Facebook Developer PR Guidelines

As you prepare to launch your Facebook app or integration, please refer to the following guidelines., which should serve as your primary resource when drafting press materials that reference Facebook. Once drafted, send your press release or blog post to platformPR@fb.com, and someone from the Facebook Corporate Communications team will respond to you with edits or final approval within 5 business days of receipt. You may not distribute or publish your news until you receive written approval from Facebook.

Before you can do any PR around your product, it must adhere to Facebook Platform Policies (http://developers.facebook.com/policy). Apps and integrations that violate these policies will be removed from Facebook.

We expect all developers to comply with this process. If you do not adhere to this policy, we may terminate your relationship with and access to Facebook and/or remove or disable your Facebook integration.

We hope you find these guidelines helpful as you draft your press materials and prepare to speak publicly about your product.

Thank you,
Facebook Corporate Communications

Press Materials Policy and Guidelines

Headline/Lead

Any reference to "Facebook" in the headline, subheadline or lead must not reference Facebook as announcing the news.

- Incorrect: Company and Facebook today announced a new budgeting app
- Correct: Company today announced a new budgeting app built on Facebook

Facebook Language Guidelines

The Facebook boilerplate and Facebook team contact information cannot be used anywhere in the press release. We have provided a series of sample sentences below that can be used as needed.

We have also provided a "Sample Press Release" format below that you may choose to use as a model.

General Language Guidelines

Words not to be used regarding Facebook and your company:
- partner, partnership
- strategic

- commitment
- collaboration
- exclusive

Words not to be used regarding your integration:
- frictionless sharing
- seamless sharing
- passive
- automatic
- instant
- auto-share

Words to use:
- timeline apps
- apps for timeline
- social
- activities
- with your friends
- share
- discovery
- connect
- control
- tell your story
- self-expression
- add to timeline

Other guidelines:
- Do not use the term "Open Graph" when speaking to consumers
- Do not use "actions" or "objects" when speaking to consumers
- Do not refer to your integration as "the first-ever" or "the first in the industry." Facebook is an open platform, and we can't verify which apps are the first in any category or industry. You may refer to your app as "among the first" or "one of the first."
- Use "people" or "Facebook members" instead of the word "users"
- Use "app" instead of "application"
- Use "integrated with Facebook" or "Facebook integration" or "app on Facebook" instead of "Facebook Platform"

Style guide:

- "Page" is uppercase when referencing a Facebook Page (do not use the term "Fan Page")
- "timeline" is lowercase
- "social plugins" is lowercase
- "Like" (eg. Like button) is uppercase and never in quotes
- Social plugins are never to be described as widgets

facebook

Quote

Facebook will not supply a custom quote for your press release or blog post.

Approved Facebook Statistics

Facebook statistics are updated frequently. The latest can be found here (http://newsroom.fb.com/content/default.aspx?NewsAreaId=22).

If your press release includes statistics aside from these approved Facebook statistics, please provide an attribution source.

Sample Messaging

- [App/Website] is making it easier for people to express themselves in new ways and discover new activities through friends.
- Using [App/Website], you can now tell a more complete story of who you are on Facebook, and share what you love with friends.
- [Website] has integrated with Facebook to make [Activity] more social, and to make it easier to discover new things with friends.
- These new features bring the things you love, such as [Activity], online with your friends.
- [App] gives people a better way to connect with friends around the things they love.
- When people choose to add [App] to their timeline, they have full control over what information they share with their friends. They can always edit their settings from their Application Settings Page on Facebook, and can remove specific activity directly from timeline or their personal Activity Log on Facebook.

Trademark Information

At the foot of your release, please include the following trademark line: Facebook® is a registered trademark of Facebook Inc.

Any other references to Facebook within the headline and body of the release do not need trademark symbols.

Press Outreach

Developers are responsible for distribution of their own press release. Facebook will not conduct press outreach for developers, but may (at its sole discretion) mention certain apps or other integrations in press interviews and Facebook blog posts. Facebook will respond to press inquiries on a case-by-case basis.

We'd love to hear from you if there are interesting stats or success metrics you'd like to share following the launch of your Facebook integration – such as how the Facebook integration helped increase revenue, traffic, engagement, user numbers, friend referrals, etc.

Sample Press Release

[Company] Launches [Type] App on Facebook
or [Company] Makes [Activity] More Social With New Facebook Integration

CITY, STATE — Month XX, 2012 — [Company] today announced a(n) [Type/Name] app built with Facebook. [Company's] [Type/Name] app [does what?] for people on Facebook worldwide.

[Quote from company spokesperson]

[Paragraph to describe app or integration, include stats if available] Through integration with Facebook, people can share the experience of [Activity] with their friends.

About [Company]
[Company Boilerplate]

Facebook® is a registered trademark of Facebook Inc.

Resources

Please refer to the following resources for further information.

- Facebook Developers Page (https://facebook.com/platform)
- Facebook Developers Site (https://developers.facebook.com/)
- Facebook Developer Blog (https://developers.facebook.com/blog)
- Platform & Developer Support (https://facebook.com/help/?page=169121693148950)