

FACEBOOK



WELCOME

Meet the speaker



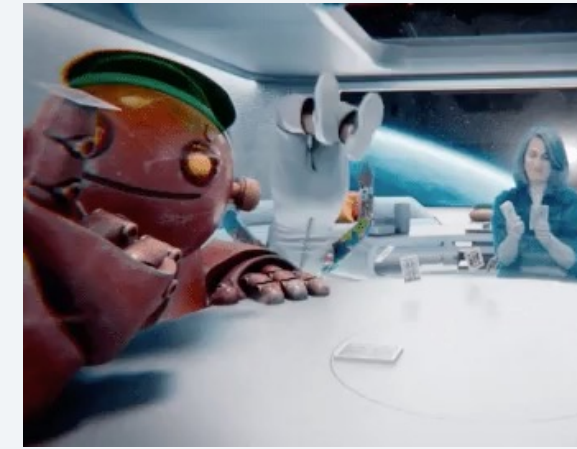
## Noudhy Valdryno (Ryno)

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

# 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

Feroldi's  
Sponsored

**Feroldi's**

BUY ONE, GIFT ONE  
Limited Time Only

Over 50 styles of dress shoes  
WWW.FEROLDISFASHION.COM

Shop Now



9:41

thetinytassel

Search this shop

**Handmade Garments**

View Collection

**The Avery Dress**

\$128

View Item



9:41

Chats

Search

Your Story Jeremy Gulaya Loredana Gord

Alice Chuang  
You: K see you there - 9:41 pm

Roommates  
Kelly sent a sticker - 11:16 am

Notablé Food Ad  
Healthy snacks delivered rig...  
View More

Ning Xu  
You: K sounds good - Sun

Surf Crew  
You: See you there! - Sun

Seyit, Brian  
Seyit: Nice - Mon



10:15

Home Store  
online

Thanks for messaging Home Store.  
Here's a sneak peek of our new Premier Collection.

Very nice. I'd like to order some dinnerware sets please.

TODAY

**Your order has shipped!**  
100 items  
Arrives by Tuesday, May 23  
OnTrac C11598929007820  
Please allow up to 24 hrs for updated tracking information

Track your order

Contact us

Type a message...



# 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



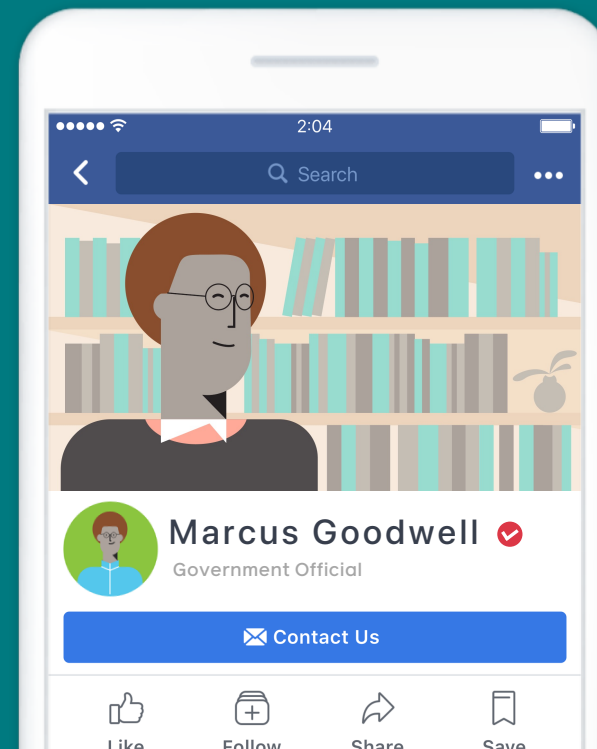
# Page vs. Profile

Extend your reach with a Facebook Page

## PROFILE



## PAGE



# Ensure Page security

Page admins must have verified, secure accounts



**Set strong  
passwords**

[fb.me/securitycheckup](https://fb.me/securitycheckup)

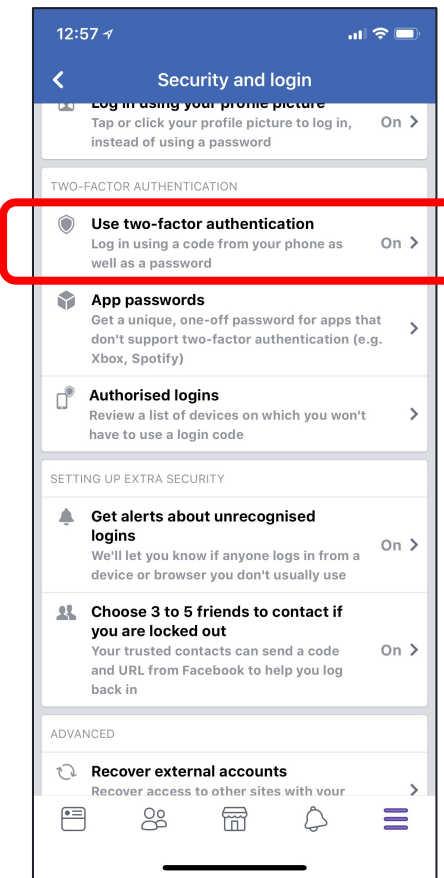
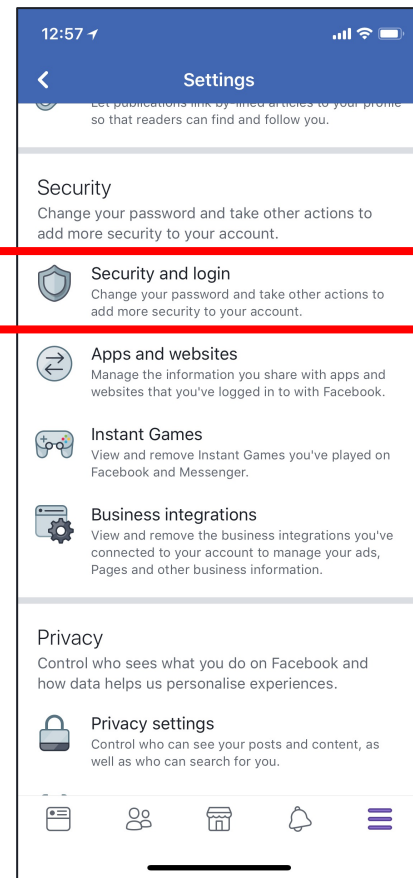
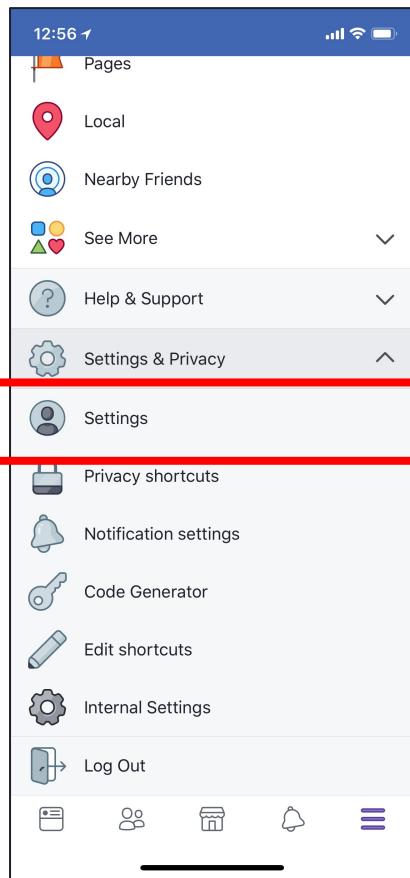


**Two-factor  
authentication**

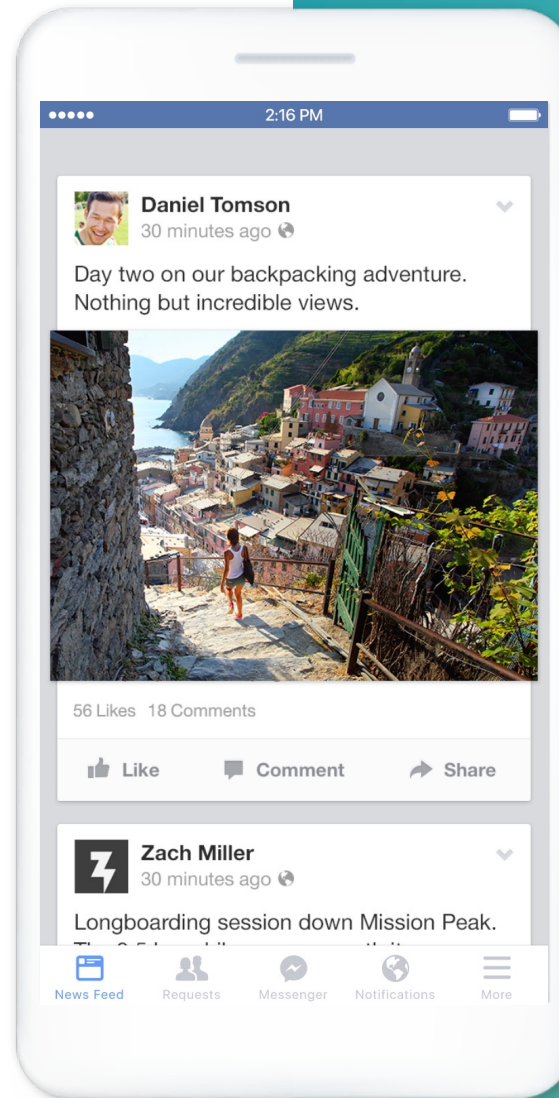
[fb.me/2fa](https://fb.me/2fa)




# Two-factor authentication



# Newsfeed



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



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



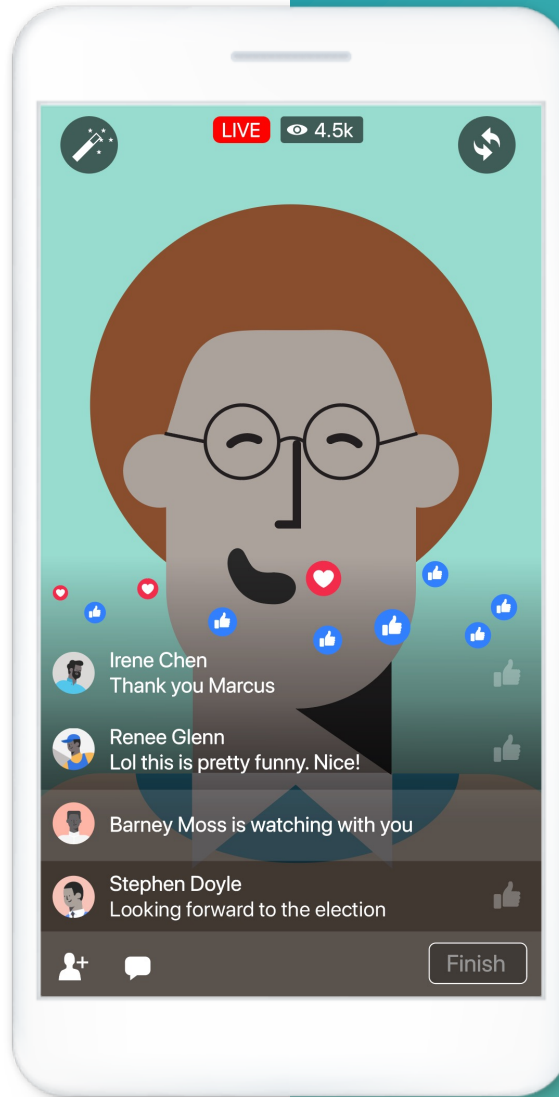
# KONTEN YANG BERHASIL ADALAH...

# TEPAT WAKTU

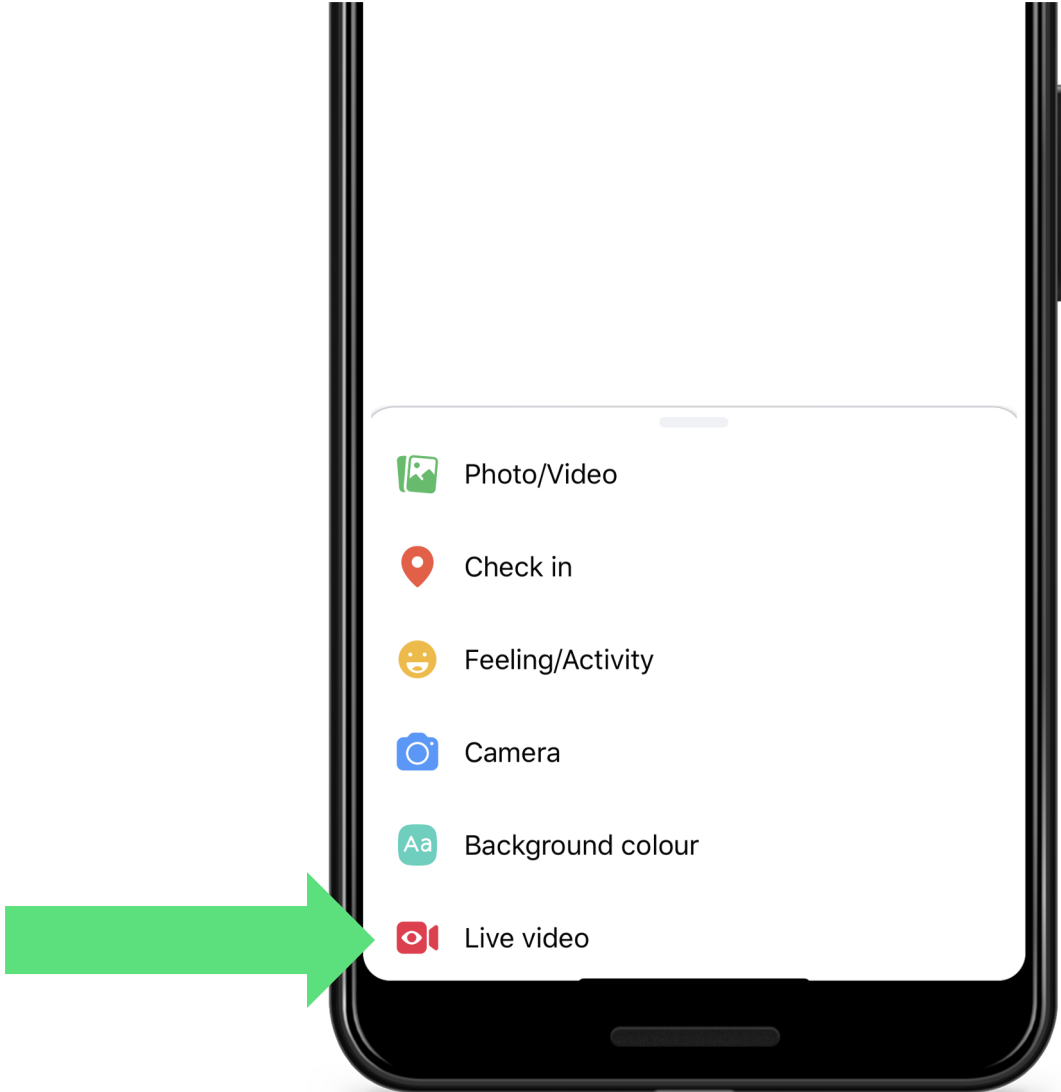
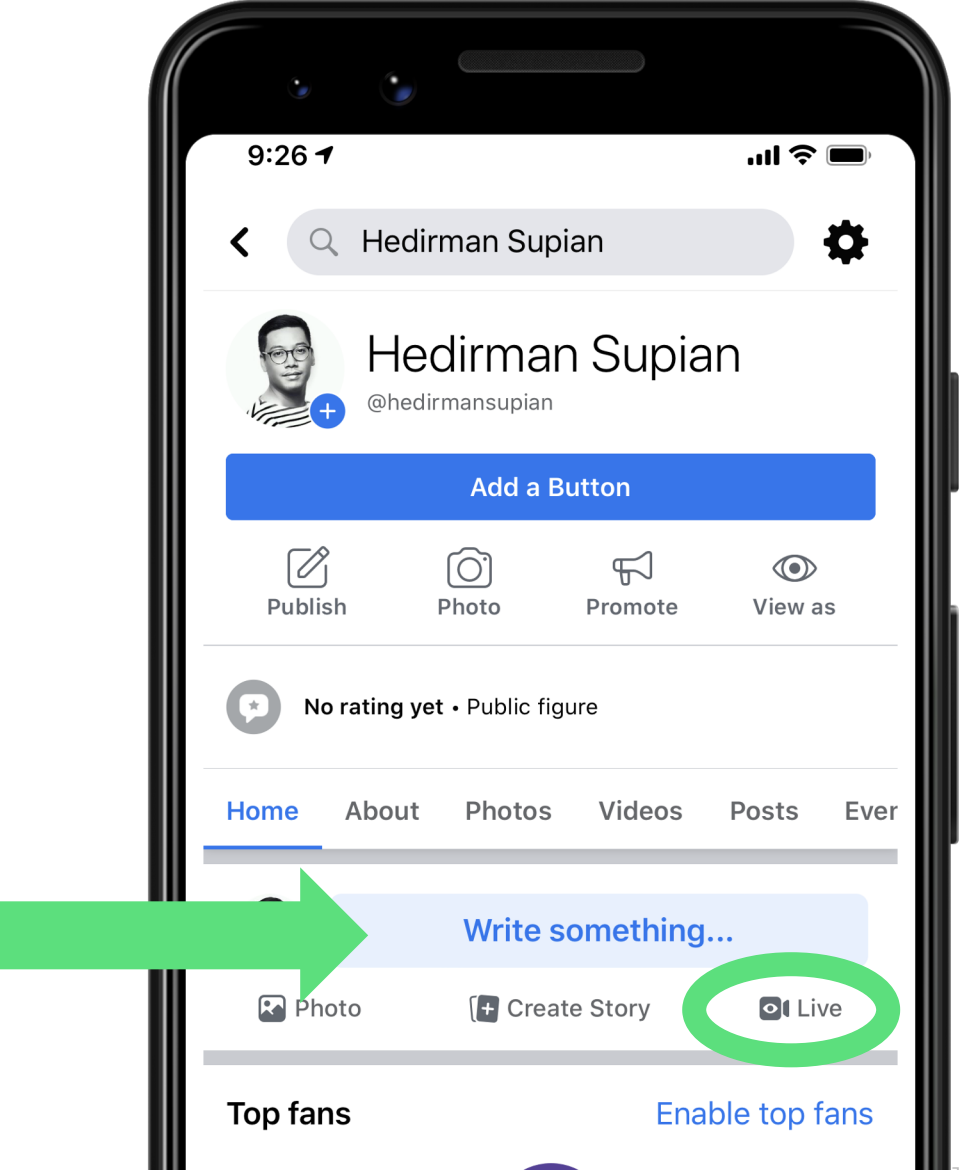
- Mendiskusikan topik hangat
- Berita terbaru
- Menulis konten bentuk panjang berkualitas



# facebook live



# How to Use Facebook Live on a Phone







# KOMUNITAS KAMI



1 MILIAR  
PENGGUNA  
AKTIF



500 JUTA  
PENGGUNA  
HARIAN



80%  
DI LUAR AMERIKA  
SERIKAT



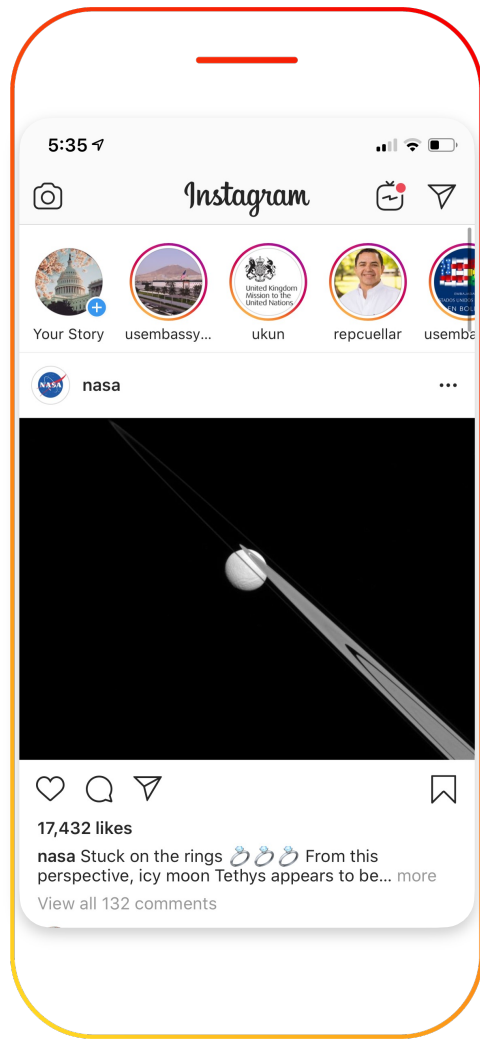
500 JUTA  
PENGGUNA  
HARIAN  
DI STORIES



150 JUTA ORANG  
MENGGUNAKAN  
JELAJAHI



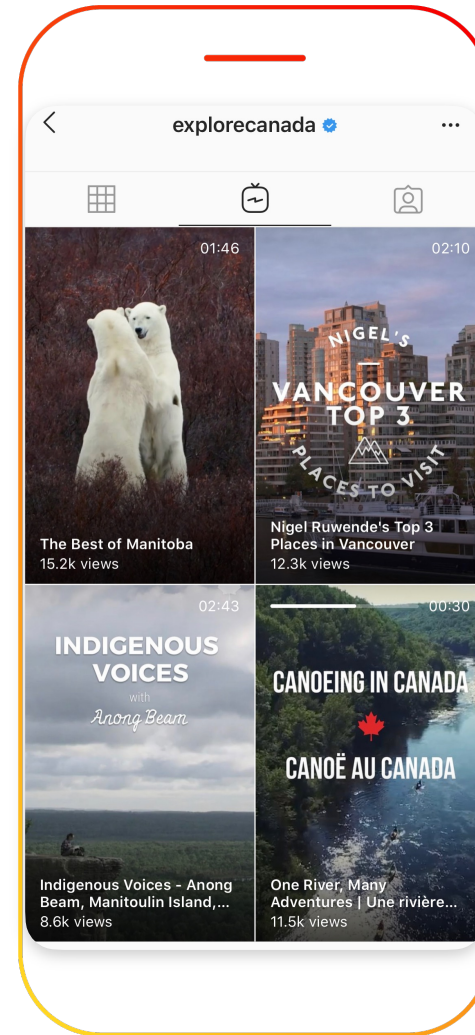
# KNOW AND USE YOUR SURFACES!



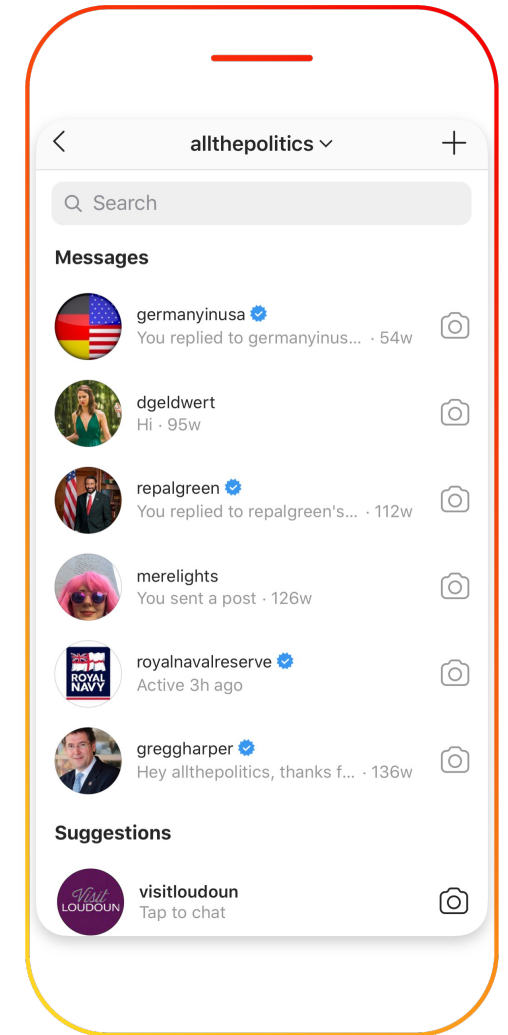
FEED



STORIES



IGTV



DIRECT

# KNOW AND USE YOUR SURFACES!



**LIVE**



**LIVE WITH**



**LIVE Q&A**

BUILD YOUR BRAND

# Show your brand identity and communicate your value

## PROFILE

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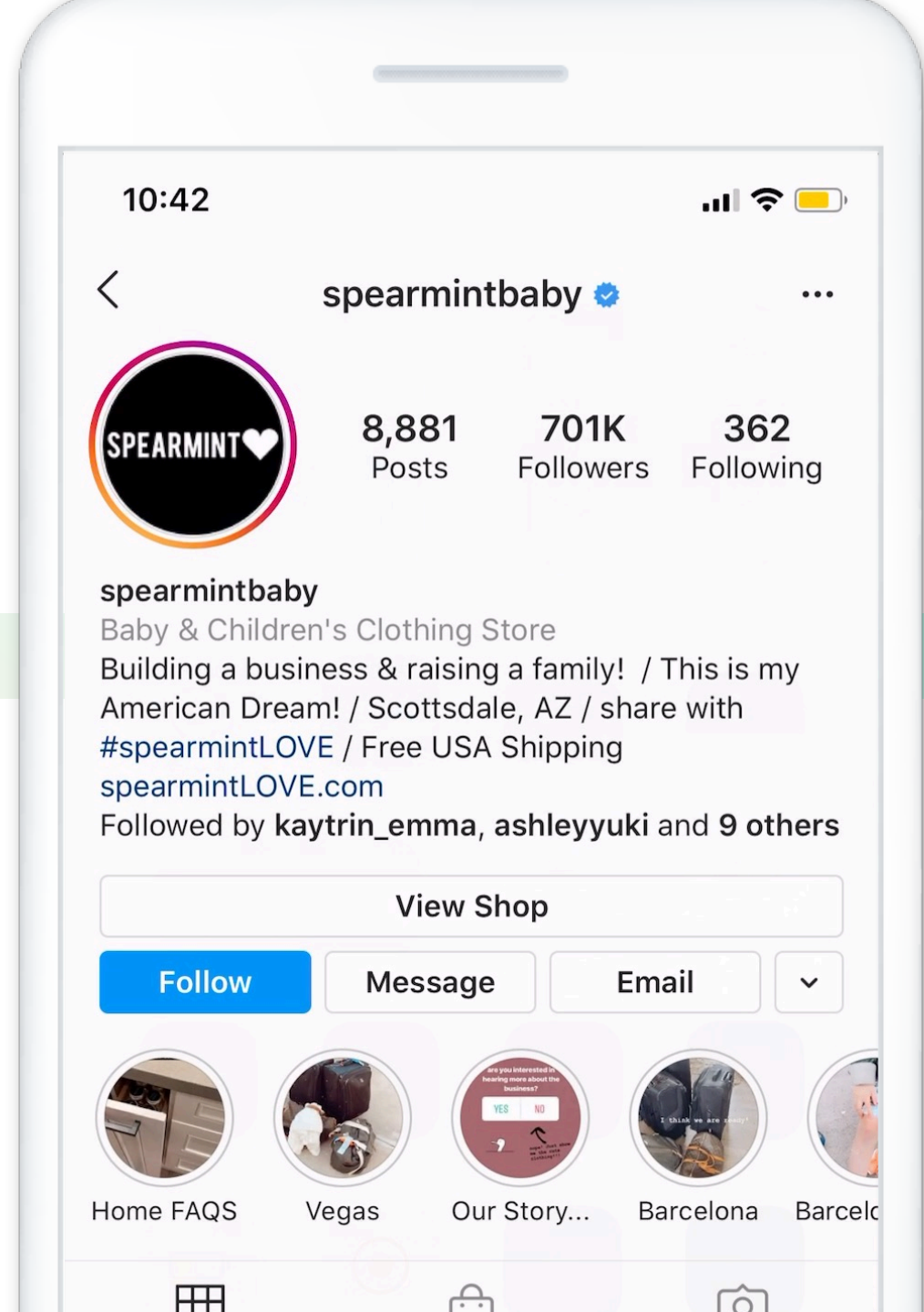
Choose an account name that is easy to search for, upload a profile picture, and include a punchy writeup about your organisation and what you do.

You can also include your website link and contact information.

## STORIES HIGHLIGHTS

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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  
Posts

156K  
Followers

398  
Following

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.

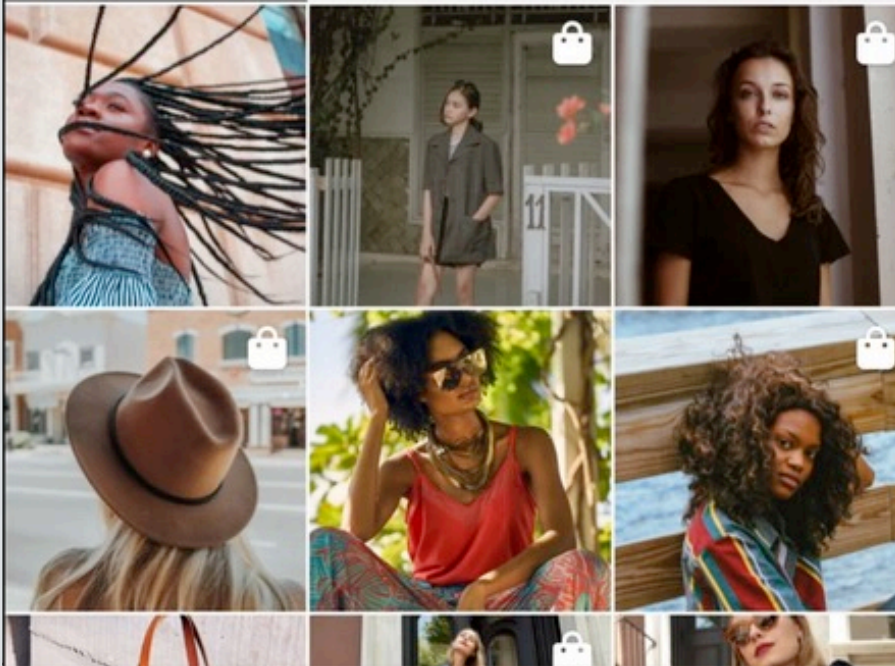
[www.feroldis.com](http://www.feroldis.com)

Followed by Irjvr, boda and 12 others

Follow

Message

Call



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.

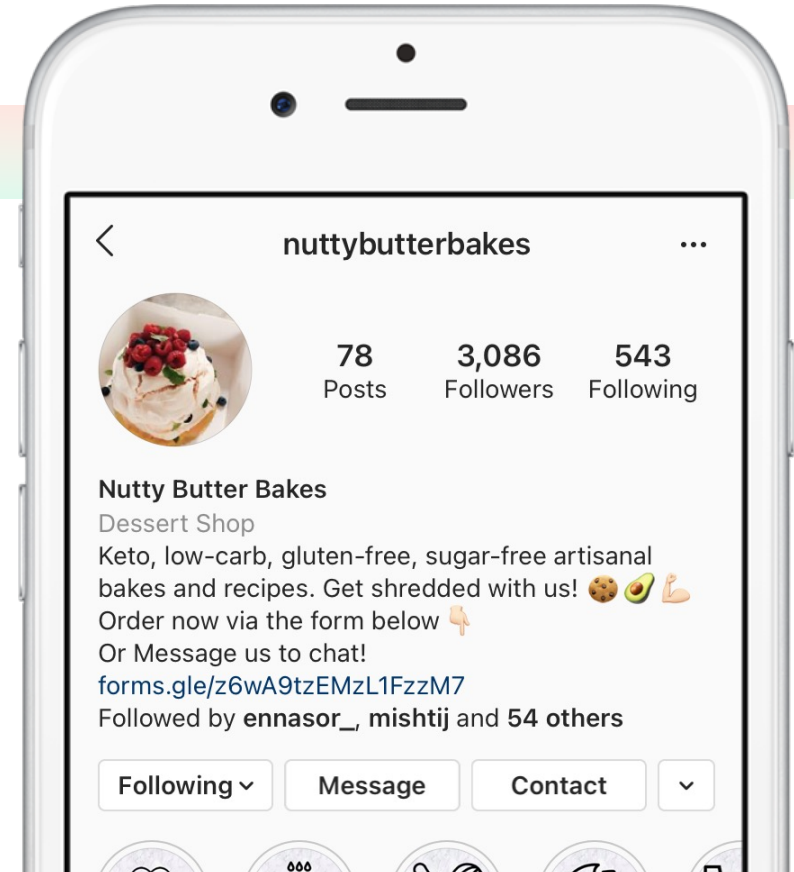
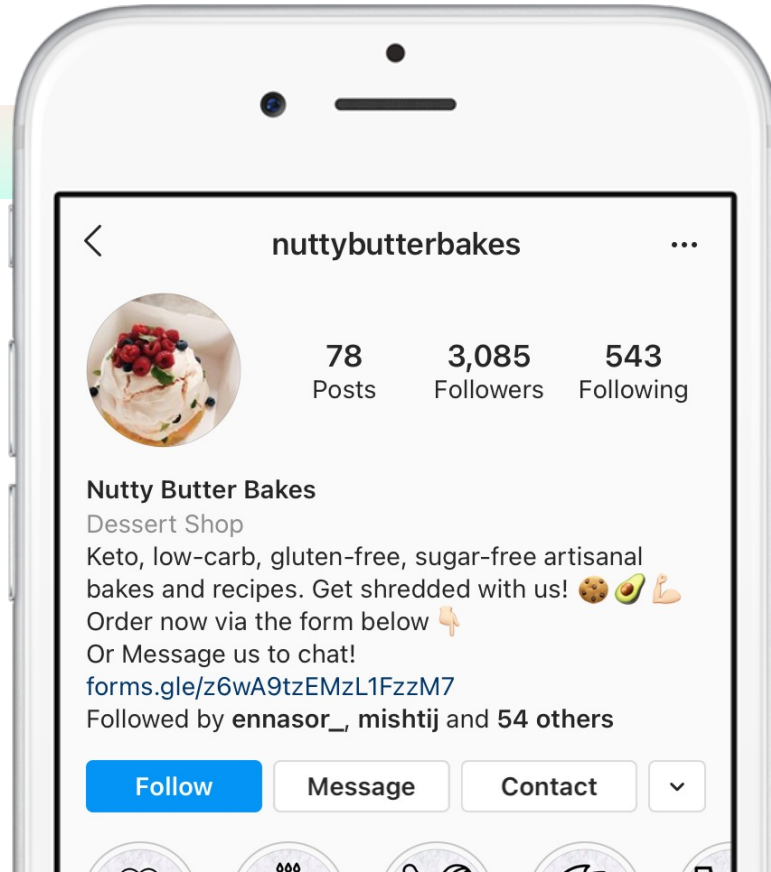
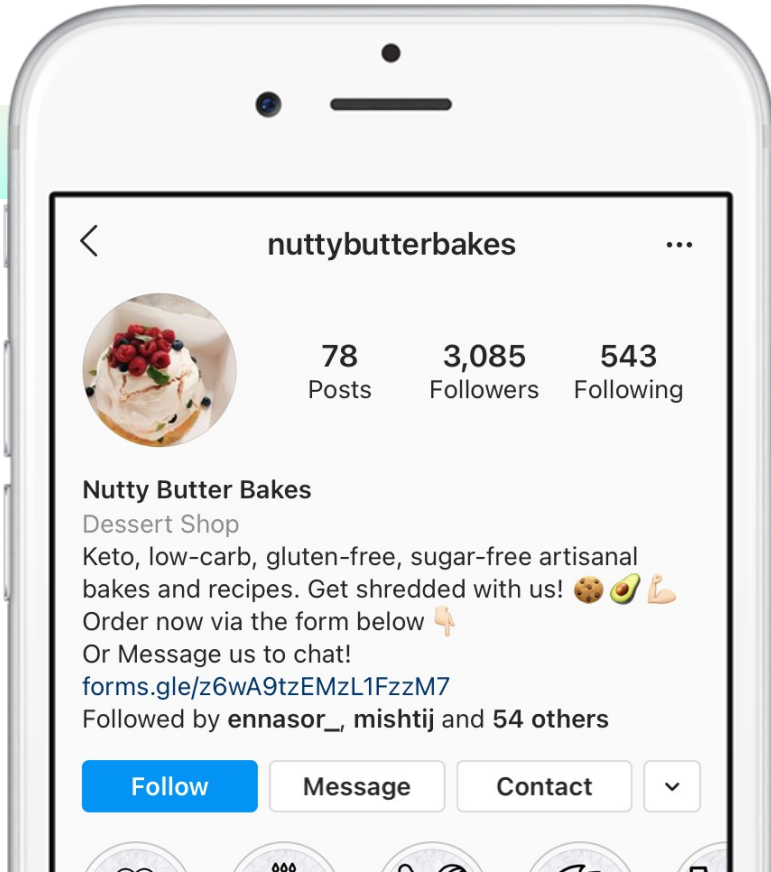
### VISUAL IMPACT VIA GRID

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



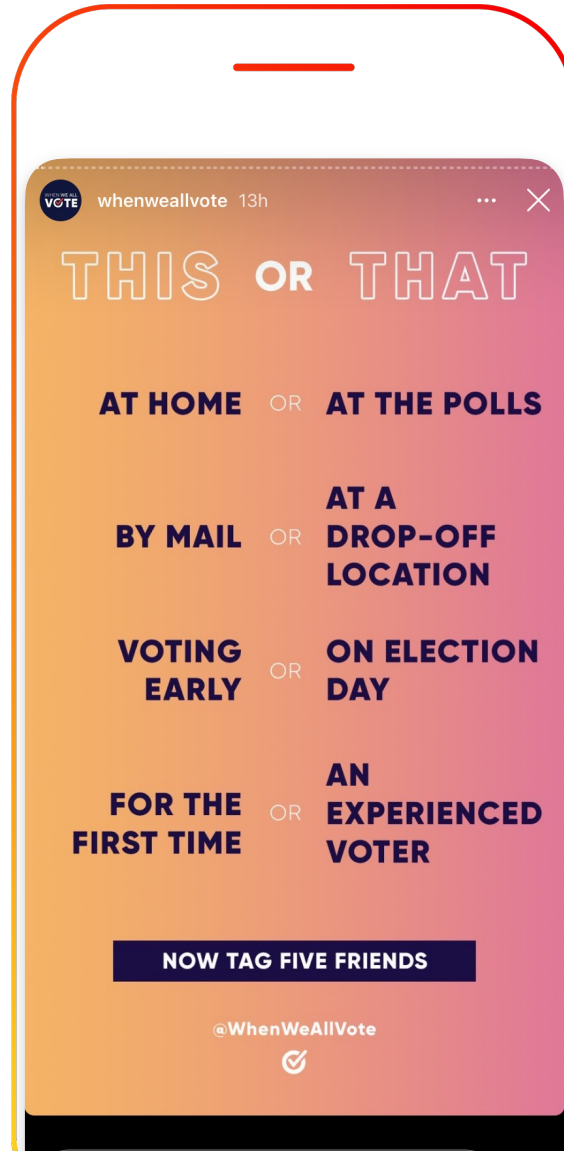
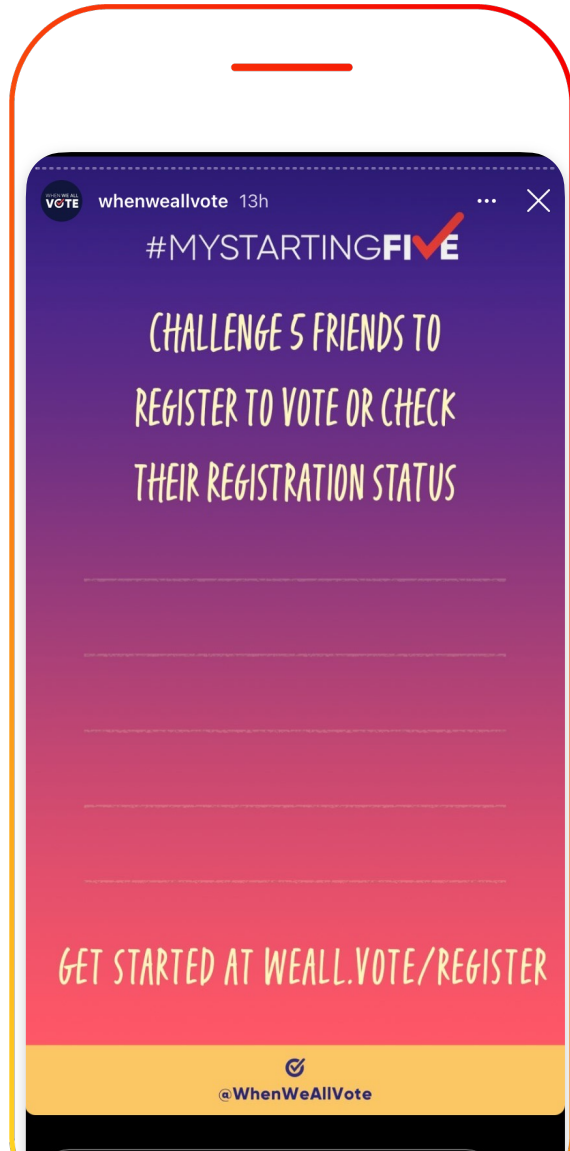
# 2/3

of profile visits are from non-followers





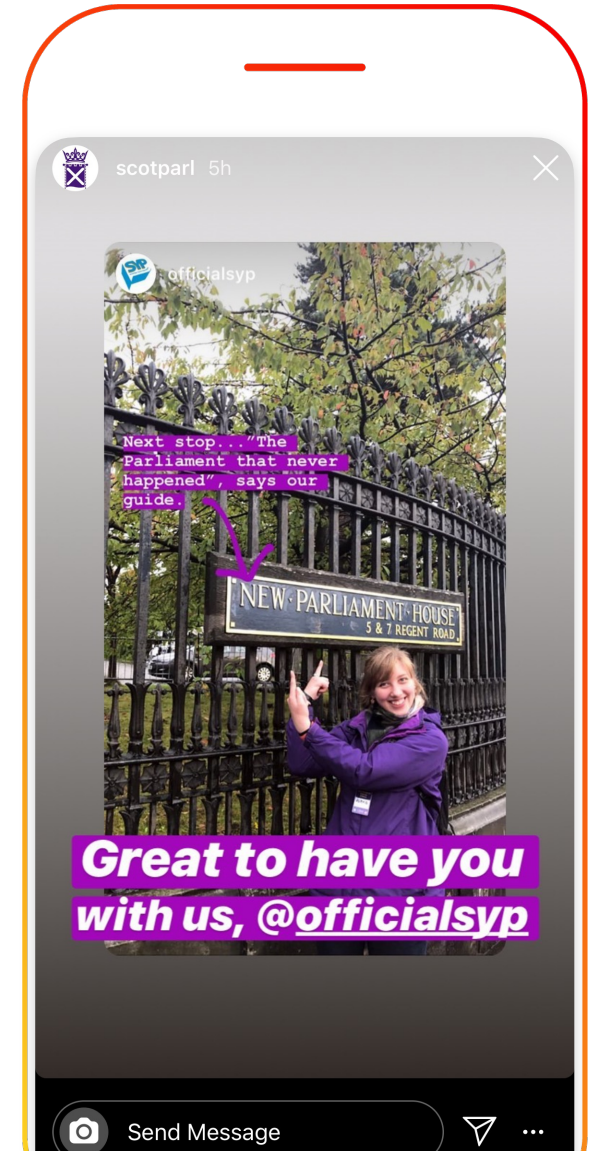
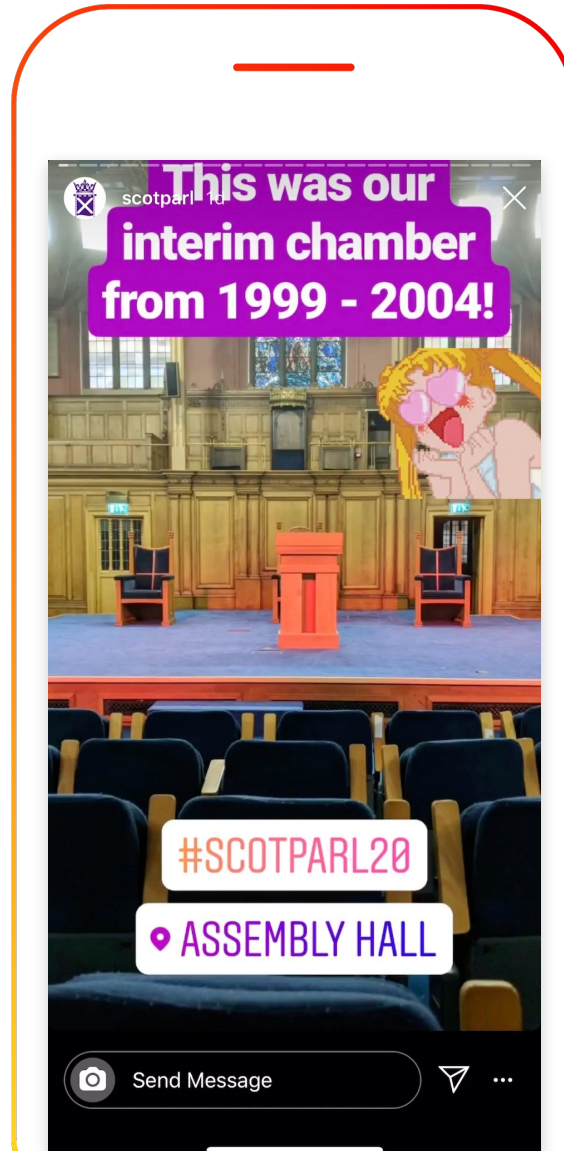
# BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: @WHENWEALLVOTE








# BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: @SCOTPARL

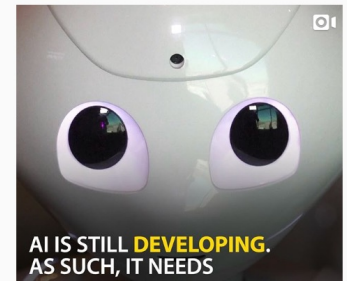
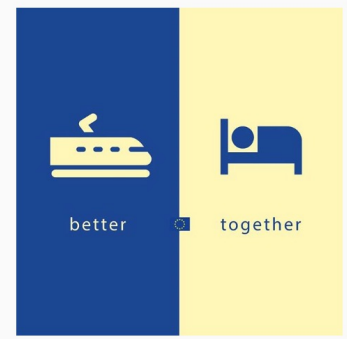


europeanparliament Message Profile More  
 3,043 posts   223k followers   736 following  
 European Parliament  
 We are your voice in , we are your Parliament!  
 ✨ Europarl\_EN  
 🗣️ europeanparliament  
 🔍 NEWS:  
 epinsta.eu/eugreendeal  
 Followed by syang, eudiplomacy, aipa.secretariat + 5 more

Guess WH...   FGM!!   Take part in our...   #EUUpdate   ? ? ?

# EUROPEAN PARLIAMENT

@europeanparliament



Video, the future of how  
people create and  
consume



FACEBOOK

By 2021

**3.8B**

Smartphone  
users worldwide <sup>1</sup>

Nearly

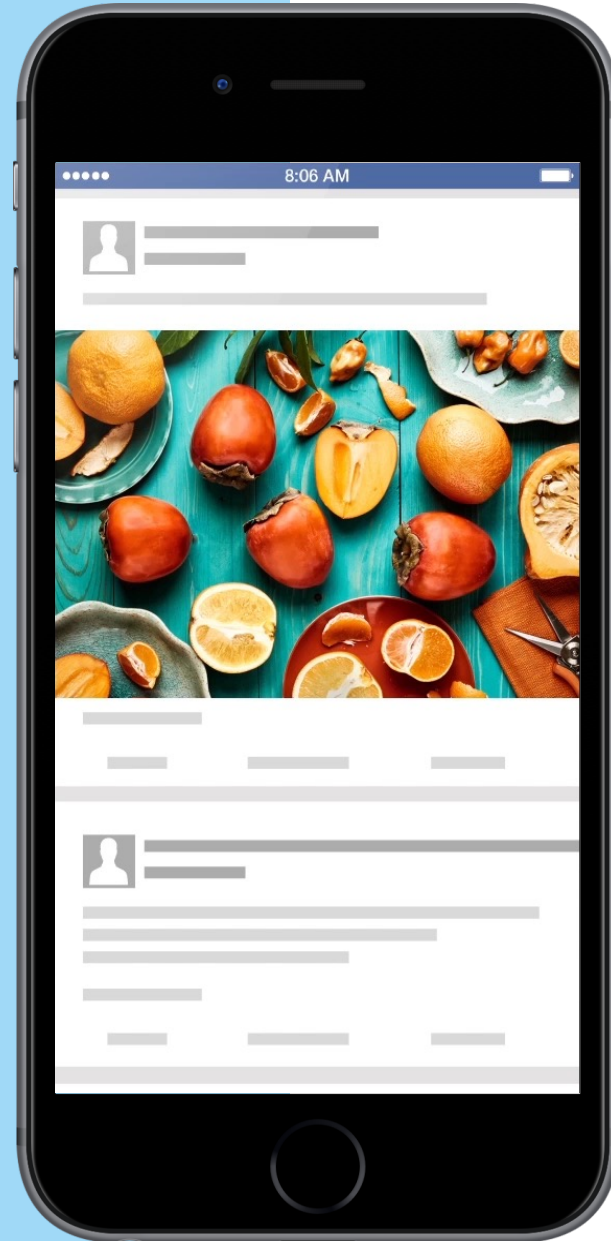
**80%**

of the world's mobile data  
traffic will be video by 2022<sup>2</sup>

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



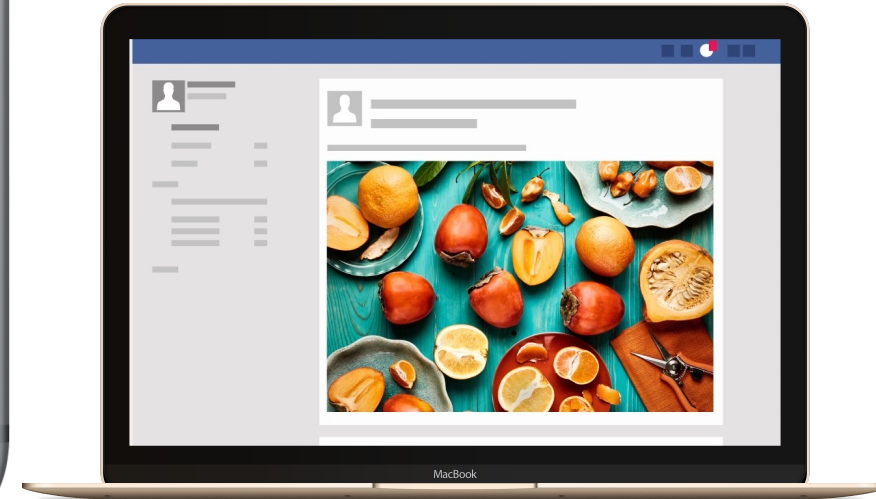
People  
**consume  
content**  
faster on mobile



People  
consume content

**41%**

faster on mobile



# Mobile Driven IMPLICATIONS On Marketing



# Traditional TV Commercial Storytelling

STORY CLIMAX

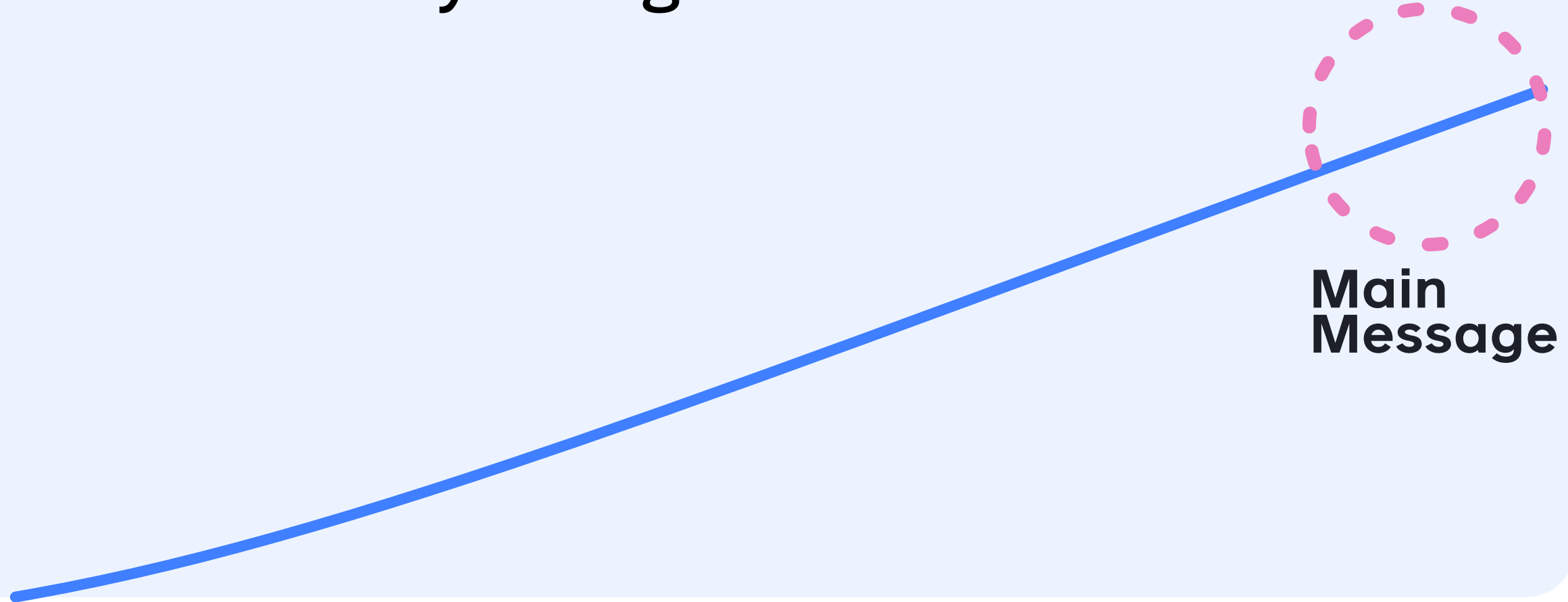
0 SECS

10 SECS

20 SECS

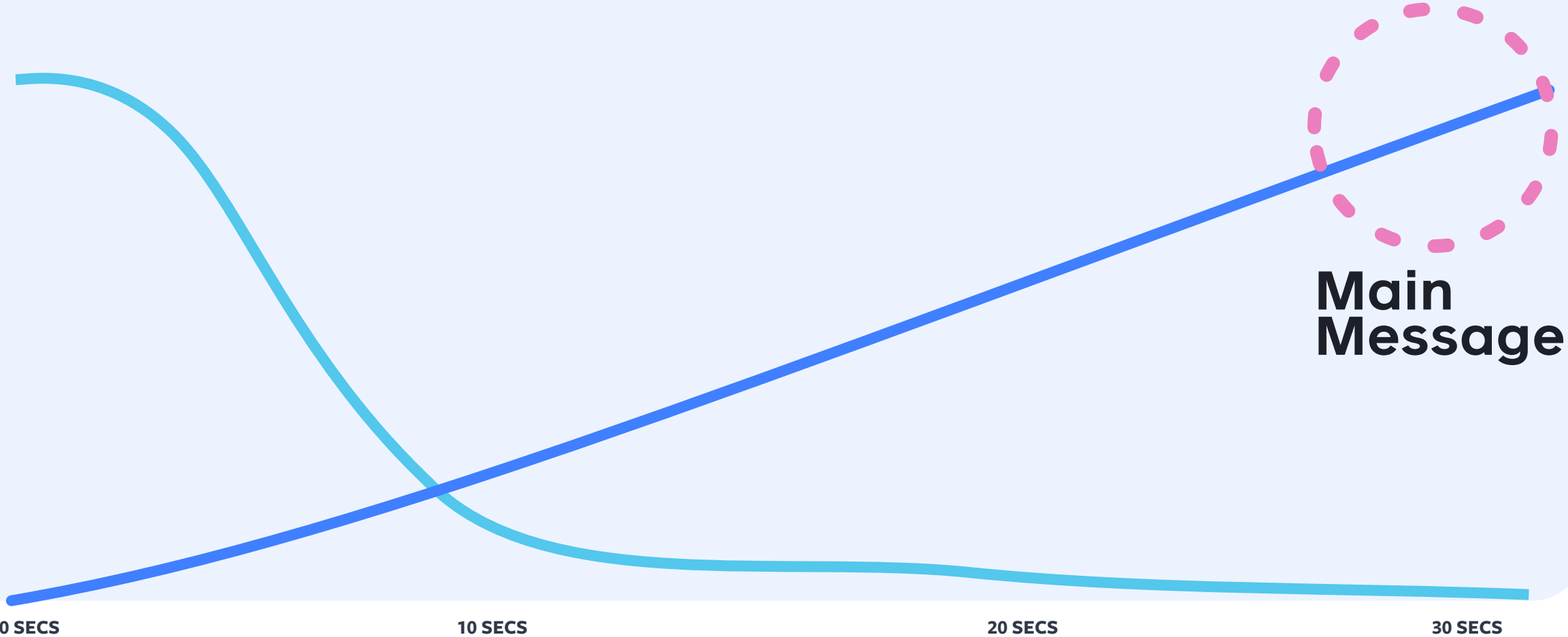
30 SECS

**Main  
Message**



# Video Consumption Behavior in Feed

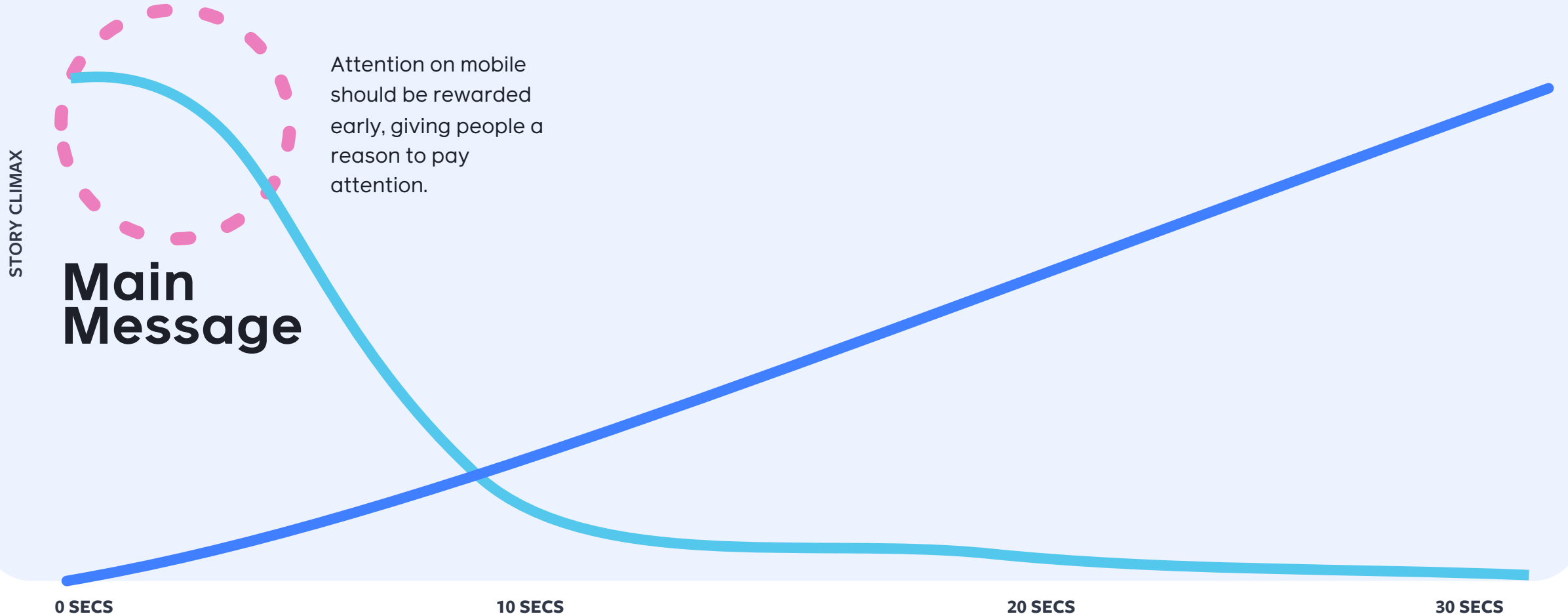
STORY CLIMAX



Main Message



# Video Consumption Behavior in Feed



 Meta