

# Creating Facebook applications

100 Success Secrets  
to creating Awesome  
Facebook  
Applications and  
leverage Social  
Media

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## Facebook Applications 100 Success Secrets

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## Facebook Applications 100 Success Secrets

There has never been a Facebook Applications Guide like this.

100 Success Secrets is *not* about the ins and outs of Facebook Applications. Instead, it answers the top 100 questions that we are asked and those we come across in forums, our consultancy and education programs.

It tells you exactly how to deal with those questions, with tips that have never before been offered in print.

This book is also *not* about Facebook Applications' best practice and standards details. Instead, it introduces everything you want to know to be successful with Facebook Applications.

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## How Anyone Would Know a Good Facebook Application Company from a Bad One

Facebook is a very popular social networking site. There are millions of users who have joined this site for a good number of reasons: to stay in touch, create new relationships and interact with one another. The last reason is probably the most important reason of all – which is why so many Facebook application companies have decided to mushroom up.

But of course, how can one tell a good Facebook application company from a not so good one? The answer, of course, lies in knowing the insider information about Facebook application companies. For one thing, Facebook was forced to remove certain applications that end up violating the privacy of other users – such as the ones that allow strangers to view certain parts of one's profile even if you had not wanted it to be so.

Steer clear of applications that are not endorsed by Facebook and are actually run by third parties. You should also be wary of applications that ask for your personal information – because how can this actually be necessary in interacting with other people? For all you know, your information is being shared with other unscrupulous individuals out to rob you blind. The bottom line is you must be very aware of how these application companies operate and use your personal information.

Do not just blindly add any old application on your profile without thoroughly perusing it first. You should always try to get the ones that are simple and require no tedious sign up process because these are probably the safer kinds of applications.

## Who Would Want a Desktop Sharing App for Facebook?

If you're an avid Facebook user, installing a Desktop sharing app for Facebook is probably your best option. This type of app, or widgets as some developers fondly call it, will enable you to manage your Facebook account from your desktop.

Installing a desktop sharing app for Facebook is easy. It's just like installing new software on your computer.

First, choose from a wide variety of desktop sharing app on the Facebook app page. You will never run out of choices as thousands of developers have already contributed their software on Facebook.

Second, after choosing which desktop sharing app you like just click on its download link. Make sure you are logged-in to your Facebook account in order to do this. You will be redirected to the specific app that you have chosen.

Third, Facebook will ask you if you want to really share your profile through the Facebook desktop app. It will also remind you that the app has been developed by a third party and not by Facebook.

Just click Accept to continue with the next step. The client will now be downloaded to your computer. After installing this client, you are now ready to use your Facebook desktop sharing app.

Be sure however that you have a .NET Framework installed on your system. If you regularly allow updates for your computer, then probably you have one in your system.

To check if you have .NET Framework, go to your control panel and view the installed programs on your computer. You can find the programs in the Add/Remove Program icon on the control panel.

## Facebook: A Great Way to Turn Users into Endorsers

Facebook is not just a way for you to connect to your friends and relatives. In fact, Facebook is a great way for you to become a spokesperson of a particular group, idea or business. This is actually the master plan of Facebook – to turn its users into attractive lures of advertisers. And the advertisers are catching on in many ways.

For one thing, they know which people will make great endorsers by simply checking out the stuff that is written on their profiles. In an instant, they will have some sort of background on a particular user and know if this one will be interested in the products and services they have. This is a great way to weed out the inactive members and those who are hyper and always raring to connect to others.

When advertisers get to these people, they send their group ads and events and let these users become a part of it. When you are a user and become part of something that is being advertised, you automatically become its endorser – which is exactly what Facebook wants.

This is because you will be unofficially announcing your membership to a particular brand or ideal and hopefully rubs off some of this commitment to others in your network group. When you do, this spells out profit for Facebook and many happy customers and clients for the advertisers. This is a great win situation for all members involved – the users, the business advertisers and the owners of Facebook.

## A Step by Step Guide on How To Build a Facebook Application?

Building a Facebook application is easy. This is true only if you have basic HTML skills, have knowledge on PHP programming, and understand how to build an SQL query language.

You will need this three core skills to build your own Facebook application. It is important therefore to get acquainted with these programming languages through online tutorials and reading some computer programming books.

Before you start building your own Facebook application, you also need the services of a web hosting provider. You will need this provider to host your application so it can be instantly available for Facebook users.

You need to register with Facebook and register also with the Facebook Developer Application. These are the first required steps in application development using the Facebook platform.

Once you logged-in to your account, you must also log-in to the Developer application. You need to allow Facebook's Development Application to query and have access to your profile. You can do this by simply clicking the Allow button on the Facebook Developer page.

You will now be redirected by Facebook to your own developer page. You will be able to see your API key on it which is the unique ID of your application. You will also see your secret application key which serves as the security ID of your application.



Never give these keys to anyone if you don't want to compromise the integrity of your Facebook app.

After setting up the call back address URL, where users will be redirected if they use your app, you can now do what you want with your application.

The Developer platform of Facebook is fairly simple. You will be guided by the easy to use interface on it.

## Criteria for Joining and Using Relevant Facebook Groups

If you are a fan or a user of Facebook, the social networking site, you may be spending hours of fun on it. This is because there are so many Facebook groups to choose from. But before you end up littering your page with these groups, you should choose the best ones. Since everything is so diverse, you need to end up creating criteria to choose the right Facebook for your personality. The first thing you need to know is that Facebook groups must be relevant to your needs.

Whether you are a student, a professional musician, an artist or a Politician (among others), always remember that you should join a group that widens your knowledge about things or interest. Your second criteria would probably be checking out the proximity of this group to your personal life. You might join a group that announces great gigs of popular rock bands. But what if these shows are on the other side of the world? You would not be able to join or participate in these.

Therefore, if music is your thing (for example), look for a local group with events that you can actually attend to in real life. And of course, your third criteria would be what a particular group stands for. Facebook is also freedom of expression and a way to affirm your beliefs, so try to choose one that fits your life and your morals as well. You might very well find like-minded people and make new friends and contacts.

## Gear your Facebook Account with these Best ever Applications

If you visit Facebook, you will be amazed with the applications that you can use to charm your profile. These applications were really thoroughly thought of since any activity or interest that you can think of, they have an equivalent application that you can use. Some are really useful while there are some that are not so useful but are very entertaining.

One of the very useful Facebook applications includes the Feeds. By using this application, you would be able to create a list of your favorite RSS feeds. You can also share this list then with your friends. Then there is also Picnik. This application will help you edit pictures right inside Facebook. You need not log out of the site just to edit your Facebook pictures. This is really helpful for most photo addicts out there.

If movies are one of your passions, then you can also check out the Flixster application. With this, you would be able to rate several movies and then from the ratings, you will see compatible friends that have same interests as you.

But if you are a bookworm, you can check out iRead. This application will help you track those people who have the same reads as you do. This application will also allow you to rate different books.

There are just so many Facebook applications that would suit your interests. Try each one of them so that you would be able to gauge the most useful and at the same time enter for your own needs.

## Who are the Big Winners from Facebook's Hosting of Lending Club?

Lending Club is peer to peer lending or borrowing service available for all registered Facebook users. The Lending Club application has been in Facebook for nearly two years now.

Many are asking what Facebook gained from hosting Lending Club. The answer to this is simple: Facebook wants as many applications on its platform.

As a social networking and social media site, Facebook wants to attract millions of Internet users to its network. This is critical to Facebook as its competitors are growing at a faster rate.

With the Lending Club application, Facebook intends to capture and solidify its hold on the University based students and young professional user base. The peer to peer lending application will enable Facebook users to cut off the banks and do borrowing transactions among themselves.

The biggest winners in this deal are Facebook users. Through the Lending Club Facebook application, they can get loans from their peers at relatively lower interest rates.

Of course Facebook clearly gained from the service also. The application has improved the membership count of Facebook. It also improved user engagement on Facebook as members tend to do productive social networking than just simply socializing over the web.

The Lending Club also profited from the partnership with Facebook. The application has been acknowledged as a trusted service especially in the U.S. It gained significant business traction through Facebook.

After its initial run on Facebook, the Lending Club clinched a multi-million dollar funding to expand its business beyond the Facebook platform. This speaks volumes on the success it made on Facebook.

## Where to Get Top Information About Social Applications for the Web and Mobile

So many social applications abound, and so little time to choose from the best one. While your last (and probably least desirable recourse) is to simply add social applications left and right, you should definitely find a good source that reviews it all. If you want to get the best apps for your web page or your mobile, you should check out the latest arenas on the Internet that tell you all about it.

If you go on Google or any search engine, the right set of keywords will take you to the best review pages that tackle anything and everything about social applications for the web and for mobile services. When you get to these pages, you can easily select which applications you can choose to add. You can read the peer review of particular applications which are of interest to you.

If you have more time, you can even look at the ratings given by other users and check out their comments as well. And if you are a bit pressed for time, the easiest thing to do is to select several applications (maybe three or four at a time) and compare the percentages of popularity of each one and select the best scoring application.

Some of the best websites that put you right on the track to the best social applications are the ones that are the most popular. It is easier to sift through these sites than new ones that do not have much credibility or users.

## Highly Engaged Users: Why You Ought to Use Facebook Platform to Deliver Your Web Applications

The Facebook platform is a great way to deliver one's web applications to a wide network of users who are highly engaged. This is because as of current standings, Facebook is the only social networking site which has garnered the most number of users – and active ones at that. Because of this, many web application developers are now looking for ways to bring their creations to the users.

For one thing, the users of Facebook are mostly open to exploring different types of web applications for as long as such are part of their area of interest. They like to put interesting things on their site – things that will tell other people about their personality. And of course, they would like these web applications to be more interactive as well! In fact, when your web application allows users and members of their network to interact with one another, the more popular it will become.

The advantage of using Facebook as a platform for delivering your web applications is the fact that it can easily spread to other users on its own. When other people like your application they can send it to their network so people will pay attention to it and possibly sign it up on their own page as well. It is simply like planting the first seed and letting the tree grow and bear fruit on its own without too much time and effort on your part. For your web application needs, Facebook is indeed the tool you might want to use.

## Revolutionizing Team/Group Efficiency Through Social Media Applications

You will never run out social media applications and tools you can use to improve work or group efficiency. Almost any kind of industry will be able to find a social application it can use.

For publishers, Google can offer several group document sharing tools such as Google Docs to get the job done easily. Facebook also have group applications that can allow you to easily share files with peers for faster results.

For educators, they can easily set up their own virtual classrooms by using several e-learning platforms. They can set up e-libraries, assignments pages, online lecture, and can even stream podcasts for a virtual lecture.

Non-profit organizations and businesses can also use several social media communication tools, content management systems, and social portals. These social media will enable their organizations, whether for profit or not, to get things done easily.

In fact, Facebook has a specific application where you can start a fund raising campaign or solicitation drive on the Internet. Your group can easily install this application on your Facebook group pages and share it with anyone interested to chip-in to your cause.

Social media communications are also the best tools you can use for your group or team. Twitter can be used for this purpose as well as other social communications tools. You can even start a live webinar using live chat services of different social media.



These communications tools will save your company from expensive transportation cost. Just announce a webinar over the social network and instruct your team to log-in. You can now conduct remote meetings which are very efficient, fast, and cost effective.

## Scare Your Profile Viewers with Facebook Antistalker Application

It is a common knowledge that one of the features that made Facebook to be the most popular social networking site is its privacy policy. You will never ever get to know who viewed your profiles. So those “stalkers” who just love to hop from one profile to another will never get caught. They can freely check out their high school crushes if they happen to be married and if they have grown so much from that size 1 body.

But then if you want to play some jokes on those anonymous viewers, the anti stalker application will help you with this intent. By putting the anti stalker application, anyone who views your page will see their picture and name on your profile with the words “was here!” Of course this will really trick the anonymous viewer to believe that the owner of the account knows that you have viewed the account. The main purpose of this application is just to freak out those friends or those strangers who are just searching for profiles for no reason at all. It will not help in tracking the visitors who passed by your account.

You need to understand that this anti stalker application will never tell who have viewed your profile. That is just against the privacy policy of Facebook. And it is for this same reason that this anti stalker application was discontinued. Probably, most Facebook members would wish that this application become live again. But until the privacy policy of Facebook changes, you just have to be contented of making a guess who visited your profile.

## Any Truth That Facebook Widgets are Dying?

You might have heard some unsettling news that the widgets that come with the social networking site Facebook are actually going stale. While most users (and hardcore fans) are adamant in saying “No!” there may be some truth to this supposed rumor. Let us face it, technology has been made more available nowadays. Even your average high school student might know a thing or two about programming. Because of this, the eventuality that people will be making widgets is double that of the figure we expect.

Of course, quality control is always an issue with widgets. This is because people are primarily focused on making money off these Facebook applications, so sometimes the quality is sacrificed. The thing is, some Facebook widgets do end up dying because these are the type that offer no interesting things for users. Ergo, they were created for the sake of being created. With this kind of mindset of quantity over quality, one should definitely not wonder why some widgets end up being ignored.

The bad thing about this is that so much goes to waste – and people who waste these do not end up realizing it. You waste resources and time to create these useless widgets – and they end up dying on the creator themselves. As such, you should always keep in mind that you must prioritize quality over quantity in this. Try to create Facebook widgets that are fun, useful and easy to appreciate by a lot of people. If not – then do not be surprised if the ones you made end up gathering dust.

## Facebook : Used for Work Related Networking and Information Exchange?

So many old timers think that Facebook and other such social networking sites are only used by the young ones to pass time and make new friends. While this is somewhat true, the bigger truth is that Facebook is so much more than that.

It even goes so far as to help other people make money out of it. If they only knew how much Facebook is used for work related networking and information exchange, they might actually end up creating their own accounts themselves. The beauty of Facebook is that if you have your own business, you can actually use it as a promotional tool.

While having a solid product or service will rake in the big bucks, marketing is where it's at. And if you do not know how to market using the high technological tools, then you will not be able to enjoy as much income as you might have. You can use Facebook to network for work related stuff because you bring in your goods and services into the professional and personal life of your target market.

This is easily achieved by promoting your promos and special deals and events on Facebook. It will automatically appear on the home page of your clients. You can even create a survey so you know how many people will actually attend or are planning to attend your event. This spells the difference between ho-hum marketing and the real deal. For your work-related business network expansion, Facebook is the newest tool you can trust.

## Some Thoughts on the New And Old Facebook

So many people are undecided when it comes to choosing the best kind of Facebook platform – the new one or the old one. A lot of people were a bit shocked when they found out that Facebook is going to change their platform.

But then again, a lot of users have also found the new one to be a bit easier to navigate. Nevertheless, efforts have been made to resuscitate the old Facebook profile (even going so far as to create a group for it) but to no avail. The reason for this is because the designers of the page found a better way to organize the information you have on your page. The new Facebook is able to load faster thanks to the tabbing option of your applications.

Everything in the new Facebook is sorted in a more efficient way that if you want to see a particular section of one of your contacts, all you have to do is click the tab that will bring you to it. You can probably see it as a type of resume where the information is organized into groups. Then again, some old timers who have been with Facebook for more than a year or so are clamoring for the old layout. Perhaps this is due to the reason of it being nostalgic to them or something they have already been used to.

Then again, everything in technology is about change for the better. As such, it really should come as no surprise that every now and then things get renovated and changed for the user's convenience.

## Useful Tips for Facebook Application Testing

Facebook applications are becoming so popular for Facebook users since they provide so much fun and they give a lot of interactions. And it is for this reason that every now and then, there are more and more Facebook applications that are being developed. Sometimes they seem to be just the same with the others but still people appreciate them and are adding them on their pages.

In reality, developing these applications is not really easy. The most challenging part of the development process is usually the testing. This becomes a lot more challenging especially if there are more users of these applications. The main challenging part in the testing process is the capacity testing. If the application happens to be popular that it can accumulate up to 10,000 users in a day, then you would need to check the availability and scaling plan for your application.

And in line with this, you would then need a lot of test accounts to make sure that the application would work the way you planned it. It is also advisable that you can test the application for a limited of users first so that you would be able to check its functionalities. It would help if you have a number of normal Facebook accounts so that you would have a more credible test on your application. You can also try to use these applications using different browsers in your computer to test if it would work or not. And lastly, bring with you more patience so that you can launch a great Facebook application.

## Business Gains with Facebook Applications

They say that Facebook is just intended for those youths who just want to waste their time checking out other profiles. According to some research Facebook applications are intended to just provide fun and it is for this reason that most people coined the term, pointless when describing Facebook.

Most Facebook applications are geared to entertainment rather than usability. Majority, these applications are games. They do not provide the functionality that would help build a very good communication process for businesses.

But how come there are still companies out there who are creating groups in Facebook? Do they get anything from these Facebook applications that offer nothing but entertainment? Hard to admit for some, but Facebook applications could help other businesses in their marketing strategies. How many people are logging in to Facebook, searching the community and messaging or poking each other? There are just a lot! And the mere fact that a business has an account or group with them will help these businesses increase their visibility in the Internet.

And what is more amazing is that they can advertise for free. They could even create their own group without shelling out a dollar. So even if there are a lot of people who are not into the concept of Facebook, these businesses who are including it to be part of their marketing strategies are gaining popularity with the target market that enjoys Facebook. These companies know that they should never ever miss those potential clients wherever they are – that includes even Facebook!

## Choosing a Better Platform to Monetize Widgets and Gadgets - Facebook or Open-Social?

With so many social networking sites out there, how can you choose just one place in which to monetize your widgets and gadgets? The answer, of course, is in outlining what makes one social networking site better than the other. And in the race between the top two contenders, Facebook easily beats OpenSocial on any given day.

To start off, Facebook is more popular – so you have bigger chances of meeting your peers and potential clients on this site faster. Second, you will easily find and make new business contacts because so many people are realizing that high tech is the way to go in search of clients and other types of goods and services that may be done online. This is also a great way to check out how the competition is doing without them knowing it.

Third, using Facebook rather than OpenSocial is a great instant gate opener. There are so many points of interconnection that your widgets will get to reach more people and more users in less time. Fifth, it is easier to build relationships here because you can sort through the users in a more organized manner.

And finally, using Facebook rather than Opensocial is better when it comes to monetizing your widgets because you can interact with your prospects as well as your current customers in different modes. You can easily send them a personal message, a public message or use a chat applet for real time conversation. This is definitely more than what you might expect to get from others!



## FacebookGuru: The Recommended Developer for Facebook Applications

Did you ever dream of having huge audience that would support your Facebook application but do not have the expertise to create one? This is always the problem. Some people have the right ideas for the perfect Facebook application but they do not have the technical know-how on creating an application. Good thing there are IT professionals such as FacebookGuru who might help you achieve this dream.

FacebookGuru's specialty is in the development of these Facebook applications of F8 platform. The services that are being offered include assessing the project and consultation on designing, developing and promoting your Facebook application. They are the best in creating a striking Web 2.0 design that can be customized for your Facebook application. Aside from these, their services extend up to having your application listed in the Facebook application listings. They can also assist you with the marketing of the application to the millions of Facebook members.

You can never go wrong with FacebookGuru since they have already developed many Facebook applications. They have mastered the API platform so you can be sure that the application that they would develop will be compatible with that of Facebook's. You can also get a free Facebook application hosting should you get their services in developing your application.

And most of all, you can be sure that the staffs of FacebookGuru were trained extensively so they can deliver the job that customers want. So if you want to make your dream of

having your own Facebook application, look no further and check out the FacebookGuru services.

## Make a Great Facebook Application after Plug-in Development Estimation

If you have not yet taken the chance to know, you can actually make full use of a Facebook application to generate income. There is serious money to be made by creating Facebook applications once you know the plug-in development estimation costs. Some Facebook applications are actually types of software programs or some modules which one can add to one's Facebook profile. It is very easy to do so. The applications for Facebook have also been quite popular in the past year so it could go on without a hitch. If you want your Facebook application to be even better, make sure it is unique and easy to use.

The great thing about this Facebook opportunity is practically boundless. These types of programs are very little computer codes that are enough to function in a social networking site such as Facebook. A lot of people have been easily making money out of it in just a short time when they make these applications. After you factor in the plug-in development estimation, you will need to program your application. The more complicated your application is, the higher the likelihood it will be ignored by other people or users of Facebook.

Your Facebook application must be easy to understand and very in with the times. It is only then when you will find yourself profiting from it. Always make sure that the program you will make is relevant to the needs of your target audience. And while you are at it, make sure your target audience is pretty much widespread on Facebook.

## Include Social Applications on your Company's Communication Plans

Each company's communication plans should be design in a way that they would have contingent channel should some unexpected things happen in the business or its environment. These things such as crises are inevitable. The company should have another way of communication to the people involved without the risk of disseminating information to the people who are not part of it.

And with the popularity of social applications such as Facebook, companies should consider it to be part of their communication plans. If you think that this might jeopardize the privacy of the information that would be communicated using this channel, then you must know that there are secret groups in Facebook.

So how would that work along with your company's communication plans? First, you can create a secret group that would just invite those people who are part of the company. You can then assign administrators who will supply information or facilitate discussion within the group. This will become then the point of communication for news, updates and other information for your company. You can also then decide if pictures would be part of this communication channel. You can have the member of the group to upload photos or delegate this task of uploading photos to an administrator.

In this way, it would be easier for the company to communicate information to the employees since they just need to check out this secret group and everything would all be there.

This is also a cheaper way of communication since you can avail of the free groups in Facebook.

## Online Social Networking Compared: LinkedIn VS Facebook

Most sites right now are focusing on social online networking. They know that getting a lot of members signing on their site would mean great business. Aside from helping these members get connected with people of their same interest, they also can achieve their goal, if millions of people will register on their social networking site. Two names that are dominating the online social networking are LinkedIn and Facebook.

Let's try to differentiate each. Facebook caters to the youth. Since the applications that are on its platform are intended to provide entertainment such as movies, games and music. Generally, this social networking site is geared to the high school to college networking.

LinkedIn on the other hand is geared to those individuals who are looking for job or want to improve the status of their business by creating other networks. Professionals are the main target of LinkedIn.

Also another difference is that with LinkedIn, you would be able to trace your connection to others even if you are many degrees separated in the network. In Facebook, you are only given the chance to see the friends of those people who are included in your network.

Currently, Facebook is working to achieve the social networking model that LinkedIn has established. They want to add the professionalism that is present in LinkedIn so that they would not only target the youth but as well as the professionals.

With the advent of these social networking sites, people are given more options on which sites to join.

## Know Your Value on Facebook with Valuation Applications

Facebook claims that its valuation at this time is 15 billion dollars. With so many accounts being created every now and then, this valuation will sure to increase. But then if Facebook is valued at this amount, how are you being valued as a single member? If you are dying to know your profile value, then you might want to add the application called How Much am I Worth.

This valuation application in Facebook, will show you in dollars your worth to Facebook. Of course, if you have more pictures, groups, messages or wall posts, then you will be much valued by Facebook. The higher your activities in Facebook, the higher the value you would get. But why would you want to know your value? Here are some reasons.

1. Comparing is the key. No matter how you deny it, people are just into comparing what they have and what they do. This application will compare your value with your friends and other people.
2. People love competition. People love to compete and beat other people. If you see that your enemy is worth \$65,000, you just have to beat that and land at \$100,000 or more.
3. It's fun to control your value. The value that you see on your profile differs each day. And depending on your activities for the day, this might increase or decrease. People just enjoy seeing that they have control with their value.

There are just so many Facebook applications that you can put on your profile. But getting the application, How Much am I Worth is really worthy. Why not try it and check your value!



## The Most Favorite Facebook Applications

Yes, there are a lot of Facebook applications. Some may find that these applications are useless while others would find them very entertaining. And with this, Facebook members have their own list of favorites for these applications. Let's go check which are the most popular Facebook applications.

1. Fluff Friends is one of those most favored application. With this, you can add in a pet of your choice on your profile. Your friends can then feed this pet and you would need to feed their pet too so that you can earn money that you would use in buying food.

2. Another application that old or young people get addicted to is the Scrabulous. This is the online scrabble in Facebook where in you can play with your cyber networks in the Facebook directory.

3. People love photos and that is why Picnik is gaining popularity. When you use Picnik, you would be able to edit your Facebook photos directly. No need to leave Facebook.

4. And lastly, Flixster. In this application, you just have to rate a movie and then you would be able to know who among your friends are you most compatible with.

And though these are the applications that are part of the short list, there is one application that most Facebook members are wishing to become live. And that is having a tracker of the people who visited your site. Too bad this does not exist yet and looks like would never become part of the applications since it would be against the privacy policy of Facebook.

## The Fuss about Facebook Applications

First, there were social networking sites that were sprouting everywhere. Each one tries to outdo what others have to offer. And then there came Facebook which outdone all the other existing social networking sites. And within the Facebook community, applications are sprouting like mushrooms as well. So what is the big deal with all these Facebook applications that is making its sound in the Internet world?

If you put these Facebook applications on your profile, you would surely get many advantages depending on the purpose that these applications are intended. Like for instance, if you want to flatter all those that you consider your “best friends forever”, then you can add in your page the application, Top Friends. If you want to share music in the other hand, you might want to add iLike on your page.

Others are also using SkypeMe so that they can call their friends or other networks directly from their Facebook account. These applications are actually the spices that make Facebook networking enjoyable. You get to share interests with your friends, get to communicate with them easily, play with them and many other activities that you can do directly through Facebook.

They are becoming popular since they can easily be installed on your profile. And since these are the simple interests that bond friends together, they are being patronized by almost all of those people who have Facebook account. And when you think that you cannot choose which applications to add on your account, then wait a little longer since thousands and thousands of applications are being added to suit any interest.

## The Culprit for Failed Q&A Applications in the Facebook Platform

With the hundreds of Facebook applications that are available for every member to add on the profile, there seems to be some applications that fail in the Facebook platform. As you can see, games, movies, music and other communication applications seem to be gaining a lot of popularity. These kinds of applications are actually being supported by the Facebook users. And since these applications are being supported by the Facebook platform, they remain to be live for the longest time.

This is quite different with some Q&A applications. Most often these Facebook applications that require question and answer are gaining popularity at first. But as the days pass by, the popularity of these Q&A applications tend to decrease since the Facebook platform could not support them in the long run. The reasons behind this are the irresponsible Facebook users.

These question and answer applications are not really handled by a moderator and since anyone could drop an answer or a question in these applications, spamming happens. Even those information which are not related to the discussions are being thrown in the application. These usually include advertisements and links. And because of these trashes, the application could fail while on the Facebook platform. Unless, the developers can think of a way on how to moderate spamming on these applications, these Q&A apps will remain to be short-lived in the Facebook community. It takes a lot of improvements to enhance the Q&A applications in Facebook especially that spamming should be taken in seriously by the application developers.

## Case Study shows Facebook as an Effective Social Media Platform for Business

Facebook was originally intended as a social networking site for students. The site was primarily designed in order to allow communication and discussion to happen between and among students in school or university. Facebook was very successful in attaining this objective. In fact, for several years now, the Facebook site has continued to be the major avenue for students to exchange and develop ideas.

Many students usually in the collegiate level are using Facebook as the perfect avenue to gather and solicit information. And many young professionals are inclined at using Facebook as their platforms to do business.

Facebook has enormous features that can help people in every way it can. The applications that are part of the Facebook platforms are what make Facebook fundamentally useful. And as being a social networking site, it basically allowed its users (the group of students or people connected together) to exchange, discuss, and debate each other's opinions without the need to hang out with one another for the whole day. What these people generally needed was a computer system with an Internet connection and they can have limitless means to communicate.

A study that was undertaken in the business community related that because of Facebook's Marketplace and Events applications, business transactions and dealing have become comfortably easy and simple to do. With the use of the events, business people will have an easy way to connect and conduct business transactions via Facebook event. This is an evolutionary technology that no one can dispute.

## Facebook and its CPC Advertising

Facebook has engaged in yet another very risky and bold marketing move – the CPC advertising or better known as the cost per click advertising. The cost per click advertisement of Facebook happens by allowing its advertisers to take control on the cost or amount that the advertisement is able to generate on every click that it gets. The advertisement is targeted at generating clicks based on the keywords that are present on the ad or it can be by demographic choices such as sex, location, or age.

A lot of marketing experts see that this move of Facebook is one of the boldest and bravest marketing moves it has ever engaged with. There are even experts claiming that this move of Facebook has just prepared the whole company into a grand doomsday. However, there are experts who are still positive about what the cost per click is going to bring the whole Facebook Company. These opinions and insights of the experts have at one point a basis because Facebook has never engaged in such a marketing trick ever since it started to popularly explode in the year 2006.

When we try to deeply understand Facebook's move, we would realize that the reason why Facebook did such a thing (the CPC marketing strategy) was to make its advertisers happy and satisfied. This whole thing (the purpose of doing it) comes to be very virtually visible but the mere fact that the reason comes positively from Facebook's end, then we need to rest the argument about whether Facebook did the right thing or not.

## The Estimated Stages to Develop a Facebook Application

In creating an application for your Facebook, you will be facing several stages to complete in order to come up with a fully functional application. Although these steps are relatively not new to developers, most especially to those who have been very well adjusted with the development procedures involved in creating an application, apparently, these steps are intended for those who are new with the development process involved in application making. The following listed below are the estimated stages that one needs to undergo to complete an application:

- a. Choose the application that you want to develop. This involves knowing and determining what sort of application do you intend to produce. Your Facebook application is dependent on the purpose of it.
- b. Prepare the applications server. This stage involves clearly identifying which application server is best suited for the type of application that you will be developing. It should normally match the type of application that you want and the design structure to build it.
- c. Create the application. In this stage, you will have the actual interaction with the Facebook development interface. You need to make sure that you have all the necessary skills needed to understand the process involved in developing an application.
- d. Configure the application. In the configuration stage, you need to have skills in properly setting up the application on your own Facebook account.

e. Deploy your application on the application directory. Before you can finally see that the application is a viewable and usable application you have to make sure that it is included in the application directory list.

## Does Facebook have a Place in any Company Marketing Plan?

Many Internet marketers were able to take notice on the major shift that Facebook has undergone from a mere social networking site into a business networking site. Many experts in marketing think that Facebook is after making a huge amount of money from the advertisements that it can pull out from major companies the moment it becomes a full blown business networking site.

However, many businessmen think that Facebook is not yet ready to become the next biggest marketing site. They think that it is too early to say whether or not Facebook is capable of making mass advertisements on its site. Many businessmen do not contradict the fact that Facebook has indeed established a huge set of followers and users but this does not entirely say that they can become potential market, too, for their business.

Facebook makers took this very seriously and started to develop new applications that are intended for marketing and advertising. The new applications mainly target the business sector. Soon after, they have released new sets of applications that were designed to perform various business and marketing functions such as the Marketplace and Events. These two applications were specifically created to allow Facebook administer advertising on its site and perform conferencing either for business or for personal purpose to allow communication and discussion to happen via the web.

With these new applications released by Facebook and more to come as they have promised, would the business sector finally place Facebook in one of their marketing strategies?



## Smart Tips to Build your Facebook Application the Easy Way

Building an application on your Facebook only requires simple mind to have it completed. In fact, there is no need for any Einstein brain in order to have the Facebook application completely built. There are only quite a few smart steps that you need to follow and you will all be set towards completing your first Facebook application. Below are some of the easy and smart tips that you can follow:

a. The smartest way to begin building your application is to prepare yourself. Getting engaged in any application building requires a certain amount of preparation from the builder. You, as the maker of the application should understand the fundamental requisitions that will be asked from you – enough skills to understand Facebook and diligence in completing the application.

b. Prepare your server. One of the essential tools that you need to keep your application building running smooth is to have your server where the application is going to be tested and tried essentially capable and prepared.

c. You need to make sure that your application developer is already included on your Facebook account. This is one of the common mistakes that a lot of people commit. You need to ensure that the developer application is already linked on your account, otherwise, the whole process of getting it built shall be put into waste.

d. Carefully set up your application on Facebook. Setting up and configuring the application that you wish to build needs to be technically linked (meaning configured) on Facebook. This is to ensure that all applications and features that Facebook has shall automatically be coursed through your application.

## What Facebook Application Serves the Best Purpose?

The whole Internet users are dependent in one way or the other with the applications that Facebook can offer from simple video streaming to online gaming to business advertisement. Almost all daily applications that one may need to complete his daily activities are capable of being provided by Facebook. And with all the applications that Facebook already have, what else can be made to better serve the whole Internet population? Or are there still applications that people may want to be developed so that Facebook can further help?

Making a random check on what Facebook application can offer, which among the applications need re-assessment? Is it the business applications section? Is it the console gaming applications? Or is it the Mobile applications?

Generally of the Internet population are into business engagement. Although a lot of Facebook users belong to the personal and fun group, the business sector is one of the many applications that remain to be under developed. This is the reason why there are many application developers who are focused at re-structuring and re-designing the business applications specifically the section where advertisements can be posted and where marketing can be fully maximized. This application of Facebook is considered to be missing a lot of important details based on the claims of the young professionals who are engaged in doing business. More notably, the events section of Facebook which another important aspect in doing business should be able to respond to the various needs of all types of business people and business dealings.

## Virtual Gifts and Events: Facebook's Most Exciting Applications

With the numerous applications and features that Facebook has in possession, you as a user would not readily be available to answer when asked about which among the Facebook application is the most exciting and fun to explore.

Two of the most highly anticipated applications of Facebook are the Virtual Gifts and the Events. The virtual gift of Facebook allows anyone to send a gift to any person virtually. These virtual gifts may range from electronic cards or any other form of gifts that can be sent via the web. The virtual gift application when it was first launched grabbed most of the attention from the Facebook users because this has never been incorporated in any of the social networking sites before.

Another fun and exciting Facebook application is the inclusion of events on it. The events may range from having virtual discussions such as webinar (web-based seminar) discussions, debates, and workshops that can be transmitted via the web. Although this technology has been technically introduced via the teleconferencing method, it is very exciting with Facebook because the process to undertake this kind of a technology is simple and easy.

More other applications on Facebook have been considered exciting and fun by many users and a few of these are the Marketplace and Video. With marketplace, you can essentially advertise anything on your Facebook – free classified advertisements, free web marketing materials and all sorts. As for the video, it works basically by uploading your video files on your

Facebook account and essentially share these videos to your friends or to anyone connected to your profile.

## Can Facebook be used as a Marketing Tool of a Business Company?

The face of the marketing arena has been consistently resurfacing. Many new things and many new tools have been coming out ever since the Internet market has exploded into such a huge business platform. Many Internet marketers are aggressively finding ways and means on how they can better capture potential clients for their company.

With the recent growth that Facebook has faced – from new applications being developed and re-building their platform – Facebook is seen as one of the potential business networking sites that companies can use to market and advertise their products and services. The recent addition of Marketplace – the ability of any Facebook user to post and out an advertisement on his own page – made a revolutionary impact on the new face of Facebook. Moreover, the inclusion of the events in Facebook such as web based seminar, tele-seminar, and online interactive presentation, made a quite impressive mark to generally of the marketing and business sector.

Little by little, Facebook makers are experimenting on including more applications and features that a lot of marketing and social networking sites are actively doing this time. Social networking sites like Friendster.com is very aggressive in pushing a website that acts as both social and business network site. Facebook has started re-inventing its applications by putting a little of the marketing aspect in order to capture both the consuming public and the business sector. And Facebook has been very successful in doing this with its launch of many new applications like Video and news feed.

Now, many aggressive businesspeople and Internet marketers are seeing Facebook as the new spot where they can do marketing.

## The Commandments in Advertising on Facebook

Many people see the great potential of Facebook concerning marketing and advertising. The multi-million followers that Facebook has all over the world, it is no doubt that it can be considered as a powerful and strong form of advertising and marketing. By demographics, Facebook has a recorded audience of almost 36 million people scattered under two types: the casual visitor and the frequent visitor where 72% of that figure is accounted to the latter type (frequent visitor).

However, since Facebook is something that remains “untested” in terms of its capability as a marketing tool, many advertisers still feel incompetent on how they can effectively advertise via Facebook. Below are some of the steps that you can consider to take prior the actual advertising:

a. Since Facebook is considered a multimedia platform that you can use in advertising, you may want to prepare the kind of advertising material that you will use. If you are considering a graphic-based ad material it is suggested that you pick the right and appropriate application that will match your type of advertisement.

b. You have to make sure that your advertisement material creates an over-all impact not only to a specific type of account holder but substantially covering the whole population of the Facebook users. As a tip, you can create different variations on your ad materials so that viewers will be able to see one that is specifically designed for them.

c. Monitor the progress of your advertisement. It is not safe to say that once an advertisement has already been launched on your Facebook all else will follow. You have to make sure that your job as a marketer does not end from there.

## Are Facebook Applications Geared at Generating Income?

Facebook is a machinery that was developed in order to generate income and potentially the makers of it rich and famous. Everything else that is included on Facebook is geared at generating revenue and income. This applies to the applications that were made either by Facebook developers or the third party programmers.

Applications on Facebook allows for the whole site to sustain the interest of the followers/users. It is a history that when Facebook started to open the source of the application to all potential third party application developer, Facebook has reached unequal ranking from the web engine. The application development made Facebook sustain its popularity to this date.

There Facebook applications when counted seem to have reached a couple of hundred applications. They have been categorized specifically based on the usage that it has. This goes to say that more and more income and revenue have been generated because of the continued production of applications on Facebook. Otherwise, if no revenue is being earned out of these applications, there would be an immediate termination in the production of applications. Facebook applications are integral part of it. The existence of Facebook is not complete when these applications are fully integrated with its main engine. And as part of the modernization in Facebook, more and more applications are being developed and produced.

It is to be understood that Facebook is a revenue generating site. The reason for its existence is supported by its vision to bring income and revenue to the company.



## Facebook and Google: Both Driven by JavaScript Language

What do Facebook and Google have in common? This is a question that a lot of people find very intriguing to answer. Apparently, not so many people understand what Google is all about and what Facebook tries to encompass. From the looks of it, there is absolutely no similarity between Google and Facebook in terms of platform and structure. However, there is one common thing about these two – the language that they use.

Both Google and Facebook are driven by the powerful JavaScripting Language. Although not all sections and aspect of Google and Facebook are made and crafted using the JavaScript Language, majority of the features that Google and Facebook have were made and driven by JavaScript language. Not a lot of people really understand about what both of these are capable of doing, however, there a lot of people who understand that every section of Google and Facebook are capable of being remedied using this scripting language.

The features and powers of JavaScript language in trying to make each application software impeccably useful are close to being limitless even when there are new and more innovative scripting language that are sold in the market these days. The main platform of both Google and Facebook are being lifted from the main structure of JavaScript language.

Little by little, Google and Facebook are ensuring that the sudden rise in the use of far more advanced scripting language such as Perl, PHP, and Ajax would not affect the whole original structure that both of these have.

## Is Facebook Turning Away People from the Traditional Means of Getting Connected?

The technology brought us, people, into where we are right now – informed, educated, and advanced. This seems to be a very good place for all of us because it made things for us pretty simple, very fast, and essentially comfortable. But how about our traditional means to communicate and get connected? Where has it gone? Has technology turned away people from the traditional way?

In the early days, people have been very aggressive in trying to know how far the technology can be stretched. And successful have they become, they finally were able to draw the line where technology can be extended. What used to be very painstaking to do is now very comfortably being done; what used to take days to communicate, now we can do it in a matter of seconds; and what used to be impossible to do, now everything is very possible to be done with the present technology.

Before, if we want to be connected to our relatives and friends, we do it with a lot of effort of creating a handwritten mail and have it snail mailed. And if we want to show them our recent photos we need to have a picture taken and have the film developed in a photo studio and wait for lifetime before it gets to be done. But now, everything else is made digitally fast and efficient from taking a snap shot to having it posted to your own account and be viewed by not only your friends and relatives but by the whole world via a social networking site like Facebook.

Facebook has indeed captured the hearts of many. And by so doing, many have been attracted to use it as a way to get connected with their relatives and friends. This is how technology has gone so far!

## The Effective Ways to Include Facebook in the PR Strategic Plan

Public relations and communications is one of the important portals that any company should consider looking at. When the communications department has failed in its mission, the whole company will suffer. Many companies are engaging at hiring the best Public Relations people who can easily and effectively handle all communications of the company whether they are internal or external communications.

Many PR specialists are using a helping tool to support the communication process in the company. Some are using sold programs to help them “remember” all the things that need to be communicated or related to people. Others are practical enough to use free, web-based software to help them with their PR works. One of the widely used free software is the Facebook.

Facebook is a very powerful tool that one can use to help any PR person to organize and facilitate any PR or information that needs to be communicated external or internal of the organization. In order to effectively include Facebook as part of the whole PR Strategic plan, the following are being suggested:

- a. Make sure that everyone is informed about the use of Facebook. As a PR specialist who uses the tool you need to make sure that you get all the respondents involved with your tool. Have these people registered with the same software tool.
- b. If you are dealing with external clients that need to receive communication, you can inform them about the tool that you are using and ask for their permission to be invited.

c. Make sure that the company leaders are also involved with this. It is only with their involvement that you can maximize the usage of this software tool.

## Are Indian Users Receptive of the Display Advertising by Facebook?

Indian nationals are known to be rooting their life based on the cultural and spiritual aspects that their homeland can bring. Their art and graphic forms are all driven by the culture that they have. When modern technology began to invade the world, the Indians were not exempted from being hit by the modernization.

In the advent of Internet technology, India became one of the few countries that have been exposed with it. Most of the Internet outsourcing jobs were channeled through the Indian nationals for economic reasons. Because of this, Indians became the primary users of the technology brought to us by the Western people. This is the reason why it is not possible to claim in any aspect that Indian users would not be as receptive in terms of what the technology can do for us.

The Facebook display advertisement is one of Facebook's major components. Experts are claiming that Indian users may not be as receptive when these types of advertising materials will be created specifically for them for reasons like cultural adherence. However, what these experts overlooked was the fact that Indian users just like any other users have been accustomed to what modern technology can do and can bring.

Facebook makers were correct in their perception about considering what specific type of people may think about a certain application. However, it is also necessary that when they think about cultural difference, they also need to consider how far the technology has reached the country and the people who live in there.

## Hot and Sensational Tips to Maximize the Features of Facebook

The Facebook website is one of the most sought after social networking sites these days. It levels with the popularity of some other favored social networking sites such as MySpace and Friendster.

In order for Facebook to be competitively equal with all these other social networking sites, it consistently re-designs and re-develops its features and functions. This strategy of Facebook allowed them to capture not only a single section of potential market but generally a wider scope of market is being targeted. And with the launching of the new applications of Facebook such as the Marketplace and Events, not only was it able to establish a new market for them but it has potentially expanded the market that it targets – the business and the professional sector.

Now, more professionals and businesspeople are engaged in using Facebook because they see the potential of having the means and power to use this site for their professional organizations. Their issue now lies on how they can better maximize the features of Facebook for their organizations to benefit further:

- a. Choose wisely which application best benefits your organization and dwell with it. There are so many applications that Facebook has, it is best that you choose (by studying them one by one) only those apps that make sense to your organization.

- b. Once an application has been chosen, make sure that you develop an outline on how you can further utilize its functions. The outline serves as the guide on how you can make the application potentially functional and useful.

- c. Experiment on other applications by combining different applications. You will never know how beneficial a

combination of application can give your organizations so better yet, discover this and make a great deal in experimenting on it.

## Facebook and its New Face as a Business Networking Tool

Generally of people do not perceive Facebook to become an instrument for business. Facebook is perceived to be an application where people can post their pictures and shout outs that they feel like voicing out.

However, with the evolving change in the type of followers and users that Facebook has started to draw these days (from many young professionals and to business enthusiasts), many experts believe that Facebook is ready to face a new challenge – that is, becoming a tool that be used in business networking. Below are some of the forecasted benefits in having Facebook as a business/social networking:

a. Facebook has an instant follower that can be nurtured. If someone tries to revolutionize the use of Facebook as a business networking system, he immediately possesses a hold on a specific type of audience. The large number of audience that Facebook has makes it rather very easy for anyone to build a strong pool of audience without even trying.

b. Facebook is continuously growing and expanding. What is good about Facebook is that it never tires to grow and progress unlike many other social and business networking sites. Facebook is continuing to evolve and with this evolution comes a very promising future to the user.

c. Facebook has never failed in terms of achieving popularity to the consuming public. Just like the other equally popular networking sites, Facebook has never lost its touch in terms of public viewing and following. As it is, Facebook continues to attract more and more users all over the world as it tried to maintain competitive with the other networking sites.



## Facebook, MySpace, and Bebo: Are these Recommended Job Search Sites

When you are trying to look for a job, which site do you usually visit? Are you considering the social networking sites like MySpace, Facebook, and Bebo as potential job search sites? Are they really effective sites to find a job?

In all honesty, I would say that these sites are helpful to someone who is looking for a job. These social networking sites may not directly post and advertise any job opening that will best fit your qualification but these sites can certainly help you find a way to look for a job. Below are the ways on how Facebook, MySpace, and Bebo can help you land a job:

a. Since these sites are all social networking sites, the people who are connected to you can, at a certain point help you with their connections. You can post your desire to have a job on a certain kind of specialization and have this shouted to all connected to your profile and just wait.

b. There are social networking sites which also does post job advertisement. Although these are not as many but there are still sites that do post these job advertisements. What is best about these sites is that all job postings that are advertised on their pages are certified true and legitimate because they undergo specific process of validation prior their posting.

c. Social networking sites like MySpace have a large network in the Internet. The ads that are being posted on their pages can also be a good source of job.

## Simple Ways to make a Facebook Event Profitable

Facebook is being given a new look now that things are becoming a bit competitive. With the new Facebook, you can basically add events on it and earn profitably out of these events. These events are categorized as either being web-based seminar or colloquially referred to as the webinar -- a discussion, lecture, seminar, or a workshop which is being relayed via the web, a teleminar or a teleconferencing seminar where discussion is made via the telephone system, or a recorded presentation.

These events are regarded as very influential tools in order to reach out to many people. The inclusion of the events on Facebook made it very revolutionary and evolving. And as part of the modernization in the Facebook, the events feature was added specifically to allow people earn a lot from it. Below are some of the ways on how can you make your Facebook events become profitable:

a. You start with a good event name. You may think that giving an event name is very simple then you need to think again. The name of the event creates a wide impact on how you can generate more money on your Facebook; therefore, you need to make sure that you realistically create a sound and high impacting event name.

b. Make sure that your Facebook events are not privately open to a few close people. If you want your Facebook events generate more profit then you have to make it publicly open. Not only that it is publicly open but you have to make sure that it is widely open to a lot of potential readers.

## Do you think social networking sites like Facebook have expanded the market of online casual gamers?

### Facebook Games: Making a Great Impact in the Online Casual Gamers Market

The current market for online casual gamers is actively soaring high these days. Many users of the Internet are indulging into a lot of online games because for one they are free and second these online games are able to provide interactive entertainment. Majority of the head count casually using the online games are young adults and teens. This is the market that a lot of online gaming makers are targeting.

Facebook has been competitively working on their online games applications. There were some recent additions on the applications of Facebook specifically the ones that were designed for online games. Online application games like Poker, Pet Society, Geo Challenge and Kidnap are few of the newest applications that have been recently added on the application directory of Facebook.

The continued rise in the number of online games applications that Facebook has ventured into is creating a lot of impact in the number of online gamers in the market. More people from the various sectors – young adults, teens, young professionals, and expert games console players – are engaging into online gaming. As the number continually grows, the more it has become for the online gaming market to be competitive and made more impacting effect not only with Facebook but also in the whole gaming industry.

As things are turning to be a lot competitive these days, more and more interactive and highly graphic-based games are being crafted and developed. This is the demand of the consuming public and this demand is bound to be served by the makers and developers in order to cope up with what marketable product is.

## The Evolutionary Merging of the Open Social Application, Facebook, and iPhone

It is quite technical to discuss about how open social application and Facebook are being driven by another server application in order to achieve the kind of utility value that an application has been designed for. However, just for the sake of clear discussion, the Open social application and the Facebook application are two of the APIs that the Ringside Server Application controls and dominates. It is within these two applications that further technology can be attained, specifically, the mobile technology.

With the way technology has become apparent in this web-based dominated platform, the inclusion and merging of the open social application and the Facebook application with the mobile technology has raised so many issues. One of the prominent issues that have continued to re-surface is the interoperations that need to be facilitated among these various applications.

Interoperations of these applications have also resulted into another issue which bears more dragging problem – compatibility issue. The Application Server (the one that dominates the other applications) was able to deploy patches for the compatibility and interoperability issues and have been successful to finally merge these applications with the mobile technology bringing all these together in the iPhone technology.

Now, Facebook has become more interesting and thrilling as new development continues to surprise the users. It has become clearer now that Facebook is not only committed towards achieving dominance in social networking but also tries to

create a new and wider dimension where technologies can be combined together in order to come up a better product.

## How do I make my Facebook Application Publicly Seen?

So, you have already finished doing your application? What are you going to do next? Are you all done with it? Is it now capable of being viewed publicly?

In order to have your Facebook application publicly viewable, you will need to perform some more steps. You will need to submit your Facebook application to the Facebook site and have it become part of the Application Directory. By submitting your application to become part of the application directory, you are allowing any Facebook user to have a view and see your own application when they begin browsing and searching the directory. These steps may not be as complex as how you set-up and configure your own Facebook application.

- a. Make sure that your application has a minimum of 5 users registered on it. The number of registered users on your applications allows the application directory to think that your application is a legitimately functional application.

- b. Your application name should not contain the word “face” on it. The word face is a keyword that is exclusively used by Facebook. So, when you put a name on your application, refrain from using the keyword “face” as part of it.

- c. Make sure that your application is able to provide a clear description of what it tries to convey and a very graphically made logo that will represent your own application.

When all of these reminders have already been followed, then you can proceed on having your own application submitted on the application directory by clearly selecting the Developer Application when you go to the Facebook site before you click on the submit application to the directory.

## Marketing a Facebook Application the Effective Way

The Facebook application is something that constantly changes. From time to time, there are new applications that are Facebook releases; what may be considered latest application today shall become old and obsolete the following day. This makes it rather difficult to market and sell the application. However, because these applications have varied functionalities and uses, Facebook users think that the feature does not easily become old and worn out. This has been the redeeming factor of all the applications that Facebook has.

Since the Facebook applications are seemingly there to last for long, you can essentially make use of these to ensure that you profit from them. It is just a matter of how well you market them. Below are some of the more effective ways to market a Facebook application:

- a. Have your applications posted in your own Facebook account. Make sure, though, that the placement of the application is positioned strategically on your page. Usually, there is a specific location where Facebook places all the applications, but at times you personally look for a better position where you can place your application.

- b. Make your application very interesting and have it linked to all your friends and relatives' Facebook pages. Since your page has already established networks make sure that your application is also linked to all these people.

- c. If you have other accounts on other social media and social networking sites, you may want to embed the link of your Facebook application on any of these accounts. This makes your potential to market a little wider in scope.



## The Rising Call for Facebook and other Social Media Sites to Become Advertising Platforms

The Internet is a continuously growing avenue to a lot of online businessmen. However, along with this growth and progress of the Internet as a platform to do business is the need for a powerful and extremely strong advertising platform in order to capture more potential clients for the company.

Today, Facebook and other social media sites are being molded into not being a mere social networking site or a social media site. These sites are aggressively being formed into becoming one of the most powerful advertising platforms there is in the Internet. This is what majority of online business are trying to envision in the next few years to come. Just recently, Facebook has undergone several re-structuring phases on its totality beginning with its applications and features.

The inclusion of Marketplace application in Facebook is a clear indication that the makers of it are hugely considering the high potential of Facebook as one of the advertising platforms that will drive better marketing strategies in the near future. Apart from that, it is also clearly visible these days that social media sites like Friendster and MySpace are not mere social media platforms that try to put connection between and among people. More notably, with the inclusion of advertisements as part of their pages, clearly manifests that they are also re-shaping the structure of these social media/networking sites into becoming business networking sites.

In the next few months, the call for these social media sites to become the pillars in advertising platforms will become visible and a lot louder.

## Facebook: A Better Alternative to Do Business

The Internet is filled with resources that you can use in order to do business. Essentially, there are about a hundred folds of tools and instruments that you can count on to support your business and the products that you offering the consuming public. However, as days become modernized, there should be a better way, a lot modernized way, to do business. Facebook is seen as a more inventive way to do business rather than utilizing other means.

Facebook used to be a common social networking site. In reality, it is still a social networking site but with more content and functionality. When Facebook opened its applications to potential developers, a sudden change in the way people looked at Facebook has been observed. It gave Facebook a new face. It allowed Facebook to resurface as a social and business networking site.

With the major twist that Facebook did, it opened new doors of opportunities to all users. One by one, re-invented applications started to pour in making Facebook a place where almost all things can be done – personal activities involving fun and business opportunities that can involve marketing and business strategy.

Now, Facebook is being looked at as a major platform to perform business, serious business at that. This has remained the major vision of the Facebook makers but without losing the original touch of it – a fun and personal website.

More positive things are expected to happen with Facebook in the coming years as claimed by the Facebook makers.

## Separation of Personal from Business Contacts: a Vision that Facebook is Gearing At

Facebook currently is one of the hottest social networking sites there is right now after its popularity has exploded in the year 2006. It began as a social networking site that tries to bridge in the connection between and among people who desire to build personal relationships with one another. This used to be the vision that Facebook was gearing at.

There are rumors or pieces of news that are spreading in so many Internet forum sites and web logs that Facebook is looking at separating the personal contacts (meaning fun and pleasure activities using Facebook) from business contacts (meaning business related matters using Facebook). This move of Facebook was prompted by the loud concerns of most business people who are pushing that Facebook be a tool for business networking. One way to make this realizable is to separate fun activities from business related activities.

Facebook is massively considering this idea as it tries to embark on making a new business network platform. This was clearly manifested on the move of Facebook to create applications that are solely dedicated to business marketing – the Marketplace and the Events applications. Although there are no final and official communication from any Facebook officers that the separation of personal and business contacts are going to happen so soon, people are expected to welcome this forecast as it is a real business strategy of Facebook.

There were varied solicited and unsolicited reactions that this unofficial news has caused on both the personal and the business users.

## What Is the Best Facebook Application for You?

What is the best Facebook application? Each person may have a different answer to this question. That's because each Facebook user may have a unique taste and unique priorities. As what Facebook emphasizes, these applications should make the Facebook experience more meaningful. So it also follows that the best application for each user is the one that makes using Facebook more meaningful for him.

There's one application that almost everyone uses though. That is the Facebook Photo. Well, it's quite expected since it's one of the basic features of Facebook. It's also one of the first applications available. So naturally, people would have taken advantage of it since there were only a few applications at first. But then again sharing photos is just one thing people have done even before Internet use became prevalent. People printed pictures and showed them to friends. Since people connect with friends electronically, they also share photos electronically through Facebook.

Among the more advanced applications, entertainment is the most popular. Again, music, movies and games are in demand. People love sharing the music they listen to and the movies they watch. This is what makes an application like iLike and Flixster popular. When it comes to games Texas HoldEm Poker seems to be one of the more popular games. Motorcycle Madness is popular among motorcycle fans too. Football also seems to be one of the mostly used.

Again the best Facebook application may be unique to each unique person. The most basic application like the Face-

book Photo may be mostly used because it's a necessity. But many users also crave to do so much in Facebook.

## Create A Facebook Application And Have Fun While Doing So!

Facebook encourages developers to create a Facebook application. And they have made getting started easier by providing them with tutorials and guidelines. This way first time Facebook applications developers will be guided on how to make a useful and meaningful application for all Facebook users.

Support is even provided through the Facebook developers' forum. Queries are asked here. Experiences, knowledge and expertise are also shared. So, developers have a good resource for knowledge exchange.

To further encourage more developers to join the other developers in creating more Facebook applications, events are organized for them. On these events, interaction between developers happens. There are also talks to impart knowledge to developers and to help them improve their creation of new applications.

A competition known as the fbFund is there to encourage developers to be more creative. This competition will give funding to the winning teams for developing more applications. With this competition, developers would surely create the best Facebook applications they can come up with.

It's really exciting to be a contributor to the Facebook long list of applications. So if one to has the knowledge and the skills for developing applications, he should give it a try. Of course, one should take note of the Facebook platform policies when doing so. Facebook applications developers should also make sure that they are creating applications that are useful. They should see to



it that applications will enhance the users' Facebook experience. This means that applications should improve communication and interaction among users. Entertainment and practicality will be good too.

## Be a Facebook Application Developer!

It's easy to be a Facebook application developer. The tools and resources are provided by Facebook. But before one can actually create an application for Facebook one must know a bit about the Facebook platform. Documentation is provided on the Facebook Developer Wiki. This group of articles is there to provide references for the developers in understanding the Facebook platform and provide guidance in creating applications.

First time Facebook applications are assisted by providing answers to possible questions in the list of FAQs. There are also some how-to guides for the developers. A step by step guide is also there for first time applications developers. So, creating Facebook applications is facilitated among new developers.

There's also a community for Facebook applications developers. This is where more questions can be asked and answered. Expert advices are also shared by more experienced developers. New developers learn from them so better applications can be created.

Among the resources available in the Facebook site also are the articles that discuss best practices. Again such articles can be very helpful to less experienced developers. It will be a good addition to their knowledge. And if applied, such resources will truly help improve the quality of the applications developed for the site.

On the lighter side, being a Facebook application developer can be fun. Events are organized so they can meet each other in person. They get to interact with each other and again share more knowledge, news and trends.

It can be fulfilling to be a Facebook application developer too. With the fbFund competition, developers are encouraged to make great and cool applications. And if judged as winners, monetary prizes can be received.

## Facebook Application: How to Explore And Benefit From Them

Many people may think that Facebook is just like any other network out there. But what makes it a good and popular are the features and the applications that make using Facebook a stimulating and a cool experience.

Facebook applications make using Facebook a rich experience. Aside from being able to communicate and connect with family and friends, one can now share many things through Facebook. What makes it even more useful and exciting is that sharing and communication can now be done real time. As a result, there is a true interaction between people.

There are many available Facebook applications. In order to check out what would be appeal to the user, one can choose to explore each of them. It's quite easy to find the list of Facebook applications. One simply has to click on the "Applications" button at the left side of his Facebook page and he will be taken to the list. One can then go through the list and add those that interest him.

In choosing the Facebook applications, one may choose to check out the "Recently Popular" ones or the "Most Users" tab too. If he wants the newest applications, he may also click the "Newest" tab.

To add an application, one must click the "Add Application" button and confirm the installation. After which, he may also customize each application he just added. Then he may now use the application. He should also share the applications with his friends so they can enjoy the same applications together.

Again, there are quite many applications to choose from so one will have so many tools to enhance his Facebook usage. At times, friends would also invite him to use an application so he may find out about them this way too.

## Suspend Top Friends Application: Facebook Quick to Respond

Upon discovery that one application seems to be violating the privacy of its users, Facebook was quick to suspend it. Apparently the “Top Friends” application allowed strangers to view the private personal information of all users that used the same application.

This security loophole was discovered by a computer technician from Vancouver. According to him, birthdays, relationship status and gender of the users were exposed by this application. This news alarmed Facebook which led to the suspension of the “Top Friends” application.

Some other application was seen to have a loophole too. But it was not as damaging as the said violation that the “Top Friends” application allowed. Perhaps this is a lesson for a more stringent control for third party applications. Since most people use Facebook applications, it would be a way for protecting their users.

This is especially important when the issue is invasion of privacy. Identity theft is prevalent on the Internet. So, users should be allowed to keep personal information and they should be securely kept. If not, other people would only take advantage of Facebook users through the applications.

In fairness to Facebook, suspension was quickly issued in order to halt further damage. Knowing Facebook, the network would certainly work to strengthen security measures. For now, the said application is no longer there to violate anyone’s privacy. At least Facebook is doing some investigation so things like this

will not be repeated. Hopefully Facebook will be so much safer for its users because of this incident.

## The Best Facebook Applications for Each Type of User

With the many Facebook applications now available, one cannot finish perusing each one of them in just a few hours. One can only be overwhelmed at the same time excited to try them out.

So, what are the best Facebook applications? It really depends on the criteria for judging the best applications. It would also depend on the type of user. But one thing is for certain, every type of user would have many applications to choose from.

Most of the young and hip Facebook users may be interested in games, video and movie sharing, and music. Facebook applications bring a new flavor to enjoying and sharing music, for instance. An application such as iLike would allow users to add their favorite music to their profiles. There's also the Social Calendar application which simply acts as an organizer for the users. Birthdays, holidays and parties can be noted here to keep the user reminded of them.

Even business professionals have their own applications in Facebook. Free conference calls are surely very useful to them. And if everybody is in Facebook, it would be easier to organize the conference call. They get to discuss business and make money in the end too. The Facebook Voicemail allows Facebook business professionals to leave important messages to their colleagues. Since they know most of them log in to Facebook frequently they can be sure that their messages will be received. Of course, the My Questions, Business Cards and What I Do applications are only a few of the other helpful applications for the businessmen in Facebook.



Every application has its uses. So even if one is neither a young teen nor a businessman, he or she can create his own list of the best Facebook applications.

## Download Facebook Application: Continue to Enjoy Them in Other Websites

The rave about Facebook applications has been what made this social network very popular. Facebook was really a forerunner when it came to more advanced applications. And these applications made the Facebook experience more meaningful to users.

Other social networks followed by developing capable applications as well. And what many of them even did was allow usability of these applications in other websites. Now Facebook applications can be accessed and used even without visiting the Facebook site too. This is because Facebook applications are now usable in other websites.

People can download the said Facebook applications and still make connections with friends. For example, people can still play games with each other in and out of Facebook site.

What this probably means is a more enhanced internet experience. Instead of one's internet experience being confined on Facebook, one can make contacts in Facebook and still do other things outside the site without losing the contacts he made.

On the part of the Facebook applications developers, it could mean that applications should be created as such that it can be hosted in other sites. Making it so would make embedding and using the applications easier for most users. This way even if they were created with Facebook in mind, people will be able to enjoy them outside of Facebook.

Facebook users would then download the applications they found cool and useful in Facebook. They will continue to take advantage of them. So, their whole internet experience is, in a way, enhanced whether they are using Facebook, browsing other sites and using their own sites.

## Facebook Application Development: Make Facebook Experience Meaningful

It is without a doubt a fact that Facebook applications make each Facebook user's experience more meaningful. Without them Facebook would just be like any other social network. And perhaps even, it would not have been as popular as it is today without them.

What makes it even exciting is the fact that more applications are being added every day. The Facebook application development is ongoing. It never stops because many developers are contributing new applications everyday.

There seems to be a sense of fulfillment on the part of developers as they develop new Facebook applications that answer to specific needs. They are able create a new cool way of interacting with people. They even help people build businesses in Facebook.

On the part of Facebook, applications development is facilitated by providing tutorials and guides for building applications. This way, even newbie developers are encouraged to try their hand at developing a new application. Submission of applications is also quite easy. There is even a community for application developers on Facebook so it's also fun for the developers.

The good thing about this is that many Facebook users get to enjoy the fruits of their work. Users enjoy using Facebook more because their interactions with friends are enhanced. Using Facebook is no longer just for dropping a line every now and then. It's not just for sharing a picture or two. It has become a

way of life for many. Communication has become real time. Updates have become more complete. So, it certainly has brought many people closer together.

## Facebook Applications: Bring More Life to the Facebook Community

Facebook is very popular for many reasons. Just like any other social networks, it's very much grounded on the idea of connecting with friends and other people. One facility that draws people to Facebook too is the unlimited photo uploads. But that's because it makes connecting with people more exciting.

What even enhance connecting with friends more are the Facebook applications. Through the different Facebook applications, people get to share many more things through the Facebook network. They share favorite videos and upcoming concerts of their favorite bands through classifieds. They are even able to share political opinions and current events.

Many of these Facebook applications are real time. Facebook users, for instance, get to play games like poker. They can use the chat facility too. A user can even sell tickets through Facebook applications like Viagogo.

Facebook users who love to travel can share their escapades and experiences with friends. If one is a tutor or a consultant, he can use the Ether Facebook application to have people call him for his service.

There are yet very many cool and more useful Facebook applications. While many are on Facebook just for socialization, many are earning as well. But what the Facebook applications really bring is a more enhanced connection and socialization among Facebook users. People can have fun in Facebook. They also get to find most of their needs there too. In a way, Facebook

has become a mini version of what the whole World Wide Web has to offer.

## Top Facebook Applications: What Are Some of Them?

People know there are so many Facebook applications out there. But which ones are the top applications? Many would have ideas on which these applications are. Some would have their opinion as to which are the best and which ones should be the top applications.

One should remember that Facebook applications are there to make using Facebook more meaningful. The top Facebook applications are the most popular applications. These are the applications that people choose to add to their profile and usage. It's quite obvious that people see these applications to be interesting and perhaps useful to them.

But when one is asking about the top Facebook applications one must also think of the ones that are mostly used by the users who have chosen to add them. For this criterion, Facebook Photo is obviously the winner. Almost all active Facebook users use this facility. Even people who log in less frequently would upload photos when they get the chance to.

Anything that has to do with music, movies and other entertainment media get attention from Facebook users. Take for example iLike and Flixster. Both applications are a hit because it allows sharing of taste in music and movies. Both certainly are the most popular forms of entertainment both in and out of the Internet so the demand is simply carried to Facebook as well.

Another type of application that is popular too is the games category. With the popularity of Poker today, Texas HoldEm Poker surely has gained a lot users too. Facebook users



just love the application that friends and other contacts play often.

## All Facebook Applications Enhance Your Facebook Profile

Your Facebook profile is the web page that will welcome every visitor who will view your account. Your Facebook profile tells information about you including your interests. Therefore, to fully inform your friends, colleagues, and acquaintances about your personality you have to manage your profile well. And this can be done by including Facebook applications on your page.

### Facebook Applications Were Created to Achieve Goals

You are perhaps aware that your Facebook profile contains much information about you. But somebody can better learn things about you through the applications you add on your page. If you are into music, your friends will see YouTube Box on your page where you can upload your favorite music videos. If you are into games, you will choose to add game applications.

Whatever kind of application you place on your page, it will always tell something about you, your interests, the groups where you chose to belong, and other details that involved character identification.

### Applications are a Unique Quality of Facebook

Facebook's applications set itself apart from among the hundreds of social networking sites available. All Facebook applications are created by Facebook and its members. The first-party applications of Facebook include photos, posted items, events, videos, notes and gifts, and marketplace.

However, due to growing popularity of Facebook, more and more applications are being developed. Therefore, to enhance your profile more, you can develop your own application and share it among your friends and the whole community of Facebook as well so you can only choose the application that suits your preference.

Nevertheless, it is also necessary to pick enough number of applications you will add on your profile to eliminate Web sprawling which leads to difficulties in navigation.

Lastly, Facebook applications are essential in your profile because it can transform your page into an interesting site, a site that primarily tells who the owner is.

## Building Facebook Applications Creates Great Impact Among Users

Social applications on Facebook platform are increasingly becoming popular and this proves one point: the web itself is a perfect place for social change. This truth has been demonstrated many times on the web, thus, the existence of hundreds of social networking sites.

Developers have seen how many people use social applications and this is the reason why they continue to build more social applications—to make the web even more social. Even members of Facebook participate in this endeavor, and by this alone we can judge that building Facebook applications can be easy.

### Building Facebook Applications Open Opportunities for New Content

Through the Facebook applications being developed, users tend to get more connection from among their friends. In most instances Facebook applications are even useful in marketing certain product and service. And so, to develop and build useful applications is another opportunity to carry content materials that can be used in promoting, facilitating, and even referencing of a particular product or event.

### Facebook's Platform Policy and Restriction Feature

Developers use the so called Restrictions Feature to assure that the content materials included in applications are aligned with the Platform Policy page of the Facebook's developers. That is why, certain contents are prohibited by the policy to maintain the quality of every application that is being released.

Facebook is appreciative of the creativity of many users thus the availability of many applications. However, it is still imperative that applications should be built in accordance to the Platform Policy set by Facebook to give every user a superior experience that only Facebook can provide. And to maintain such

quality, standards should be met and positive ecosystem on Facebook should be preserved as well.

## Music Applications Manipulates Facebook Platform

Most used and most patronized music applications developers in Facebook are Lala, Imeem, Rhapsody, and iLike. Each got millions of users who can integrate their music experiences on Facebook through the use of any of the music applications. From the four mentioned music applications in Facebook each has deals with record labels and this shows how great a change can happen when each application provide their own way of manipulating Facebook platform.

What Facebook has to say about its potential partners of music applications?

“Facebook is committed to its mission to give people the power to share and make the world more open and connected, and we recognize that music sharing plays a part in that as well. We cannot comment on specific initiatives, but are always talking with potential partners to pursue opportunities that help us deliver on our mission.”

To make the statement more highlighted, Facebook wants to give businesses an opportunity to avail Facebook services in exchange of partnership or affiliation.

### Facebook Music Applications Open More Opportunities

Application development community that built music-related applications become aware that they can employ music in gathering much better results. This is the reason why you don't only create enticing music applications on Facebook but you also have to make everything about a particular application trouble-free like making it navigable.

Therefore, every time new music application is created, Facebook makes sure that opportunities are provided to make the Facebook platform more credible. Each policy set by Facebook should be based consistently to the rules of the company to prevent any penetration from other application developers.



## Facebook YouTube Application is Undeniably a Hit

Social networking sites like Facebook and YouTube have been working together to achieve certain goals. One of the goals is to advertise. And from the beginning of YouTube and Facebook's flight to sell services there is already a predetermined idea that it will turn into a big hit. Though, it turned out that Facebook even without YouTube application can go further what is expected of them a support from YouTube is still necessary.

For the record, Facebook is considered a valuable social networking site because it can generate huge traffic levels. Facebook performance in terms of traffic is not at par with MySpace and YouTube not to mention the influence of its users toward other users who are primarily composed of students.

Therefore, when the news that Facebook, together with YouTube will start to sell out or carry advertisement systems, Facebook users initially felt dismay and confusion at the same time.

When the news broke out, YouTube decided to feature what is called semi-transparent "overlay" ads wherein viewers will see advertisements being shown while videos are playing. The ads that will appear on the video will only last for about 10 seconds unless the Facebook user chooses to run the entire advertisement.

Facebook YouTube application is undeniably a hit among marketers. However, to some users such action of the two networking sites is uncalled for. This is why to address such issue, marketers especially the ads that they create should be of value in the whole community. This means, the ads should carry valuable and relevant information that will be helpful to the users. Some advertisements posted on YouTube require interaction from the viewers to make the viewing experience more worthy of their time.





## Develop Fun Facebook Applications

Developing fun Facebook applications was made easy. Hence, anybody who has interests in creating and building platforms and applications are lucky enough because there are lots of tools and tutorials available to let them come up with their own Facebook application.

With the abundant resources that will aid every developer to successfully design, build, and launch fun application that Facebook users will learn to love and patronize, they have to be equipped with the right knowledge.

So to make your application an instant viral application you have to know the following resources, tools, and tutorial links. Such resources will ensure success in developing your own application. So, first you have to learn the Basics of the Introductory Links which are:

1. The Anatomy of a Facebook Application
2. The Facebook Developer's Platform
3. Facebook's Frequently Asked Questions
4. The Facebook Developer Documentation
5. The Facebook Step-by-Step Processes

The second source of resources would be for complex application creations. If you are an intermediate developer of Facebook applications you may consider the following links:

1. How to Build a Facebook Application with RoR
2. 10 Things I Wish I Knew Before Developing My Facebook App
3. 5 Facebook Application Gotchas
4. Facebook App Dev Podcast
5. Fist in Your Facebook

You may also want to join forums and discussions that will empower the knowledge that you already gained. Through the following resources you will learn sample codes that will guide you in your journey of developing a new application:

1. Cheeky Facebook Development Discussion Board

2. Facebook Developer Toolkit Walkthrough
3. Ruby on Rails Facebook Forum
4. The Facebook Platform Wiki
5. Code Samples and Patches

You have to remember that whenever you decide to make and develop your own application, whether it be a fun or serious application, you can take advantage of the online resources and then have a good head start afterwards.

## Applications from Facebook: The Finalists Applications for Advertising

Due to Facebook's power to influence its users and people who gain access on Facebook's platform, marketers and advertisers take their chances in promoting their business via Facebook. Capitalists are now venturing in financing startups to win much bigger fund from Facebook. Through its voting applications and engagement ads, social networking ads gain more opportunities to become winners of Facebook's contest that involve developing of applications that promote services at the same. The contest offers \$225,000 as a price.

With Facebook's latest head start toward a new advertising strategy, advertisers can not contain such kind of opportunity. Even Facebook members are participating in the said competition by leaving their comments, adding the brands on their profiles and pages, sending gifts virtually (e.g. shoes, flowers), and spreading the news to the entire Facebook community.

According to Facebook's Vice President for Communications, Public Policy, and Platform Marketing such collective effort, "Is a way to show how sharing and engagement can drive collaborative decisions. Advertising on the Web is less about hitting someone with a message and more allowing a two-way or a multi-way dialogue."

At present, MySpace still holds the title for having the most displayed advertisement as compared to Facebook. This is based on the recent report of comScore this June. However, Facebook can compete with such kind of endeavor because currently, large advertisers are considering the possibilities of advertising their products by conducting experimentation on Facebook's platform.

The twenty five finalists for Facebook's competition are: Bartab, Black Drumm, Bottle Rocket, Check my Campus, Daikon, FaithFeed, Good Call Sports LLC, GroupCard, HitGrab, Kon-

tagent, Koofers, Newsbrane, Party Buzz, Pngr, ProfessionalProfile, RealGifts, SocialFly, Teach the People, The Game Creators, TrailBehind, Twenty20 Cricket, vDream Racing, WedSnap, and Wildfire.

## Spread the Scope of Your Advertising via Facebook Group Applications

There is no perfect social networking site but Facebook when it comes to engaging with a group of people. Facebook is equipped with social tools, group functionalities, free brand pages from various companies, organizations and clubs, and other group-related details.

Advertising tools provided by Facebook let thousands of businesses (from small to multinational companies) to promote themselves. This is why you see Facebook applications that deal with joining groups and fan clubs. More so, Facebook group applications are an ideal tool in creating a powerful brand for your company because such brand instantly acquired the attention of a particular group.

Once you successfully built a powerful interface for your group application in Facebook you will gain the strength to drive people toward your web page and then introduce to them what product or service you would like to offer.

### Facebook Group Applications and its Content

There could be many functions that you can add when you create Facebook group applications. However, the most important content that your group application should have include: other links for related groups, enabling of discussion board, enabling of wall, and enabling of photos.

So if you want to run a Facebook group application make sure you follow the mentioned criteria. Other equally important features that every Facebook Group System should acquire are: application for groups, News Feed, posting video and audio, tags, system in sorting members, block rearrangement, access management, and friend invitation.

Such features will help your Facebook group application as comprehensible as it could be. And so if you are going to design your own group application in Facebook you better

consider some of the points that have been mentioned and see the positive results yourself.

## Facebook Photos Applications and Privacy Issues

Due to increasing number of social networking sites—that allow photo sharing features, uploading and posting of photos—a new height of social networking experience has been reached. It is known that Facebook is the largest site that allows photo sharing with over 14 millions of photos being uploaded in a daily basis and such reputation is still unchanged.

With this kind of trend, integrating of photos within the community of social networking sites has also opened opportunities for user-tagging, linking and annotating of photos to identify people's identity. This trend has also continued to influence the life of every member especially their offline relationships.

But behind this fact lies the truth that photo applications have been also used to meet other purposes. Members have gained free access; hence, the applications are used in more wide-ranging situations like: employers use Facebook photos in examining their employees; authorities use Facebook in enforcing laws; and in examining individual's social behaviors and backgrounds.

The privacy issue for such matter has been raised but it was immediately addressed. Hence, Facebook's photo sharing features have become more secured due to privacy protection mechanisms. This is because photo sharing can result in desirable consequences but it can also become an instrument for potential risks.

However, Facebook cannot acquire the full control in personal information of the members. That is why it is suggested that Facebook should build inherent linking of photos that will cater to various needs of users when it comes to privacy management.

The lack of means in protecting photo disclosures will eventually lead to more complicated problems if not properly



addressed. Such problems may include question of ownership and other privacy concerns.

Finally, to address the privacy issues posted by Facebook photos applications, users chose to modified their behavior whether they are online or offline to better secure their identity against any occurrence of destroying privacy.

## Free Facebook Applications Hosting

The Web has been a source of many gratis products and services and one of which is the free Facebook applications hosting. For a decade now, providers of free web hosting continue such endeavor. And if you are wondering why such service continues, providers manage to cover the costs through their advertising revenues.

Good News for Every Facebook Developer: Free Facebook Hosting for Applications

Joyent, California-based web hosting startup, a Marin county have been offering free web hosting to every developer of Facebook. This happened because of the good response it has received among the users. For the record, there have been hundred of applications being installed everyday with million times of installation.

Joyent, which has scalable solution, has been hosting Facebook's active applications. However, most of Facebook applications don't need to upgrade to the premium hosting because there are only a few applications that have huge numbers of users. If truth be told, only four Facebook applications that have a million daily users and a million of installations for 91 applications dominate the Facebook platform.

Thus, if the number of Facebook applications continues to exist, the number of users for every application will continue to decrease as well. But this truth does not aim to discourage those who want to develop and build their own application; instead it should serve as a challenge. Still, it would be better to use Joyent in launching your latest Facebook application.

Joyent's free web hosting and high solution scalability will lead you to hundred of users and eventually let your application turn into a hit and gain a successful launching. And now that Joyent has able to built its infrastructure with the use of sun Microsystems hardware (JAVA) and DELL servers that run on Open Solaris free hosting became even more far-reaching.

## People Application Facebook: People are What Matters

People applications of Facebook highlight everything you want to know about every member of the community such as your friends, your colleagues, and other users who happen to meet you on Facebook. With Facebook's compare people application, random questions about your two friends will be answered for instance. More so, using the compare people application you can rate your friends and then they will be ranked afterwards according to the number of response they will receive from other users.

Another people application that Facebook offers is the application that allows users to add feeds from other web services like FriendFeed and Twitter. Both web services are compatible to Facebook platform; hence, the possibility of Facebook acquiring the same service is at stake.

The people and users of both FriendFeed and Twitter are loyal to the two web services; that is why, friends' friends of the users continue to patronize the application. With this kind of deal going on the Web, people become concern with social web pages that are being used among their community of friends. But still, anybody can become a target of such people application even if he doesn't belong in a group.

And since people are more concerned with what other people will say about them, the people applications gained an instant recognition among Facebook users. Many have been participating especially when the application requires discussion, voting, ratings or rankings, what people tell about you or sort of testimonials, profile enhancement, and a lot of criteria for popularity.

People applications of Facebook provide users access to control the application they will use. However, some developers fail to provide full terms and services of a particular application

that result in unprotected privacy which many users find questionable. Thus, some resort to deleting the application on their profile, which is not a good thing in the part of the developers and apparently Facebook.

## Cool Facebook Applications Come in Fantastic Selections

Believe it or not, there can actually be 100 available cool Facebook applications that users may choose from. Some of them are more popular compared to the others. But others are also more useful, praiseworthy, and innovative. So, both Facebook newbie and veteran must learn to find their best choice among the vast selections of cool Facebook applications.

The following are only some of the cool Facebook applications that are really worth adding:

- **Fantasy Record Label:** This is produced by Music 2.0 Amie Street's firm. This allows the users to discover music through unfamiliar bands. Then, five of them can be added into the users' virtual record label. And if some other people like it, users can obtain points for themselves.

- **Super Smash Bros.:** This appears like the common game of Nintendo GameCube for Facebook. Perfectly in time to the release of Wii version.

- **Picture of Warbook:** This is another form of game, but this one is available only to Facebook. Unlike the Nintendo GameCube, this one presents a medieval approach game wherein monsters and gold are seen. This is quite nerdy but cool.

- **Bob Dylan.** Fans of Bob Dylan can make him as their official Facebook application. So obviously, even the gravel-voiced fellow can be seen in the massive of Facebook.

- **LOLcats:** This application presents silly captions on the profile of the users, which are really funny.

- **My Graveyard:** This is similar to the popular My Aquarium application; the only thing is, this presents less fish but more of pumpkins and zombies.

## Thing to Remember When Applying to Facebook Application Directory

The Facebook Application Directory is only one among the numbers of ways of letting one's application be known to other Facebook users. Basically, this serves as an official record of applications created by Facebook with third party developers, which can be found through every edit applications screens of Facebook users. But even if applying to Facebook Application Directory appears to be a great chance to further promote one's application, applications are required to be approved first for inclusion in the Facebook Application Directory just before they appear in the record.

So then, before an applicant ever consider adding his application to the Facebook Application Directory, it is vital that he carefully check his applications first for completion. According to many statements posted in the Facebook Developer Forum, incomplete applications are often denied to be included in the directory. Therefore, it is really important for an applicant to clean up any imperfections on his applications before he finally continues.

Also, sudden server errors should not come out within the application. It has to be taken note that Facebook staff will not think twice to deny the application as an addition to the directory if there are encountered errors while it is being checked. To avoid this, an applicant is advised to use the fb:error tag when needed.

After an applicant finish off his application to the best that he can; it is time for him to get started on his application. It has to be remembered that an application must contain five users at least who have set-up the application. Lastly, an applicant should always see to it that he has met all Facebook prerequisite since Facebook does not allow any additions to the directory without completing the entire prerequisites.

## The Striking Arrival of Facebook Flash Application

One of the latest applications that were put up to Facebook is Flash Application. The operation of Facebook Flash Application has been made and advanced to significantly increase the traffic of one's website. Actually, Flash was previously not permitted to be set-up in Facebook environment because of the concern for security. But since the use of Flash Application became very much popular, the floodgates of Facebook have also opened for this. In fact, Facebook users tend to enjoy the appearance of fresh applications and widgets into their own website.

It was indeed a big news for advertisers when Facebook agreed to let business put up a Flash Application into the pages of their profile. The primary reason why Facebook agreed to this is because they were convinced by the powerful capability of Flash Application in conveying messages. Facebook platform now allows the inputs of almost endless creativity in displaying animations, graphics, and videos. All of these are claimed to represent a brand in different numbers of ways and assists in creating vibrant profile pages. And such pages are proven to draw good numbers of traffic.

Flash widgets—whether video, animations, or games—function just like the other applications found in Facebook. They can be put in pages and be shared. More importantly, the use of popular Flash Application is capable to be scattered easily and quickly throughout Facebook—reaching great numbers of audiences. So, one can take advantage the use of Facebook Flash Application that can suit not just to his marketing goals and brands but as well as attract his target audience.

## Windows Mobile Pocket Presents Handy Facebook Photo Application

Today's technology makes almost everything possible. Another proof of it is the capability of Windows Mobile Pocket in allowing an individual access the Facebook Photo Album of his friends. In fact, this mini device can also permit him to upload photos to his own Facebook profile. So apparently, Windows Mobile Pocket presents a fantastic Facebook photo application. And this capability is just so amazing.

Just recently, a Snap2face was released as one of the features of Windows Mobile Pocket. Magnifoca Inc. explained that Snap2Face is basically a free Facebook client for one's Pocket PC—permitting easy and quick access to Facebook. Through the use of Sna2Face, one can not solely send and receive emails, pokes, wall posts, but as well as upload photos.

Of course, a person would need to have a Windows Mobile 5.0 or 6.x if he wants to enjoy this kind of Facebook photo application. By having a Windows Mobile Pocket, a person can always update his Facebook and get in touch with his Facebook friends. So, to those individuals who have been constantly connecting to people using Facebook; Snap2face then is perfectly fitted for them. Users of Windows Mobile Pocket can expect to have a good experience in navigating their Facebook as compared to the use of Spartan, which is difficult to navigate. And unlike Spartan, using Windows Mobile Pocket cannot simply hinder the uploading of photos once an SMS message comes in.

Indeed, with the availability of Snap2Face to Windows Mobile Pocket, the feature of Facebook photo application will never be the same again. Snap2Face simply allows its users to navigate Facebook wherever they are. So, if they have captured a good shot while traveling or walking around; they can instantaneously share it to their Facebook friends.



## Free Facebook Application Hosting

According to an online writer Nick O' Neill, providers of free web hosting have been available for more than a decade already. He explained that most of these providers take charge of the cost through advertising revenue. Concerning to this, writer Om Malik also published an article pertaining to the new offering of Joyent to Facebook developers. So, Joyent is expected to give developers a free Facebook application hosting solutions anytime soon. This means a lot of things to Joyent since they present scalable solutions, which is capable to host even the toughest Facebook applications.

However, O' Neill said that he has also received an e-mail from another hosting provider that is also offering the same solution. According to him, this hosting provider offers a Free Application of Unmetered Hosting that will essentially serve as a promotion to its own hosting site: [FreeUnmeteredHost.com](http://FreeUnmeteredHost.com). But O' Neill clarified that this company does not present the same type of scalable outmoded hosting solutions similar to what Joyent presents.

He explained that the mainstream of Facebook applications are not actually required to advance to the solutions of premium hosting provided that there are a small number of applications that have a large number of users. In fact, O' Neill mentioned that there are only four applications featured on Facebook that have more than one million daily users and there are 91 applications that have more than one million overall installs. And as the platform widens, these numbers are also expected to decrease. So, O' Neill said that Joyent appears to be the most practical choice for those who are planning to launch their own application in the next months.

## Facebook Application Developers: The Money-Generating Instruments

If you want to fall in love with your Facebook application, you better get the service of Facebook application developers. The service of Facebook application developers are made available to those individuals who are in need of a Facebook application development. Now, to those individuals who are wondering as to why would a person invest an amount in enhancing his Facebook application; the answer is simple, because this can produce loads of leads. Meaning, a Facebook application can generate money.

So, the logic is simple: the better a Facebook application appears, the better money will flow. The functions of Facebook application developers are simple yet crucial. Their top goal is to attain three things—user-friendly developments, catchy applications, and money generating. So, individuals who plan to have a Facebook application development needs to be picky in selecting for the company to deliver them the service they need. An ideal company must present a cast of experienced developers to effectively help their clients in getting what they want.

Meanwhile, Facebook application services can be enumerated as the following:

- Facebook application development.
- Distinctive and catchy designing of the Facebook application
- Listing of Facebook application in its directory
- Marketing the Facebook application of clients to great numbers of Facebook users
- Tracking the application of clients

Essentially, Facebook today is greatly considered as the most powerful platform of e-marketing since it has: a vast infrastructure of social networking; a well-developed user base; direct user feedback; well sustained usage statistics; and community

support as well as branding tools. So apparently, once an individual achieve a quality Facebook application. It will not be surprising for him to gain an immense audience within few months only.

## Facebook Application Money: a Worthy Investment or a Waste of Effort?

It is quiet surprising to know that the involved Facebook application money is seriously large enough. Kirtok of Small Business Arena Entrepreneur Blog mentioned in one of his post that if interested people will take some time to browse online now, they can already see operating auctions where Facebook applications are being sold. And people are releasing a good amount of sum for these Facebook applications.

Kirtok said that this online auction marketplace is called APPMRKT. This is actually one of the methods in making money through the use of Facebook applications. Although, Kirktok explained that several of Facebook applications are not generating money until now; but there are also some of them that are making good amount of sum and are attracting investors now. And because of this, more and more people are attempting to develop Facebook application this time, especially the developers. In fact, Kirtok said that many among the developers now are launching their applications; and they are wounding up whenever their traffic is increasing.

Meanwhile, Steve O' Hear of ZDNet also explained that the opportunity to monetize Facebook application was actually a result of the decision of Facebook to allow developers in displaying limitless advertisements. This is the same in sourcing an income from advertising. However, O' Hear revealed that Facebook does not permit the developers to insert Javascript with “///” in their code. Because of this, it becomes difficult to facilitate Google AdSense. This is why some developers still choose to use connected links such as eBay and Amazon. O' Hear finally suggested that like his own application, it is a mashup between Amazon API's and Facebook to comment, share, and recommend books.

## Know the Vast Selections of Facebook Music Application

Facebook has changed a lot from the time it was announced as a platform. Today, there are already thousands of applications that were designed for Facebook. So, having a naked Facebook profile is definitely not cool to look at. This time in fact, Facebook music application already comes in 20 great selections, which users can always try out.

Some of these 20 Facebook music applications that users can choose from as follows:

**My Music:** This one is designed for all iTunes users. This convenient little application enables users to use their entire iTunes library straightly from Facebook.

**Pandora:** users may tune into Pandora directly from Facebook and search for their favorite songs and artists.

**Last.FM Music:** the real Last.FM Facebook application allows the users to convert their music into playlists as well as to evaluate their musical choices with their friends.

**Last.FM Charts:** This imports up to five charts from Last.FM into their Facebook profile.

**iLike:** This is slightly a rival of Last.FM. This application allows the users to identify the concerts that will be attended by their friends. As well, this allows them to place music and videos to their Facebook profile.

**Mixlister:** This allows the users to produce their personal theme song and playlists, which they can always share to anyone.

**BandTracker:** This allows the users to track their favorite bands including their shows and determine who among their friends are tracking as well.

**Music Videos:** Users may add music videos to their profile. The process is so simple and effective.

Upcoming: Through this, users may track the entire events that they are planning to attend to. This is also ideal in tracking live shows.

## Pick the Finest Facebook Video Application

Believe it or not, Facebook presents 3000 applications reason why it is called as a platform for almost anything. Now, one of the most interesting types of Facebook applications is the Facebook video application. An individual can do a lot of things using this application. Here, he can place an extra video to his profile, share videos with his Facebook friends, make playlists, and even perform video editing right directly in his Facebook profile.

To those individuals who are looking for a fantastic Facebook video application may refer to the following lists:

**Video:** This is the most popular Facebook applications, which permits the user to place videos to his profile directly from his mobile, hard drive, or web cam.

**Flixter Movie:** This is an application that allows the user to compare his own standard for movies to his other Facebook friends. Through this, the user can track the movies that are also being watched by his Facebook friends.

**Music Videos:** This permits the user to obtain videos of his favorite music artists. However, not all videos in all areas are available because of the copyright restrictions.

**YouTube Video Box:** This displays the user's favorite YouTube video on his profile. And this is not only limited to one video; here, user may place one or more videos. Additionally, every posted video has its particular wall where friends can leave their comment.

**YouTube Skins:** This is almost alike to YouTube Video Box; the only difference is that this one is skinnable. User may place a video to his profile and may change the YouTube skin when he finds it dull in the eyes already.

## The Top 6 Most Popular Facebook Applications

Facebook users are aware that Facebook applications are some of the great things about Facebook. Truth is these Facebook users cover wide selections of really fantastic Facebook applications to further improve their Facebook experience. But of course, of all the long list of Facebook applications; there are only some of these that are truly popular to many users. The following discussion will tackle some of the most popular Facebook applications.

Essentially, the top 6 most popular Facebook applications are as follows:

1. **Super Wall:** This serves as an enhancement to the original wall feature of Facebook. Super Wall permits Facebook users to post videos, write messages, and post photos on their wall.

2. **Funwall:** This is very much alike to Super Wall. However, this primarily works in embedding YouTube videos and Tagging photos.

3. **Top Friends:** This is an application that permits Facebook users in creating a widget featuring photos of their friends; 32 at most. When one photo of a friend is clicked, the person who clicked it will be immediately taken to the person's profile page.

4. **Video:** This allows the Facebook users to publish videos to their profile page as well as send video messages to their friends.

5. **SuperPoke:** This application gives way to the users in sending improved pokes to their friends. Essentially, Facebook pokes will tell to the person who received it that she is remembered by the person who sent it.

6. **Flixter Movies:** This application allows the users to see the kind of movies that are being watched by their friends



and is capable to make comparison of the two party's tastes for movie.

## The Use of Facebook Application is Not Just Advertising

The main reason for developing a Facebook application is really to generate income from advertising. There are many users such as students who make money out of Facebook applications. However, a Ringside Social Application Server can create several more reasons for developing Facebook applications.

First, a user can run his Facebook application on other websites and earn money through charges. He can let others deploy his application and then charge the website or individual that runs the application.

Second, Facebook applications are preferred than Facebook advertisements. Many advertising agencies take advantage of the free Facebook application. Having a good and effective one means that companies can save a lot of money from advertising. This is because many users can see them and they are considered more engaging than banner ads.

Third, users can collect more information from Facebook applications. Naturally, a user cannot get or copy the data from Facebook but he can collect polling information, which can be useful for a marketer.

Fourth, a Facebook ad attracts people to a website. If a user can put a lot of functionality in his website then news will spread over the whole network. Other people would visit the website.

Fifth, he can also deploy the same application on both Facebook and his website using the features from Ringside Social

Application Server. He can write one content and have it deployed in multiple locations.

Having a Facebook application is not just for advertising, it can serve several purposes which can be beneficial for the website owner.

## The Future Dynamics of Facebook Application Maker

Everybody seems to want to create his or her own Facebook application. For those who would want to have one, it is being made easier with Facebook Application Maker, which is created by the Dapper Team.

What can Facebook Application Maker do?

First, it can allow for branding such as logos and provide other functionalities such as remote search and retrieval. This is quite useful for those who don't have the time to learn Flash and Java or the details and particulars about the Facebook F8 architecture.

Second, the Facebook Application Maker is also joined by DapperApp, which means that users can get content from all websites into his Facebook with no effort.

Third, a user doesn't have to do programming to be able to create Facebook applications. This means that a user doesn't need to have programming knowledge to create his applications.

Since Facebook Application Maker is now open for the public, there are many speculations that it would turn the Facebook economy in turmoil. This is because creating Facebook application has become a common commodity that everybody can do. All a user needs is some basic web knowledge and he can have what he wants.

There is also no need for programmers for users who want to implement their ideas. It is also said that the overall price for the sale of Facebook applications will be affected. Of course, these are all speculations. However, it is a sure thing that Facebook Application Maker shall change the dynamics for developing Facebook applications.

## Searching for Interesting Facebook Applications?

If a user would want his Facebook profile to be more fun and interesting, then he doesn't have to search from the list of Facebook applications. There are several sites online that provides a review of recommended Facebook applications that won't make a user's head turn with confusion.

Here are a few Facebook applications that are sure to add lots of fun for all who visit the user's profile.

1. Fluff Friends is a cute virtual pet that a user can add to his profile. He can choose from among the fluffy pets such as penguin, panda, pig, monkey and others. This Facebook application can add more interactivity to the profile and friends can have more fun visiting the user's profile. The user can even pet and feed his fluff friends.

2. Another interesting Facebook application is Where I've Been. This is an interactive map that allows a user to add the places that he has visited or to the places where he would want to go in the future. He can also zoom in and out to see more of the map.

3. Smart Links Organizer can help the user to put his friends, groups, external links and even Facebook applications into folders. This will become an organizing aid to keep better track of them. This application is only for the eye of the profile owner and cannot be seen by other users.

4. My Solar System is another fun application where a user can send aliens to visit friends. He can also send rockets and planets if he wants to be remembered by friends.

These are just a few of Facebook applications that can make a profile more interesting and fun.

## Some Facebook Application Tutorial for Developers

A user or a company who wants to create his Facebook application can learn a lot using some tutorials online. The information provides the basics on how to use the Facebook PHP library and how a user's application can get started.

Some tips

1. The first thing that a developer must do is to have a Facebook account and then installing the Facebook developer application. The latter will allow the user to generate an application profile and acquire an API key.

2. A developer can also grab the PHP version of the Facebook library. In this way, he can use their API without writing more extra codes. Once he had downloaded the library, he can unzip this into a folder that is accessible by PHP scripts.

3. The next step is creating his application profile and API key. It is a requirement from Facebook that developers would register each application he makes. Once he has logged into Facebook and has installed a developer application, he can go to the developer panel and click "Set Up New Application".

4. The developer can then select a name for his application. This is quite a significant step because this shall be the name that the users will see when they browse through the application directory. The name field is the only thing used when searching for applications, that's why it is really important.

5. The developer can then click on "Optional Fields" and then fill out the Callback URL in terms of the location of the script. Then, fill out the "Canvas Page URL" which shall be the application URL within Facebook.

6. Lastly, he must add his application on Facebook and check the developer mode checkbox if he is still currently working on it.

## Anyone Interested in Facebook Applications?

Facebook is a social networking website and is gaining popularity because of its usefulness to users, may it be an individual or an organization. Facebook allows members to create their own profile. The users can then post their photos, send public and private messages, build a directory of friends and even list their various interests.

To make a Facebook profile more fun, interested users can also use Facebook applications. These applications generate content that the users might find interesting and useful. There are so many existing applications as of this moment, ranging from photo slide show, alerts and reminders for the favorite band and others.

Interested in using Facebook applications?

There are many recommended Facebook applications that a user might find awesome. There is the Slide application, which enables users to create their own slide show in their profile and have them sent to friends. It may contain photos or other digital content. Moreover, friends can comment on the slide shows that users have created.

The Blog RSS Feed Feeder can also be interesting because users can add personal or business blogs in their profile using an RSS feed. There are other Facebook applications that users might be interested in such as Fliptrack, Jobster and Where I've Been.

Interested in developing Facebook applications?

Facebook has announced a new program called FBFund. This is a program that offers grants to developers who want to create new Facebook applications. The program started with a 10 million dollar capital and shall provide developers with grants ranging from 25,000 to 250,000 dollar grants. The only big requirement for the developers is that they don't have past

formal venture funding and that the money awarded shall only be used to develop Facebook.



## Tips and Ideas for Facebook Application

A person looking for ideas for Facebook application for his company has three approaches that he can use.

1. A person can design a Facebook application that shows the content of his company. This means that the application should be correlated to his products and services. A good example is when a person wants to sell a certain line of clothes. He can show in his Facebook application that he owns this certain piece of clothing or that he wants to have this as a gift. Company-correlated applications are said to be beneficial in terms of direct exposure and are cheaper to build because of existing technology and infrastructure. However, there are problems associated with offering a certain product or service. The audience might get bored especially if the person is offering insurance or it's a financial company. Second problem is that the company is limiting itself to be viral.

2. A person could also design an application with the main purpose of having more users in the shortest time possible. This is a good approach for a company who has just started and he doesn't have to make product tie-ins. This kind of approach is advisable for time-sensitive applications such as the promotion of a new movie or a new record release. The goal is usually to advertise them to as many users as possible.

3. The third approach is for longevity applications. The main purpose of this kind of Facebook application is to make something that will be valued by users for a long time. This means that users will continue to use this for long duration with low risk of being uninstalled. Users might not rapidly grow overtime but a quality audience can be built. Companies may just hint about their products but this approach might also be used for others who have nothing to sell.

## Some Examples of Facebook Application Reviews

Facebook applications are growing in popularity among many users. However, there are many existing applications that might leave the user confused on which one can be useful for them. This is where Facebook application reviews can come in handy. These reviewers would give users some ideas on which applications are rated better than the others. There are also descriptions on why the reviewer thinks this application is good or otherwise.

### Some Facebook Application Reviews

1. Several users have given a positive review on a Facebook application called iThink. It is a social tool that lets the users to express and share their opinions with friends and other users under various categories. It can be on careers, global issues, relationships or politics. Through this Facebook application, a user can get an idea what the rest of the world thinks and compare his opinion with others. Apart from casting his votes, other users can also comment on his opinion leaving some space for making an argument for the user's perspective.

2. Another Facebook application that got positive review is Picnik. This is a web-based photo editor, which offers access to other services such as Flickr or Picasa web albums. A user can grab the photos from these sources and have them sent to Facebook. Moreover, the team working on this application keeps on adding more tools and features.

3. SplashCast is also one of the favorites of users. In this application, a user can combine many media in one player and have them published in different locations. He can also add photos, videos and audio podcasts.

These are just a few of the popular Facebook application, which has received positive reviews from users. Facebook appli-

cation reviews are useful and reliable because these are real experiences from users.

## See Facebook Application in a New Light

Many users are using Facebook and its various applications, but not so many are aware that it was originally conceived for the students of Harvard College. Mark Zuckerberg founded it in 2004 while he is attending Harvard University as a sophomore student. At first, only students of Harvard College can become members. When it became obviously successful, Facebook and its applications were expanded to other Ivy League schools and gradually covered universities in the US and Canada. Presently, Facebook has set up its international headquarters in Ireland and even included membership to companies and people over 13 years old.

Facebook has not been always smooth sailing. It also faces a few problems such as several lawsuits from some of Zuckerberg's former classmates. They claim that their source code and other intellectual properties were stolen. Other countries have also blocked the use of Facebook such as Syria and Iran. Other companies also banned its use claiming decrease in productivity.

### Facebook features and applications

Facebook has often been compared with MySpace. However, there is one important difference between these two websites in terms of level of customization. Facebook uses plain text to decorate their profiles whereas MySpace user HTML and CSS. Facebook also has a number of features for users to interact with such as Wall, Pokes, Photos and Status.

Moreover, it also has several popular applications such as Photos application where users can upload photos, Facebook Notes where blogs can be imported from other blogging services and Comet, which is a desktop-based instant messenger. There are still many other Facebook applications that users must see and try.

## Knowing More About Facebook Top Friends Applications

The Top Friends Facebook application is a social network that gives users the chance to connect with other people. Presently, there are millions of people using Top Friends because through this application, they can keep up with friends, upload unlimited photos, share links and videos and even meet new friends.

What can a user do with his Top Friends?

1.If a user is tired of his usual simple profile, he can completely customize his profile. He can choose the skin he prefers; he can add music, animations and many more.

2.Moreover, he can also use Top Friends News to give and receive exclusive awards and also keep tabs on certain people that he cares about.

3.He can check out the profile of a friend. He just needs to follow a link provided on the Top Friends profile.

4. A newly added feature in Top Friends is being able to specify which friends the user would want to display for their profile visitors. This feature is sometimes not available in other networking profiles.

5. He can use some other cool things like his own free "topfriends" URL, buy & sell you/your friend's Top Friends Profile and all sorts of Top Friends network fun.

Top Friends is ranked in November 2007 as one of the engaged Facebook application in the US. Originally, it was con-

ceived more as a feature of Facebook rather than a separate application. Because of its growing popularity, developers thought of making it as a semi-social network application.

## Interesting List of Facebook Applications

Since the launching of Facebook in 2004, the number of users using this free-access website has increased. Users find it fun also to add many Facebook applications to their private profile. Users can choose from a list of applications for installation, which they might find fun and useful.

Here is a list of interesting Facebook Applications:

1. MeetingWave is pretty useful for users who want to meet new business contacts, customers or even future employers. The user will post a Private Invite for a business meeting. He can set the time, date and venue for the meeting until someone from Facebook accepts his invitation.

2. The application Prosper is for members who would like to make loan applications from Prosper. Members of Facebook that have this application can then bid low interest rates for borrowers to consider.

3. Jobster Career Network can be a useful application for members who are looking for jobs. Users can join the Talent Networks of different firms. He can also receive job alerts depending on his job interest and may also receive advices on career from Facebook networks. He can also post resumes online and search a job in the database.

4. MyDocuments is an application for users who wants to upload their numerous word documents on their Facebook accounts. If the user wants, he can also share his documents with friends.

5. Business Cards is an application that allows users to create and customize their own business cards for their business and clients. It also allows users to attach their Facebook business cards to their messages while browsing others user's cards and comments.

These are just a few of the interesting list of applications available in Facebook. Users should use these applications and eventually benefit from them.

## Best Applications on Facebook: Depends on the User

In the world of many choices, it is only natural to find people who will have desired choices of preference over others.

This is also the case in Facebook, and while no two people are the same, their desired applications may be the same for multiple other reasons.

It's a good thing that Facebook has in it many applications for things or services of varying degrees and types.

Of course, if ever person dislikes most of the applications, he could still find comfort on the fact that there are still other applications to try.

For one:

- The applications themselves are designed to be very entertaining.

And there are some applications that could be removed from the person's account.

This ensures that the account is a virtual representation of the owner's personality, and not that of Facebook.

- Applications are more than just funny.

Now this is quite true, as there are applications that are downright boring yet useful, or colorful yet limited in use.

Of course, applications that provide news are mostly informative and could not be expected to be funny.

In this, it can be seen that the applications are mostly made as they are to please the people working on them.

And owing to the large number of choices available to the millions of Facebook users, there will clearly be no shortage of good applications to begin with.



## Facebook Application Who Has: Interaction has Two Answers

One particular feature of Facebook that makes it very popular among the people today, especially on the youth, is that it is very interactive.

Another would be its applications, which are so many and diverse that there will be no shortage of such for the months ahead.

Of course, even applications have interactions involved and this is the place where a substantial portion of interactions is made.

So who has these applications?

This is answerable by two answers, which reflects the way in which interaction helps speed up the process.

- The applications are to be found on the owners' sites.

These can be situated on Facebook itself, or on privately-owned websites, and because of their nature, can either be free or for a price.

In most cases, the applications are mostly for free with other individuals footing the bill for the creation of such application.

Other applications can be found through the use of Search Engines.

- And they can be found on the user's themselves.

Once the users install the applications, it will immediately be posted on their Facebook accounts.

This will allow them and their friends to enjoy and make use of these applications.

This will also broadcast to other users that the application is presently installed, and could be installed on their own accounts.

This is viral spreading at its finest, and everyone knows that the best form of advertisement is to give the product away.

In this way, the people are opened to the fact that such application exists, and will, hopefully, try to get it for themselves.

So who has the applications?

A lot!

## Useful Facebook Applications: Made to be Useful

The main reasons why there's always a need to establish a good linkup between people is the fact that there's a relationship shared between them all.

Try for example, having a life with no one else.

That'll be madness, and a person is a social animal, and as technology grows, the people themselves grow.

For example, who would think that there will be something like Facebook on the Internet today?

The thing is, Internet worked simply because it made interaction easier.

This ultimately provided the groundwork for Facebook, which is really more than just the average website for interaction.

Facebook boasts of interaction on scales that could be seen as reaching out to people even though they may not be part of the person's friends.

This is through the use of Facebook applications in ways that'll make any advertisement wither.

Yes, Facebook's applications can be used as a place to post advertisements though always on the sly and with proper manners.

But the fact is, it could be done, and it's free to use, even for many instances more.

Of course, there are other important uses to the applications other than have free pseudo-advertisement sites.

Other such uses may vary depending on the type of application used.

One can have an application where job vacancies are posted, or have applications for having an electronic Internet-version of a popular American newspaper.

On a less serious note, there are also applications that beautify the person's account, but these in turn also generate profit for the applications' makers.

Now that's applications made useful!

## Facebook Applications Directory: Order and Speed

For a person, who is not used to searching for bits of information, using the directory could be seen as heaven-sent blessing.

And in the face of many choices on applications, Facebook has found an interesting way to keep things as simple and easy as possible.

This is through the use of Applications Directory.

This is the place or the part of Facebook that features the applications in an alphabetical order with listing of the current number of user's using it on a monthly period.

There are also explanations on what these applications do, which is very easy to read and have been written in ways that will make the reader want to install it.

This directory is indeed heaven-sent.

- For one, with this directory, there will be a reliable list of Facebook-approved and recognized applications.

This will limit the existence of spamming as well as other undesirable acts of interaction, which will improve the security aspects of the accounts.

- Two, this speed up the process of having applications.

With the directory, there's no longer any reason to have anxieties of having installed the wrong applications, especially if the applications were thoroughly explained.

Facebook Directory Applications is so use that users can even have the option of installing the applications right there.

And on the whole, this makes application-searching quite an orderly thing, and order is something that helps the level of speed to increase.

- Now to even put applications further into order, they've been lumped together according to group.

In this, the applications that are highly social are put together, and separate from the rest of the applications.

This is, again, another good incentive to try them on!

## Facebook Fan Application: Large Fan Base

The modes of interaction is Facebook is something that is best seen during the times when there's a person waiting to be approved as a fan.

And approving fans and having them is a sure-sign of a person being a real changer and provider or interaction.

- Having friends is one thing, but having fans is another.

The two are different as having a friend means that a person is likable to another in a personal way, while having a fan means he did something nice.

Fans are deeply connected with the user that accepted them, and this is either through their write-ups or messages on photos.

Besides, if a person can't be a friend on reasons that there's no personal knowledge between them, then he could be treated as a fan.

It is more impersonal and far more less-intrusive, yet with ample touch of personality involved.

- Maintaining fans are the best thing to do when a user wants to be known.

Of course, having fans increases the range of the people's personal knowledge about the user and his account.

And while maintaining applications also provide insight into who he is, it is still not enough, but he really can't be expected to be friends will everyone else.

Fans are simply half-friends and half-acquaintances, but are awarded a higher degree of interaction than a stranger in Facebook is given.

- The larger the fan base, the larger the extent of interaction.

This is best seen during reviews of posts, and the replies garnered by the posts.

It could even be seen during the uploading of photos and soon thereafter a fan comments about them.

On the whole, having a large fan base is good.



## Applications Available for All Users of Facebook

Facebook's applications such as photo tagging and comment, share links and videos, Birthdays, Events, Groups, News feeds and friend game keep millions of people on using Facebook as part of their everyday routine.

Most of Facebook applications are free. Applications which users found to be useful are:

1. Photos – where users may add photo or create photo albums on Facebook page. Users can upload over 5 billion photos and can create as many albums as they want. Each Album has a maximum upload of 60 photos. Users need to set the privacy setting for which they would want their photos be viewed.

2. Video – where users are allowed to publish their personal videos, record and send video messages to friends. You need the latest Flash Player to view videos and record messages. A privacy setting is required.

3. Birthdays – application that allows users to know friend's birthday.

4. Events – application that keeps a calendar of upcoming events.

5. Pages – an application where users are able to connect with people they care about such as favorite artists and businesses. Users in return share these connections to friends and recommend these pages.

6. Chat – an instant message application where friends online can send hi's and hello's.

7. Groups – contains all information about the groups you have joined on Facebook. You can create new groups or search and browse for groups where you share the same interest.

Other than the above applications, Facebook has opened its platform to software developers, which offer applications of all kinds and for which Facebook users can add to their profile pages. Examples of these applications Texas HoldEm Poker by Zynga, Movies by Flixster, Super Wall by Rock You and many more.

## An Application on Facebook to Find Friends

Facebook is one of those social networking sites that allows users to meet new friends and keep their contacts updated with what is happening and how things are doing on both ends. Facebook has an application where users can build a friend list. It has features where users are able to find old friends, new friends, connect to friends and groups.

To find friends both old and new is to use the Facebook's advanced search features. By browsing profiles you are able to find new friends and you can even filter your search browse by sorting people according to age, gender, interest and other things.

There are three ways to find out if your friends are already on Facebook. First is to search people that you email. Facebook friends application has the ability to search the database of the email addresses of your friends as stored in your email address book. Second is to use the search for people field where you type your friend's name or email address. And third is to allow Facebook to import your AIM Buddy List or Windows Live Contacts.

If you found someone that you would like to be friends with and connect, there is a button to click to add that person in your friend's list. You are able to keep track of what your friends are doing on Facebook through exchange of hi's and hello's. You can also join groups that you share same interest with and be able to join group's discussion board. You can also create a group should you find no groups that meet your interest. You will be asked to name and describe your group, category for which

you would like your group to be classified and recent news about your group.

## An Application on Facebook For Photos

Facebook has a photo application that allows users to add photos and create photo albums on their Facebook site. In as much as Facebook is social networking, its photo application allows interactive album where you can comment and do photo tagging. This means you can share photos with your family and friends anywhere around the world.

With Facebook, photo application you can upload over 5 billion photos. Facebook photo application will prompt you to install an application that will allow easy uploading of your photos. You can create as many albums that you want. Each album is limited to 60 photos. You will need to name your album provide a description and set the privacy settings that you would want your photos to be viewed. Your privacy settings can be changed at anytime. Privacy setting options are For Everyone, All My Networks and All My friends, Some of My Networks and All My Friends, and Only my Friends.

Everyone can view your photos on Facebook even if they are not Facebook users. If you want to make a comment on a photo, you are able to do so only if permission has been granted for you. You will see the option “Add a comment” below the image. Type your comment in the text box and click the “Add your comment”. Your comments on the photo will be visible to anyone who views the photo. Remember that you can only provide comments on photos of your friends

## Best Applications For Facebook Users

Facebook is not just social networking where you connect with friends. It offers a number of features and applications where users can interact.

Some of the best applications on Facebook are:

1. Photos – an application where users may add photo or create photo albums to their Facebook site. It has unlimited storage that can upload over 5 billion photos and share them with your friends around the world based on user's privacy settings.

2. Groups – an application where Facebook users may join groups to find people who share the same interest. You will be asked to sign up or register in the group of your choice and be able to join in the group discussion board. Groups provide updated information on what's happening within your circle. If you are not able to find a group of your interest, you can even start creating your own group. To search for groups, Facebook provides a feature that filters groups by network and by type such as common interest, business, entertainment & arts, geography, Internet & technology, just for fun, music, organizations, sports & recreation and student groups.

3. Gifts – application where it allows users to send virtual gifts to friends. A purchase of US\$1 gift is equivalent to 100 gift credits.

4. Marketplace – an application where users can post free classified ads.

5. Events – an application where users can use to remind friends of upcoming events.

6. Video – an application where users share their personal videos, record and send video messages and send videos from users mobile phone.

7. Games – an application where users can play games such as chess and Scrabble in asynchronous manner, where the users moves are saved on the website, thus allowing the next move to be made at anytime.

## What Makes a Good Facebook Application

Facebook unlike MySpace offers various applications where users can interact within the network. Applications such as photo, video, events, movies, music, games such as poker, scrabble, etc. These applications allow users to add in their Facebook page, share with group friends and play with them as well. Today, there are over 7,000 available Facebook applications. Users select Facebook applications, which they believe would be good for them.

The following are some characteristics of a good Facebook application:

1. Has the ability to bring users to return to canvas pages on a continuous or regular basis.
2. Has the feature of allowing users to repeat usage of the application.
3. Has the ability to connect with the user and allow them to share their behavior.
4. Has the feature of providing mini-feed updates based on user action.
5. Has the invite ability in order for users to share with friends.
6. Has the attachment ability.
7. Has the notification ability
8. Has the ability to leverage and be able to engage Facebook connections to add value
9. Has the feature where the friction for knowledge sharing is reduced.

In this world of modern technology, most people communicate through the Internet. People demand for more social networking websites where they can interact not only with their



friends but meet new people with common interest. Thus, for third party developers of Facebook applications it is important to remember that a good Facebook application is one, which can draw more users to use their applications. A good Facebook application indicator is when users continue to enjoy the use of the application on a regular basis.

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