Facebook Connect in 3 Hours

by Ryan Merket / ryanmerket.com

February 24th, 2010

Credit: Flickr user 'stuckinpublic'

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FUTURE OF WEB APPS

About me

I wear a lot of hats

I used to work at Facebook

Co-founded Ping.fm

Credit: Flickr user '09traveler'

Credit: Flickr user ‘laanba’

I grew up in Texas

Credit: Flickr user ‘codydildy

But now live in Oakland, CA

Ground Rules

Ask a question at anytime (it's a workshop)

or send questions to @merket on Twitter

Credit: Flickr user 'laughingsquid'

Our Agenda

1. Why Facebook Connect?
2. Back to the basics
3. What can I do with it?
4. Great. How do I get started?
5. We're doin' it live!
6. Go from good to great

Credit: Flickr user 'gats'

Why Facebook Connect?

Credit: Flickr user ‘jshappel’

400 million monthly active users

Larger than Brazil

60 million Connect users

Credit: Flickr user ‘nathaninsandiego’

83% people trust their friends over any other source.

Credit: Flickr user ‘spamily’

Identity

Credit: Flickr user ‘olivia townsend’

Identity

Credit: Flickr user ‘olivia townsend’

Identity

Credit: Flickr user ‘olivia townsend’

Social graph

MOM

DAD

BOSS

WIFE

GF From High School

Ex-BOSS

Credit: Flickr user 'FLC'

Stream

- Stories
- Comments
- Photos
- Post to stream
- Events
- Notes

... and more

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Stream

- Stories
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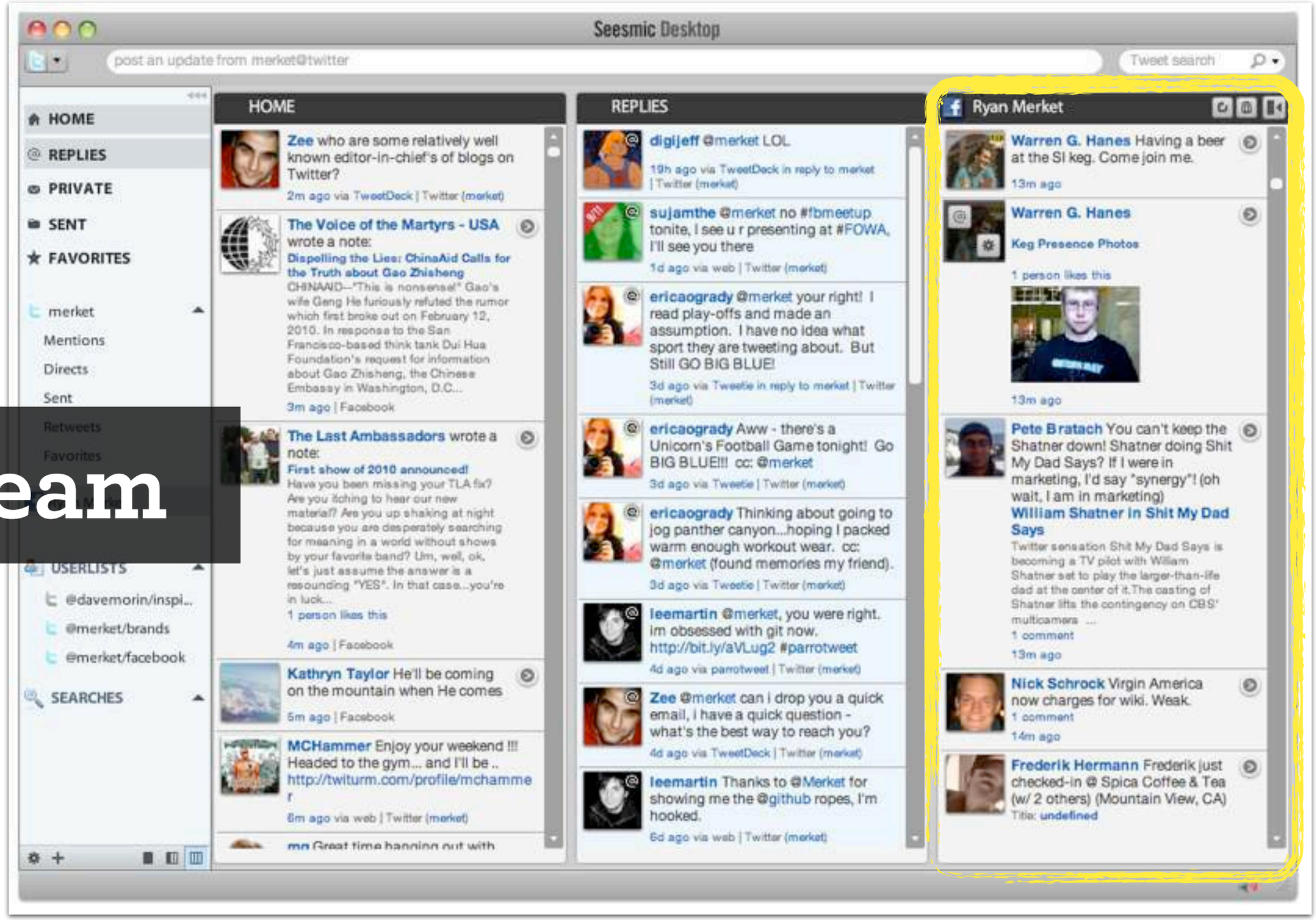
Stream



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Credit: Flickr user 'laughingsquid' - Facebook wall art

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1. Authentication

2. Permissions

3. Sharing

4. Privacy

Basics of Facebook Connect

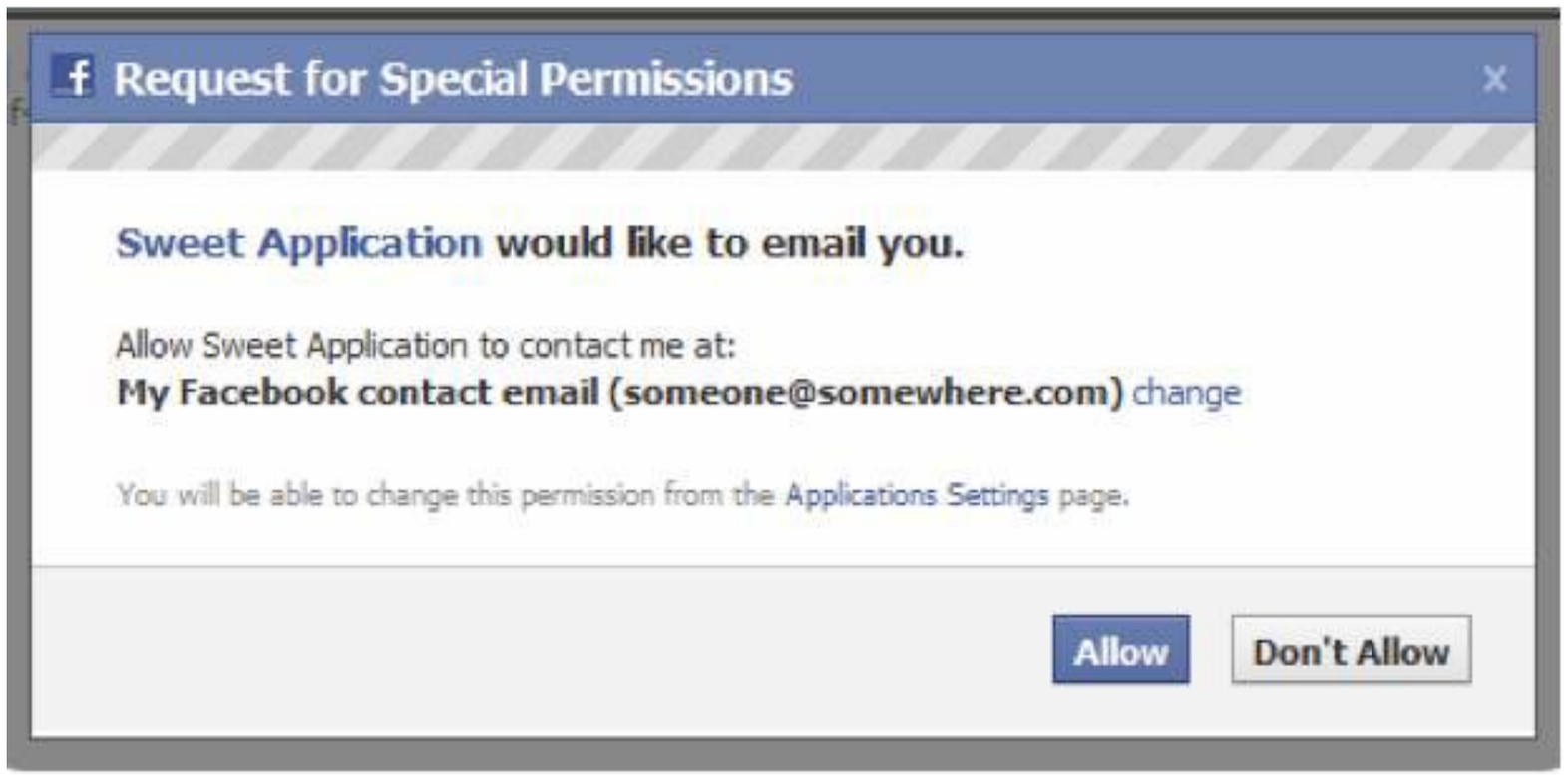
1. Authentication

Credit: Flickr user 'gats'

1. Authentication

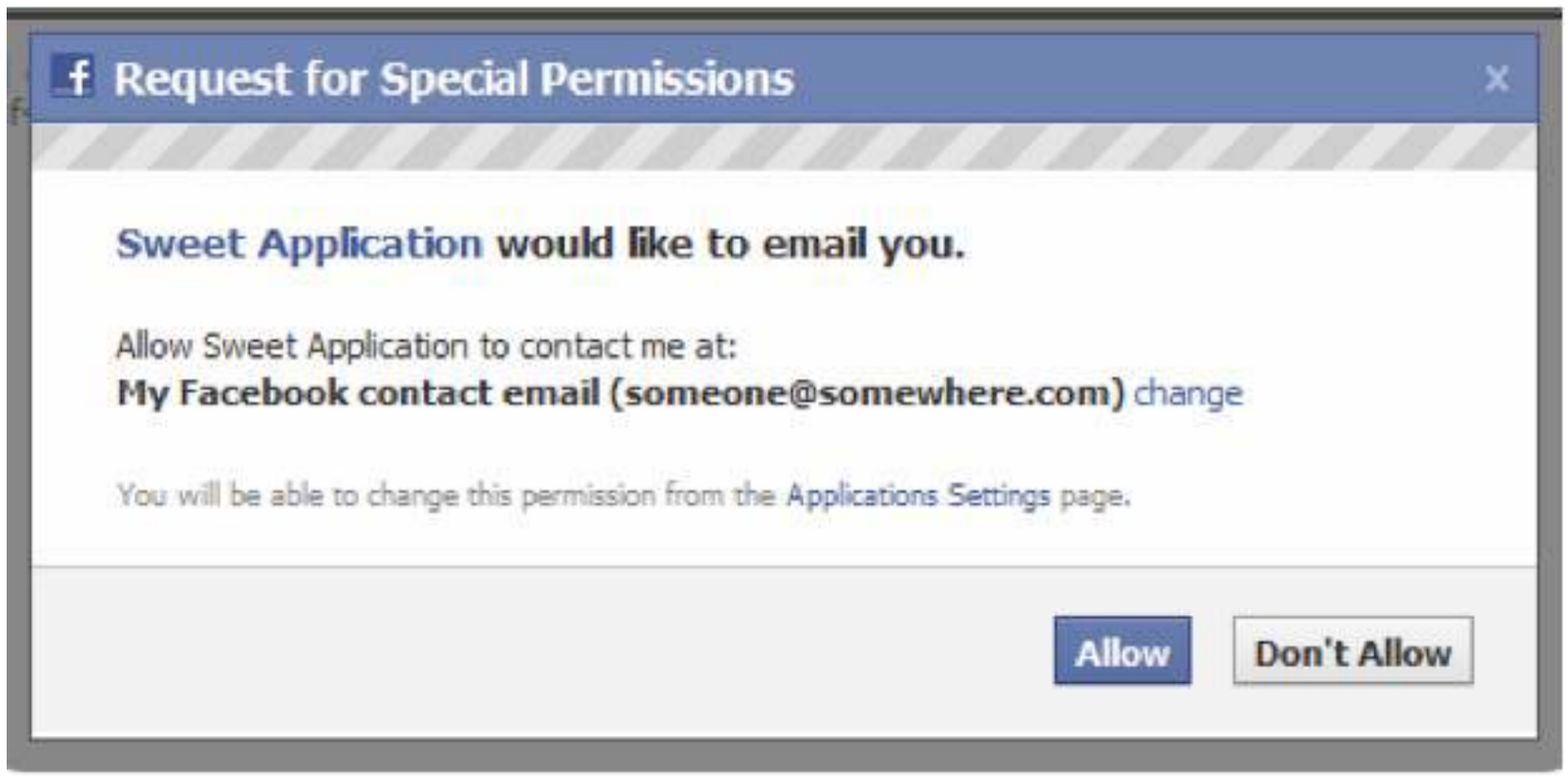
Credit: Flickr user ‘gats’

1. Authentication



Credit: Flickr user 'gats'

1. Authentication



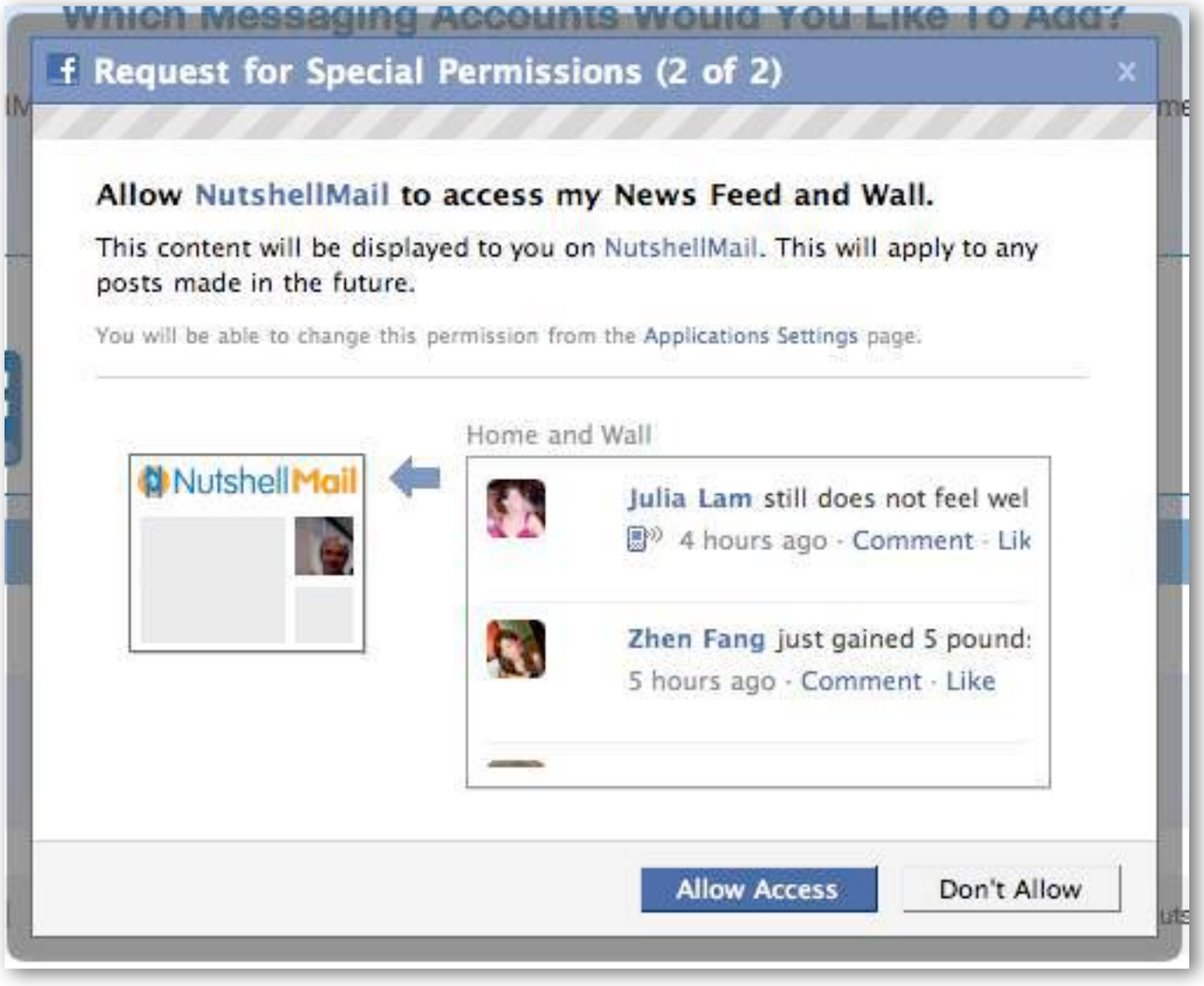
Facebook users = Your users

Credit: Flickr user 'gats'

2. Permissions

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions



Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

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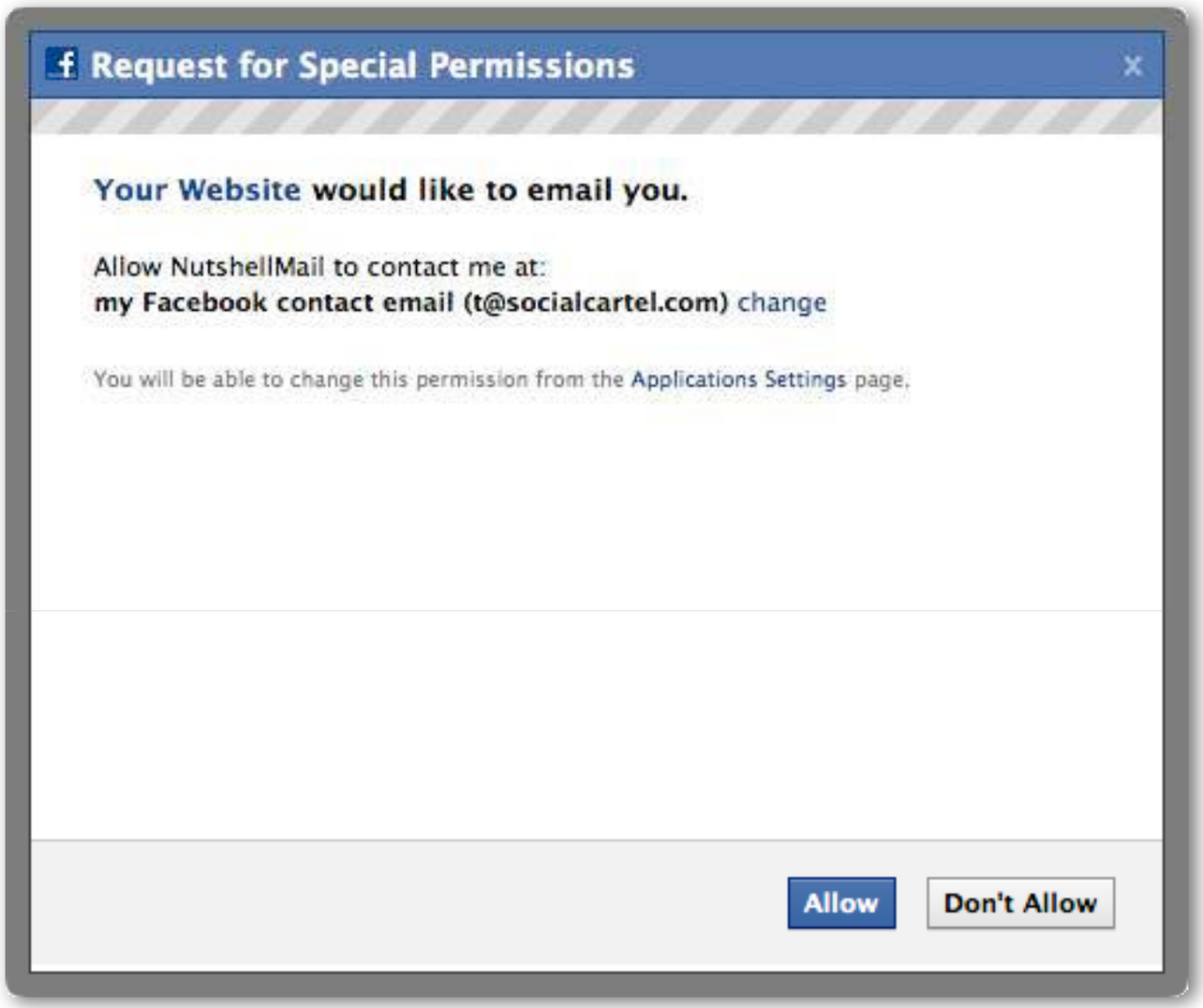

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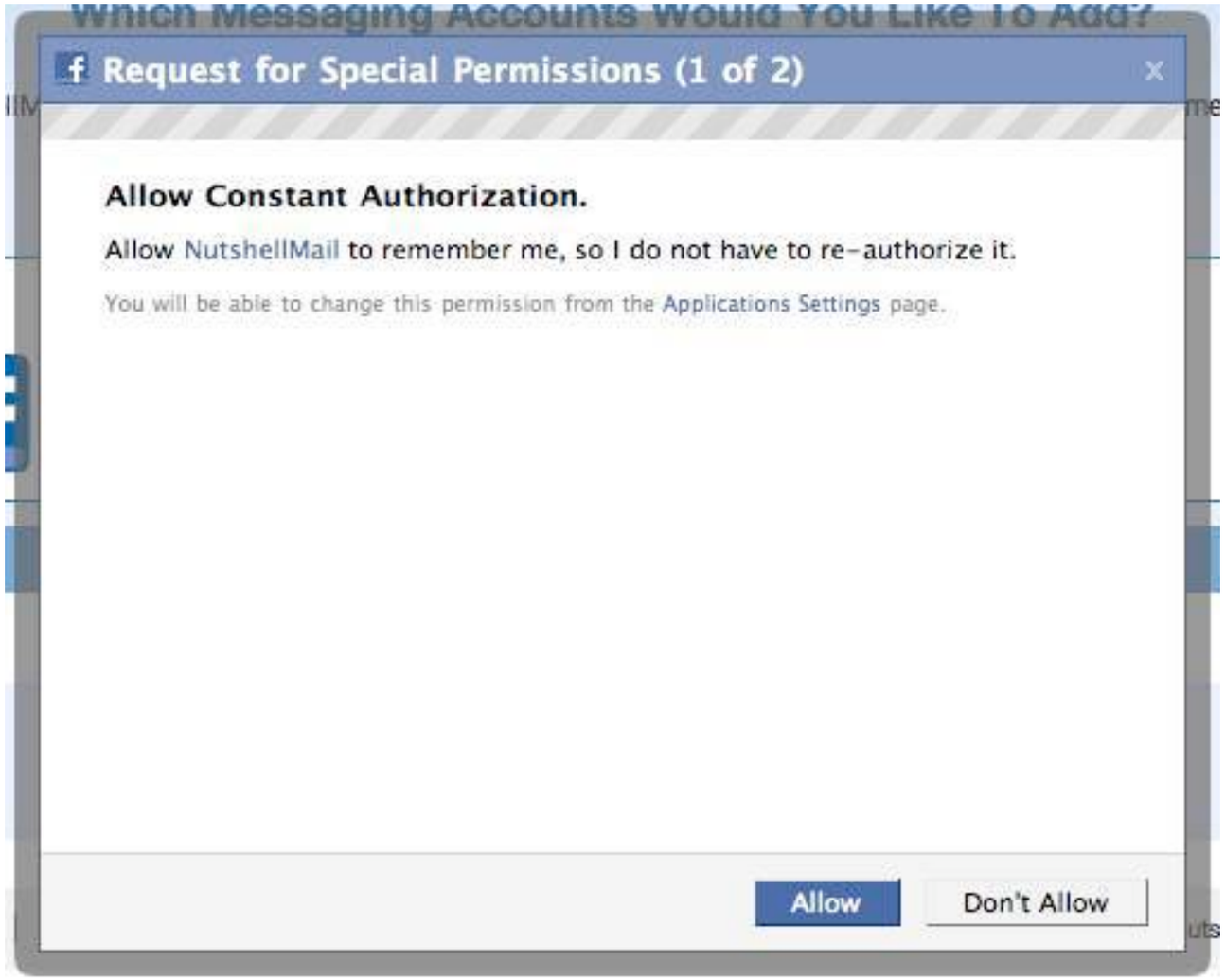

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

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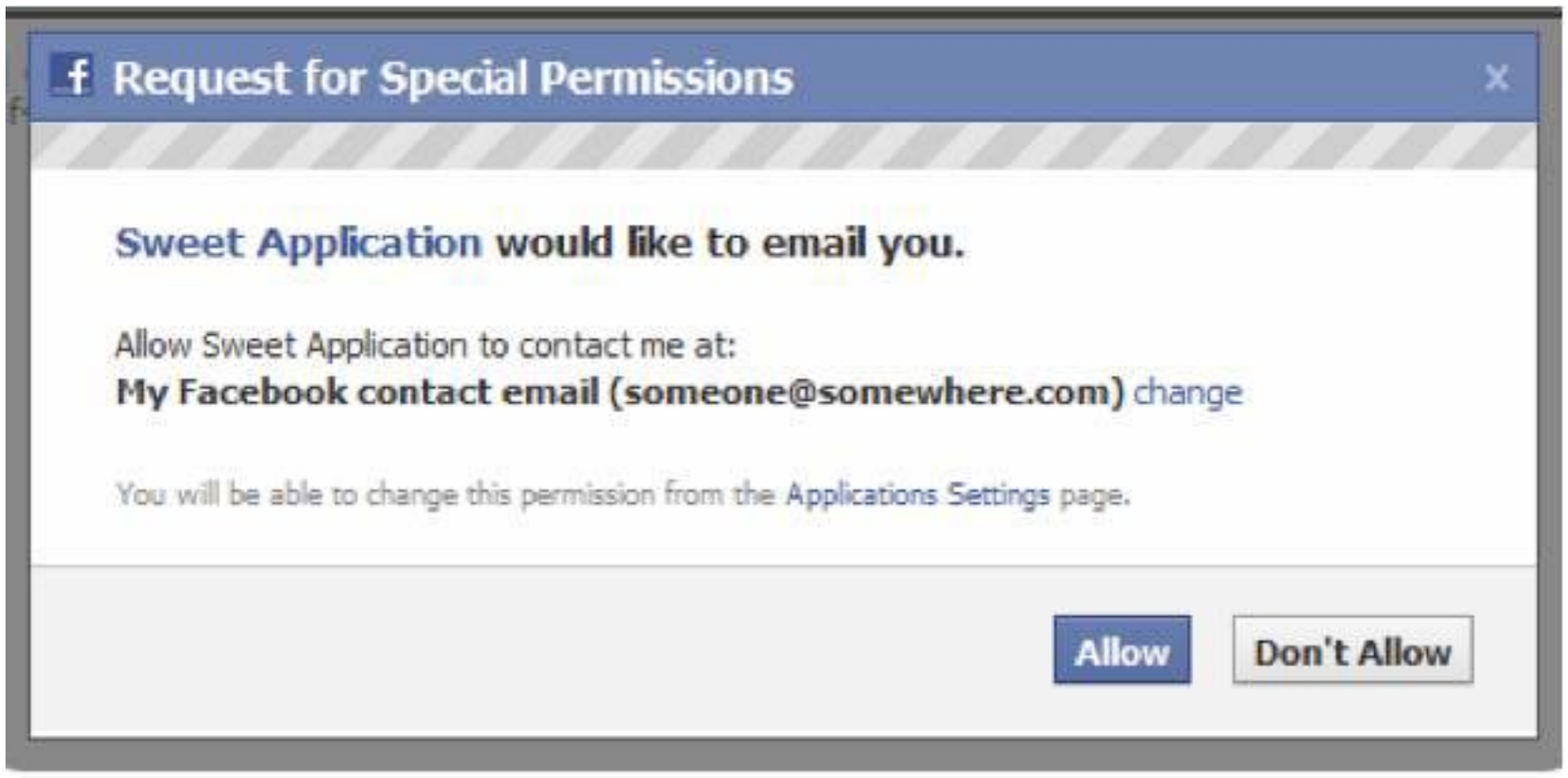

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email
- read_mailbox

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email
- read_mailbox
- offline_access

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email
- read_mailbox
- offline_access
- create_event

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email
- read_mailbox
- offline_access
- create_event
- rsvp_event

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

2. Permissions

- publish_stream
- read_stream
- email
- read_mailbox
- offline_access
- create_event
- rsvp_event
- sms

Credit: Facebook Developers Wiki - More info: http://wiki.developers.facebook.com/index.php/Extended_permissions

3. Sharing

Credit: Mock up

4. Privacy

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With great power comes greater responsibility

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Respect users' privacy settings.

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With great power comes greater responsibility

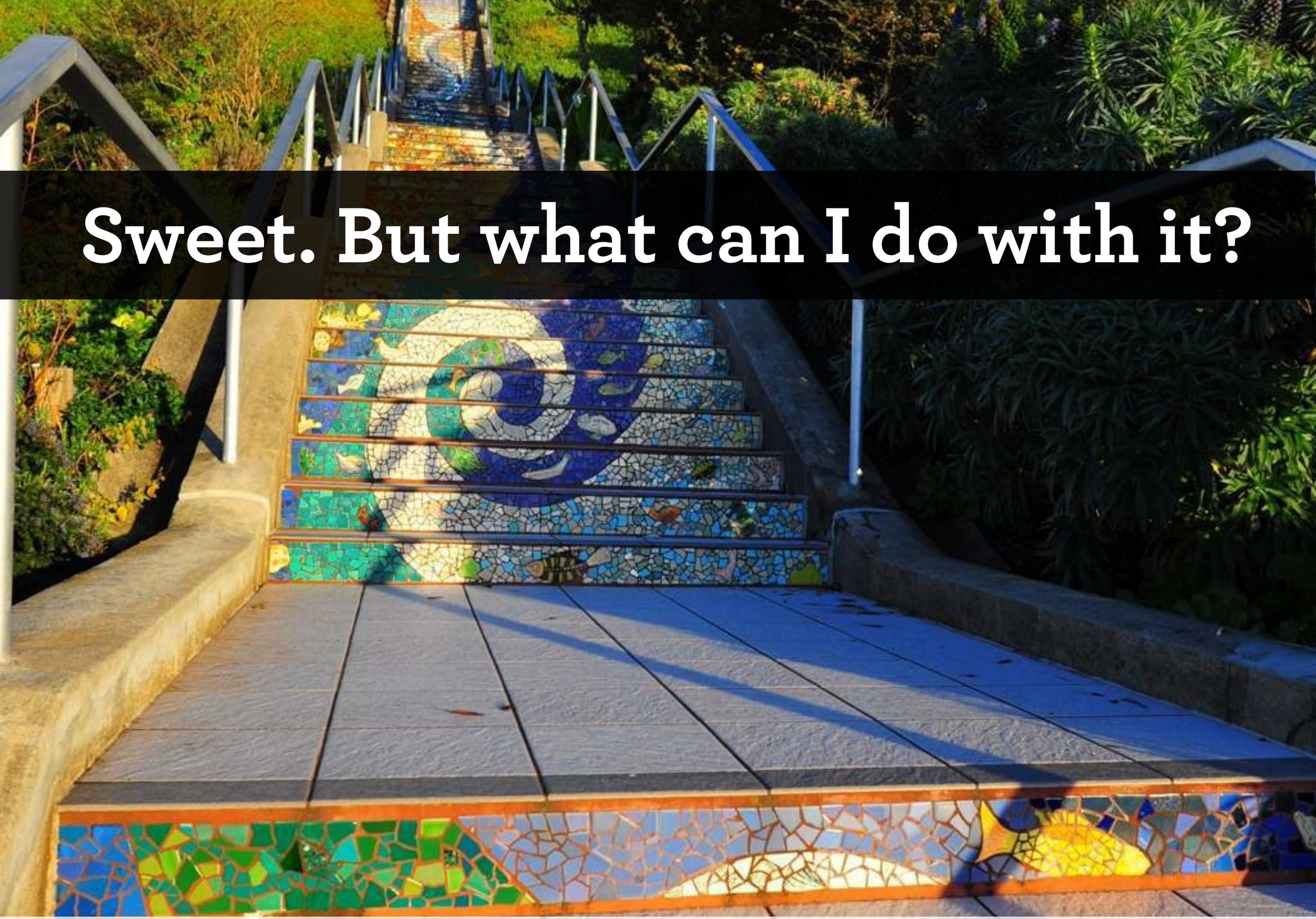
Respect users' privacy settings.
Never show old data.

4. Privacy

With great power comes greater responsibility

Respect users' privacy settings.
Never show old data.
Don't surprise the user.

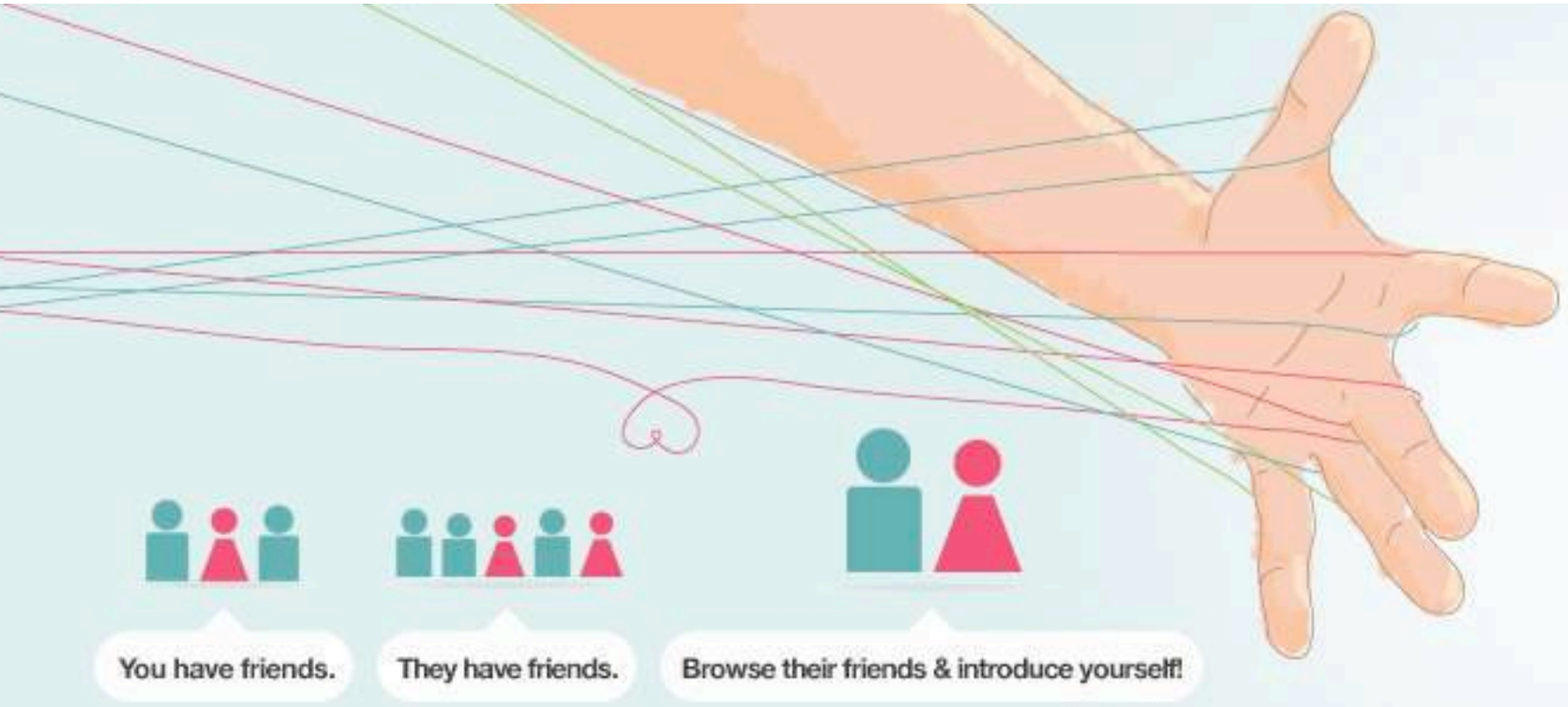
Sweet. But what can I do with it?



Credit: Flickr user ‘mikebehnken’

Make it easy and obvious

Credit: Flickr user ‘mikebehnken’



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Sign up or login:

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Nothing you do on Thread will be published to Facebook unless you tell us to.

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Are you single? Matchmaker?

Your friends know awesome people. Browse their Facebook profiles and see if you connect. You can ask a friend for an intro, or play matchmaker with your own friends. Everyone has a common thread, find yours.

Take a guided tour!

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Insanely Fabulous. **Just like you.**

Sometimes we need a place just for us.

No one said being a woman was easy but on GirlsGuideTo we have the reassurance we're not alone... so ladies don't be shy... speak up and share whatever's on your mind.

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Connect with Facebook

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Better Notifications for Facebook, Twitter & MySpace

NutshellMail brings a summary of your social network updates to your inbox in a single email on your schedule.

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Connect with Twitter

Love from our users & the press

lifehacker

You have no idea what kind of power NutshellMail can give you. Lifehacker

NutshellMail Simplifies

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cio.com — The "new normal" for employment doesn't work for anyone except employers and career coaches who are trying to sell how the recession is an opportunity for resourceful people. That's why they both want us to accept depressed salaries and bigger workloads as the new status quo. (Submitted by Lucas123)

Sponsored by The Union

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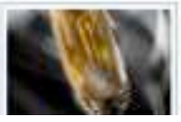

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FarmVille is a game where you can farm with your friends

zynga

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American Idol Finalizes Top 24

Show announces another 17 semifinalists. Which of your favorite performers made it to the next round?

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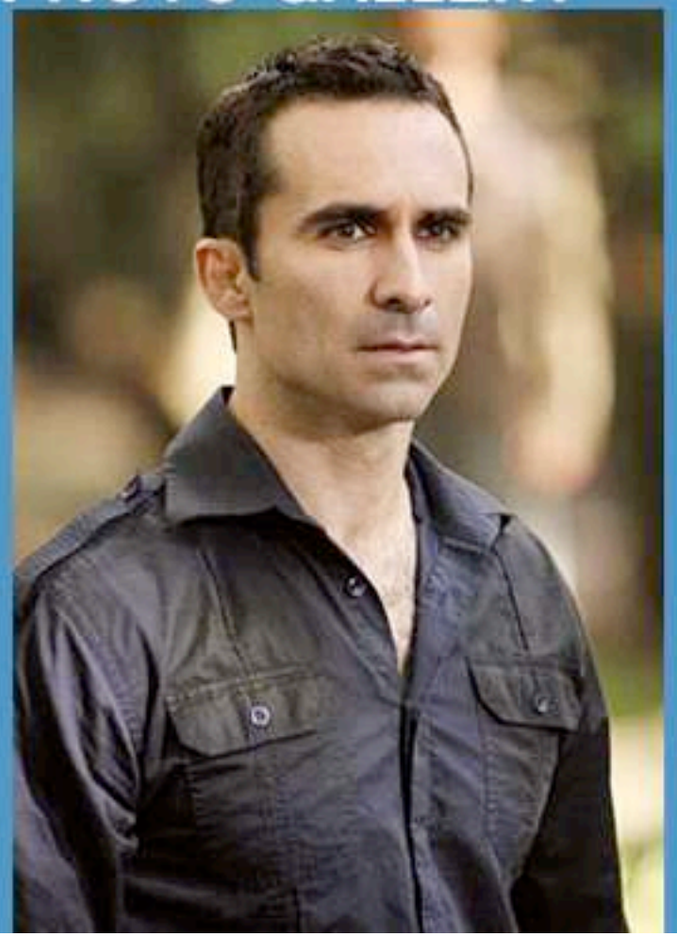

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Get new full episodes of your favorite shows as soon as they're available.

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You might like

Lost

Airdate: Feb. 16

Sawyer joins Locke in search of answers, and Helen returns

watch episode

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What not to do

Credit: Flickr user ‘mikebehnken’

Already have a Simler account? **Login Here**

simler.

Hello, we're Simler!

Talk about things you like with similar people that like them too.

Beta!

try it now

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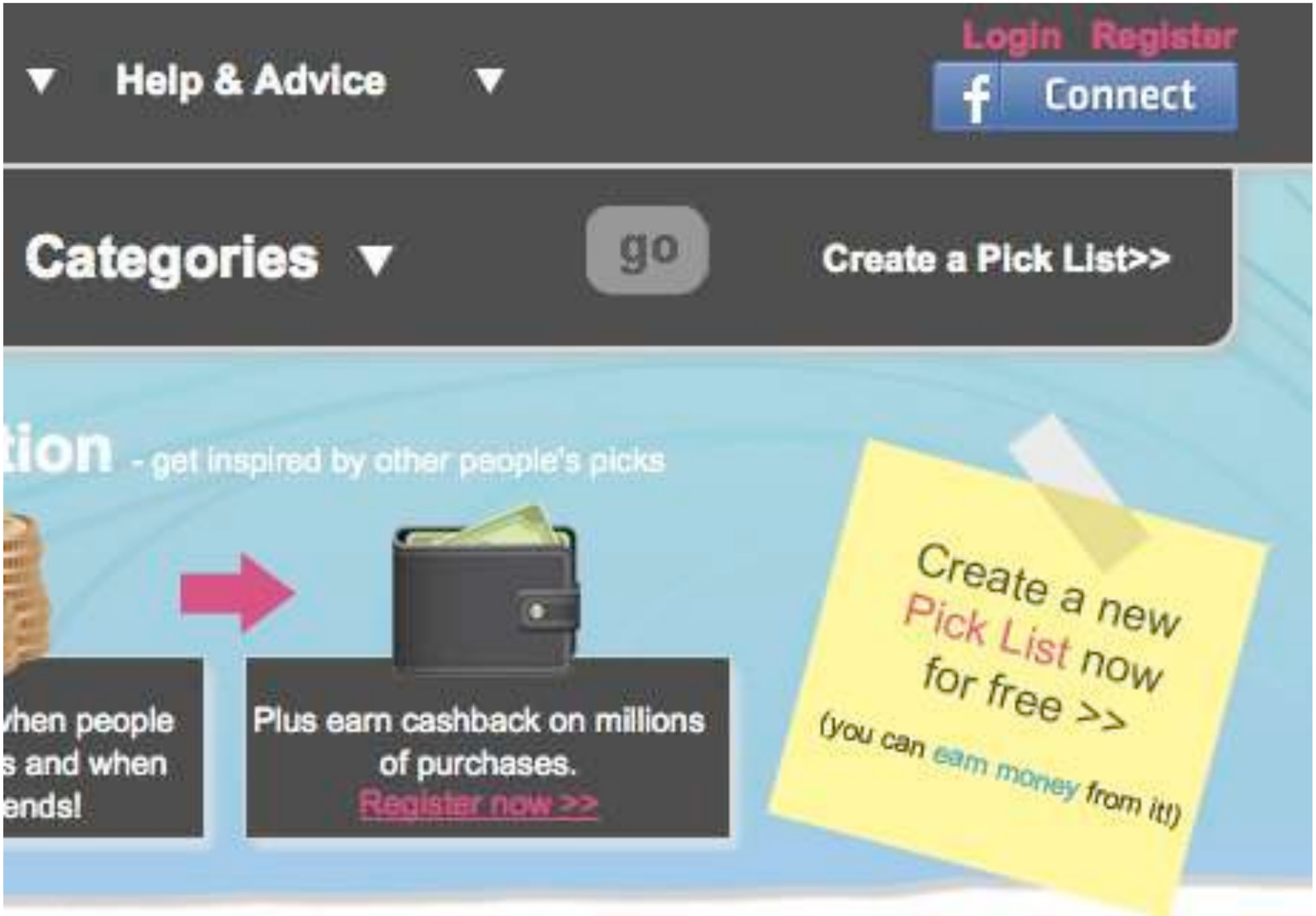

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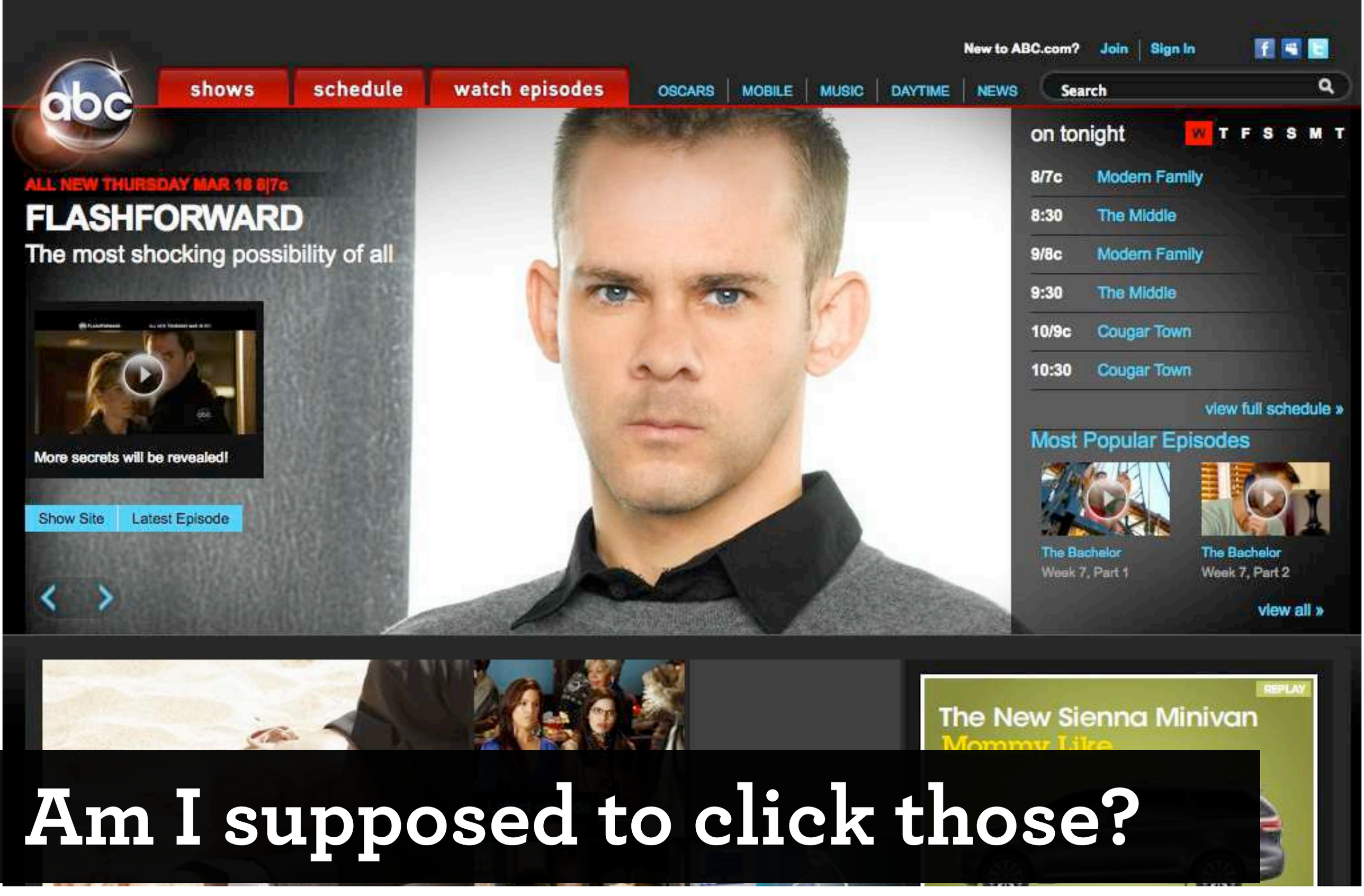

Am I supposed to click those?

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Am I supposed to click those?

Am I supposed to click those?

VIP?

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Show them why

Credit: Flickr user 'Ben Terrett'

NETFLIX

Jane Queue | Your Account | Buy / Redeem Gift | Help

Browse DVDs | Watch Instantly | Your Queue | Movies You'll ♥ | Instantly to your TV

Movies, actors, directors, genres — Search

Welcome, Jane Queue

Share your Netflix movie ratings on Facebook.

Rate movies on Netflix by clicking stars.

Ratings appear on your Wall and your friends' News Feeds.

Click the button to connect your Netflix account to Facebook: Connect with Facebook

You are logged into Facebook as **Jane Queue.** (Not you?)

You can disconnect this feature at any time by visiting Your Account and selecting Manage Your Site Connections.

You can configure privacy settings for the ratings that appear on Facebook by visiting the Facebook Application Settings page.

Frequently Asked Questions

Use of the Netflix service and this Web site constitutes acceptance of our Terms of Use and Privacy Policy.
© 1997-2009 Netflix, Inc. All rights reserved. U.S. Patent No. 7,024,381 and U.S. Patent No. 6,584,455. (123) USA

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plancast

You've got plans. Spread the word.

"...this is a great solution. I do think this fills a need."
- MG Siegler, TechCrunch

"...has instantly become San Francisco's tech geek social calendar."
- Robert Scoble, Hot Startups to Watch in 2010

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Username

Password

Keep me signed in Sign in

Forgot your password? Reset it.

Have a Facebook or Twitter account?

Sign into Plancast with one-click below.

Connect with Facebook - or - Sign in with Twitter

Note: We won't send anything back to your account without your explicit permission.
If you connect with Facebook, we may import some of your events-related data.

Don't have an account yet? Sign up for one.

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Lower the hurdle

Credit: Flickr user ‘San Diego Shooter’

tripadvisor®

You'll need to become a TripAdvisor member before you can connect with Facebook.

Tell Us About Yourself — Already a TripAdvisor Member? Sign in

Enter your e-mail address

Confirm your e-mail address

Password

Confirm your password

Keep me signed in on this computer unless I sign out.

Create a screen name (Please **do not use your real name** - this screen name will be your public identity on TripAdvisor)

Enter your location (as you'd like it displayed with your contributions, e.g. Chicago, Illinois or Dublin, Ireland)

Your country United States

Your zip code or postal code (optional)

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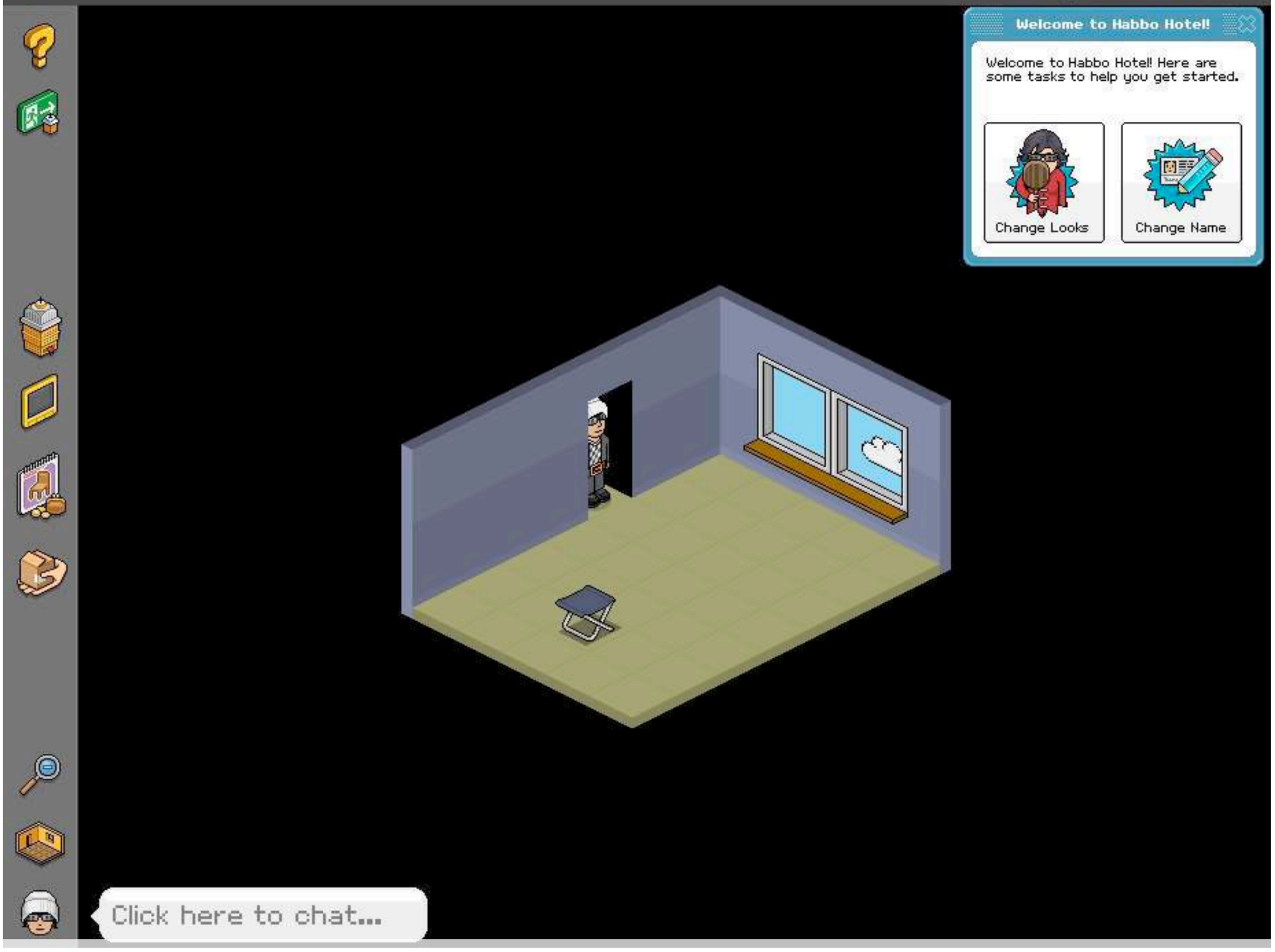

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Just a few more things...

Choose a Digg username
(no spaces or special characters)

Have a Digg account already?

Follow your friends? | Why?
(friends on Facebook connected to Digg)

Send me occasional Digg updates?

Use my photo and name from Facebook?

Finish

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Already have a Simler account? **Login Here**

simler.

Hello, we're Simler!

Talk about things you like with similar people that like them too.

Beta!

try it now

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Already have a Simler account? Login Here

simler™

Personal Info 1 — Add Tags 2 — Upload Photo 3

The world feels smaller when you meet people just like you.

Your Name

Username

Email

Password

Password (again)

Postal or ZIP Code

Gender ○ Male ○ Female

Birthday January 1 1992

☑ Hit me up! I would like to get email updates

Create Profile

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Already have a Simler account? Login Here

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Personal Info 1 — Add Tags 2 — Upload Photo 3

The world feels smaller when you meet people just like you.

Your Name Ryan Merket

Username ryanmerket — I like what you did there

Email ryanmerket@gmail.com

Password — You left this out

Password (again) — You left this out

Postal or ZIP Code 94607

Gender (•) Male ( ) Female

Birthday November 27 1981

[x] Hit me up! I would like to get email updates

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Already have a Simler account? Login Here

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Personal Info 1 | Add Tags 2 | Upload Photo 3

Set a password so can meet people just like you.

Password

Password (again)

Hit me up! I would like to get email updates

Create Profile

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Social context

emo girls are more
than skanks
who write on bathroom walls.

WHAT THE ☆◎#! IS AN
"EMO GIRL"?

I Really don't know
either....
Am I supposed to know

Credit: Flickr user 'Ben Terrett'

My TVGuide

My Friends' Favorite Shows

Add Favorites

Warren Hanes

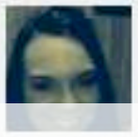
Warren Hanes likes 50 shows: Arrested Development, Clerks, Family Guy, Frasier, Friends, Futurama, Grounded for Life, House, King of the Hill, NewsRadio, Saved By The Bell, Scrubs, Seinfeld, Smallville, South Park, Spin City, Sports Night, The Simpsons, Titus, Wings, Wonder Years, American Dad!, Daily Show with Jon Stewart, So You Think You Can Dance, The Office, Prison Break, Bones, Coach, Nicktoons, Phil of the Future, Home Movies, Aqua Teen Hunger Force, Robot Chicken, Good Eats, Daria, Dilbert, The Critic, Animaniacs, Batman: The Animated Series, Dinosaurs, Freakazoid!, Jeopardy!, Sealab 2021, Undergrads, 30 Rock, Psych, The Riches, Pushing Daisies, Back to You, Burn Notice.

Jason Baptiste

Jason Baptiste likes 32 shows: 24, Lost, Nip/Tuck, Oz, Smallville, The Shield, The Sopranos, West Wing, The Wire, Battlestar Galactica, Entourage, The 4400, The Office, Prison Break, Sleeper Cell, Conviction, The Unit, Brotherhood, 30 Rock, Heroes, Jericho, Dexter, Dirt, The Riches, Bionic Woman, Chuck, Journeyman, Life, Burn Notice, Californication, Fringe, Leverage.

Tobin Hurley

Tobin Hurley likes 24 shows: 24, American Idol, Columbo, Diagnosis Murder, Home Improvement, I Love Lucy, JAG, Monk, Perry Mason, Reba, Roswell, Saved By The Bell, Smallville, What I Like About You, Grey's Anatomy, Prison Break, Murder 101, Hart to Hart, Matlock, Remington Steele, Heroes, Jericho, The Riches, Damages.



Lindsey Boyer

Lindsey Boyer likes 23 shows: America's Next Top Model, American Idol, Cold Case, Family Guy, Futurama, NCIS, Nip/Tuck, Seinfeld, Will & Grace, Without A Trace, American Dad, So You Think You Can Dance, The Bachelor, The Closer, Criminal Minds, Aqua Teen Hunger Force, Eleventh Hour, Top Chef, Brothers & Sisters, The Mentalist, Sons of Anarchy, Lie to Me, Trust Me.

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American Idol Episode Recap: Wednesday, February 17, 2010
www.tvguide.com
about an hour ago

TV Guide

American Idol Reveals Top 24

TV Guide has 16,479 Fans

Noemi

Brandon

Tamara

Raine

David

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lala

Queue: 0

Here I Go Again
by Whitesnake
0:00 4:35

Share
Playlist

Search Lala

My Lala 5 | My Collection 12 | Browse Music | Song Credits: 36 | Ryan | Log out

Welcome back, Ryan
Change image | Settings | Your profile | Your collection (6,436 songs)

Find or play music

Enter artist name, album, or song

Search

Hip-Hop | Rock | Pop | R&B | Country | Alternative | Latin | Electronic | More

Your Music Feed

Find people to follow

Play these songs | Queue

My people | All types

23 minutes ago

Aryeh S. listened to a song by Michael Jackson.

Bad

and 37 other songs

47 minutes ago

Ccheever listened to a song by The New Pornographers.

Challengers

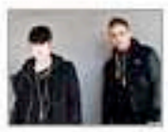
and 1 other song

Today

Ccheever listened to a song by The xx.

Shelter

and 6 other songs



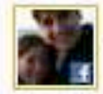
Aryeh S. listened to a song by Sade.

The Safest Place

People

Follows 16 | Followed by 29

Edison


Aryeh S.

ccheever

bgold

Yariv S.

Zhen F.

nick g.

Mike V.

niket b.

matt w.

View all 16

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HuffPost Social News BETA

HuffPost Social News

Mark Zuckerberg

Member Since August 2009

Comments (0) | Friends (149)

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Become a Fan of this Member

Friends' Activity | Activity | Fan Base

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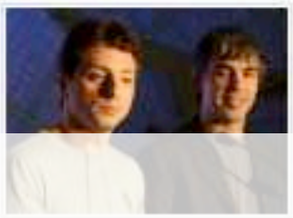

Google Buzz Privacy Flaws Spark A Revamp (UPDATE)

> UPDATE 2/12/2010 4:30PM: In light of privacy concerns, Google may separate Google Buzz from Gmail, Search Engine Land reports. Search Engine Land's Danny Sullivan spoke with Google's VP of Product ...

Read (1)

Stats Board

Comments

Total Comments: 0
Comments to News: 0
Comments to Blogs: 0

Friends & Fans

Friends: 149
Fans: 1
Following: 0

Friends

Adam Clark Estes

Adam Conner

Aditya Agarwal

Akhil Wable

Alex French

Alex Moskalyuk

Alex Schultz

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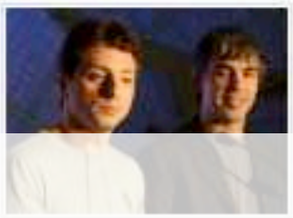

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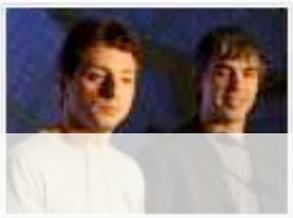

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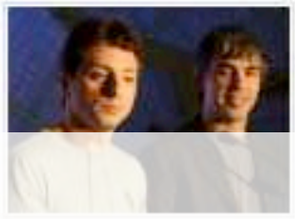

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Anne Strand

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HuffPost Social News

Ryan Merket

Member Since August 2009

Comments (5) | Friends (100)

Stealth: OFF

My Friends' Activity | My Activity | My Comments | My Fan Base

Micheas Read 37 minutes ago in Politics

***Ben Wyskida*: How to Lose the Congress in 2010**

> A campaign with a bad message doesn't stand a chance, and the Democrats' plan to run on a platform of "don't rewind the clock to the Bush era" in 2010 is lackluster and uninspiring.

Micheas Read 39 minutes ago in Technology

Sarah Palin Knocks Twitter, Calls It 'Little Twittering Thing'

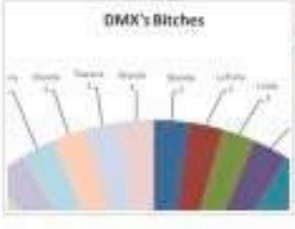
> At a speech before Republican Party activists in Arkansas yesterday, Sarah Palin took a jab at Twitter. According to CBS News, the former Alaska governor was asked what she considered to be the big...

Luke Read 51 minutes ago in Politics

***Lawrence Lessig*: The Principled and Pure Court? A Reply to Glenn Greenwal...**

> The story of the First Amendment in the Supreme Court's hands is not quite as pretty as Salon Glenn Greenwald would tell it.

Jeffrey Read 53 minutes ago in Comedy



DMX's B*tches: A Pie Chart (PICTURE)

> If you've never heard DMX's delicate masterpiece, "What These B*tches Want," let us recap it for you. DMX has many b*tches, all of whom want something. He has so many of these b*tches that he needed a...

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plancast

Home | Discover Friends | Profile | Settings | Sign Out | Search

Ryan Merket
@merket

27 plans | 59 subscriptions | 68 subscribers

Bio xor eax,eax
Location West Oakland, CA
Web http://www.ryanmerket.com
Facebook /merket
Twitter @merket

Subscriptions

View All ▸

Upcoming Plans

View Type: **Schedule** Stream Past

What are you planning to do?

Ongoing

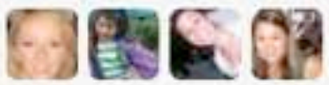
View 5 ongoing plans

Today

Devin Reams
Refresh Denver
Wednesday, February 17, 2010 · Forest Room 5, 2532 15th Street, Denver at 6:00

With...

Mark Kinsey
schrockn and jdwyer faceversary
Wednesday, February 17, 2010, 8:00pm-12:00am · Old Pro

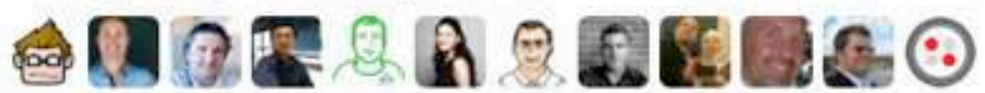
With... 

Matt Wyndowe
A Luxury Soiree @ Indulgence Weds
February 17-18, 2010, 8:00pm-2:00am · Harry Denton's Starlight Room

With...

Nick Starr
Booty Call Wednesdays with DJ Chelsea Starr
February 17-18, 2010, 9:00pm-2:00am · QBar

Robert Scoble
the funded conference
Thursday, February 18, 2010 · bay area, CA

With... 

...and 12 others

Mark Schmulen
Future of Funding 2010
Thursday, February 18, 2010 · San Mateo Marriott Hote

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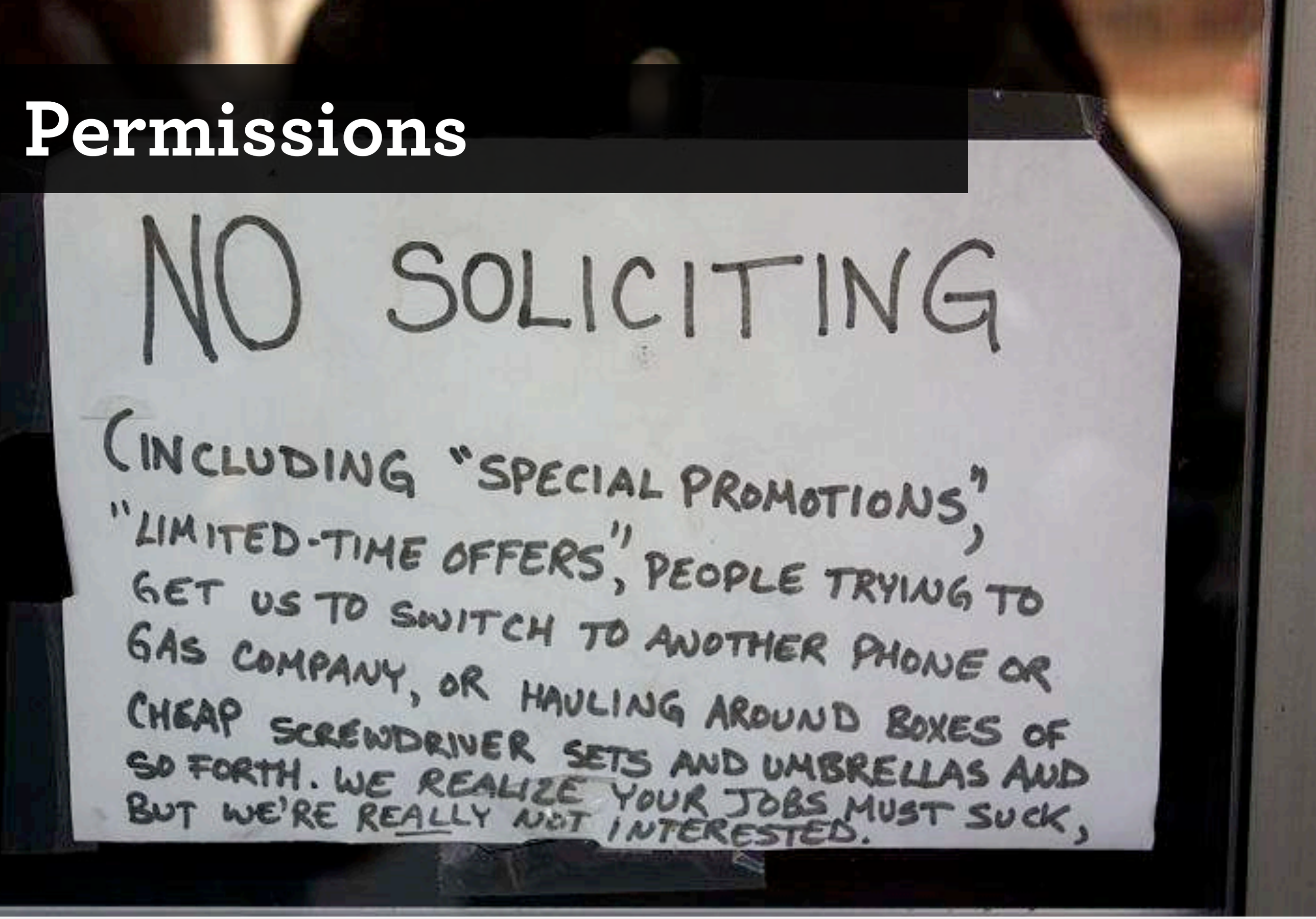
Permissions



Credit: Flickr user 'elphs rule'

My Zappos beta

MY HOME STUFF BLOGS PEOPLE Search

Welcome RyanM
my.zappos.com/ryanm

my home
public profile
edit profile
logout

My Closet
My Photos
My Blog
My Friends

Turn Facebook Sharing On

Let My.Zappos post your closet items to your Facebook wall!

Options

Nalin Mittal added an item to their My.Zappos closet:

You guys think I should get this for the rainy season?

December 7 at 1:30pm via My.Zappos · Comment · Like · Tell Nalin what you think

View all 4 comments

Phil Knight I would. Just do it!
December 9 at 12:45am · Delete

Marcus Friedman Do you think it will be warm enough?
December 9 at 3:51am · Delete

Write a comment...

Skip >

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My Zappos beta

MY HOME STUFF BLOGS PEOPLE Search

Welcome RyanM
my.zappos.com/ryanm

my home
public profile
edit profile
logout

My Closet
My Photos
My Blog
My Friends

Turn Facebook Sharing On

Request for Special Permissions (1 of 2) x

Allow My.Zappos to publish posts or comments without prompting me.

Posts will appear on your Wall, in your friends' News Feeds and in applications like Photos, Videos and Notes.

You will be able to change this permission from the Applications Settings page.

Allow setting for: Ryan Merket (me)

Future posts from My.Zappos

Ryan Merket
Ryan Merket
Ryan Merket

facebook

Allow Publishing Don't Allow

Facebook wall!

Options

season?

Nalin what you think

Skip >

email: my@my.zappos.com
twitter: @myzappos

Respect privacy

Credit: Flickr user ‘ex.libris’

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[redacted] Read 15 hours ago in Technology

Online Dating Profile Pictures: 6 Surprising Tips For Better Pics

> The free online dating service OkCupid.com analyzed over 7,000 photographs from users on its site to better understand what kinds of profile pictures are most effective for men and women. Their sur...

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Use the pre-built tools

Credit: Flickr user ‘spunquee’

lala

Queue: 0

Here I Go Again
by Whitesnake

Share
Playlist

Search Lala

My Lala | My Collection 12 | Browse Music | Song Credits: 36 | Ryan | Log out

People

Your people

People you fo

Sort By: Recently

Invite your friends to join Lala

Invite your Facebook friends

Add up to 8 of your friends by clicking on their pictures below.

Cancel

Find Friends: Start Typing a Name

Filter Friends | All | Selected (0)

Aaron Archambo	Aaron Bryan	Aaron Bunker OK Wesleyan	Aaron Crawford
Aaron Fritz	Aaron M. Wheeler	Aaron Schaap	Abby Benson Metropolit...
Abigail Hutchins OK Wesleyan	Adam Bengtson Levine	Adam Conner Facebook	Adam Duffy
Adam Jackson	Adam McDaniel	Adam Moore	Adam Palmer OK Wesleyan
Adrienne Ciccarello	Aja Edwards	Alan Dingeldein	Alesia Stubbs OK Wesleyan

Aaron Schaap

Invite by E-mail Address: Use commas to separate e-mails

Send Lala Invitation

Cancel

Boom Boom Pow by Black Eyed Peas

Send a Gift Card

the gift of

sic with

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CNN.com Live with facebook

SPONSORED BY

FULL SCREEN

The Presidential Inauguration
Barack Obama swears in as the 44th president of the United States

NOW PLAYING

LIVE: Obama announcee his economic team

LIVE: UN Security Council on Gaza

LIVE: 'Gimme My Money Back'

HELP YOUR VOICE

[+] Feedback

facebook

Logout

What do you think about what you're watching?

Everyone Watching | Friends

Kent Schoen is cold.
about a minute ago via CNN.com Live - Comment

Michelle Stanek snow!
about a minute ago - Comment

Monica Koyama wants to throw a SCSWMR party; parker's beach house?
about a minute ago via CNN.com Live - Comment

Michael Morris is waiting to hear.
4 minutes ago - Comment

Brendan Holsberry my name is Willie, Willie Beamennnnnn.
10 minutes ago - 2 Comments

Sandra Liu Huang is 25 meetings in 3 days. when to work?
about a minute ago via CNN.com Live - Comment

Josh Pritchard is broken glass everywhere.
29 minutes ago - Comment

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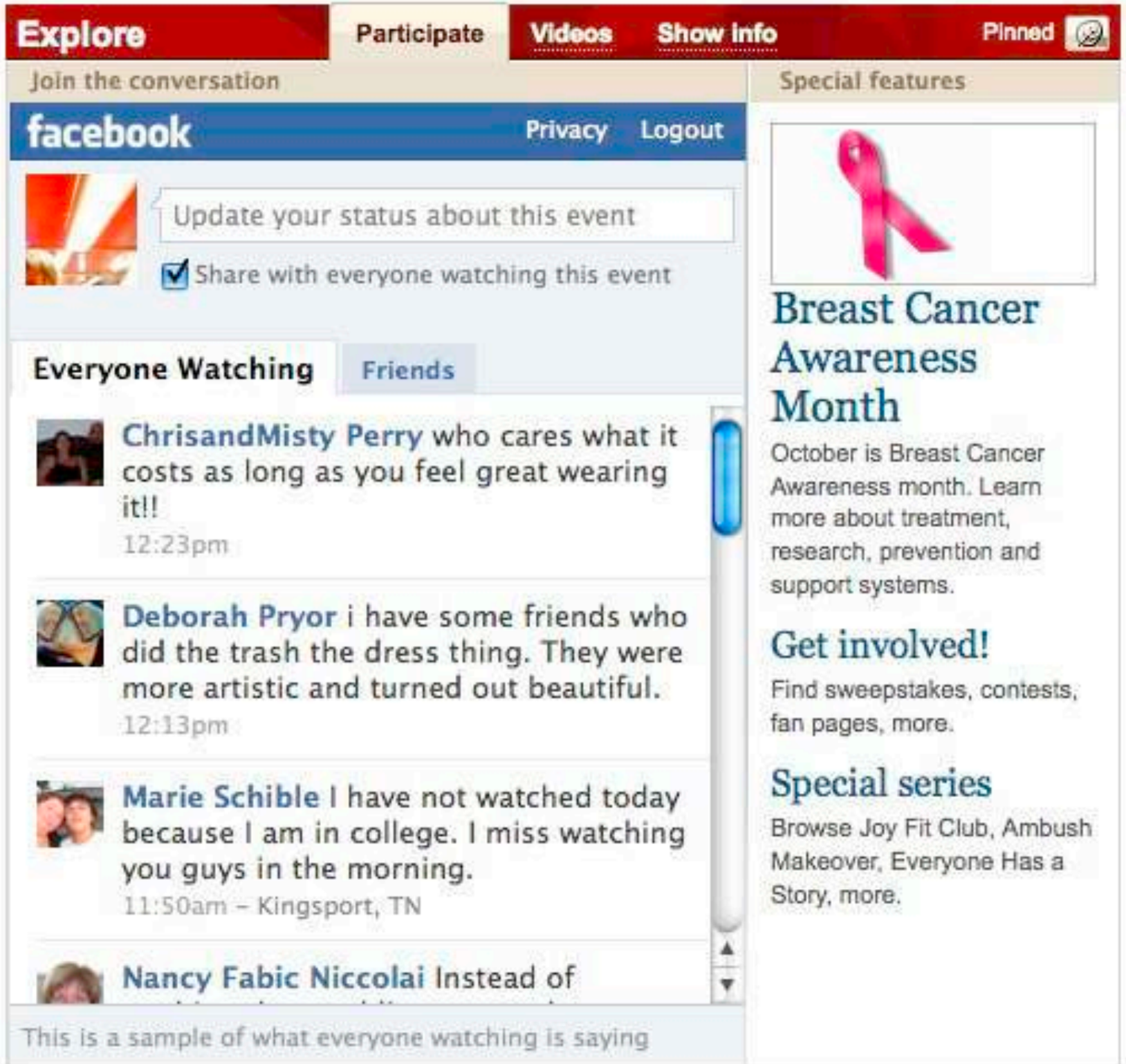

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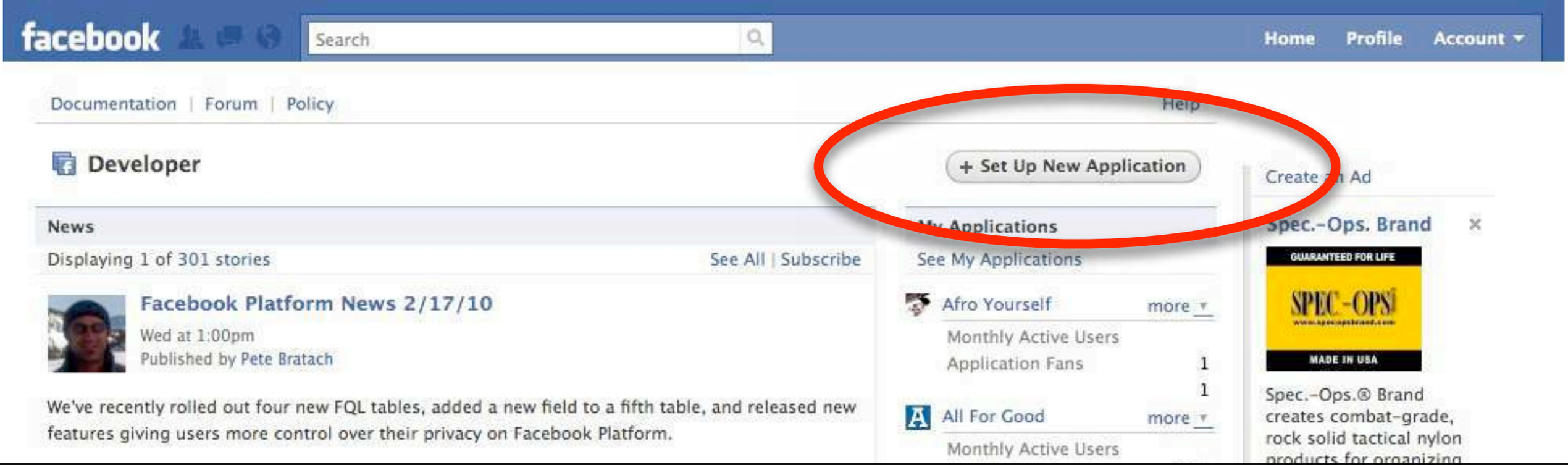
Great. How do I get started?

Credit: Flickr user ‘spunquee’



http://facebook.com/developers

New FQL Tables and Features

FQL is a powerful, flexible, and [illegible] for you to get Facebook data to your applications.

- **privacy:** This table returns the user's privacy settings for a video, note, link, photo, or photo album. See below for more details.
- **like:** This table returns a list of IDs of the users who like a video, note, link, photo, or photo album.
- **developer:** This table returns a list of application IDs for your user ID.
- **permissions_info:** This table returns more descriptive information about an extended permission.

Also, we added the can_upload field to the album FQL table. This lets you check to make sure the user can upload to a given album before you try uploading a photo on the user's behalf.

Platform Privacy Settings

Users can now set privacy for content they post through your applications and Facebook Connect implementations with the same detailed level of control that they have with Facebook itself. These privacy controls are available in your Publisher integrations and Feed forms.

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Edit Test app

Back to My Applications

Basic
Authentication
Profiles
Canvas
Connect
Widgets
Advanced

Essential Information

Application Name	Test app	Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.
Application ID	319909298317	
API Key	f9d5723d6b75cb51ba7d23a932d7b0fe	Your public API key.
Secret	4cd14962e76505cfcc5ec120a6ac1750	Do **not** share your secret key with anyone.

Basic Information

Description	This is what will show in the about page and application directory.	The plaintext description of your application.
Icon	Change your icon	The image that appears next to your application name throughout Facebook. Limit: 16x16 px
Logo	Change your logo	The image that appears in the Application Directory and with your requests. Limit: 75x75 px
Language	English (US)	The native language of your application.
Developers	Ryan Merket Remove Start typing a friend's name	Developers can edit this application and see it in sandbox mode. These names also appear on your application's Application Profile.

Contact Information

Developer Contact Email	ryan@ryanmerket.com	The email address where Facebook can contact you.
User Support Address	Email URL	The address where users can contact you about your application. You can enter an

FOWA FUTURE OF WEB APPS

facebook Search Home Profile Account

Edit Test app Back to My Applications

- Basic
- Authentication
- Profiles
- Canvas
- Connect
- Widgets
- Advanced

Facebook Connect Settings

Connect URL	http://www.ryanmerket.com/fowa/	Your Connect site's main URL.
Facebook Connect Logo	Change your logo	The image that appears in the Facebook Connect dialog. Limit: 99px wide and 22px tall.
Account Preview URL		Facebook pulls the content from here and displays it to the user in a Facebook Connect request.
Base Domain	ryanmerket.com	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).
Account Reclamation URL		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.

Save Changes

Facebook © 2010 English (US)

About Advertising Developers Careers Terms • Find Friends Privacy Mobile Help Center

FOWA FUTURE OF WEB APPS

Setting up your server

Your server will need to be able to send and receive data from api.facebook.com

You will need to create a tunnel for local development

The basics

```
<html xmlns="http://www.w3.org/1999/xhtml"  xmlns:fb="http://www.facebook.com/2008/fbml">
<head>
    <title>Facebook Connect Tutorial</title>
</head>

<body>

<fb:login-button onlogin="fbHandler();"></fb:login-button>

<script src="http://static.ak.connect.facebook.com/js/api_lib/v0.4/FeatureLoader.js.php/en_US"
type="text/javascript"></script>
<script type="text/javascript">
    FB.init("f9d5723d6b75cb51ba7d23a932d7b0fe", "xd_receiver.htm");

    function fbHandler(){
        location.href = 'fbHandler.php';
    }

</script>
</body>
</html>
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<fb-profile-pic></fb:profile-pic>

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The basics

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<html xmlns="http://www.w3.org/1999/xhtml"  xmlns:fb="http://www.facebook.com/2008/fbml">
<head>
    <title>Facebook Connect Tutorial</title>
</head>

<body>

<fb:login-button onlogin="fbHandler();"></fb:login-button>

<script src="http://static.ak.connect.facebook.com/js/api_lib/v0.4/FeatureLoader.js.php/en_US"
type="text/javascript"></script>
<script type="text/javascript">
    FB.init("f9d5723d6b75cb51ba7d23a932d7b0fe", "xd_receiver.htm");

    function fbHandler(){
        location.href = 'fbHandler.php';
    }

</script>
</body>
</html>
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    }

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</body>
</html>
```

Cross domain receiver file

Filename: xd_receiver.htm
Root of your Connect URL (from application settings)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
    <body>
        <script src="http://
static.ak.connect.facebook.com/js/api_lib/v0.4/
XdCommReceiver.js"  type="text/javascript"></script>
    </body>
</html>
```

“We’re doin’ it live!”

Credit: Flickr user ‘breff’

How to go from good to great.

Credit: Flickr user ‘ciordia’

Results: Huffington Post's referral traffic from FB has increased >300% since they implemented registration and called it out.

Increase connected users

Credit: Flickr user 'ciordia'

Why should they Connect?

Credit: Flickr user 'ciordia'

NFO - News Feed Optimization

Credit: Flickr user 'ciordia'

NFO - News Feed Optimization

"NFO is the new SEO"

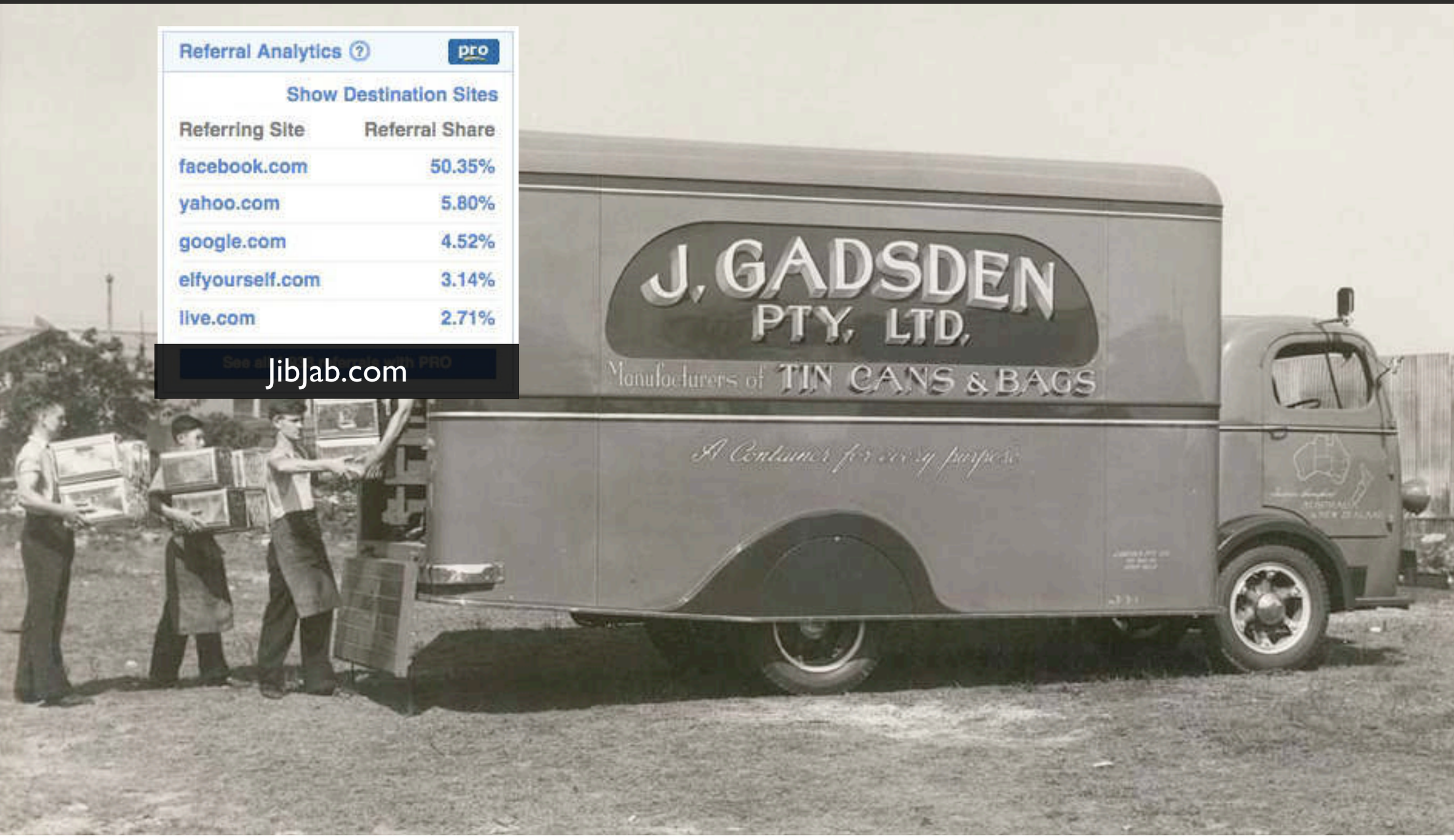
Justin Smith, Inside Facebook

Credit: Flickr user 'ciordia'

NFO - News Feed Optimization

Credit: Flickr user 'ciordia'

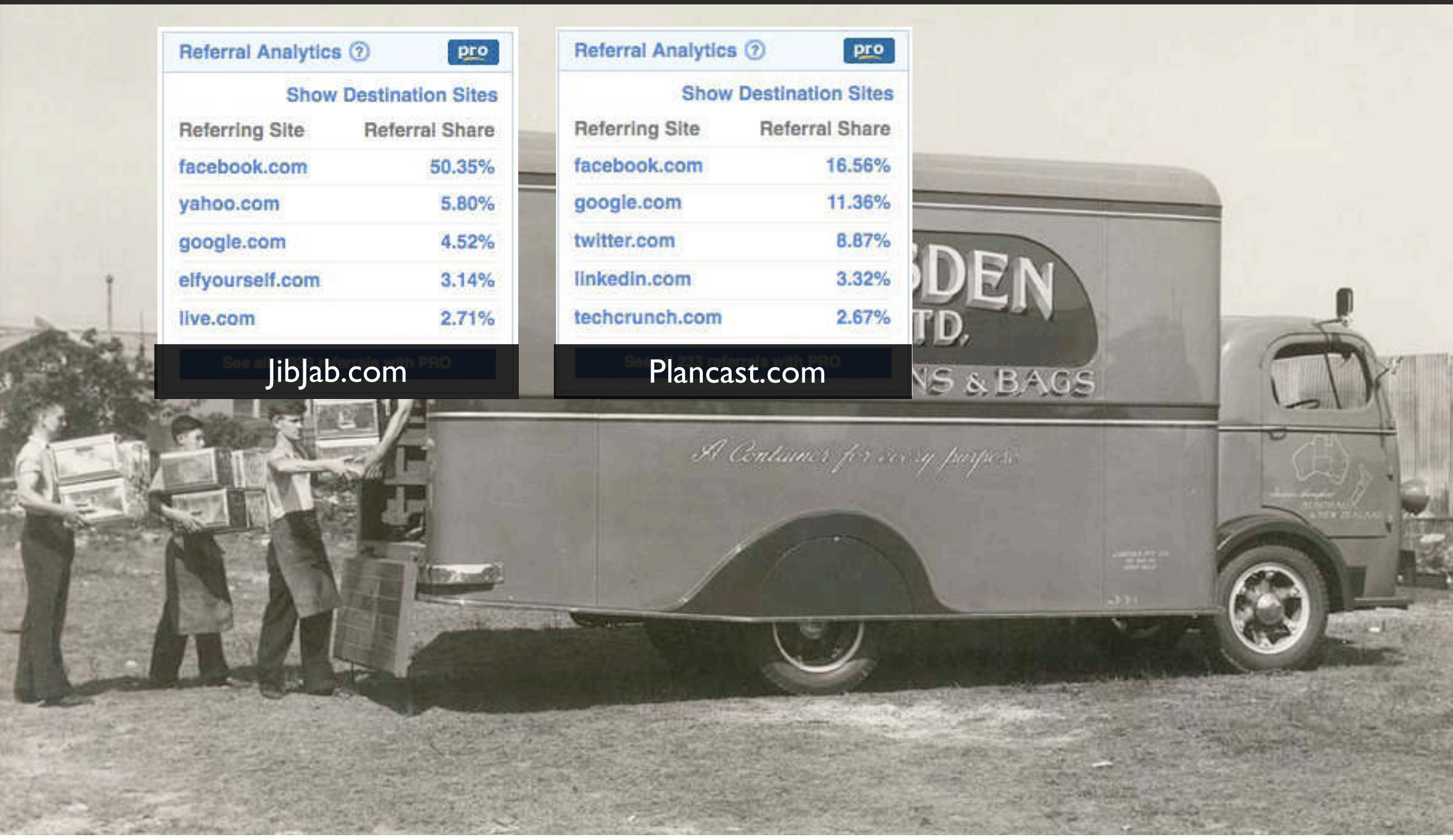
NFO - News Feed Optimization



Credit: Flickr user 'ciordia'

FOWA
FUTURE OF WEB APPS

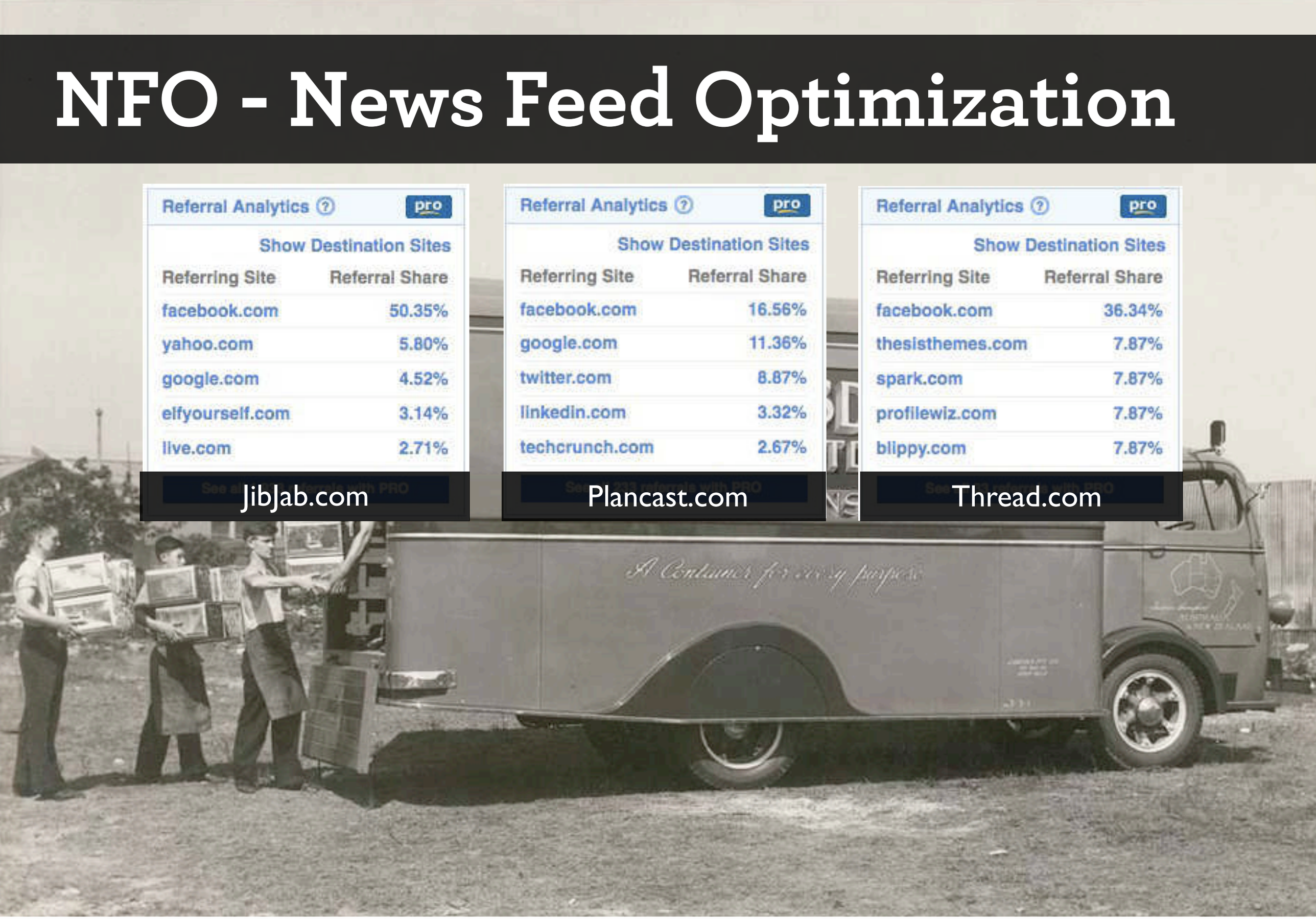
NFO - News Feed Optimization



Credit: Flickr user 'ciordia'

FOWA FUTURE OF WEB APPS

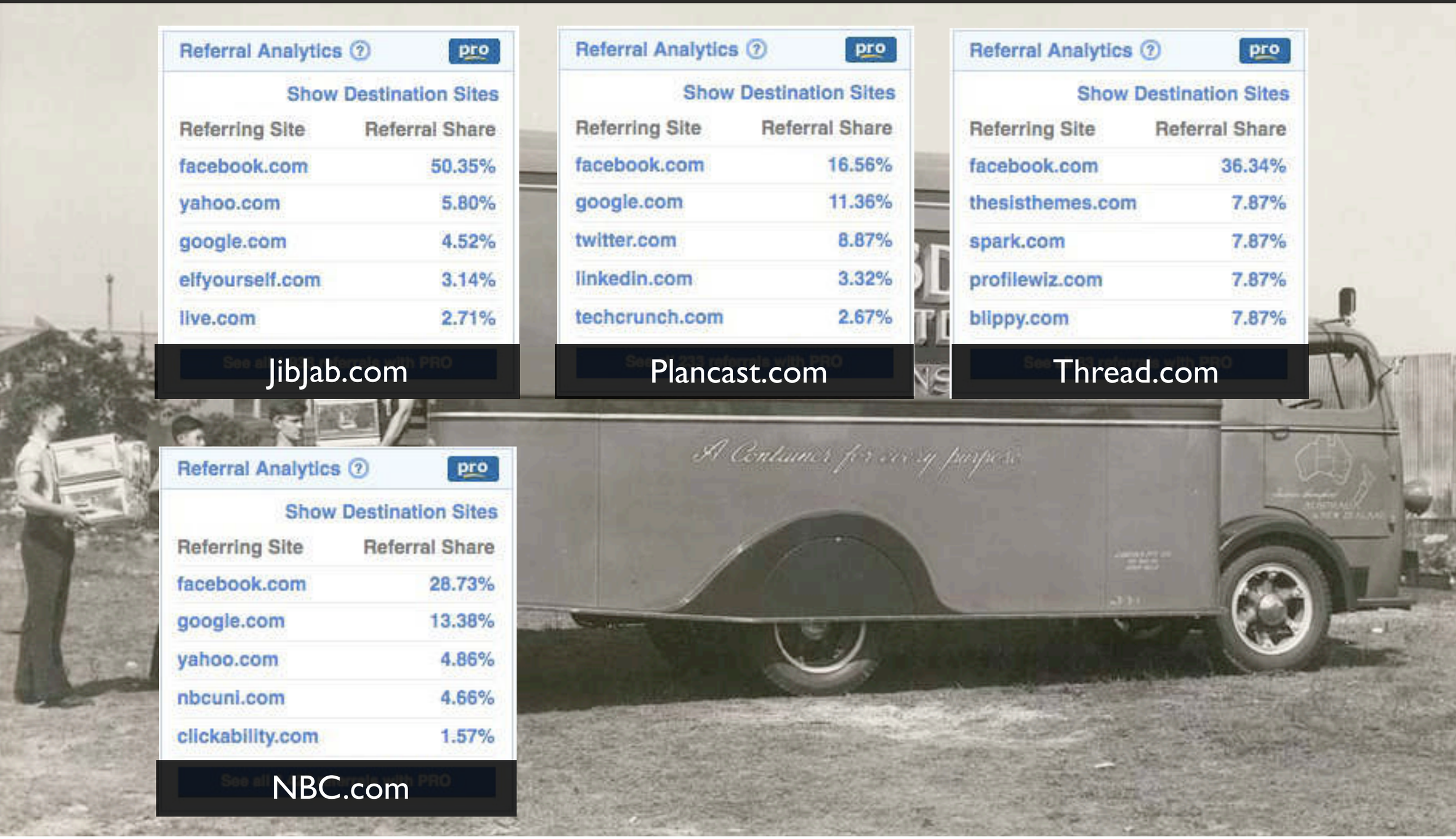
NFO - News Feed Optimization



Credit: Flickr user 'ciordia'

FOWA FUTURE OF WEB APPS

NFO - News Feed Optimization



Credit: Flickr user 'ciordia'

FOWA FUTURE OF WEB APPS

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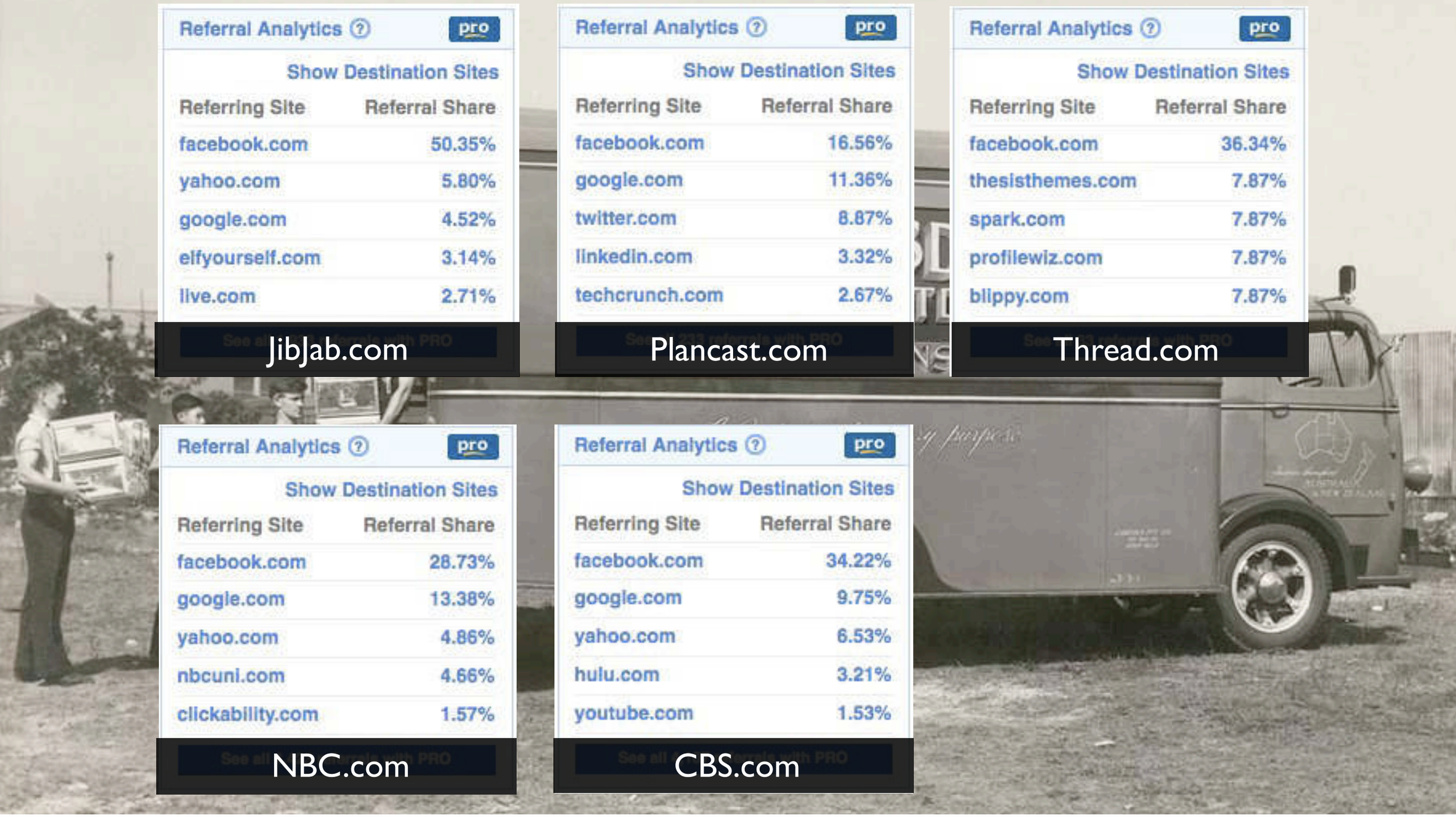

Credit: Flickr user 'ciordia'

NFO - News Feed Optimization

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	50.35%
yahoo.com	5.80%
google.com	4.52%
elfyourself.com	3.14%
live.com	2.71%

JibJab.com

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	16.56%
google.com	11.36%
twitter.com	8.87%
linkedin.com	3.32%
techcrunch.com	2.67%

Plancast.com

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	36.34%
thesisthemes.com	7.87%
spark.com	7.87%
profilewiz.com	7.87%
blippy.com	7.87%

Thread.com

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	28.73%
google.com	13.38%
yahoo.com	4.86%
nbcuni.com	4.66%
clickability.com	1.57%

NBC.com

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	34.22%
google.com	9.75%
yahoo.com	6.53%
hulu.com	3.21%
youtube.com	1.53%

CBS.com

Referral Analytics pro

Show Destination Sites

Referring Site	Referral Share
facebook.com	37.64%
google.com	24.03%
yahoo.com	4.37%
bing.com	1.70%
wikipedia.org	1.54%

TV.com.com

Credit: Flickr user ‘ciordia’

What you should be tracking

- Measure feed story prompts (publish vs cancel)
- Split test images, copy, and action links

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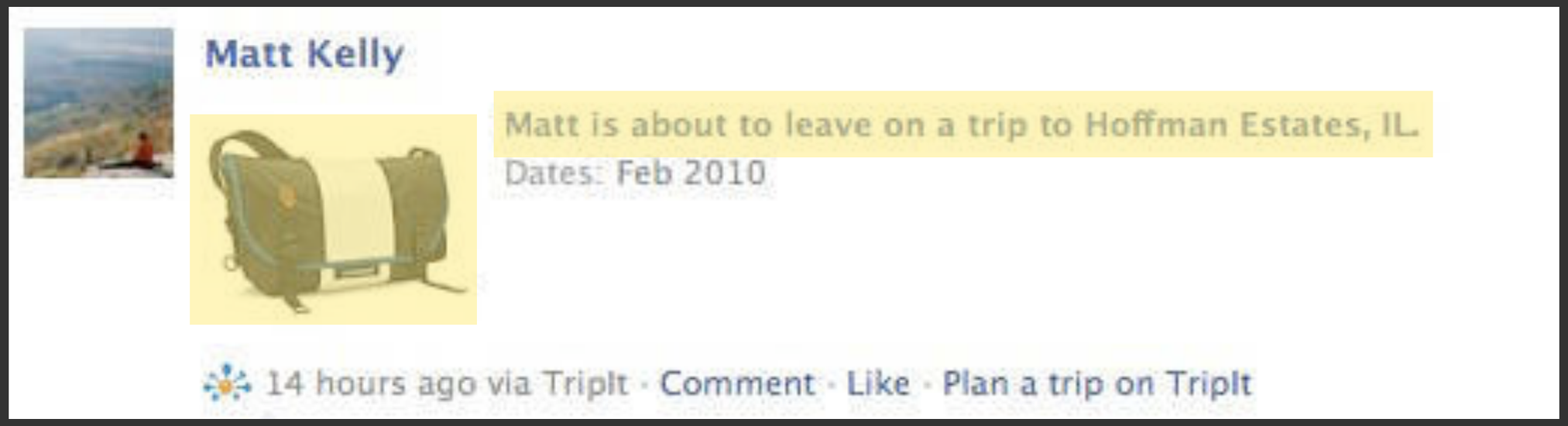

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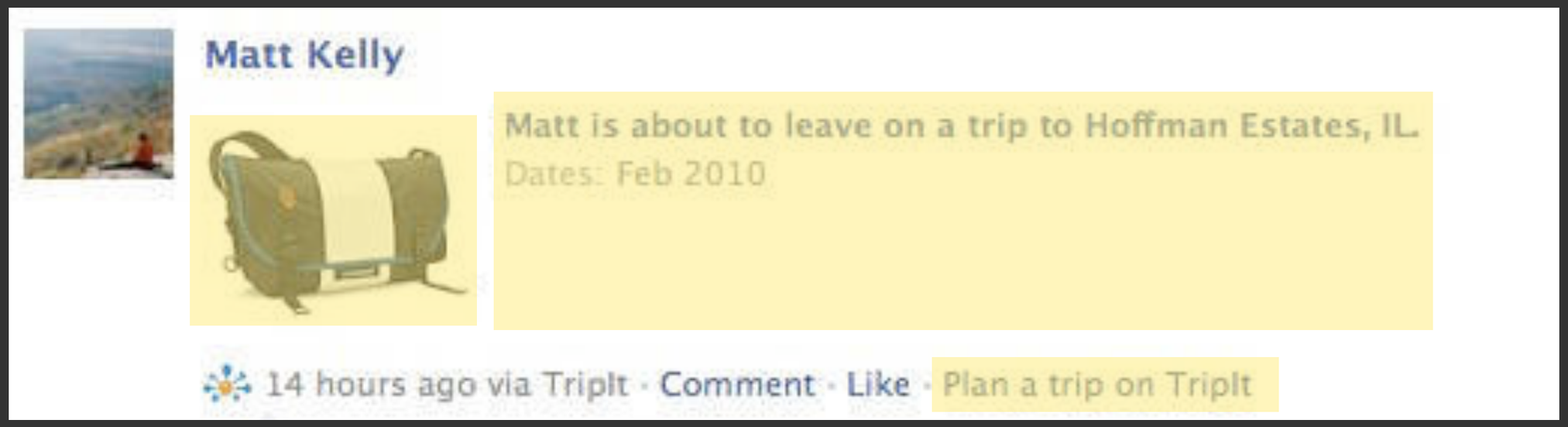


LPO - Landing Page Optimization

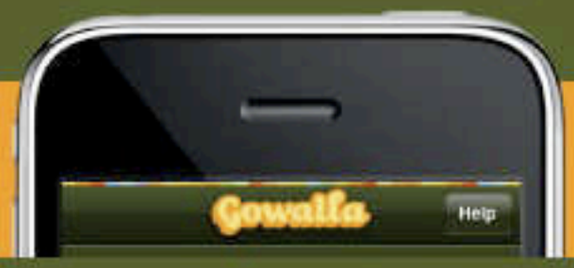
Credit: Flickr user 'fivesensescoffee'

Gowalla

Go out. Go discover. Go share. Gowalla.

Blog Download Sign In

Welcome | Spots | Trips | Friends



Share your experiences and discover new places. **Everywhere you go.**

JOIN GOWALLA

potouli

179	10	4
Stamps	Pins	Vaulted Items

- Passport
- Stamps (179)
- Pins (10)
- Items (10)

Spots potouli has visited

Fernetopia
Berkeley, CA

Zante Apartments
Berkeley, CA

Green Door Massage
San Francisco, CA

Hotel Rex
San Francisco, CA

The Graduate
Oakland, CA

Barclays
Oakland, CA

2022
Oakland, CA

Great Western Power Company
Oakland, CA

Bellagio Hotel & Casino
Las Vegas, NV

Nine Fine Irishmen
Las Vegas, NV

Credit: Flickr user 'fivesensescoffee'

potouli kalofonos
Berkeley, CA

Facebook
Twitter

16 Friends See All

Top Spots

The spots potouli frequently visits

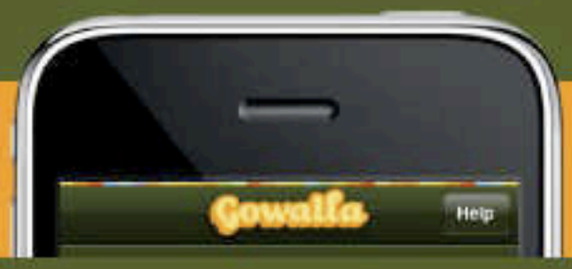
Kalofonos Hobbit Hole

Gowalla

Go out. Go discover. Go share. Gowalla.

Blog Download Sign In

Welcome | Spots | Trips | Friends



Share your experiences and discover new places. **Everywhere you go.**

JOIN GOWALLA

Potouli Kalofonos happy Birthday to the Palmy!

Barclays

Potouli checked in at Barclays.

February 18 at 7:44pm via Gowalla · Comment · Like · Potouli's Passport

Fernetopia
Berkeley, CA

Zante Apartments
Berkeley, CA

Green Door Massage
San Francisco, CA

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Credit: Flickr user 'fivesensescoffee'

16 Friends See All

Top Spots

The spots potouli frequently visits

Kalofonos Hobbit Hole

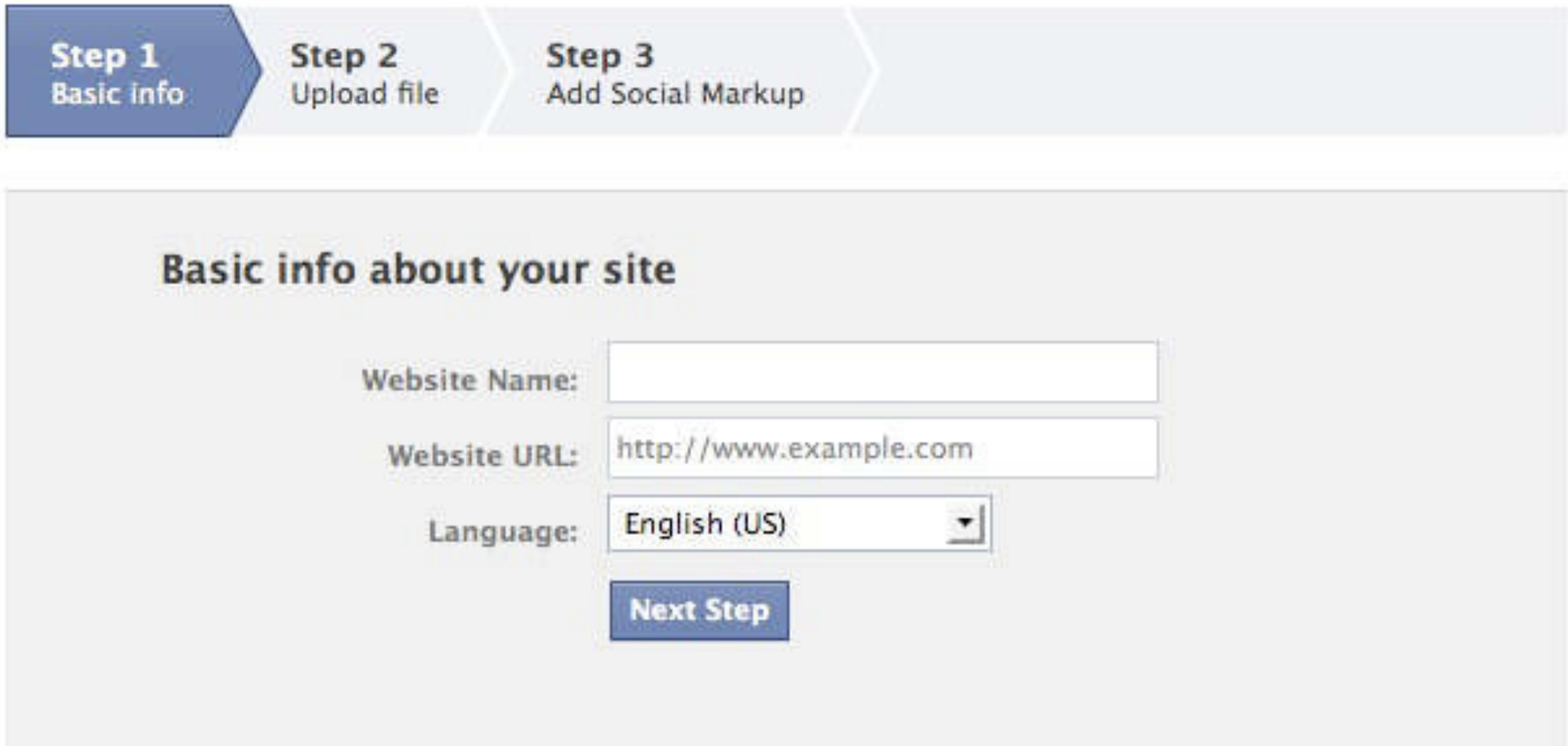
Tools

Credit: Flickr user ‘Amigo! Photography’

Tools

Facebook Connect Wizard

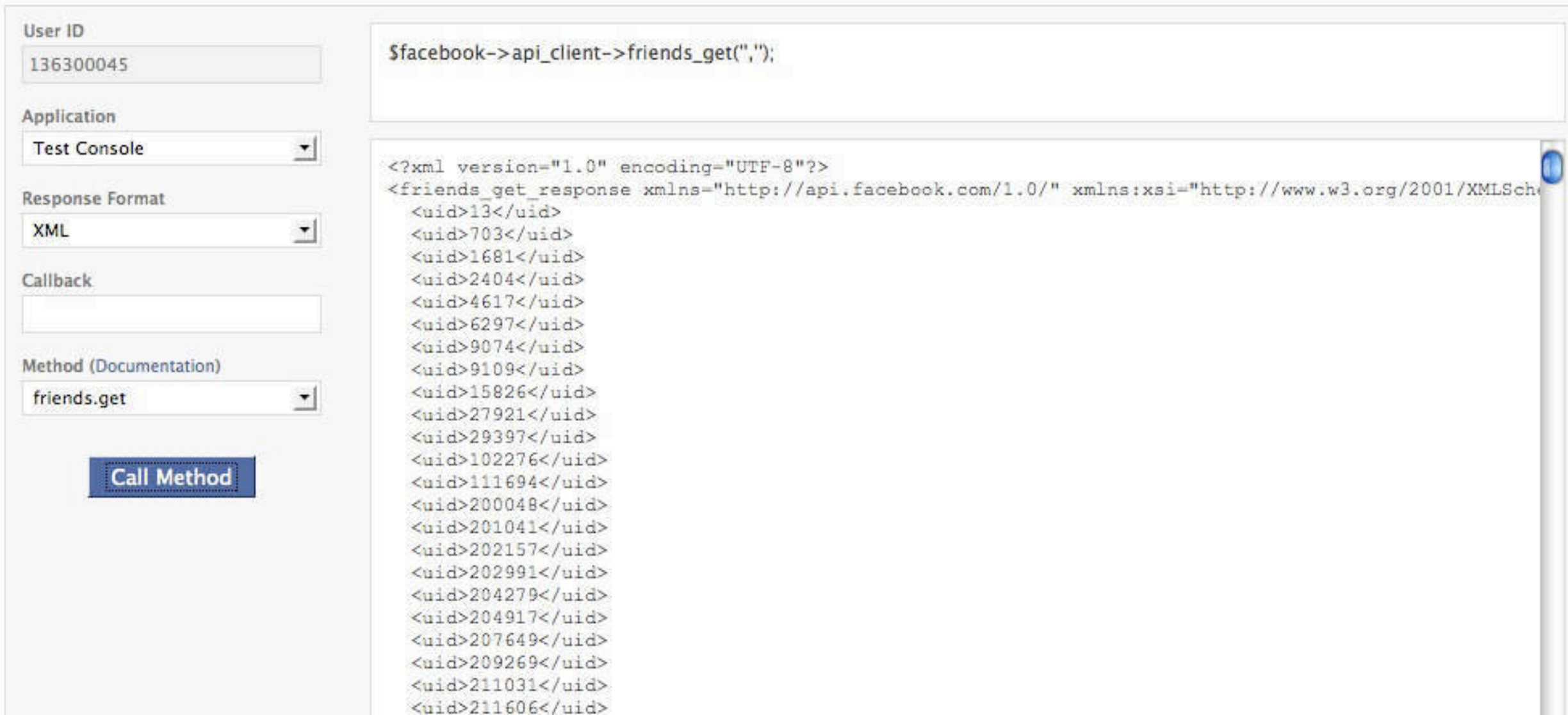
http://developers.facebook.com/setup.php



Tools

API Test Console

http://developers.facebook.com/tools.php



Tools

Facebook Connect Playground

http://developers.facebook.com/tools.php?connect_wizard

Friends Docume

This example also uses the javascript client library. It renders the profile pictures of the user's friends.

Size: Square

Number of friends: 5

Paste this code in the body of your site:

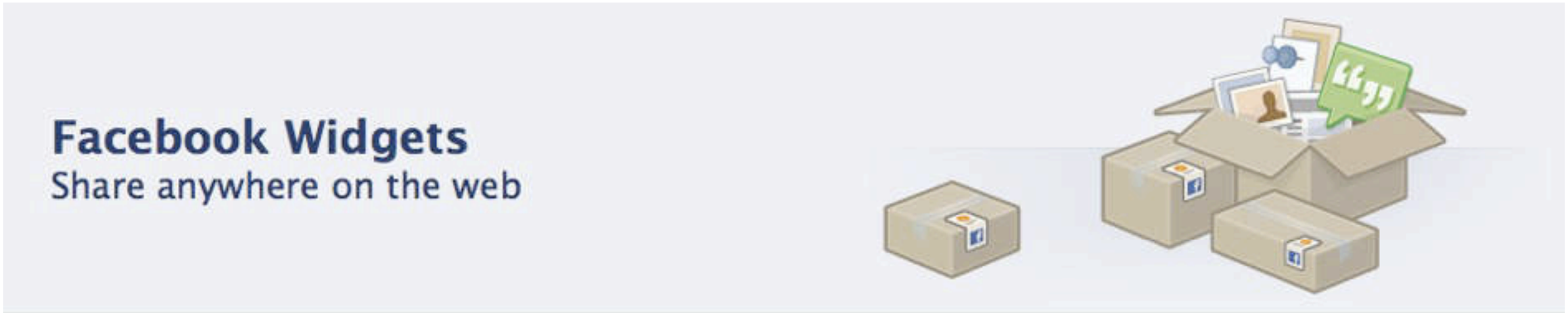
```
<div id="profile_pics"></div>
<script type="text/javascript">
var widget_div = document.getElementById("profile_pics");
FB.ensureInit(function () {
  FB.Facebook.get_sessionState().waitUntilReady(function() {
  FB.Facebook.apiClient.friends_get(null, function(result) {
    var markup = "";
    var num_friends = result ? Math.min(5, result.length) : 0;
    if (num_friends > 0) {
      for (var i=0; i<num_friends; i++) {
        markup +=
          '<fb:profile-pic size="square" uid="'+result[i]+'" facebook-
logo="true"></fb:profile-pic>';
      }
```

Preview:

Tools

Facebook Widgets

http://www.facebook.com/facebook-widgets/



Links

One Page by Shuffle Interactive

http://ryanmerket.com/connectdocs/

Facebook Developers Wiki

http://wiki.developers.facebook.com/index.php/Facebook_Connect

Facebook Connect Marketing Portal

http://www.facebook.com/advertising/?connect

That's it!

Questions?

Slides will be on slideshare.net/ryanmerket