your visitors to connect and understand how your Facebook integration works. For visitors that are not Facebook members, the dialog includes a link to sign up.

Add Facebook Commenting Streams To Your Posts and Pages

To enable Facebook's user commenting system on your Facebook-friendly site, another site-wide Captyx component is necessary.

1. Login to your MyST Professional service.
2. Select the Captyx Components option on the lower left Administration menu. The location of the administration menu may vary depending on your site design.
3. Select the *new item* link to create a new component.

Note - if you have other components already positioned in the `_main-bottom` Captyx positioning location, and you want your Facebook Connect comments to be positioned above these items, you must modify the existing item that contains the other Captyx components at this location. You must also use the `_captyx.sortkey` field to set the order of the components.

4. Title the new item with "FBConnect:Comments".
5. Scroll to the bottom of the edit display and add a *Widget: HTML Component* from the pick list of components and select *Go*.
6. Before you start to populate this component, click the "advanced" option link in the upper right corner of the component - this will expose some of the fields you'll need to edit.
7. In the `_captyx.position` field, enter `_main-bottom` for the positioning location. Other locations can be used, but `_main-bottom` is the most appropriate for comments. Your site design may vary, so feel free to experiment with other locations that better suit your display requirements.

8. In the Captyx component *Content* field enter the following code:

```
<fb:comments width="560" numposts="5" simple="1"></fb:comments>
```

Note - the *width* parameter value may vary from site to site. Experiment with the setting to see what works best for your site.

9. In the Container ID, enter:

```
facebook-comments
```

Captyx.Widget

Widget: HTML Content

X [advanced]

HTML/JavaScript Component

Content:
Large Text

```
<fb:comments width="560" numposts="5"
simple="1"></fb:comments>
```

HTML content

Container Attributes

Container:

Containing HTML element name

Container ID:

ID attribute for container

Container Class:

CSS class name for container

Container Style:

CSS style attribute value for container

Standard Captyx Attributes

_captyx.position:

Captyx positioning keyword

_captyx.embargo:

Embargo (hide) this component

_captyx.scope:

Visibility constraints

_captyx.sortkey:

Sort key used when multiple components share the same position

[add attribute]

10. In the *Container Style* field enter:

padding-left : 18px;

Note - you may need to add additional (or different) CSS styling to the Captyx component depending on the location you chose, the site design, and your display requirements.

11. In the *_captyx-scope* field select “item”; this will cause the comments to be displayed only when viewing a particular item.

12. Click *Save*.

13. Open a new browser window and navigate to your site without logging in. Navigate to a specific post; commenting options should now display on each post.

When users are logged into your site with Facebook Connect they will see their profile picture next to the comments area. No further identity requirements will have to be performed for them to leave comments on your site.

Internal Commenting versus Facebook Connect Comments

You might be wondering - why have two commenting systems? There are many answers to this, but the core overarching benefit of having both is that Facebook comments (by default) also appear on the visitor's Facebook page with a link back to the location of the comments. Internal comments are still important if you want to embrace conversation from people that don't have a Facebook account, or may be reluctant to use that avenue for commenting. Internal comments are also valuable from an SEO perspective and you can edit internal comments to embellish them with insightful observations.

Your Brand, Your Blog, Your Conversation

Consider the core value of your online marketing assets and how they lay a distinct role in broadcasting and controlling your marketing theme.

It's been said that the social media evolution is changing the brand landscape. Some have suggested the blogging fad has all but ended, replaced by text-bites no larger than an abbreviated obituary. Some say the conversation has moved to the recesses of aggregators, blurred by a high volume of disorienting noise and distractions.

Twitter is heaven for easily distracted people. In contrast, blogging (especially for business purposes) seems incredibly difficult. It wasn't long ago that blogging held court as the most amazing idea and the easiest thing to do. Once again, in contrast, it was far easier than the alternatives of heavy-handed publishing tools which few of us care to remember.

Irrespective of the latest popular technological phenomena, some things have not changed.


1. Your brand is a core business asset; it requires care, respect, nurturing and custodianship.
2. Your brand equity and growth is sustained through diligent effort which includes, but is not limited to, consistent, sustainable, and high-quality marketing communications.
3. Your customers prefer conversation over sterile marketing prose.

Think about these requirements as you shape and refine your social media strategy

Topic Tags: [brand equity](#), [core asset](#), [marketing message](#), [social media strategy](#)

by Bill French (follow me) \ top #

Syndication Options [RSS](#) [Atom](#) [OPML](#) [MyST](#)

 Logged in as Bill French [Administer Comments](#) [Log Out](#)

Add a comment...

Post comment to my Facebook profile

Facebook Fans

Facebook Connect includes the ability to display your company fans - i.e., the people that have “fanned” your company profile. Fan “boxes” are like widgets that can be integrated into your site in areas such as navigation panes. But they can be placed anywhere you’d like them to display including individual posts.

To enable Facebook Fan Boxes you must have a company page which is easily created if you don’t already have one. <http://www.facebook.com/advertising/?pages>

Company Page ID

Before you get started setting up a fan box, make sure you know (and copy) your Facebook Company Page ID. You can find this easily by logging into Facebook and searching for your company name. Run your mouse over the link to your company page - the number displayed at the end of the URL to the right of the final “/” is your company page ID. Keep this page handy - you’ll need to highlight and copy this number later on.

Adding A Company Fan Box to Your Site

Here are the steps for adding your company Fan Box to your MyST Professional site:

1. Login to your MyST Professional service.
2. Locate the position where you want to insert the Facebook Fan Box. The **right-middle** or **left-middle** positions are recommended, but you can put it anywhere a bright red position tag is showing when you press *ESCAPE*.
3. Copy the position chosen by clicking on it and press *ESCAPE* once again to return the display to its normal presentation.
4. Select the Captyx Components option on the lower left Administration menu. The location of the administration menu may vary depending on your site design.
5. Select the *new item* link to create a new component.

Note - if you have other components already positioned in the location you’ve chosen, and you want

your Facebook Fan Box to be positioned above these items, you must modify the existing item that contains the other Captyx components at this location. You must also use the `_captyx.sortkey` field to set the order of the components.

6. Title the new item with “FBConnect:FanBox”.
7. Scroll to the bottom of the edit display and add a *Widget: HTML Component* from the pick list of components and select *Go*.
8. Before you start to populate this component, click the “advanced” option link in the upper right corner of the component - this will expose some of the fields you’ll need to edit.
9. In the `_captyx.position` field, enter the positioning location you’d like to use to display your fan box. Your site design may vary, so feel free to experiment with other locations that better suit your display requirements.
10. In the Captyx component *Content* field enter the following code replacing “<profileID>” with your company’s page profile ID.

```
<fb:fan profile_id="<profileID>" stream="0" connections="6"
width="192" height="300"></fb:fan>
```

Note - the *width* and *height* parameter values may vary from site to site. Experiment with the setting to see what works best for your site.

Captyx.Widget

Widget: HTML Content [advanced]

HTML/JavaScript Component

Content:
Large Text

```
<fb:fan profile_id="159658590994"
stream="0" connections="6" width="192"
height="300"></fb:fan>
```

HTML content

Container Attributes

Container: Containing HTML element name

Container ID: ID attribute for container

Container Class: CSS class name for container

Container Style: CSS style attribute value for container

Standard Captyx Attributes

_captyx.position: Captyx positioning keyword

_captyx.embargo: Embargo (hide) this component

_captyx.scope: Visibility constraints

_captyx.sortkey: Sort key used when multiple components share the same position

[add attribute]

11. In the *Container Style* field enter:

padding-top: 12px;

Note - you may need to add additional (or different) CSS styling to the Captyx component depending on the location you chose, the site design, and your display requirements.

12. Click *Save*.

13. Open a new browser window and navigate to your site without logging in; your fan box should now be visible in the position you targeted.

When users are logged into your site with Facebook Connect they will be able to “fan” your business and become members of your company page. They will also be able to see other users that they are already connected with.

Summary

There are many aspects of Facebook Connect that can be leveraged on your site. The three integration features presented here are just the beginning of the vast possibilities.

You can also find more documentation about Captyx and the clever things it can be used for at the MyST Online Support Center. <http://support.blogsite.com>

If you’d like to learn more about Facebook Connect and how it can help your business, don’t hesitate to contact me.

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