



“Бизнес в социальных сетях”

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Виды социальных сетей

Социальные сети



Массовые

для любого пользователя интернет, который может там общаться на любую тему, нет направленности.



Тематические

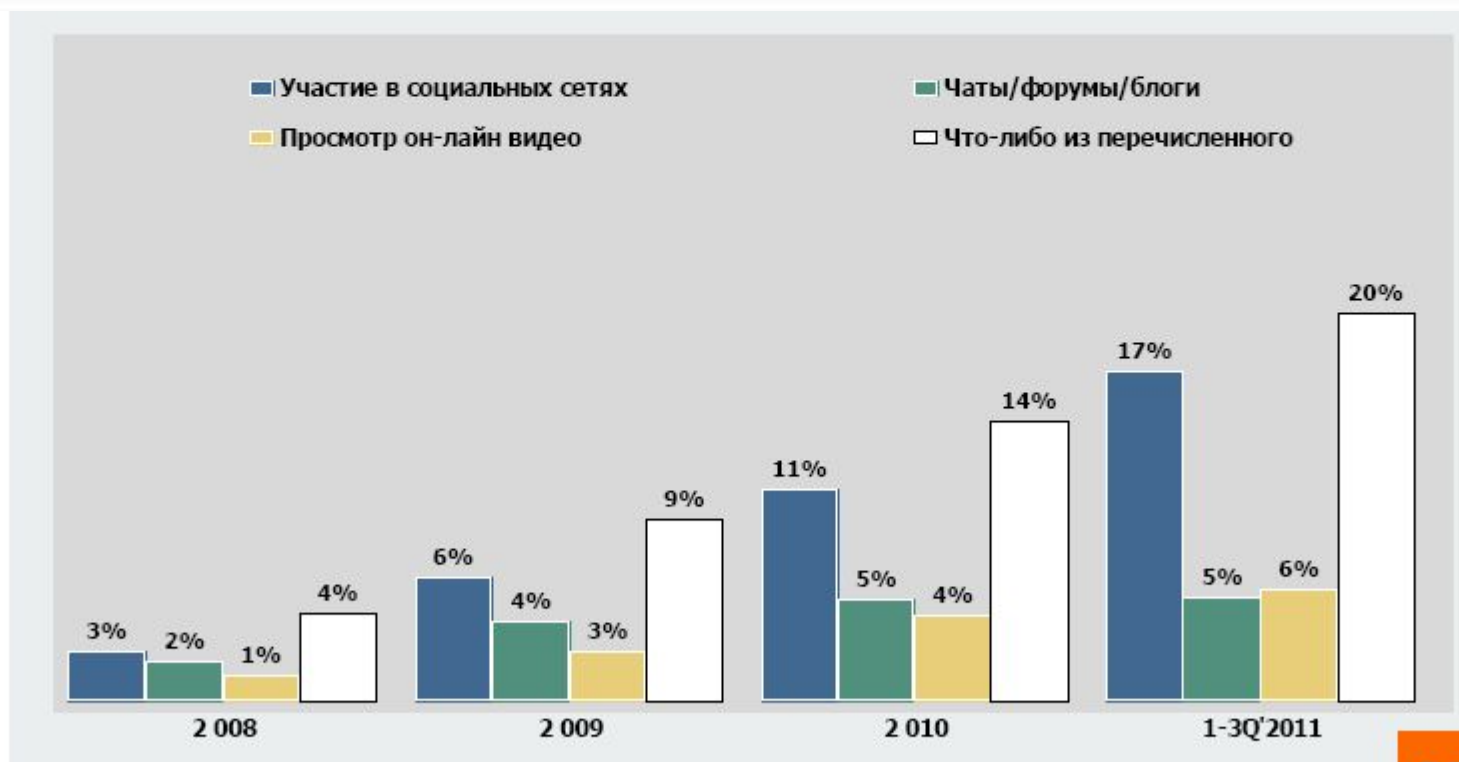
имеют направленность общения: профессиональную, по интересам.



Видео\фото хостинги

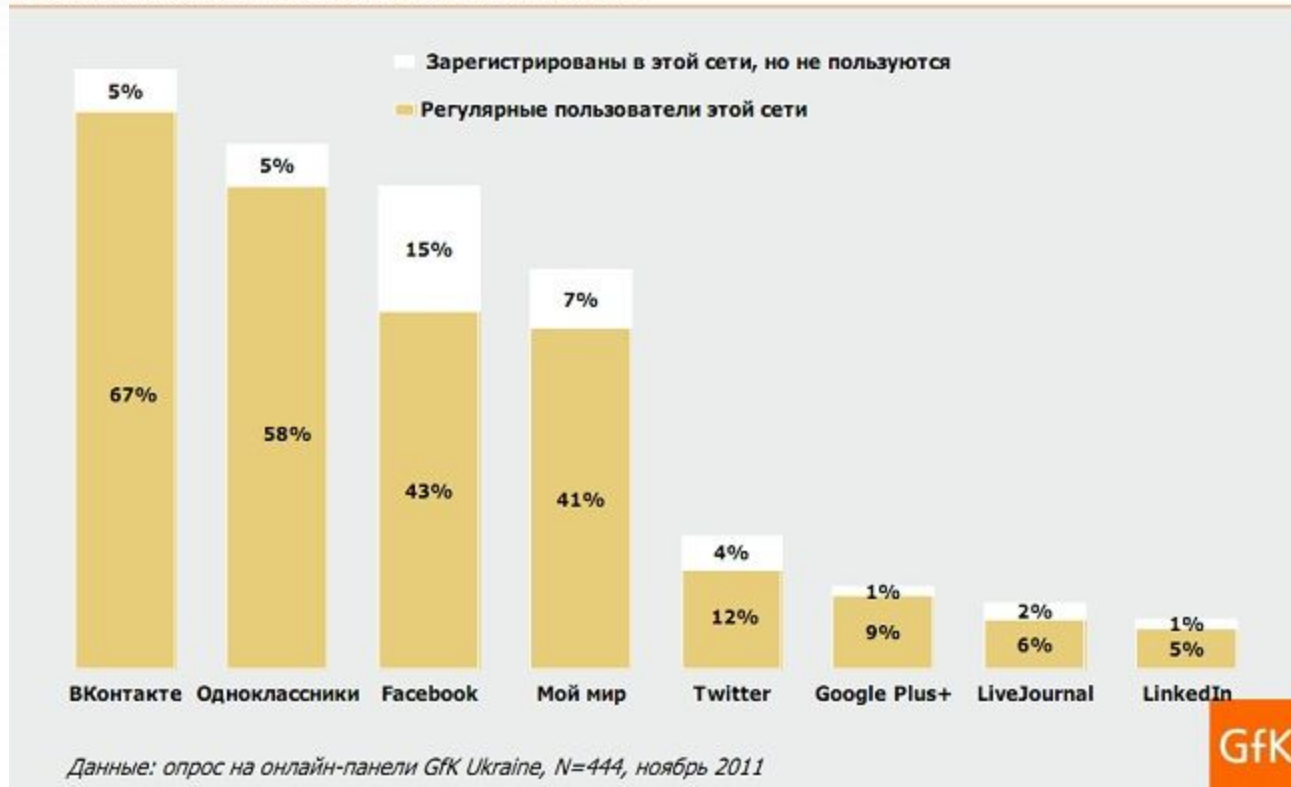
общение через комментарии к фото/видео, которые можно выложить на ресурсах.

Доля пользователей в соц. медиа

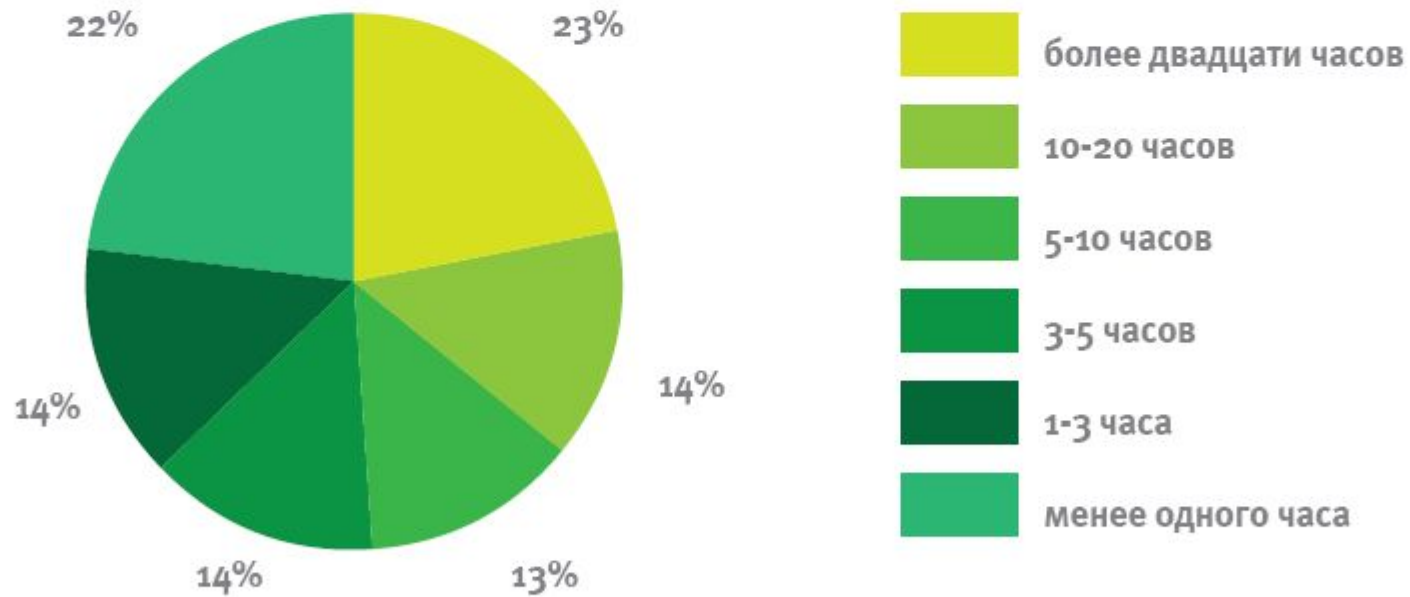


Регистрации и пользования в соц. сетях

% от зарегистрированных хотя бы в одной социальной сети

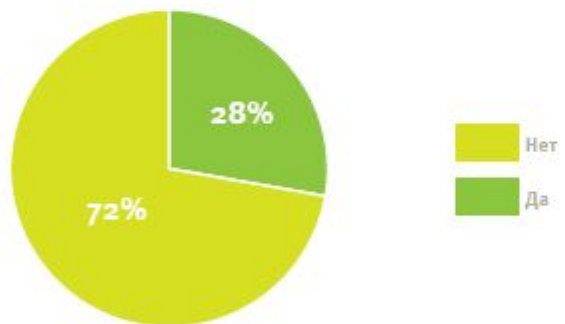


Сколько времени проводит пользователь

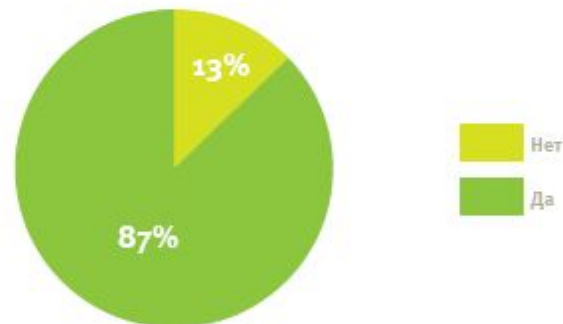


Социальные сети и бизнес

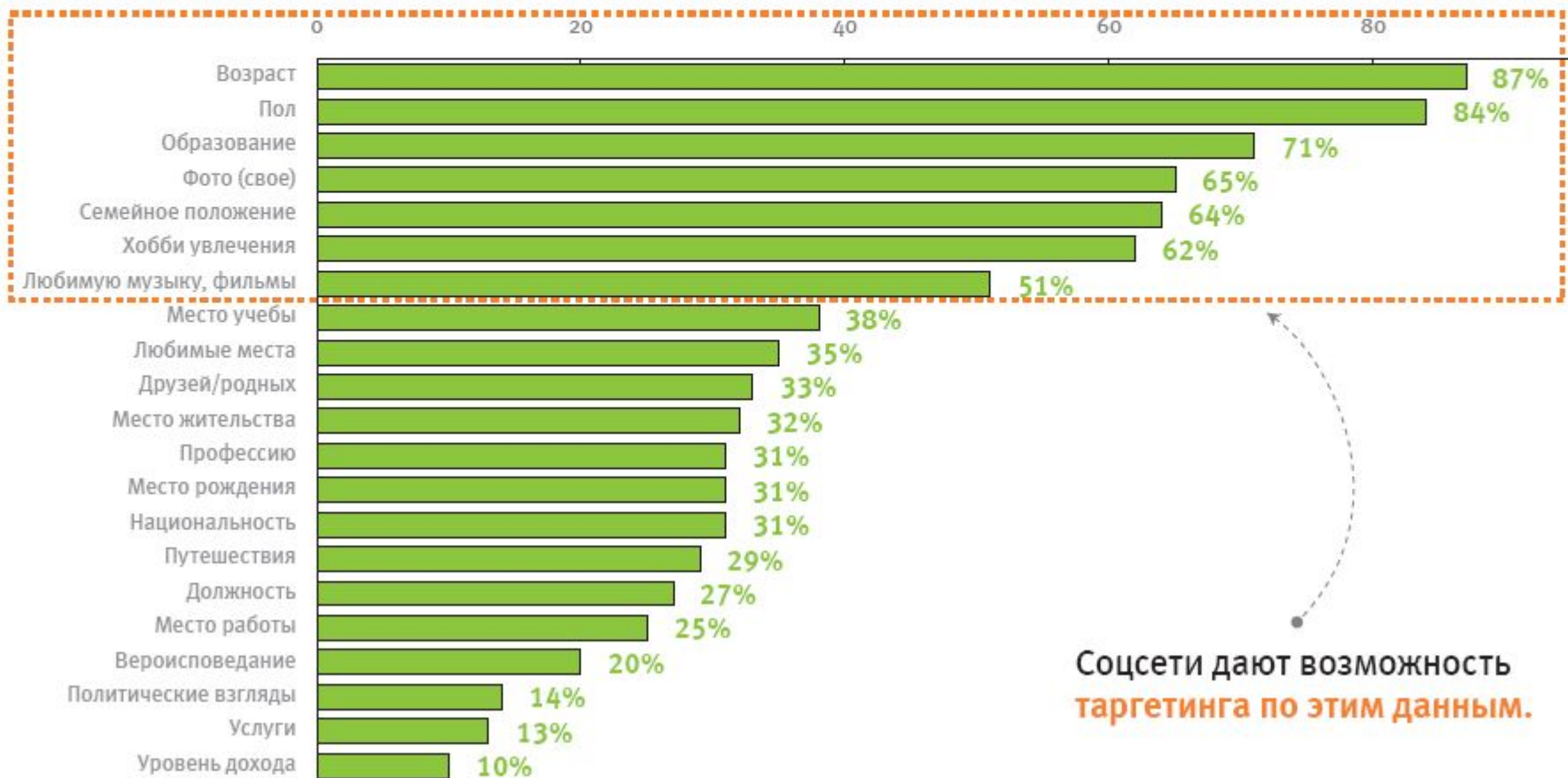
Ищете ли вы информацию в социальных сетях перед тем, как совершить покупку?



Если вы читаете о брендах в социальных сетях, влияет ли это на решение о покупке?





Возможности социальных сетей









Создание страницы

<http://www.facebook.com/pages/create.php>


 Keep me logged in

 **Create a Page**
Connect with your fans on Facebook.

 <p>Local Business or Place</p>	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

Формирование структуры

The screenshot shows the Facebook interface for a new page. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below this, a 'Confirm Your Page Category' banner is displayed, showing 'Local Businesses & Places' and 'Shopping/Retail' as selected categories, with an 'Update Category' button. The main content area features a large question mark icon and the text 'Upload an Image From your computer'. Below this, there are four numbered steps: 1. Add an image, 2. Invite your friends (with a 'Suggest to Friends' button), 3. Tell your fans (with an 'Import Contacts' button), and 4. Post status updates (with a 'Post Update' button). On the right side, there's a sidebar with 'Admins (1)', 'Quick Tips', and a 'Sample Ad' for 'My Sweet New Candy...'. The left sidebar contains navigation links like 'Get Started', 'Wall', 'Info', and 'Photos', along with a '0 people like this' notification and an 'Add to My Page's Favorites' button.

Оформляем страницу

<http://www.customfacebookpage.com>

The image displays two examples of Skittles-themed digital content. On the left is a vertical banner for a contest. At the top, it says "FAME THE RAINBOW" above a Skittles Original candy bag. Below that is "TASTE THE RAINBOW" with a photo of a woman wearing a Skittles shirt. The name "CARLA B. RAINBRO OF THE WEEK" is featured in a red box. A disclaimer states: "ALL PHOTOS POSTED TO THE SKITTLES FACEBOOK PAGE WILL BE ELIGIBLE FOR THE RAINBRO OF THIS WEEK CONTEST. BY POSTING ANY PHOTOS TO THIS PAGE YOU ARE CONSENTING TO SKITTLES USING YOUR PHOTO IN THIS CONTEST." The bottom of the banner features the Skittles logo and "BITE SIZE CANDIES Artificial & Natural Flavors".

On the right is a horizontal Facebook page header. It includes the "Skittles" name, a "Like" button, and the category "Food/Beverages". A red banner at the top says "JOIN THE LEGIONS OF FANS" with social media icons for YouTube, Twitter, and Facebook (showing 19.5m likes) and a "CLICK 'LIKE'" prompt. The main header text is "FRIEND THE RAINBOW" with a Skittles bag in the center. Below are two photo thumbnails: "FIND THE RAINBOW" showing a Skittles character fishing, and "THE ADS" showing hands holding a Skittles bag.

Первые 25

<http://www.facebook.com/25likes>



Общаемся с пользователями

My Sweet New Candy Shoppe Like

Shopping/Retail · New York, New York Edit Info

Wall

My Sweet New Candy Shoppe · Most Recent ▾

Share: Status Photo Link Video Question



Social Media News and Web Tips - Mashable - The Social Media Guide

<http://mashable.com/>

Social Media news blog covering cool new websites and social networks: Facebook, Google, Twitter, MySpace and YouTube. The latest web technology news, via RSS daily.



18 of 35 Choose a Thumbnail

No Thumbnail

Paste the URL in the link field, then when you click "Attach, the headline, photo and snippet will appear. Type your own teaser in this field.

Everyone ▾

Share

Делаем блок для сайта

<http://developers.facebook.com/docs/reference/plugins/like-box/>

Facebook Page URL (?)

Width (?)


Color Scheme (?)
light ▾

Connections (?)


Stream (?)
 Show stream

Header (?)
 Show header

Find us on Facebook

 Facebook Platform






Facebook Platform






 **Platform Updates: Bug Progress, Profile Tabs, and Third Party IDs**
Operation Developer Love
Over the last month, we have focused on triaging bugs filed by developers and reporting our progress. Last week, the team dedicated an entire day to bugs, which resulted in 334 bugs resolved or closed. Here is the Bugzilla activity for the past seven
source: Official Facebook Developer Blog
link: Full Article...

06 Ноябрь в 5:35 · с помощью NetworkedBlogs

Facebook Platform

944,516 people like Facebook Platform

 Nataliya  Aurora  Pili  Mert  Stephanie


Facebook social plugin

Работа с пользователями в группах

<http://www.facebook.com/groups>

 Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Groups

Share with the important groups in your life.

Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.



Работа с приложениями

choose any brand you like.
Select a brand and beverage from the screen below, then pour...but leave some room in your cup for mixing!

choose a brand

your cup is: empty

save & share
start over


your mix:
You haven't mixed anything yet. Please select a beverage and pour.

PUSH

push for ice

The interface displays a grid of beverage brand icons including Powerade, V8, Dayani, Dayani Sensation, Vult, Powerade Zero, Coke, Coca-Cola, Coca-Cola zero, Bai, Bai Zero, Fanta, Fanta Zero, Sprite, Sprite Zero, Minute Maid Lemonade, Minute Maid Lemon-Lime, Stearns, and Water. A 'PUSH' button is located below the grid, and a 'push for ice' button is positioned next to the dispensing cup.

Точки на карте



Пузата Хата
Fast Food Restaurant
Kyiv, Ukraine

Like Get Directions Edit

s at Пузата Хата.

urs add via mobile ·



facebook

Search

Home Profile Account

Create a Page

Dunkin' Donuts
Food/Beverages

DD

DONUTS

BE THE PRESIDENT OF DUNKIN' NATION

CHECK IN & YOU COULD WIN!

Who wants to be mayor when you can be President? That's right. Try to be the first to get the most check ins at participating Dunkin' Donuts locations and you could be named the President of Dunkin' Nation.

1: Click below to register for President of Dunkin' Nation with Foursquare or Facebook.

2: Check in up to 10 times per day at

FAN OF THE WEEK
AMERICA BUNS ON DUNKIN'

You and Dunkin' Donuts
16 friends like this.

Find Friends from Boston, Massachusetts
50 of your friends live in Boston, Massachusetts. Find more people you know from Boston, Massachusetts.

Find Friends

Previous Status Updates Show More

Raquel Jácome Merry Xmas everyone! Feliz navidad a todos
3

Raquel Jácome @ Bogotá
12 20

Реклама в соц. сетях

<http://www.facebook.com/ads/create/>

Advertise on Facebook

1. Design Your Ad Se

Destination: [?]

Type: Sponsored Stories [?]
 Facebook Ads [?]

Story Type: Page Post Ad [?]
 Facebook Ads for Pages


Destination Tab: [?]

Title: [?] characters left

Body: [?] 135 characters left

Image: [?]
Remove uploaded image.

Preview:



Your body text will go here.

Примеры

<http://www.facebook.com/Topshop>

Topshop 

Clothing

TOPSHOP

WELCOME TO OUR OFFICIAL FAN PAGE.
LIKE US NOW AND GET YOUR FIX OF EVERYTHING TOPSHOP!



GET
DRESSED
UP FOR
WINTER



1,714,587

like this

10,688

were here



Примеры

<http://www.facebook.com/pokupon.ua>



- Wall
- Info
- Friend Activity
- Сегодня на Покупоне
- Photos
- Стартовая
- Top Fans

Рокупон Like
Website



4,416

like this

242

talking about this

Примеры

<http://www.facebook.com/ShoeShoe.ua>

ЧАК НОРРИС КРУТИЙ
ШЕЛДОН КУПЕР КРУТИЙ
А НАШЕ ВЗУТТЯ
ЩЕ КРУТИШЕ!



КИЇВ, ВУЛ. ГОНЧАРА 25
WWW.FACEBOOK.COM/SHOESHOE.UA
ASK@SHOESHOE.COM.UA

- Wall
- Info
- Friend Activity
- Photos
- Contact
- Notes
- Links
- Videos
- Events
- My Tab

ShoeShoe



Shopping/Retail · Kyiv, Ukraine



Wall

ShoeShoe · Everyone (Top Posts) ▾

Share: Post Photo

Write something...



ShoeShoe added 3 new photos to the album Women 35-36.



Like · Comment · Share · 6 hours ago ·

40 people like this.

View all 16 comments

4,966

like this

133

talking about this

Примеры

<http://www.facebook.com/metroclub.com.ua>



- Wall
- Info
- Friend Activity
- TripAdvisor
- Photos
- Videos
- Charity
- Miss Metro Club
- Events
- Notes
- SlideShare
- Metro Club Badge
- Metro 50k Celebration

Metro Club



Night Club · Lviv, Ukraine

Welcome To Metro Club Facebook Page

Welcome Wall Charity Miss Metro Club Info

ЗА КОЖНОГО НЕБАЙ ДУЖОГО ХТО ВІДМІТИТЬ (LIKE / ПОДОБАЄТЬСЯ! / МНЕ НРАВИТЬСЯ) ЦЮ СТОРІНКУ - METRO CLUB ПЕРЕРАХУЄ МАЛЬТІЙСЬКІЙ СЛУЖБІ ДОПОМОГИ (МСД) 1 ГРН. ЗАЛУЧЕНІ КОШТИ ПІДУТЬ НА ЗАМІНУ ЛІЖОК В ІНТЕРНАТАХ.

Share



ПОЖЕРТВУЙ СВІЙ ГОЛОС ЗНЕДОЛЕНІЙ ДИТИНИ

ТВОРИТИ ДОБРО - ПОЧЕСНА СПРАВА КОЖНОГО! Ми надаємо вам можливість зробити це безкоштовно.



ДО ТВОЄЇ ДОПОМОГИ ПІСЛЯ ТВОЄЇ ДОПОМОГИ

В Україні понад 100 тисяч дітей-сиріт та дітей, позбавлених батьківської любові (неофіційні дані близько 160 тисяч). Значна частина таких дітей знаходиться в державних закладах опіки: будинках дитини, дитячих будинках, загально-освітніх та неспеціалізованих школах-інтернатах.

Мета нашої справи - зробити щасливою кожну дитину яка позбавлена родинного тепла та забезпечити найкраще оточення для дітей, де вони б могли зростати і розвиватись.

Розпочнемо з малого - м'якого та солодкого сну, для цього необхідні ліжечка! Отож ми надіємся на Вашу допомогу та підтримку! Вам необхідно лише натиснути "Like / Подобається! / Мне нравится". Далі все

66,928

like this

1,733

talking about this

171

were here

Идеи: «Бизнес доставки цветов»



Спасибо. Вопросы?

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