Facebook for Business Development

- **What is used for?**
  - Social relationships
  - To get back in touch
  - News and information from those you trust
  - A Directory
  - Events and calendaring
- **Who is using it?**
- **Facebook's role, in the future**
  - Is Google+ a competitor?
- **Personal vs. Professional**
  - LinkedIn
  - Facebook
- **August 25 Changes**
  - What?
    - Privacy Controls - Share with whom you want to share
    - Being tagged
    - Location tagging (no more places)
    - Profile view
  - Resources/Info
    - Facebook Blog
    - Mashable post
    - BBC article
    - Huffington Post
- **Privacy concerns**
  - Profile
  - Recommend vs. share
- **Groups**
  - What/How
    - Closed circle of friends/organization
    - Invite friends to join/they invite their friends
    - Accept non-friends in
    - Announcements/dialogue
  - Resource
    - NY Times
- **Use of Facebook**
  - mobile
    - Pictures
    - Checking in
    - Directory
  - Desktop
    - Chat
  - Sharing
    - Links
    - Images
    - "Like"-ing
    - On external sites
  - Advertising
- **Pages**
  - Pages vs. groups
  - Law firm/lawyer pages
    - Why
    - What
    - How to get Likes
      - custom URL
      - Ads
    - Fashion Law
    - Resources
      - Chris Brogan post
  - Blog
    - Why
    - What
    - How to get Likes

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