



THE NEW **FACEBOOK PROMOTIONAL** ENGAGEMENT MODELS

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FROM OUR TEAM

Facebook recently announced a significant change to their promotional guidelines. Our digital team at The Marketing Arm worked closely with the Facebook team in early July while the changes were being discussed internally. We stayed closely aligned with Facebook and when the changes were announced, we were able to quickly pivot to best meet the needs of your campaigns.

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OVERVIEW

Prior to the changes on August 27, 2013, Facebook required all promotions on its platform to be executed exclusively via a canvas page or an app on a Facebook Page tab. This restricted most brand activations to occur primarily via desktop.

The new guidelines have removed the app requirement and opened the platform to support additional types of consumer interaction. This creates additional opportunities to drive organic engagement for the brand pages.

The following POV will evaluate three engagement models that should serve as a framework to evaluate the type of model that coincides with brand objectives when concepting promotions for Facebook.

The models are:

- Short Term Engagement Model
- News Feed Engagement Model
- Sustained Engagement Model

Our goal with this white paper is to define the various options tied to the type of engagement outcome desired while maximizing the storytelling and amplification capabilities of the Facebook platform.

**Note the full set of the previous guidelines as well as the current guidelines as of August 27 are included in the appendix.*



SHORT TERM ENGAGEMENT MODEL

A fundamental change in the updated promotional guidelines is tied to a brand's ability to drive more organic engagement directly with their fan base through the brand's page.

This update allows brands the ability to drive quick form engagement and activation via brand page-centric giveaways and surprise-and-delight directly from the page vs. through an app.

Short form engagement models can also serve as a basis for hashtag submission directly to a brand page if the promotion lives primarily within Facebook.

If the goal of the brand is to create post level interaction and keep the user base engaged in support of quick hitting promotional messaging, a short term engagement type of solution may be ideal.

The following sections define the three types of short term engagement models that can now be executed based on the recent changes to the guidelines.

The three types of short term engagement models are:

- 1. Post Level Submission**
- 2. Submit Directly to the Brand Page**
- 3. Message Directly to the Page**

NOTE: For a cross-channel hashtag driven campaign that curates content, one of the other engagement models may provide a better solution.



1

POST-LEVEL SUBMISSION

Now, a brand can quickly offer an incentive via a post to create engagement with their current user base. This can be in the form of *liking a post*, *commenting on a post*, *commenting with a hashtag* in the post or *submitting a photo* in the comments of a post.



NOTE

One of the recent changes states that you cannot incent extra entries for sharing back to a users timeline. In this example I removed the element that would have voided this promotion which was a call to SHARE to increase chances of winning.



2

SUBMIT TO THE PAGE

Another option to leverage hashtags in a campaign is to have users submit directly to the Brand's page with a specific call to action.

In this use case, a user may see a video or some other awareness driver and then have the ability to submit directly to the page. Their entry can be in the form of a post to the brand or, if the brand allows, they can submit a photo or video directly to the brand's page.

Below is an example that shows where a user would submit if driven by a call to action.

The screenshot shows the Facebook page for Snickers. The main banner features the Snickers logo and the text "YOU'RE NOT YOU WHEN YOU'RE HUNGRY" over an image of a Snickers ice cream sandwich. Below the banner, the page name "Snickers" is displayed with 10,162,665 likes and 82,214 people talking about this. The page is categorized as "Food/Beverages" with the website "www.snickers.com". Navigation tabs include "About", "Suggest an Edit", "Photos", "Likes", "User Generated Submission Terms", and "NEW SNICKERS BITES". A submission form is highlighted with a purple box, showing options for "Post" and "Photo / Video". Below the form is a text input field with the placeholder "Write something...". A recent post from Snickers is visible, dated 21 hours ago, with the text "SNICKERS Ice Cream feels like an end-of summer vacation without actually going anywhere." On the right side, there is a "Create Page" button and a "Recent" dropdown menu showing years from 2013 to 1964. Below that, there is a section for "4 Friends Like Snickers" with a "Invite Your Friends to Like this Page" section and a search input field.



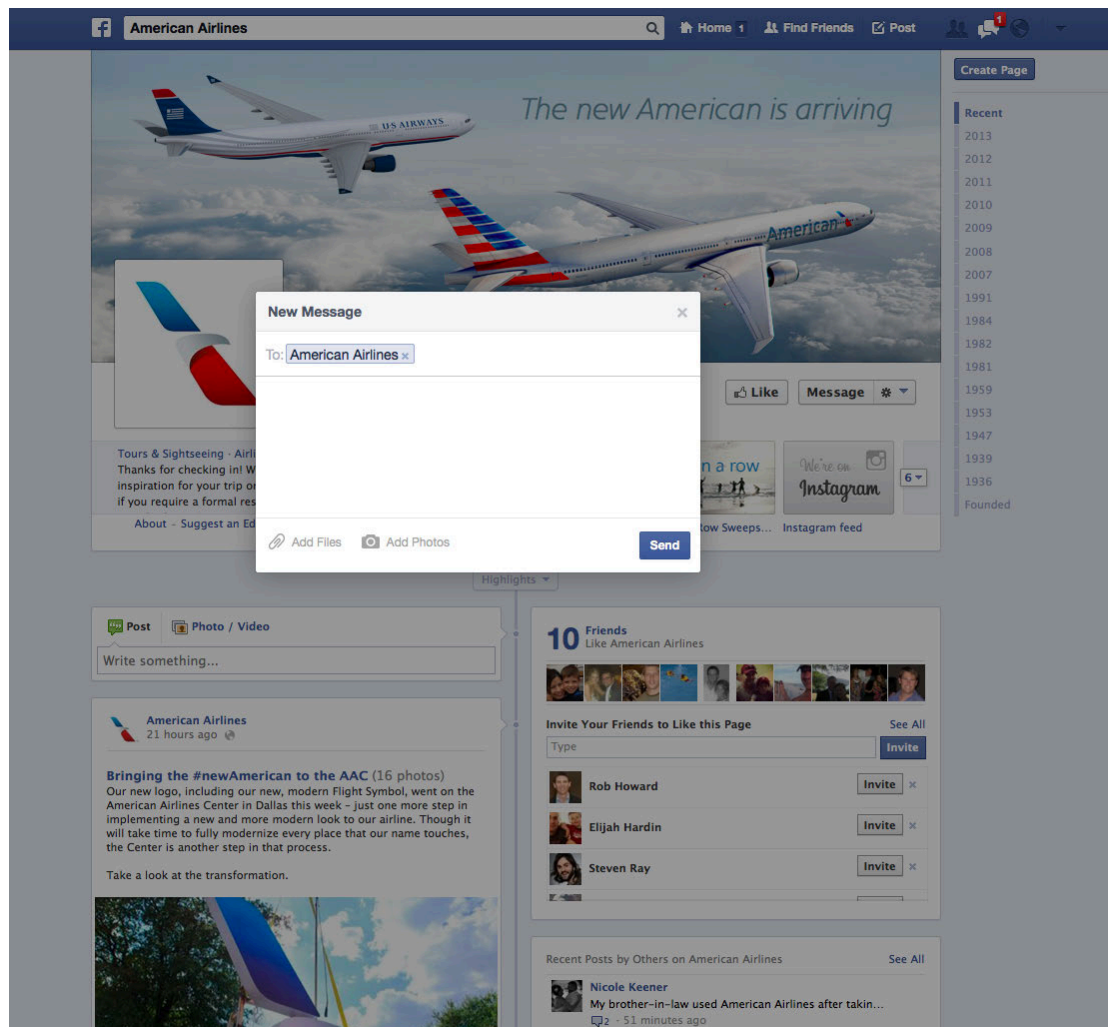
3

MESSAGE TO THE PAGE

The third option that is now available is the Message to the page submission type. This method could be used if the goal is to drive deeper data collection such as e-mail address, etc., in support of a post type call to action.

An example would be a page has a promotional CTA that calls for the user to submit user information to the brand that they may not want to publish to the wall. The user instead would directly message the brand with their details.

The drawback to this model is the impact on story creation through users' feeds.





MODERATION

One of the key topics tied to the recent changes is how a brand can moderate short term engagement models. In this case, the brand has two options when it comes to moderation.

- **Option 1 :: Post moderation**
In this scenario, the brand allows anyone to post directly to the page and will moderate submissions post submission.
- **Option 2 :: Pre moderation**
In this scenario, a brand may have its page set to “review” all content prior to publishing. In this use case it is possible to review content prior to it being pushed back out.

User Generated Content Guidelines

Many brands are still determining how to manage user generated content, and the move recently by Facebook to incorporate photos into comments and now enabling promotion on the page needs to be considered in how a brand needs to define their user generated content guidelines.

Here is an example of UGC guidelines from one our clients Mars Global’s Snickers brand.

Click the image to view on Facebook.

SNICKERS® BRAND FACEBOOK PAGE USER CONTENT SUBMISSIONS TERMS

By creating and submitting your photos, stories, essays, videos and/or other content (collectively, “**your Content**”) to www.facebook.com/snickers (the “**Site**”), and in consideration of your receiving the opportunity to have your Content appear on the Site, the receipt and sufficiency of which you hereby acknowledge, you:

1. Represent that you are an individual legal resident of the U.S. who is at least the age of majority or older in your state of residence (age 21 in Mississippi, age 19 in Alabama and Nebraska, and age 18 in all other states);
2. Represent that you are using the Site and submitting your Content solely for your personal use and you will not market, sell or otherwise distribute your Content to any third party for any commercial purpose;
3. Acknowledge that you are solely responsible for any and all fees and/or costs associated with creating and submitting your Content and/or your use of the Site;
4. Represent that you are the sole owner of, and have the unrestricted right to create and submit, your Content and to grant the rights to your Content set forth in these Terms and Conditions;
5. Grant to Mars Chocolate North America, LLC and its affiliates (collectively, “**Mars**”) a worldwide, non-exclusive, sub-licensable (through multiple tiers), transferable, fully paid-up, royalty-free, perpetual, irrevocable right to use, reproduce, distribute (through multiple tiers), modify, enhance, create derivative works of, publicly perform, publicly display, digitally perform, make, have made, sell, offer for sale, export and import your Content (including your name and biographical information, if applicable) in any media now known or hereafter developed, for any purpose whatsoever, commercial or otherwise, without further approval by or payment to you and you agree that, promptly upon Mars’ written request, you will sign a release or other document provided by Mars confirming that you have granted to Mars these rights in your Content;
6. Represent that your Content does not (a) include any commercial advertising or element (including (but not limited to) business names or logos, brand names, characters or slogans) other than those relating to the SNICKERS® Brand and other products of Mars, (b) infringe, misappropriate or violate any third party’s copyright, trademark, patent, literary, trade secret, privacy, publicity, proprietary or other right, (c) contain any virus, bug, worm, technical defect or computer routine that would corrupt or otherwise affect the security, integrity or operation of the Site or any website owned or controlled by Mars or (d) disparage or make unsubstantiated claims about any third party or its products or services;
7. Acknowledge that Mars is the sole and exclusive owner of all right, title and interest in and to all business names, logos, brand names, characters and slogans relating to the SNICKERS® Brand and other products of Mars, along with all goodwill associated therewith (collectively, the “**Mars Intellectual Property**”) and that you are not authorized to use the Mars Intellectual Property for any purpose whatsoever, commercial or otherwise, except in the submission of your Content;
8. Understand and agree that Mars reserves the right, in its sole discretion, to reject all or any of your Content or to modify, terminate or suspend the Site and any promotion conducted on the Site;
9. Unconditionally and irrevocably release Mars from any and all liabilities, claims or damages of any nature whatsoever arising or resulting from your Content or the exercise of the rights granted hereunder, including but not limited to use of your name and biographical information in connection with your Content; and
10. Acknowledge that your Content and your submission of your Content are and will remain subject to the:
 - General Terms & Conditions for Web Sites Operated by the Mars, Incorporated Family of Companies (<http://www.mars.com/global/policies/legal/id-english.aspx>);
 - Mars Privacy Policy (<http://www.mars.com/global/policies/privacy/pp-english.aspx>); and
 - SNICKERS® Brand Page Rules (<http://www.facebook.com/snickers/info>)



BEST PRACTICES

This type of engagement is best supported by a pinned post strategy to ensure the post remains relevant for at least 7 days.



Example of a Pinned Post

The short term engagement models can also be boosted with paid amplification to drive additional reach within the existing user base while serving as a basis for driving acquisition of similar consumer targets outside of the current fan base.

When to use a short term engagement model

- Looking to drive short term brand engagement
- Surprise & delight existing users
- Quick promotion of a product launch (7 days)
- Can support UGC and hashtag submission within Facebook vs. cross-channel campaign



NEWS FEED ENGAGEMENT MODEL

The emphasis by Facebook to be mobile first has pushed the ecosystem of Facebook app based promotions to the backburner for some campaign types.

Many personal discussions across their organization described the need to de-emphasize apps as an engagement strategy unless it is for complex or sustained execution.

In a recent meeting, the Facebook team reiterated that 115 billion News Feed impressions are served daily via the desktop and 65 billion News Feed impressions are served daily via mobile with 88% of actual social interaction (Likes, Comments & Shares) happening directly in the news feed.

The increased focus on in-stream engagement and the recent refinement of what was formerly known as EdgeRank have caused brands to reconsider how they create promotions that are optimized for the News Feed.

One of the primary issues with the previous guidelines were the restriction of promotions to apps. Now, there is more room to navigate directly in the News Feed with immersive experiences that are optimized for both desktop and mobile.

**THE FOLLOWING SECTION DEFINES THE
NEWS FEED ENGAGEMENT MODEL
FOCUSED ON THE IMPACT OF HTML 5
INTERACTIVE CONTAINERS IN THE FEED.**



APPROACH

With Flash support in the News Feed going away at the end of August 2013, the goal for in feed promotion is now tied to a brand's ability to create a compelling experience in-stream.

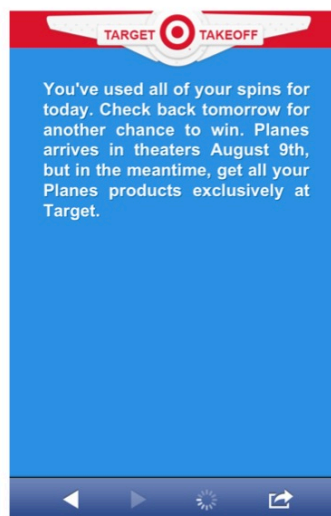
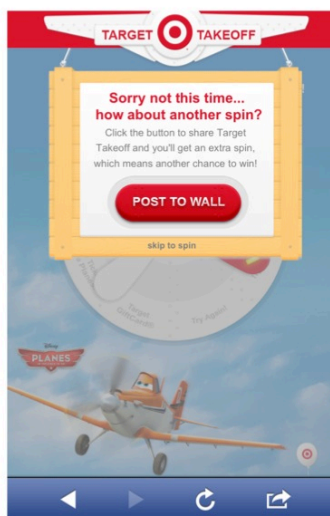
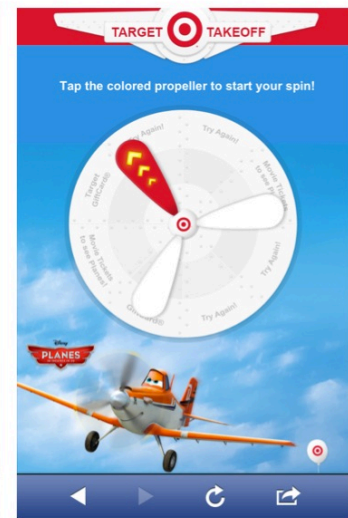
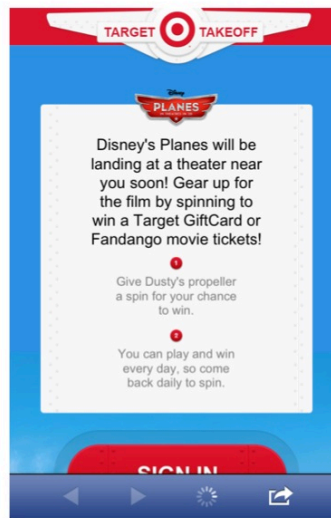
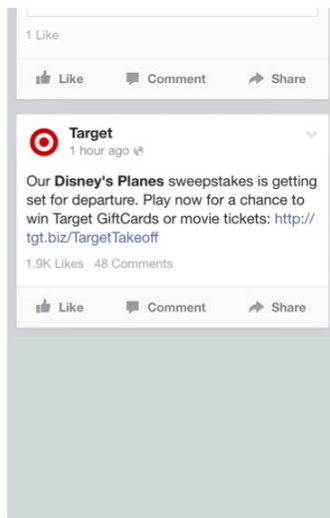
This can be done by creating responsive design promotional sites and carrying that experience through directly into the News Feed.

This can be executed in two ways:

1 Responsive Linking

This can be done by simply associating a responsive design site as part of a photo post type that links to a responsive experience that is served up on both desktop and mobile.

Example of a recent Target promotion that leveraged responsive design





APPROACH CONTINUED

2 Third-Party HTML 5 Container

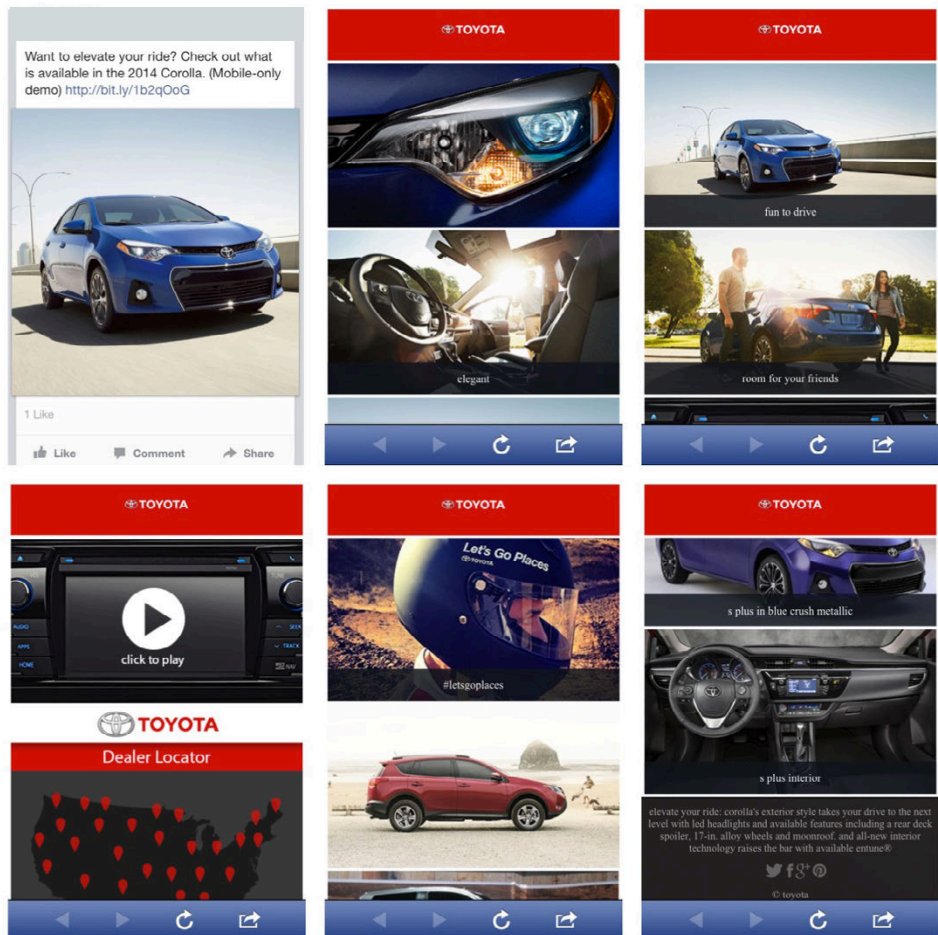
With this approach, a brand can leverage elements from a responsive site to drive deeper interactions in stream that are optimized specifically for Facebook.

With this type of experience, brands can complete more complex actions such as support data entry, authenticate via Facebook login to pull open graph data points and support hashtag strategies that post directly to a page in stream.

This option also allows the addition of Facebook action objects that extend the reach of a users action beyond the News Feed into the activity ticker. This is a key element to further drive distribution and discoverability of content as well as the fact that the News Feed does not support action objects directly.

The other benefit to this type of publishing is the engagement data on the content level that can drive further optimization of content moving forward. By tracking impressions, engagement rate and social actions, we can directly map to our core KPI's.

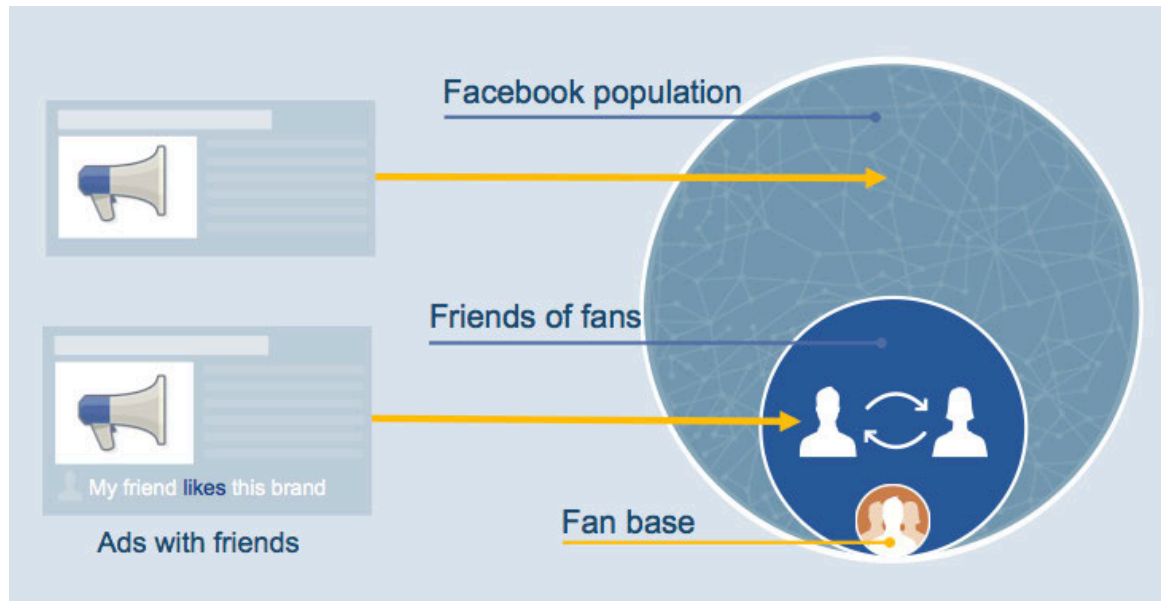
Example of a recent demo post for Toyota that leveraged an in-stream responsive solution





BEST PRACTICES

This type of execution can work well when combined with paid amplification either in the form of boosting an owned post, or using this promotion as an acquisition driver as a dark post type.



When to use a short term engagement model?

- Mobile first campaign
- Focus on maximizing reach of the campaign
- Optimized consumer interactions in the News Feed
- Supported by owned & paid strategy
- Cross social channel entry strategy (i.e., hashtag)
- Leverage domain assets such as .com or micro-site
- Trackable KPI's through news feed engagement



SUSTAINED ENGAGEMENT MODEL

To this point, a majority of the focus has shifted to supporting page-level engagement and mobile optimized news feed solutions. So when should a brand use a canvas page or app on a page tab?

According to the Facebook team, leveraging an app should be considered when executing a highly complex type of user engagement or as a destination for evergreen engagement.

This section will outline the following scenarios:

- Complex app solutions
- Evergreen solutions



COMPLEX EXECUTIONS

There are still many uses for Facebook applications in support of promotional campaigns where the primary focus is on a desktop audience type.

Here are a few examples:

- Multi-phase solutions that require a single social destination
- Community-Building Applications
- Branded games
- Customized/Personal experience based on social graph data

An example is the Lay's recent *Do Us A Flavor* campaign. This program executed a multi-phase crowdsourcing campaign that also syndicated through to retailers.

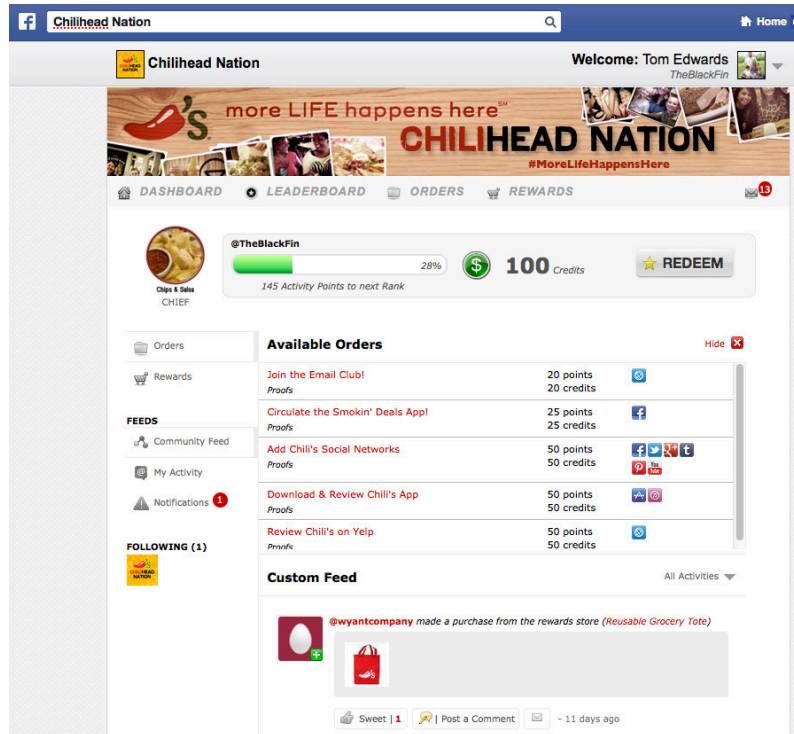
This promotion required a primary social destination associated with a converged media approach and multiple consumer touch during the course of the campaign, in addition to providing a drive to retail.



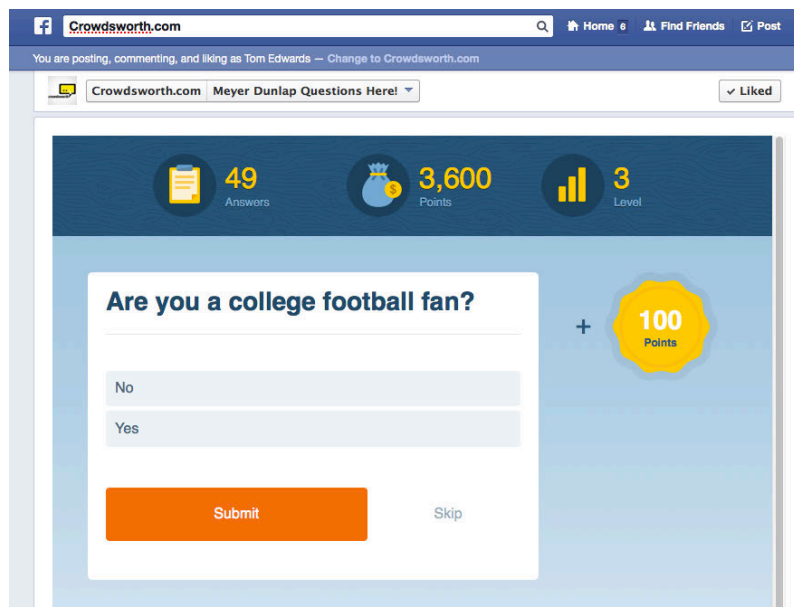


EVERGREEN SOLUTION

The second type of app solution that Facebook recommends is the evergreen or sustainable type of execution. This can be tied to an ongoing engagement solution such as building a sub community within Facebook to drive deeper levels of engagement and insights from the community.



Chili's focused on building community and creating sustained earned media through a gamified experience



Crowdsword* is another evergreen solution that can create gamified engagement for a brands fan base while also mapping social affinity, influencer identification and brand activation

**This technology is proprietary to TMA*



BEST PRACTICES

This type of model is highly reliant on a strong Owned, Earned, Paid strategy. If serving as a complex engagement hub, it is important to have a clearly defined acquisition strategy to drive users into the experience. This can be a mix of owned posts as well as paid amplification to target outside of the existing fan base.

For the community-centric solution, engaging content/challenges for the community are incredibly important. This requires additional strategic consideration on how to engage with a more deeply invested fan, in some cases influential fans.

Relevant/Engaging content are key along with creating a deeper brand relationship. This can be facilitated through co-creation of product innovation, insight into the organization and gaining access to exclusive content or offers.

When to use a Sustained engagement model?

- A complex or multi-phase engagement model
- Executed via converged media strategy where multiple sources of awareness driving to a single destination that is the app
- Owned & Paid support to drive awareness and engagement to a tab
- Primary focus is on the desktop experience
- Looking to build sustained engagement with the brand



KEY POINTS TO CONSIDER

Engagement & Relevancy = Organic Reach

The key to organic reach via Facebook will continue to hinge on engagement and relevancy based on a strong content strategy that personifies the brand and creates relevant connections with consumers as well as continual optimization to position content that has the best probability for successful engagement.

At The Marketing Arm, we take pride in our ability to deliver above-industry engagement rates based on our understanding of how to optimize our client content for Facebook's Algorithm.

Intersection of Owned & Paid

Having a comprehensive owned, earned and paid strategy needs to be a top priority to create opportunities to amplify owned content via paid to increase visibility and aid our organic exposure.

At The Marketing Arm, we have partnered closely with Facebook to create an amplification model that takes content that consumers are organically engaging with and creating thresholds to convert the organic engagement into additional reach across both the existing fan base and potentially new fans.

This model maximizes engaging content regardless of feed and the paid boost allows content to rise towards the top of the News Feed.

Converged Media

Creating a strategy that optimizes the strengths of each owned channel while also connecting other core elements such as CRM and e-mail campaigns that drive to Facebook as well as paid search can also increase discoverability and engagement. Some of the top referral sources for many of our Pages come from properties such as Google and YouTube.

Plan Ahead

We will continue to monitor the various models outlined as well as opportunities to drive organic reach and provide updates and recommendations moving forward.



NEXT STEPS

Questions?

If you'd like to discuss how this change may impact your brand, please contact us to discuss in more detail.

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APPENDIX

Here are the previous promotional guidelines prior to the recent update on August 27th.

If you use Facebook to communicate about or administer a promotion (such as a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including the official rules, offer terms and eligibility requirements (e.g., age and residency restrictions), and compliance with regulations governing the promotion and all prizes offered in connection with the promotion (e.g., registration and obtaining necessary regulatory approvals). Please note that compliance with these guidelines does not constitute the lawfulness of a promotion. Promotions are subject to many regulations and if you are not certain that your promotion complies with applicable law, please consult with an expert.

- i. Promotions on Facebook must be administered within [Apps on Facebook.com, either on a Canvas Page or a Page App.](#)
- ii. Promotions on Facebook must include the following:
 - a. A complete release of Facebook by each entrant or participant.
 - b. Acknowledgment that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
 - c. Disclosure that the participant is providing information to [*disclose recipient(s) of information*] and not to Facebook.
- iii. You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.
- iv. You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.
- v. You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.
- vi. You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles (timelines) or Pages.
- vii. Definitions:
 - a. By "administration" we mean the operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.
 - b. By "communication" we mean promoting, advertising or referencing a promotion in any way on Facebook, e.g., in ads, on a Page, or in a Wall post.



APPENDIX

Here are the current Facebook promotional guidelines as of August 27th, 2013

1. If you use Facebook to communicate or administer a promotion (ex: a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:
 - a. The official rules;
 - b. Offer terms and eligibility requirements (ex: age and residency restrictions); and
 - c. Compliance with applicable rules and regulations governing the promotion and all prizes offered (ex: registration and obtaining necessary regulatory approvals)
2. Promotions on Facebook must include the following:
 - a. A complete release of Facebook by each entrant or participant.
 - b. Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
3. Promotions may be administered on Pages or within apps on Facebook. Personal Timelines must not be used to administer promotions (ex: “share on your Timeline to enter” or “share on your friend's Timeline to get additional entries” is not permitted).
4. We will not assist you in the administration of your promotion, and you agree that if you use our service to administer your promotion, you do so at your own risk.