

facebook

Facebook & News

Vadim Lavrusik

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Pages



the guardian
The Observer

Create a Page

Now
March
2012
2011
2010
2009
2008

g
The Guardian
365,949 likes · 13,634 talking about this

App
The world's leading liberal voice, since 1821

About

g The Guardian
44 minutes ago via HootSuite



Maintenant, l'info s'écrit avec vous.

M
Le Monde.fr
319,017 likes · 14,032 talking about this

Like Message

News/Media
www.lemonde.fr - Partagez et commentez une sélection d'articles publiés sur LeMonde.fr | Facebook

319k

&

Règles de conduite

About Photos Likes Le Monde.fr & Vous Règles de conduite

Highlights

Create a Page

Now
March
2012
2011
2010
2009
2008
2006
2004
2003
2002
2001
2000
1999
1998
1997
1996
1995
1980s
1970s
1960s
1945
Founded

Distributing news through Facebook Pages



Al Jazeera English

The US Senate has blocked a proposal by President Barack Obama to make the country's top earners pay more tax.

The proposal was named after the millionaire Warren Buffett who supported Obama in calling for a law requiring US citizens who earn more than \$1,000,000 a year to pay a 30 per cent tax rate on their income.



Senate rebuffs 'Buffett tax'

aje.me

US President Obama's plan to raise tax rate for wealthy to 30 per cent blocked by upper house of Congress.

MV Like · Comment · 64 113 · Share · 4 hours ago via Measured Voice



The Guardian shared a link.



Gas 'fracking' gets green light

www.guardian.co.uk

Drilling method can be extended throughout UK, say experts, even though it has caused two earthquakes

Share



The Guardian

Via environmentguardian.co.uk – ministers have been advised to allow the controversial practice of fracking for shale gas to be extended in Britain despite serious safety concerns

Like · Comment · 35 31 71 · 8 hours ago ·



The Guardian via environmentguardian.co.uk

Ministers have been advised to allow the controversial practice of "fracking" for shale gas to be extended in Britain, despite it causing two earthquakes and the emergence of serious doubts over the safety of the wells that have already been drilled

Like · Comment · 79 68 83 · 18 hours ago ·

facebook

Search



AFP news agency (Agenc...

Browse Notes

- Friends' Notes
- Pages' Notes
- My Notes
- My Drafts
- Notes About Me

Jump to Friend or Page

Get Notes via RSS

Report

France launches murder probe into death of television journalist in Syria

by AFP news agency (Agence France-Presse) on Friday, January 13, 2012 at 10:59am ·

The head of French public television news, Thierry Thuillier, says there are "troubling elements" surrounding Gilles Jacquier's death. "Why, while this journalists' convoy was under military escort, why did the soldiers all of a sudden disappear just as the first shells were fired?"



"Gilles Jacquier: victim of a free press," says a sign in Arabic seen during a Syrian anti-government protest. Taken from a video posted on YouTube. AFP PHOTO/YOU TUBE

France opens murder probe into journalist's killing in Syria

PARIS, Jan 13, 2012 (AFP) – France on Friday opened a murder probe into the killing of a French journalist in Syria, amid suspicions of regime collusion in the first death of a Western journalist since protests began 10 months ago.

Judicial sources said a murder enquiry had been opened into the killing on Wednesday of 43-year-old France 2 television reporter Gilles Jacquier during a government-organised trip to Homs, a flashpoint for anti-regime protests.

Jacquier's body arrived back in France on Friday morning and an autopsy was to be carried out later in the day after his death during a shelling attack in Homs while being accompanied by President Bashar al-Assad's troops.

Breaking News

Real Time Page Updates

WSJ

The Wall Street Journal

BREAKING: The Dow industrials fell more than 265.87 points, or 2.2% today and the S&P 500 sets a new 2011 closing low. Details on News Hub at <http://on.wsj.com/>

about an hour ago · Like · Comment

👍 69 people like this.

💬 View all 83 comments

Write a comment...

TOI

The Times of India

March 16 🌐

Breaking: New tax slabs announced by the FM in his Budget speech are

Up to Rs 2 lakh - nil

Rs 2 lakh-5 lakh - 10%

Rs 5-10 lakh - 20%

Above Rs 10 lakh - 30%

Like · Comment · Share

👍 1,137 💬 274 📄 381

H

The Huffington Post

"So it is with America. Each time I look at that flag, I'm reminded that our destiny is stitched together like those fifty stars and those thirteen stripes. No one built this country on their own. This Nation is great because we built it together. This Nation is great because we worked as a team. This Nation is great because we get each other's backs. And if we hold fast to that truth, in this moment of trial, there is no challenge too great; no mission too hard. As long as we're joined in common purpose, as long as we maintain our common resolve, our journey moves forward, our future is hopeful, and the state of our Union will always be strong."

Like · Comment · Share · Tuesday at 10:16pm · 🌐

👍 4,264 people like this.

💬 View all 409 comments

📄 700 shares

Write a comment...

H

The Huffington Post

"Above all, our freedom endures because of the men and women in uniform who defend it.

As they come home, we must serve them as well as they served us. That includes giving them the care and benefits they have earned - which is why we've increased annual VA spending every year I've been President. And it means enlisting our veterans in the work of rebuilding our Nation."

Like · Comment · Share · Tuesday at 10:11pm · 🌐


👍 1,744 people like this.

💬 View all 78 comments

📄 182 shares

Write a comment...

Crowdsourcing Submitted Content



WTKR NewsChannel 3
Friday

Update: No fatalities have been reported. Five buildings have been damaged according to Tim Riley of the Virginia Beach Fire Department. He also stated that three other buildings were structurally unsound and they could not enter for safety reasons. Crews were able to search two of the buildings. There have been seven reported injuries. Three people refused treatment at the scene and four were transported with non-life threatening injuries. Birdneck Elementary School will open at 4:30 p.m. as a shelter for those who may need it. If you would like to report someone missing, please call 311. (Photo submitted by viewer)

Like · Comment · Share

126 people like this.

236 shares

I don't CARE Kimberly White OMG
Friday at 4:11pm · Like

Write a comment...

A history of coverage with Timeline

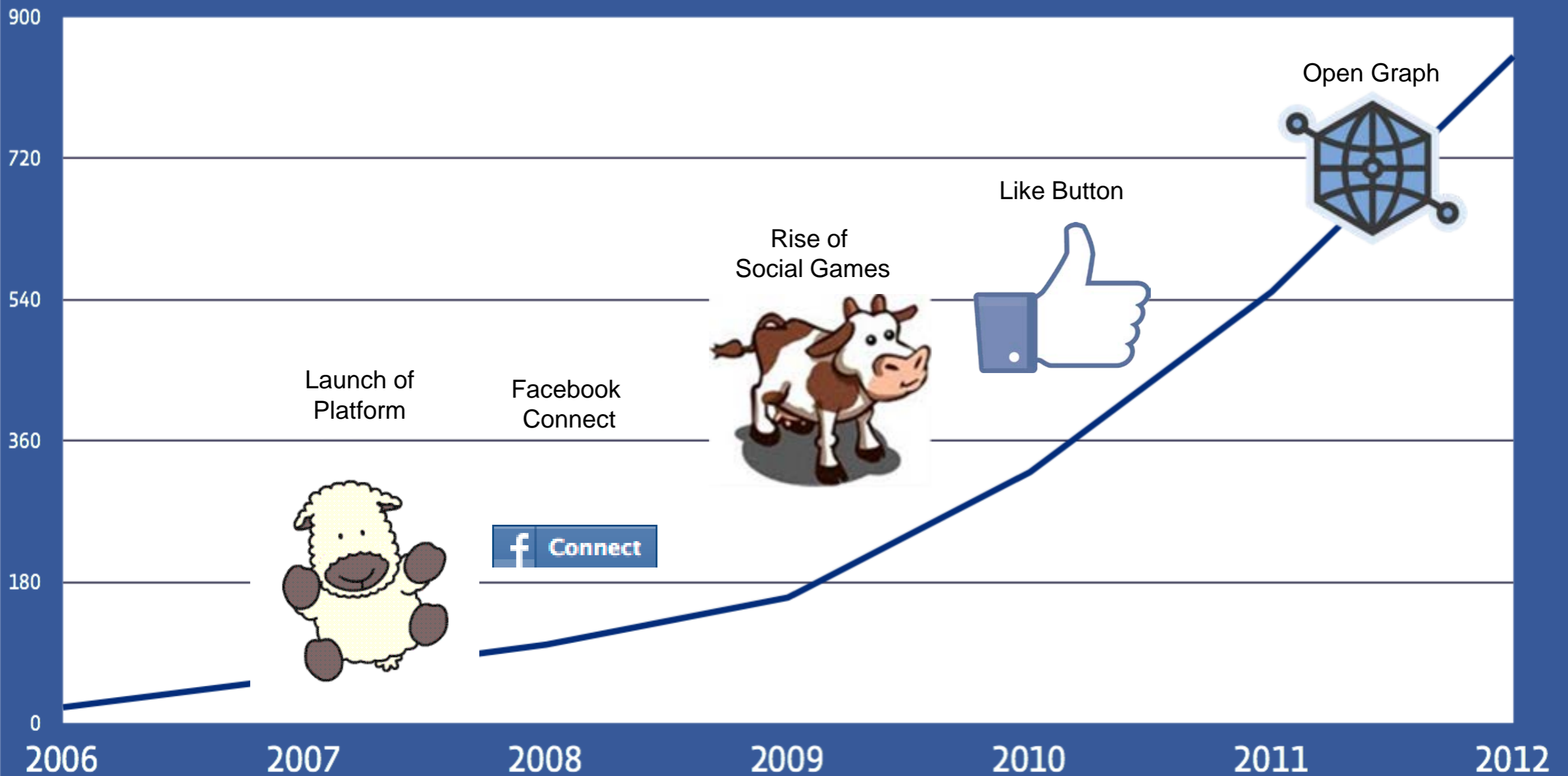
The screenshot displays the Facebook profile for 'The Economist'. At the top, there is a grid of various images including logos for 'The World in 2012', 'The Economist', and 'intelligent life', along with news-related graphics. Below this is the page header with the 'The Economist' logo, name, and statistics: '1,007,907 likes · 19,732 talking about this'. Navigation buttons for 'Liked', 'Message', and a dropdown menu are visible. A secondary navigation bar includes 'About', 'Photos', 'Likes' (1m), 'The Economist', and 'Economist Quiz'. A 'Highlights' dropdown menu is also present.

On the right side, a vertical timeline navigation menu is shown, with a yellow arrow pointing to it from the right. The menu includes the following items:

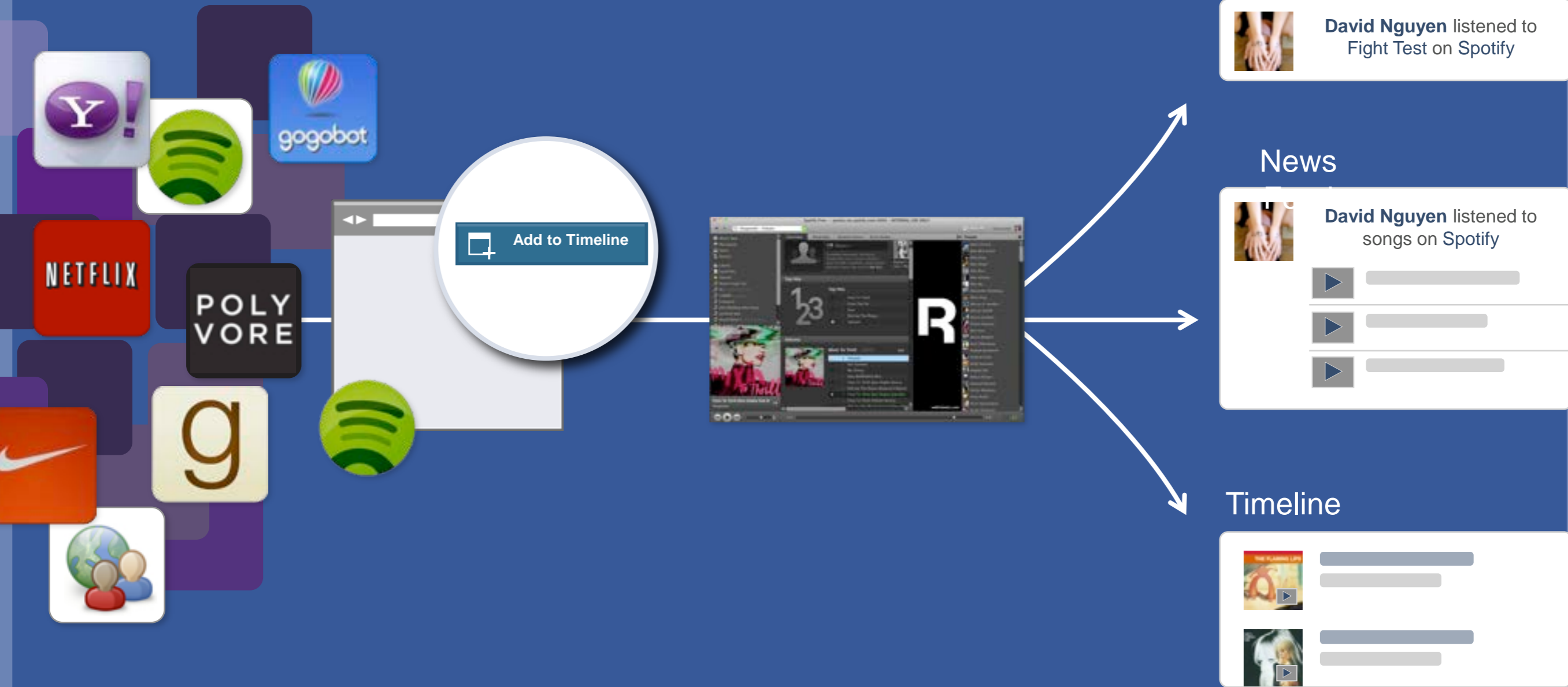
- Create a Page
- Now
- March
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2001
- 1999
- 1996
- 1992
- 1989
- 1988
- 1986
- 1983
- 1979
- 1978
- 1977
- 1969
- 1968
- 1963
- 1961
- 1960
- 1950s
- 1940s
- 1930s
- 1920s
- 1910s
- 1908
- 1800s
- Founded

The main content area features a post from 2006 titled 'What might an honest in-flight announcement sound like?' with a quote: 'Good morning, ladies and gentlemen. We are delighted to welcome you aboard Veritas Airways, the airline that tells it like it is. Please ensure that your seat belt is fastened...See More'. Below this is a '71 Friends' section with a '+62' button, and a post by 'Liz Heron' from March 19 near New York. A partial post at the bottom mentions a chart showing a correlation between worldwide Facebook friendships and the old boundaries of European empires.

Evolution of the Facebook Platform



Open Graph: Distribution through Facebook API



Distributing news through Open Graph...on site

YOUR FRIENDS' ACTIVITY

Let your friends be your guide to great content on Yahoo! News by connecting to Facebook. By connecting you'll be able to see friends' Activity and add your own. [Learn more »](#)

YOU ON YAHOO! NEWS



Hi there

Login with Facebook to personalize your Yahoo! News experience. [Learn more »](#)

 [Login with Facebook](#)



Coast guard to captain: "Get back on board!"



Romney's tax rate "closer to 15 percent"



Fact check: Distortions in GOP debate

MOST POPULAR »

- [Why Gay Parents May Be the Best Parents](#)
- [UK scientists find 'lost' Darwin fossils](#)
- [Coastguard raged at liner captain, tape shows](#)
- [Man in Stable Condition After \\$44 Million Hospital Bill](#)
- [ND tourism director: Ad wasn't meant to be racy](#)
- [Wife Slips Into Madness As Husband Dies of Brain Tumor](#)
- [13 Things Your Housecleaner Won't Tell You](#)

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[Reuters](#)

[AFP](#)



New polls show Romney, Obama in dead heat ABC News - 32 mins ago

There are plenty of Democrats and even some Republicans who view the Republican primary as a gift to President Obama. Sixteen debates, web videos and "you can't even make this up" candidate behavior, have provided plenty ... [More »](#)



Turkish press: Perry an "idiot" for debate comments The Envoy - 4 hrs ago

Turkey's envoy to the United States expressed disappointment and concern over comments made by Texas governor Rick Perry in Monday's GOP debate in which the candidate described Turkey's moderate Islamic leadership as Islamic ... [More »](#)



[How to Exercise Your Brain to Make It Strong](#)

Sponsored by Lumosity



[How to Wire the Brain to Pick Up a New Language in 10 Days](#)

Sponsored by Pimsleur Approach



[The Secret to Getting Thin No Matter What You Eat](#)

Sponsored by Sensa
Advertorials by [How life Works](#)

...logged into Yahoo through Facebook

New User? Register | Sign In | Help Make Y! My Homepage Mail | My Y! | Yahoo!

YAHOO! NEWS

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HOME U.S. WORLD BUSINESS ENTERTAINMENT SPORTS TECH POLITICS SCIENCE HEALTH BLOGS LOCAL POPULAR

News Search News Search Videos Photos Driven Future Is Now Trending Now Vitality Who Knew? Power Players Remake America

REMAKE AMERICA

PRESENTED BY YAHOO! NEWS Watch Now

Replay Real families, real challenges, your solutions.

YOUR FRIENDS' ACTIVITY

1-12 of 122



YOU ON YAHOO! NEWS

Vadim Lavrusik
You are logged in to Facebook
Your Activity | Social: ON | Options

NEWS FOR YOU

- Boy, 9, tells US school officials his mom, sister are dead at home; police find bloody ...
- Danger from Three Gorges Dam may force out 100,000
- Earth's Deepest Spot Revealed in Unprecedented Detail
- 13 Things Your Landscaper Won't Tell You
- Forest Service considering explosives to get rid of frozen cows in Colorado mountain ...

Romney's immigration stance may soften to appeal to Latino voters

Photos of U.S. soldiers posing with bodies sparks probe

Your friends Top Stories ABC News Latest News Slideshows AP Reuters AFP

1-15

Jon Dube read:
Gonzalez beats Astros 1-0 for first win with Nats
WASHINGTON (AP) Gio Gonzalez dominated over seven innings and had to wait out a nervous ninth with Brad Lidge on the mound before his first win with the Washington Nationals was se ... [More »](#)

Rob Penwell read:
The Red Sox and Yankees will wear these throwback hats for Fenway's 100th birthday party
These are the caps that the Boston Red Sox and New York Yankees will wear on Friday for the game marking the 100th anniversary of Fenway Park. Though New Era undoubtedly put a few ... [More »](#)

The secret of how to learn a foreign language in just 10 days. Read here to find out...
Pimsleur Approach

During recession "dirt cheap" penny stocks may explode into the next "Gold Rush" in 2012.
Penny Stock Heroes

A shocking trick gets rid of wrinkles fast. Try this one weird solution and look years younger!
Stages Of Beauty

Advertorials by SmarterLifestyles™

афиша

onet.

rtve

TRIPBIRDS

VOX.io



stern

Le Monde



JustGiving

LIVESPORT.TV



WP.PL

CANAL+

magisto

MUZU.TV
THE MUSIC VIDEO SITE

LE FIGARO

Amen
The Best and most interesting

sky.it

LOOK

CORRIERE DELLA SERA



Distributing news through Open Graph...canvas app

facebook  Search 

Find jobs with our app



the guardian
on facebook 

Latest news

Abu Qatada appeal halts deportation
Radical cleric's lawyers thwart home secretary with 11th-hour appeal to European court of human rights

Fuel strike threat re-emerges
Unite set to reject employers' offer, arguing it does not go far enough in guaranteeing minimum standards

Jack Straw faces legal action over Libya rendition claims
Libyan commander Abdel Hakim Belhaj takes legal action against former foreign secretary alleging complicity in his torture

Anders Behring Breivik attacks inspired by Serbian nationalists, court hears
Gunman says he aspired to 'crusader' mentality of Serbs during Nato bombing of Kosovo as he is questioned on Knights Templar

Aung San Suu Kyi to leave Burma for first time in decades
Nobel laureate and newly elected MP accepts invitations to visit Norway and

Popular right now

<p>Sweden</p>  <p>Swedish minister denies claims of racism over black woman cake stunt Read by 5,414 people</p>	<p>Gay rights</p>  <p>What the man 'turned' gay by a stroke can teach us about attitudes to sexuality Paul Flynn Read by 3,490 people</p>	<p>Sweden</p>  <p>Swedish minister accused of racism over cake stunt - video Read by 2,988 people</p>
<p>Crime</p>  <p>McDonald's staff abused by youths in Wigan -</p>	<p>National Archives</p>  <p>Britain destroyed records of colonial crimes</p>	<p>The space shuttle</p>  <p>Discovery space shuttle makes final journey -</p>

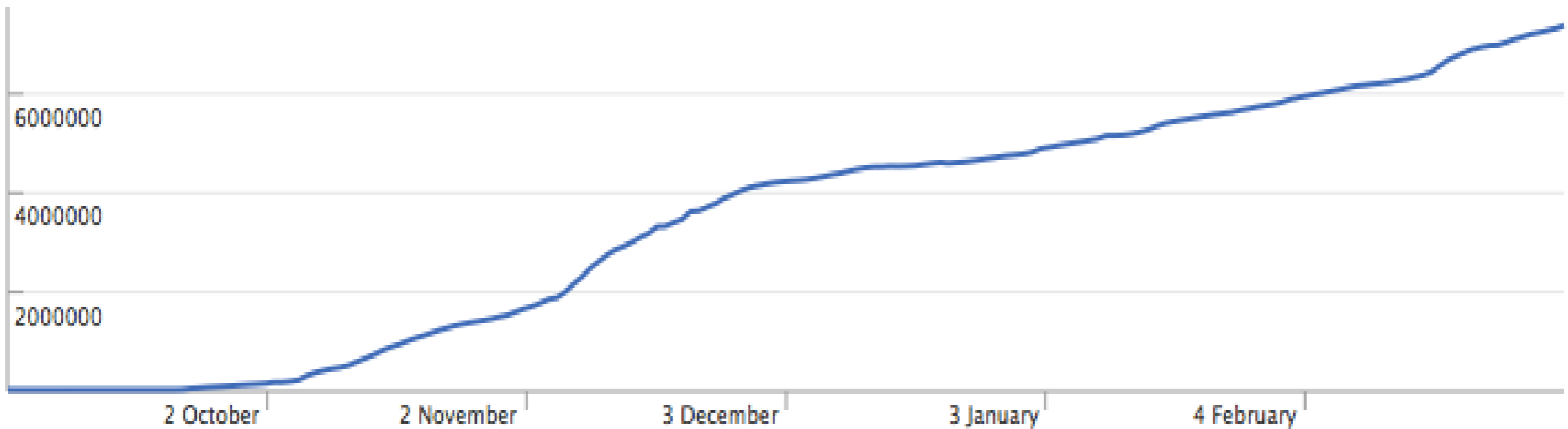
Social Works

8m+ Total Users

Total installed users?

Daily **Total**

Total installs



Source: Guardian

Social Design: Plugins

The image shows a screenshot of the CNN website from May 10, 2011. The page layout includes a red header with the CNN logo, navigation tabs for various news categories, and several main content articles. A yellow-bordered Facebook social plugin is overlaid on the right side of the page, displaying the user's profile (Vadim Lavrusik), a 'FRIENDS' ACTIVITY' section with three posts, and a 'Facebook social plugin' footer.

EDITION: U.S. | INTERNATIONAL | MÉXICO
Set edition preference

Vadim Lavrusik's profile | Log out

SEARCH

POWERED BY Google

Home Video NewsPulse U.S. World Politics Justice Entertainment Tech Health Living Travel Opinion IReport Money Sports

updated 9:07 p.m.EDT, Tue May 10, 2011

Make CNN Your Homepage

Lawmakers to view photos of bin Laden's body

Some committee members in the House and Senate will be allowed to view the photographs taken of Osama bin Laden after he was killed, a U.S. official said. [FULL STORY](#)

- U.S. was ready to fight Pakistan forces
- Zakaria: Take advantage of this moment
- Bin Laden raid sparks nuke fears
- Advisory: Beware 'lone wolves'

Mississippi River flooding

- River crest rolls south | Photos
- Opinion: Aging system overwhelmed
- Worries wash through Cajun country
- Before and after the flooding
- Effects will linger | iReport: Damage map
- What cresting means | How levees fall

Latest news

- Obama on borders: GOP standards met

What Skype sale may mean for users

Tuesday's announcement that Microsoft bought Skype for \$8.5 billion is huge business news. But the video and chat Web tool's 660 million users are focused on what the purchase will mean for their user experience. [FULL STORY](#)

Featured

- [Rising river swallows neighborhood](#) 2:45
- [Exclusive: Rebels lurk in Gadhafi's capital](#)
- [Off the eaten path: Hog maw, scrapple](#)
- [85% of new grads](#)
- [Grandpa holds vigil](#)
- [Why this airline ranks](#)

\$999: Barcelona Getaway w/Air

Travelzoo Deal Experts found a deal for a Barcelona 4-star getaway including roundtrip airfare. * Sale ends May 10th. Source: Travelzoo

ADVERTISEMENT

Hi, Vadim Lavrusik settings

FRIENDS' ACTIVITY

View more friends' activity | What's this?

- [Brenna Nedds Ehrlich shared Get your 15 seconds of fame with Viddy, an Instagram for video](#) · 6 hours ago
- [Brenna Nedds Ehrlich shared Capture summer memories with these photo apps](#) · last Wednesday
- [We need year-round school to compete globally](#)
15,025 people shared this.

Facebook social plugin

- Like Button
- Send Button
- Subscribe button
- Comments
- Activity Feed
- Recommendations
- Like Box
- Login
- Registration
- Facepile
- Live Stream

developers.facebook.com/docs/plugins/

Distributing news through

Timeline + Subscribe



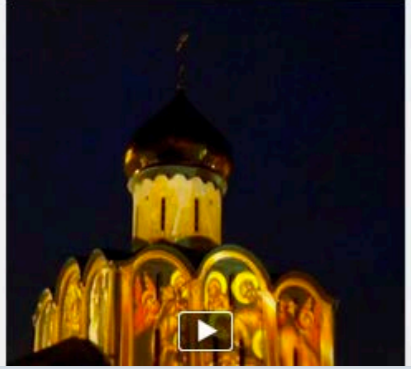
Michael Schwartz +1 Add Friend ✓ Subscribed

Moscow bureau reporter at The New York Times
Lives in Moscow, Moscow City, Russia
From DeLand, Florida
Male

About

Michael Schwartz shared a video.
Yesterday

The Orthodox Church goes multimedia for Easter this year



Ayman Mohyeldin +1 Add Friend ✓ Subscribed Message

Foreign Correspondent at NBC News
Studied at American University
Lives in Cairo, Egypt
From Washington, District of Columbia

5 Mutual

Friends Photos 199

Do you know Ayman? If you know Ayman, send him a friend request or message him. Aren't friends posts. Subscribed

Ayman's Friends

- Add to lists:
- Journalists
- Business Authors
- Business News
- Commentators
- Show All Lists...
- Show in News Feed
- Settings...
- Unsubscribe



Rory Cellan-Jones +1 Add Friend ✓ Subscribed Message

Worked at British Broadcasting Corporation
Studied at Cambridge
Lives in London, United Kingdom
Married

4 Mutual

Friends 602 Photos 97 Map Subscribers 28,690

To Allow Subscribers: [Facebook.com/about/subscribe](https://www.facebook.com/about/subscribe)

Personal vs. Public

Subscribe: Select audience

The image shows a screenshot of a Facebook profile for Vadim Lavrusik. The profile header includes the name, a profile picture, and a cover photo. Below the header, there are statistics for Friends (1,765), Photos (656), Subscriptions, and Subscribers (25,036). The 'About' section lists his role as Journalist Program Manager at Facebook, education at Columbia University, and personal details like living in New York and being married to Krista Lavrusik.

The main content area shows a 'Status' update with a text input field 'What's on your mind?' and a 'Public' audience selector. A dropdown menu is open, showing the following options:

- Public
- Friends
- Friends except Acquaintances
- Custom
- Facebook
- Close Friends
- Subscriptions
- Journalists
- See all lists...

The right sidebar features a 'News' section with 'Recently read' items, a 'Sponsored' section for Talib Kweli at WNYC 11/8, and an 'Engaging Wall Posts' section for Buddy Media.

Where to start? Storytelling Links, Status Updates, Photos



Amanda Michel shared a link.
Monday near Manhattan

FORTY long years in solitary confinement – latest from Ed Pilkington



Forty years in solitary: two men mark sombre anniversary in Louisiana prison
www.guardian.co.uk

They've spent 23 hours of each day in the last 40 years in a 9ft-by-6ft cell. Now, as human rights groups intensify calls for their release, a

Like · Comment · Share



55 people like this.

View all 6 comments



Nicholas D. Kristof

Amazing! Vast throngs of unbelievably brave pro-democracy have just retaken Pearl Roundabout here in Bahrain. Police fired but then retreated. Huge jubilation. Cars honking. People cheer. We pray the King doesn't again kill his amazingly brave people to get out. Democracy 1, King, 0 -- but it's not over yet.

February 19 at 8:09am · Like · Comment

1,117 people like this.

View all 140 comments



Kev Rawlinson
March 27, 2011

26 March 2011 anti-cuts marches (17 photos)



Share

Multimedia

From-the-Scene videos & photos



Jeffrey Gettleman

Life in Mogadishu is getting better. A swim at Lido beach.

Who would have thought a year ago you could have done this?

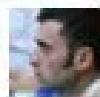


Unlike · Comment · Share · March 22 at 8:54am ·

You and 131 others like this.

View all 10 comments

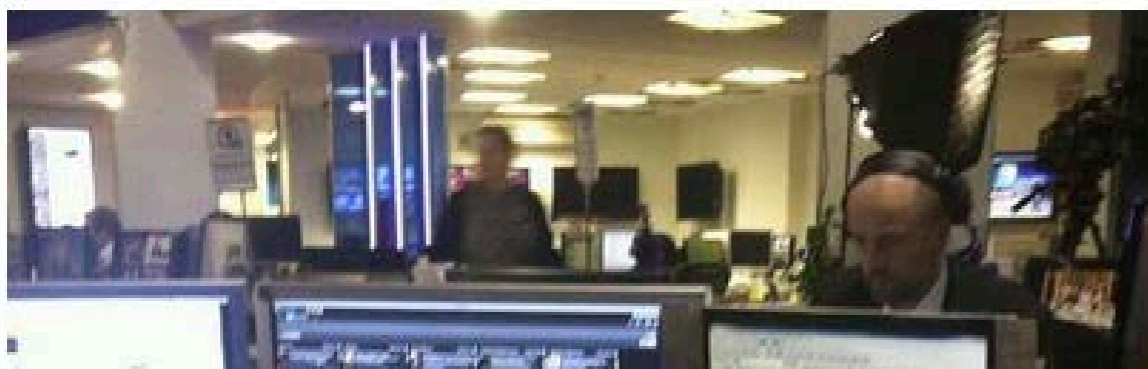
2 shares



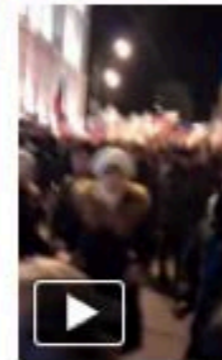
Neal Mann

December 15, 2011

The new Sky News Digital News Desk, surrounded by screens...



Michael Schwartz



The sound of the Kremlin youth

Length: 0:39

Like · Comment · Share · about an hour ago via mobile ·

16 people like this.

1 share



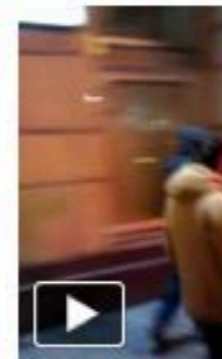
Kevin J. Rothrock Not a very merry-looking bunch...

24 minutes ago · Like

Write a comment...



Michael Schwartz



Police break up Moscow protests

Length: 1:28

Unlike · Comment · Share · about an hour ago via mobile ·

You and 12 others like this.

4 shares



Anita Lynne Hope the protestors are safe and don't meet with any "accidents" while in custody!

about an hour ago · Like · 4

Timeline apps

Ryan Osborn read an article on [msnbc.com](#).



Powerful solar flare may signal plenty more to come

An active region on the sun that unleashed a pow...
Published Time: Today at 11:53am
Author: [About Msnbc.com](#)

Like · Comment · about an hour ago via [msnbc.com](#)

Write a comment...

Ryan Osborn read Powerful solar flare signal plenty more come on [msnbc.com](#)

New York Jets add photo.

Justin Shaffer listened to Safari Disco Club by Yelle on Spotify

Morgan Rae Berk York Surf Film Festival definitely taking up sport.

Pete Cashmore shared a link. about an hour ago

Aviary released a tool for cropping your Facebook cover photos perfectly.

Works really well and not spammy like a lot of these apps.

This Tool Perfectly Crops Your Cover Photo for Facebook Timeline
[mashable.com](#)

The panoramic photo that now graces the top of every Facebook profile is pretty, but it's a far cry from practical.

Like · Comment · Share 40

215 people like this.

View all 25 comments

Andrew Littler "they block u 4 stupid" - great sentence!
26 minutes ago · Like · 1

Tory Welsh I can not stand timeline....
25 minutes ago · Like

Write a comment...

Andrew Mager 39 mutual friends Add Friend	Shervin Pischevar 39 mutual friends Add Friend
Matt Van Horn 38 mutual friends Add Friend	Brian Solis 37 mutual friends Add Friend

Music
Recently listened to on Spotify



- ▶ Barcarolle, Op. 60 by Vladimir Feltsman.
Like · Comment
- ▶ Nocturne in C-Sharp Minor... by Vladimir Feltsman.
Like · Comment
- ▶ Nocturne in B Major, Op.... by Vladimir Feltsman.
Like · Comment
- ▶ Nocturne in B-Flat Minor... by Vladimir Feltsman.
Like · Comment

See more activity...

Luke Lewis shared a link. 4 hours ago

Bon Iver + Bon Jovi equals...


Bon Joviver
[www.youtube.com](#)

by Miracles of Modern Science
<http://www.miraclesofmodernscience.com> song: "You Give Love a Bad Name" by Bon Joviver



Like · Comment · Share


Music
Recently listened to on Spotify



- ▶ Heartbeats [Extended Mix] by Grum.
- ▶ Mannequin Republic by At The Drive-In.

See more activity...

Music
Recently created playlists on Spotify



- Ten Best Death Songs.
- NME's 50 Greatest Guitar Solos.

See more activity...

More Recent Activity

Luke and Peter Cornish-Barlow are now friends.

News
Recently read on Mashable



- Why One Startup Wants Your Mobile Carrier...
Like · Comment
- 10 Free Android Apps You'll Use Every Day.
Like · Comment
- This Tool Perfectly Crops Your Cover Photo...
Like · Comment
- Google to Launch TV Service.
Like · Comment

See more activity...

Apps: facebook.com/about/timeline/apps

Reporting Rolodex of 850+ Million

The image shows a screenshot of the Facebook search interface. At the top left is the Facebook logo. A search bar at the top center contains the text "Colin David" and is highlighted with a yellow box and a circled "2". Below the search bar, the "People" section is active, showing a list of search results for "Colin David". A yellow box and a circled "1" highlight the filter dropdown menu, which is open and shows options: "Location" (selected with a checkmark), "Education", and "Workplace". The list of results includes several entries for "Colin David" with associated photos and "Add as Friend" buttons. On the right side of the page, there are sections for "Previous Status Updates" (showing posts by Reid Jilek), "Sponsored Story" (for World Bank), and "Sponsored" ads (for SimpleShare and Go Global, Go Manchester).

facebook

Search

Home Profile Account

All Results

People

Pages

Groups

Apps

Events

Web Results

Posts by Friends

Posts by Everyone

People

Colin David

Location

Type the name of a city or region.

Location

Education

Workplace

David Colin

+1 Add as Friend

Colin David

+1 Add as Friend

Colin David

MTSU

+1 Add as Friend

Colin David

U. Houston

+1 Add as Friend

Colin David

+1 Add as Friend

Colin David

Danbury High School

+1 Add as Friend

Previous Status Updates

Reid Jilek Dobby is dead "Dobby has no master" sad night...

Reid Jilek Harry potter don't know the movies but love hanging with the boys

Sponsored Story

Michelle Fitzgerald, Charles Porch, and Adam Conner like World Bank.

World Bank

Like

Sponsored

Create an Ad

Download SimpleShare Free

sites.box.net

SimpleShare

Share files, screenshots, and screencasts. 5GB free - Download Now.

Go Global, Go Manchester

miami.mbs.ac.uk

Earn your DBA or

Engagement: What works?

- ❑ **Journalist Analysis:** Posts with journalist analysis received +20% referral clicks (Intl. +70%, politics +60%).
- ❑ **Meaty Post Length:** 5-line posts (+60% increase in engagement) 4-line posts (+30% more engagement).
- ❑ **Photos Resonate:** Photos received +50% likes than non-photo posts. Links with thumbnails received +65% likes & +50% comments
- ❑ **Weekend Traffic:** Saturday links received +85% clicks (Wednesday received +37% clicks, Tuesday +12% clicks)
- ❑ **Post Through the Day:** Spikes at 7 & 8 am, 10 am, 4 & 5 pm, 12 am and 2 am.

Resources:

facebook.com/journalists

facebook.com/fbmedia

facebook.com/facebookpages

The image shows a screenshot of the Facebook interface. At the top, the Facebook logo and search bar are visible. Below the search bar, there is a grid of profile pictures of various people. The main content area features the 'Facebook + Journalists' page, which includes a cover photo of a blue tower with a white 'f' logo and lightning bolts. The page title is 'Facebook + Journalists' with 178,144 likes and 2,557 people talking about it. Below the title, there is a description: 'Product/Service Reach your readers directly on Facebook, an audience of more than 800 million people around the world. This Page, run by Facebook employees, provides'. There are also buttons for 'About', 'Photos', and 'Highlights'. To the right, there is a section titled 'How to Get Started Using Facebook Today' with a green 'Allow Subscribers' button. The section contains a numbered list of steps and a list of benefits.

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Facebook + Journalists Getting Started Liked

How to Get Started Using Facebook Today

1. Set up a Profile with Subscribe [Allow Subscribers](#)

Profiles with **Subscribe** give you a way to maintain a presence on Facebook as a journalist. When creating a Profile, use your own name (i.e. Joe Johnson) because Profiles have to use authentic names. If you already have a Profile, do not create a new profile (having two profiles is a violation of terms of service). Simply turn on **Subscribe** to enable readers to keep up with your public updates without adding you as a friend. Make sure to **optimize your profile settings for Subscribe**.

Set up your **Profile with Subscribe** today and benefit from:

- ▶ **Direct Distribution** into the News Feeds of your readers and their friends. To grow your distribution from your profile, **turn on Subscribe** to let people subscribe to your public updates.
- ▶ **Two-way dialogue** with your readers
- ▶ **A public presence on Facebook** that enables your readers to connect with you professionally. Readers will be able to find your Profile in search results
- ▶ **Reporting:** Using your Profile, you are able to find and contact sources to interview for your story. Profiles give you access to Facebook messaging, video calling and lists.
- ▶ **Archiving Content:** By **activating Timeline** on your profile, you and your audience can easily access older content that you've posted through-out the years on Facebook. You can even add content retroactively to highlight big stories you've covered in the past. See

facebook

Discussion

[Facebook.com/Vadim](https://www.facebook.com/Vadim)