FACEBOOK (7 🖉 🖸 🕥 🗢

WELCOME Meet the speaker



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Manajer Kebijakan Publik Meta Indonesia dan Timor Leste Instagram: @valdryno

BRIDGE TO THE METAVERSE

What is the metaverse?





A set of virtual spaces where you can create and explore with other people who aren't in the same physical space as you.





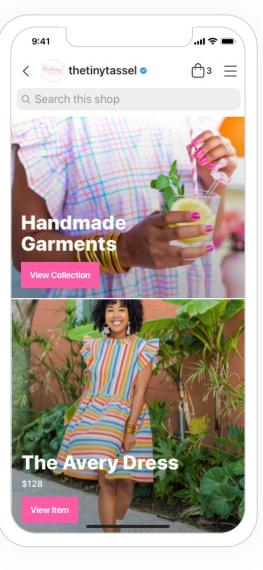


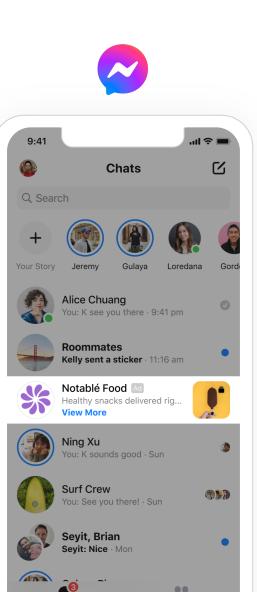
BRIDGE TO THE METAVERSE

Meta today

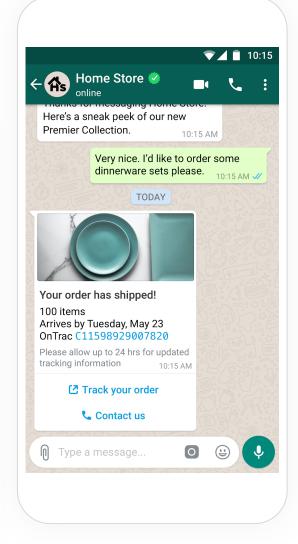
2:04 ...| 🌣 🔳 facebook Q 🖸 Feroldi's Foroldii ••• Sponsored · ③ Feroldiz **BUY ONE, GIFT ONE** Limited Time Only Over 50 styles of dress shoes Shop Now WWW.FEROLDISFASHION.COM

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Bringing the world closer together

Bringing the world closer together

Approximately **3 billion**

people actively use Facebook, Instagram, WhatsApp or Messenger each month

700 million

daily actives participating on video calls across Messenger and WhatsApp

800 million

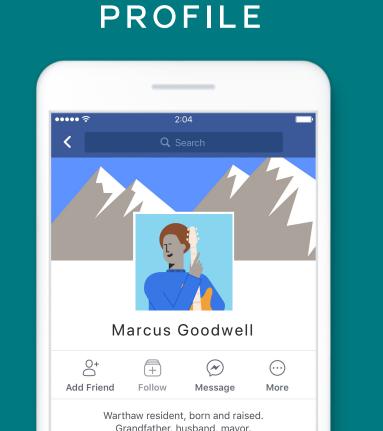
daily actives engaging with live-streams on Facebook and Instagram

Keeping Your Community Safe and Informed

How organizations can use Facebook products to build community and raise awareness around important issues

Page vs. Profile

Extend your reach with a Facebook Page



PAGE



Ensure Page security

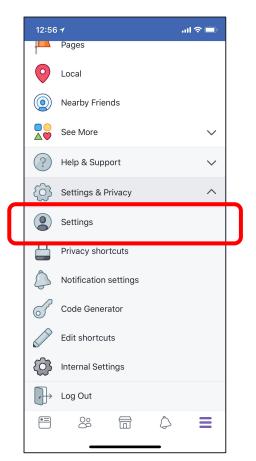
Page admins must have verified, secure accounts

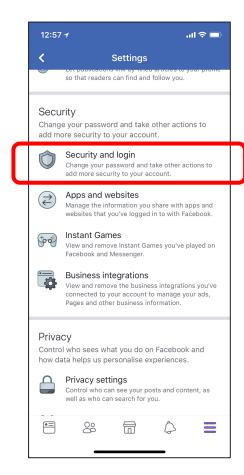


Set strong passwords fb.me/securitycheckup



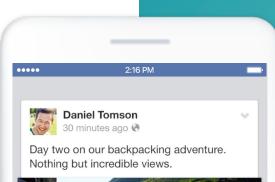
Two-factor authentication





<	Security and login		
	Log in using your prome picture Tap or click your profile picture to log in, instead of using a password	On	>
TWO-	FACTOR AUTHENTICATION		
٢	Use two-factor authentication Log in using a code from your phone as well as a password	On	>
٢	App passwords Get a unique, one-off password for apps th don't support two-factor authentication (e. Xbox, Spotify)		>
	Authorised logins Review a list of devices on which you won't have to use a login code		>
SETTI	NG UP EXTRA SECURITY		
÷	Get alerts about unrecognised logins We'll let you know if anyone logs in from a device or browser you don't usually use	On	>
**	Choose 3 to 5 friends to contact if you are locked out Your trusted contacts can send a code and URL from Facebook to help you log back in	On	>
ADVA	NCED		
Q	Recover external accounts Recover access to other sites with your		>
•=			

Newsfeed





56 Likes	18 Commer	Commen		Share
		oonnen		
	Zach Mille 30 minutes			~
Longbo	parding se	ession dow	n Mission F	eak.
News Feed	Requests	Messenger	Notifications	More

So how do we organize all of this content?

The goal of News Feed is to show people the stories that matter to them most

By showing people posts with the most relevant stories to them first, we hope to create the best, personalized experience for everyone using Facebook

How does News Feed prioritize which stories to show people?

Frequency of posts from publisher

Person sharing a link over Messenger

Average time spent on content

Multiple replies to people's comments ··· on a video

Engagement





Image: Comment Share 6 Comments 2 Shares Image: Like Image: Comment Provide Share

When it's posted

Commenting on or liking a person's photos or status update

Story type

Completeness of page profile

Engagement with a publisher post shared by a friend

How informative the post is

KONTEN YANG BERHASIL ADALAH...

INTERAKTIF

- Menyenangkan
- Substansial
- Personal/Autentik





New Zealand Labour Party

Check out whether your first year of post-school education will be free at swww.feesfree.govt.nz

...

•



49K Views

🖒 Like 💭 Comment 🔗 Share



🖌 Like Page

It's so hot in #Birdsville that our officer could fry an egg on the bonnet of his police vehicle parked on Big Red! #heatwave

3.4M Views Like ■ Comment → Share ■ 3.4M Views Top Comments *

KONTEN YANG BERHASIL ADALAH...

TEPAT WAKTU

- Mendiskusikan topik hangat
- Berita terbaru
- Menulis konten bentuk panjang berkualitas



Are you living in Germany or nearby? Do you want to #volunteer for COP23? Check out this interview with UN Volunteer James Dayani, and apply now! https://www.unv.org/cop23



5.633 Views

charity: water Ä 1 September at 4:56 AM · 🕥

When we first visited this school in Ethiopia three years ago, they told us their students were often late or missed school entirely because they were collecting dirty water... See more



224



FDP NRW

...

...

Wednesday at 3:54 PM · 🥥

Ein neuer Blick auf #NRW: mit unserem 360-Grad-Politikangebot. Schaut rein! ;-)

See Translation

Bildung

ichten.



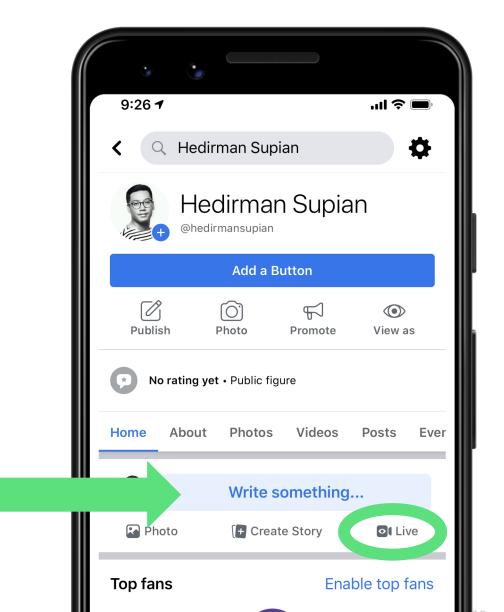
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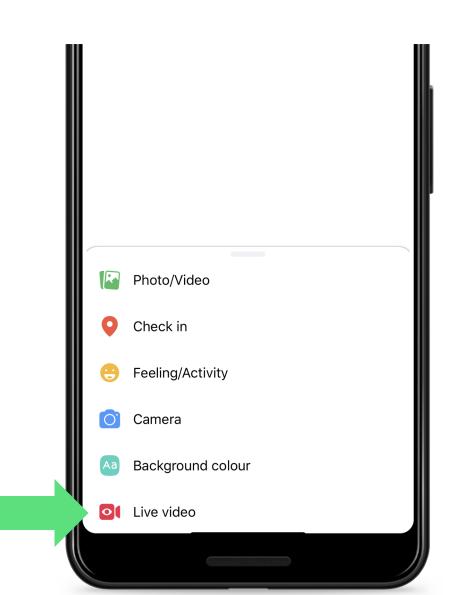


facebook live



How to Use Facebook Live on a Phone



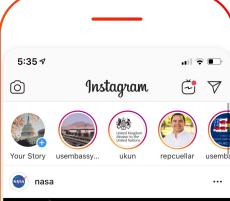


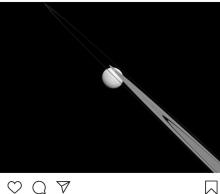


KOMUNITAS KAMI





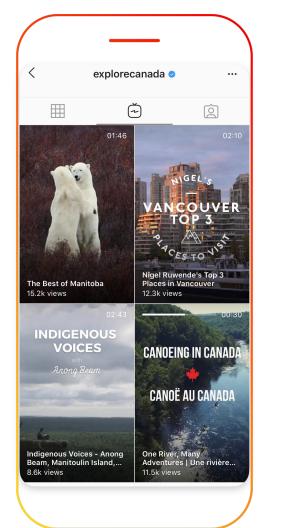


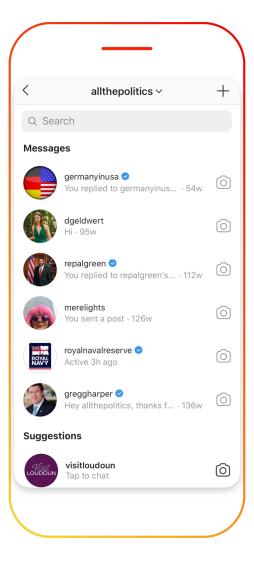


17,432 likes nasa Stuck on the rings by by by From this perspective, icy moon Tethys appears to be... more

View all 132 comments









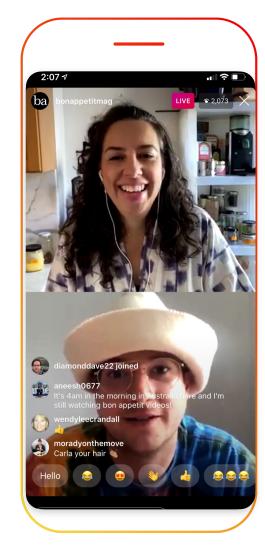


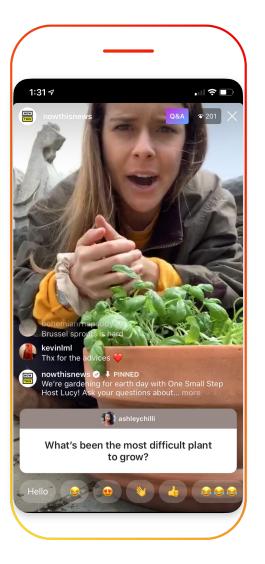
IGTV











LIVE

LIVE WITH

LIVE Q&A

BUILD YOUR BRAND Show your brand identity and communicate your value

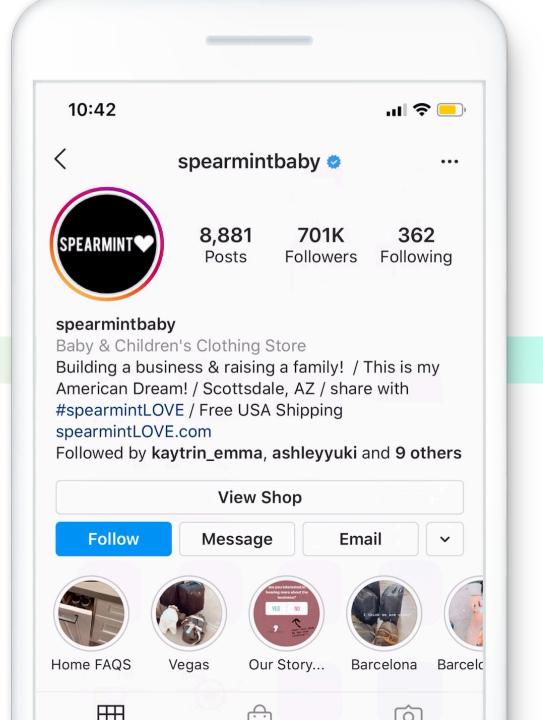
PROFILE

Choose an account name that is easy to search for, upload a profile picture, and include a punchy writeup about your organisation and what you do.

You can also include your website link and contact information.

STORIES HIGHLIGHTS

Save stories to highlights when you want to keep them permanently. Your highlights give insight to behind-the-scenes details of your brand.





2,998 156K Posts Followers Following

398

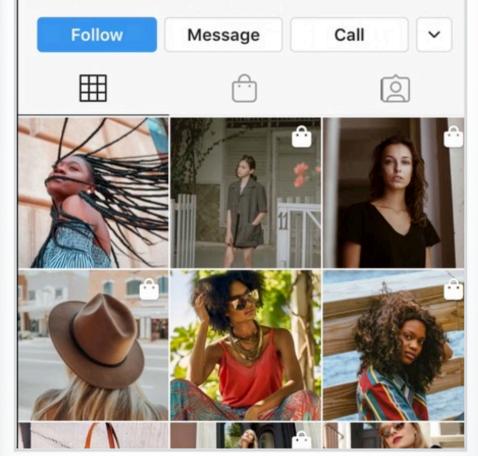
Feroldi's

Clothing (Brand)

A clothing and lifestyle brand focusing on unique and up-and-coming designers. Our retail locations offer a mix of luxury products and artisanal goods.

www.feroldis.com

Followed by Irjvr, boda and 12 others



BUILD YOUR BRAND Show your brand identity and communicate your value

IGTV, GUIDES & TAGGED POSTS

Your IGTV content and posts that you've been tagged in will be displayed via these tabs. You can manage your tags for each post.

VISUAL IMPACT VIA GRID

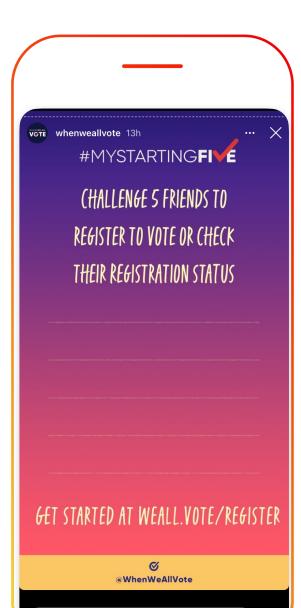
Maintain consistency in your feed, which makes your grid visually impactful.

of profile visits are from non-followers

2/3

•	•	•
< nuttybutterbakes	<pre>nuttybutterbakes</pre>	<pre>nuttybutterbakes</pre>
78 3,085 543 Posts Followers Following	78 3,085 543 Posts Followers Following	78 3,086 543 Posts Followers Following
Nutty Butter Bakes Dessert Shop Keto, low-carb, gluten-free, sugar-free artisanal bakes and recipes. Get shredded with us! 😵 🥑 🦾 Order now via the form below 👇 Or Message us to chat! forms.gle/z6wA9tzEMzL1FzzM7 Followed by ennasor_, mishtij and 54 others	Nutty Butter Bakes Dessert Shop Keto, low-carb, gluten-free, sugar-free artisanal bakes and recipes. Get shredded with us! Order now via the form below Or Message us to chat! forms.gle/z6wA9tzEMzL1FzzM7 Followed by ennasor_, mishtij and 54 others	Nutty Butter Bakes Dessert Shop Keto, low-carb, gluten-free, sugar-free artisanal bakes and recipes. Get shredded with us! 😂 🥑 🦾 Order now via the form below 👇 Or Message us to chat! forms.gle/z6wA9tzEMzL1FzzM7 Followed by ennasor_, mishtij and 54 others
Follow Message Contact ~	Follow Message Contact ~	Following ~ Message Contact ~

O BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: **@WHENWEALLVOTE**

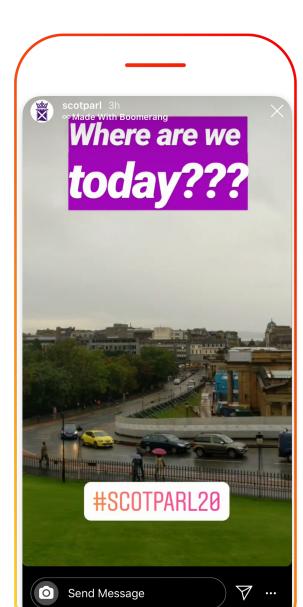


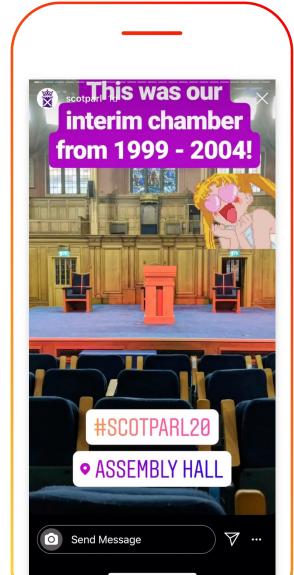


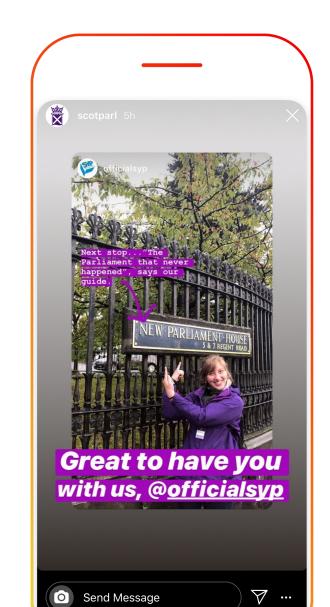




BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: @SCOTPARL









europeanparliament 🥺 🛛 Message 🛛 💶 🛶 💽 🚥

3,043 posts 223k followers 736 following

Followed by syang, eudiplomacy, aipa.secretariat + 5 more



EUROPEAN PARLIAMENT

@europeanparliament















Video, the future of how people create and

10:21

consume

-2:19 HD

Facebook

FACEBOOK

By 2021

3.8B

Smartphone users worldwide ¹

Nearly

80%

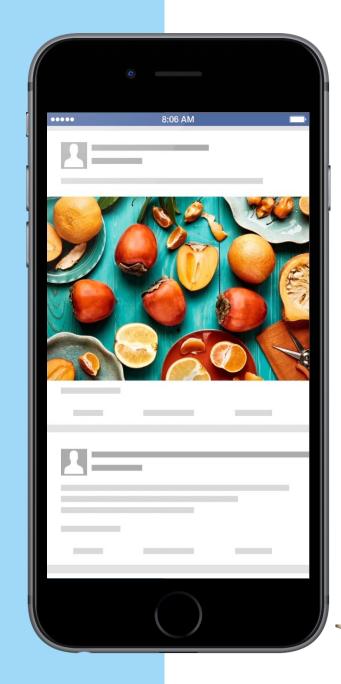
of the world's mobile data traffic will be video by 2022²

Source: 1. Statista, Number of smartphone users worldwide from 2016 to 2021 (in billions); 2. Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2017–2022 White Paper February 18, 2019



People Consume content

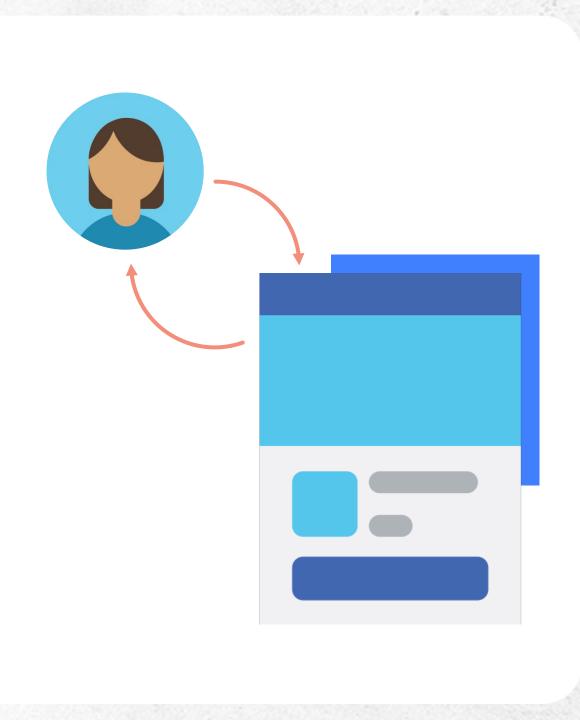
faster on mobile



People consume content 41% faster on mobile



Mobile Driven IMPLICATIONS On Marketing



Traditional TV Commercial Storytelling

Main Message

0 SECS

STORY CLIMAX

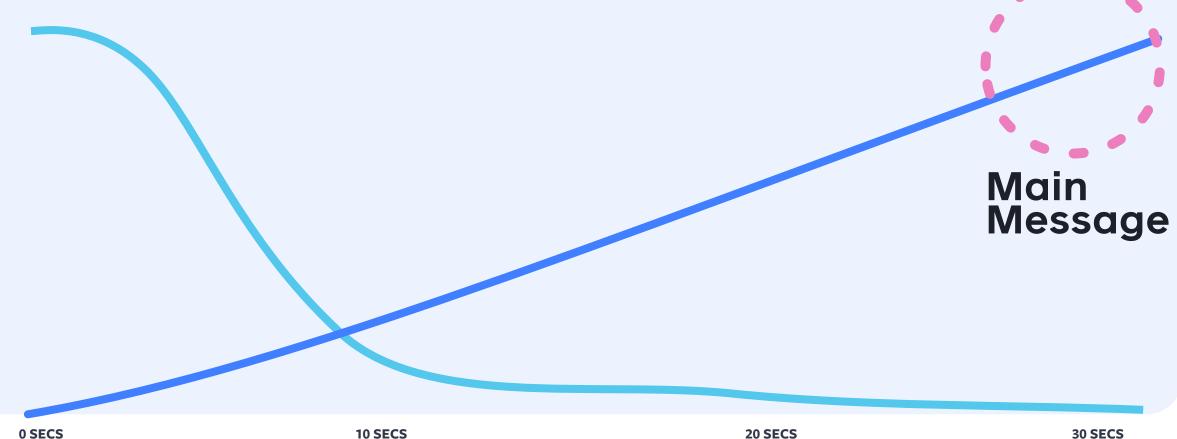
10 SECS

20 SECS

30 SECS

Video Consumption **Behavior in Feed**

STORY CLIMAX



10 SECS

30 SECS

Video Consumption Behavior in Feed

Attention on mobile should be rewarded early, giving people a reason to pay attention.

Main Message

0 SECS

