

Facebook Platform Developer PR Policy

Thank you for joining the Facebook developer community! We know you're eager to do PR around your new Facebook application, so we've developed this policy to help you draft a press release.

Because of the large number of Facebook developers, we ask that you use this document as your primary resource in drafting your press release. Please forward the final draft of your press release to **platformPR@facebook.com**. 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 the press release unless you have received written approval to do so from Facebook.

As we are sure you understand, we expect partners to comply with this process. However, if you do not adhere to this policy we will take action up to and including the termination of your relationship with Facebook, termination of your access to the Facebook Platform and/or removal or disabling of your Facebook Platform Application.

Thanks for your participation and we look forward to working with you!

Policy Guidelines

Headline/Lead

- ▶ Any reference to “Facebook” in the headline, subheadline and lead must be followed by the word “Platform”, and must clarify that the application is built “on” or “using” Facebook Platform.
 - Correct: Company Launches New Slideshow Application on Facebook Platform
 - Incorrect: Company and Facebook Launch New Slideshow Application
- ▶ The lead should not reference Facebook as announcing this news.
 - Correct: Company today announced a new budgeting application built on Facebook Platform...
 - Incorrect: Company and the Facebook Platform today announced a new budgeting application for Facebook

Facebook Language

- ▶ The Facebook boilerplate may not be used anywhere in the press release.
- ▶ We have provided a series of sentences that can be used as needed in the press release. Please see “Facebook Press Release Language.”
- ▶ We have also provided a “Sample Press Release” format which you may choose to use as a model.

General Language

- ▶ All references to your product must be called an “application,” not a widget or gadget.
- ▶ Words NOT to be used regarding Facebook and Company:
 - partnership
 - strategic
 - commitment
- ▶ Words NOT to be used regarding Facebook:
 - college site
 - social networking site

Quote

- ▶ Facebook will not supply a custom quote for the press release.

Competitive

- ▶ No direct or perceived competitors to Facebook may be listed or referenced anywhere in the press release.

Trademarks

- ▶ The first reference to Facebook must include a registered trademark.
 - Correct: Facebook®
 - Incorrect: Facebook™
- ▶ The following trademark language must be added at the bottom of the release.
 - Facebook® is a registered trademark of Facebook Inc.

Press Outreach

- ▶ Developers are responsible for distribution of their own press release.
- ▶ Facebook will not conduct press outreach for applications, but may (at its sole discretion) mention certain applications in press interviews.
- ▶ Facebook will respond to press inquiries on a case-by-case basis.

Approved Facebook Press Release Language

- ▶ Facebook is a social utility that offers an efficient way for people to stay connected with their friends and the people around them.
- ▶ Facebook is a social utility that helps people communicate and share information efficiently.
- ▶ Facebook users communicate and share information through the social graph, the network of connections and relationships between people.
- ▶ With more than [XX] million* active users, Facebook is the sixth-most trafficked website in the United States.
- ▶ Facebook gives companies and the developer community access to the social graph through Facebook Platform.
- ▶ Using a rich set of tools and online services, developers can now build an application that is deeply integrated into the Facebook website.
- ▶ More than 50 percent of Facebook users return to the site each day, providing unparalleled distribution potential for applications and the opportunity to build a business that is highly relevant to people's lives.
- ▶ Facebook Platform offers deep integration into the Facebook website, distribution through the social graph and an opportunity to build a business.
- ▶ Facebook Platform is a development system that enables companies and developers to build applications for the Facebook website, where all of Facebook's [XX] million* users can interact with them.
- ▶ Facebook Platform is a new way for companies and developers to integrate with the Facebook website and gain access to its [XX] million* users.
- ▶ Facebook recently launched Facebook Platform, a development platform that enables companies and engineers to integrate with Facebook and gain access to millions of users.

* Facebook user numbers increase weekly. We will edit your press release to include the most accurate count on that date.

Sample Press Release

[Company] Launches [Type] Application on Facebook® Platform

CITY, STATE — Month XX, 2007 — [Company] today announced a [Type/Name] application built on Facebook Platform, a platform that enables companies and developers to build applications for the Facebook website. [Company's] [Type/Name] application [does what?] for Facebook users worldwide.

[Quote from company spokesperson]

[Paragraph to describe application]

Facebook is a social utility that offers an efficient way for people to stay connected with their friends and the people around them. Facebook users communicate and share information through the social graph, the network of connections and relationships between people. With more than XX million active users, Facebook is the sixth-most trafficked website in the United States.

Facebook recently launched Facebook Platform, a development platform that enables companies and engineers to integrate with Facebook and gain access to millions of users. More than 50 percent of Facebook users return to the site each day, providing unparalleled distribution potential for applications and the opportunity to build a business that is highly relevant to people's lives.

About [Company]

[Company Boilerplate]

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