



# “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

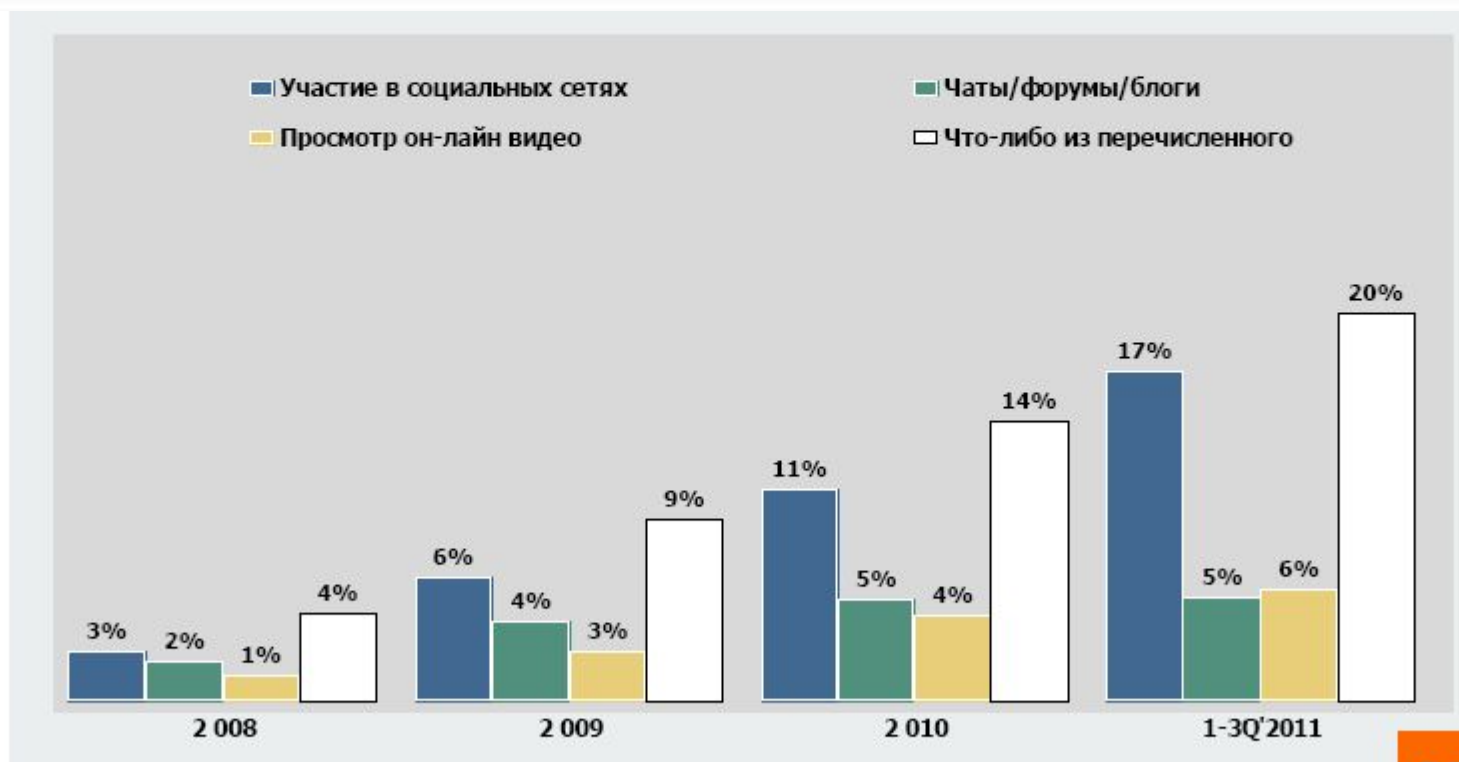
имеют направленность общения: профессиональную, по интересам.



### Видео\фото хостинги

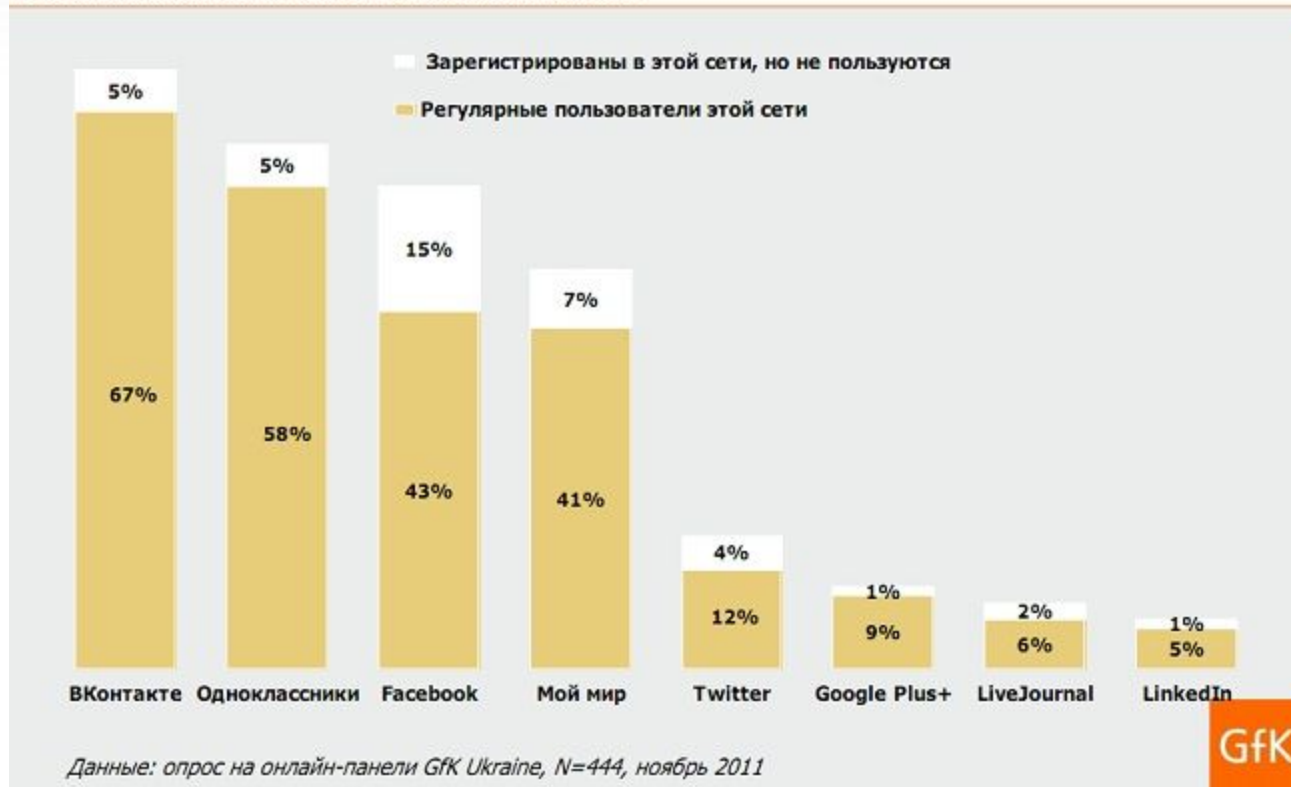
общение через комментарии к фото/видео, которые можно выложить на ресурсах.

# Доля пользователей в соц. медиа

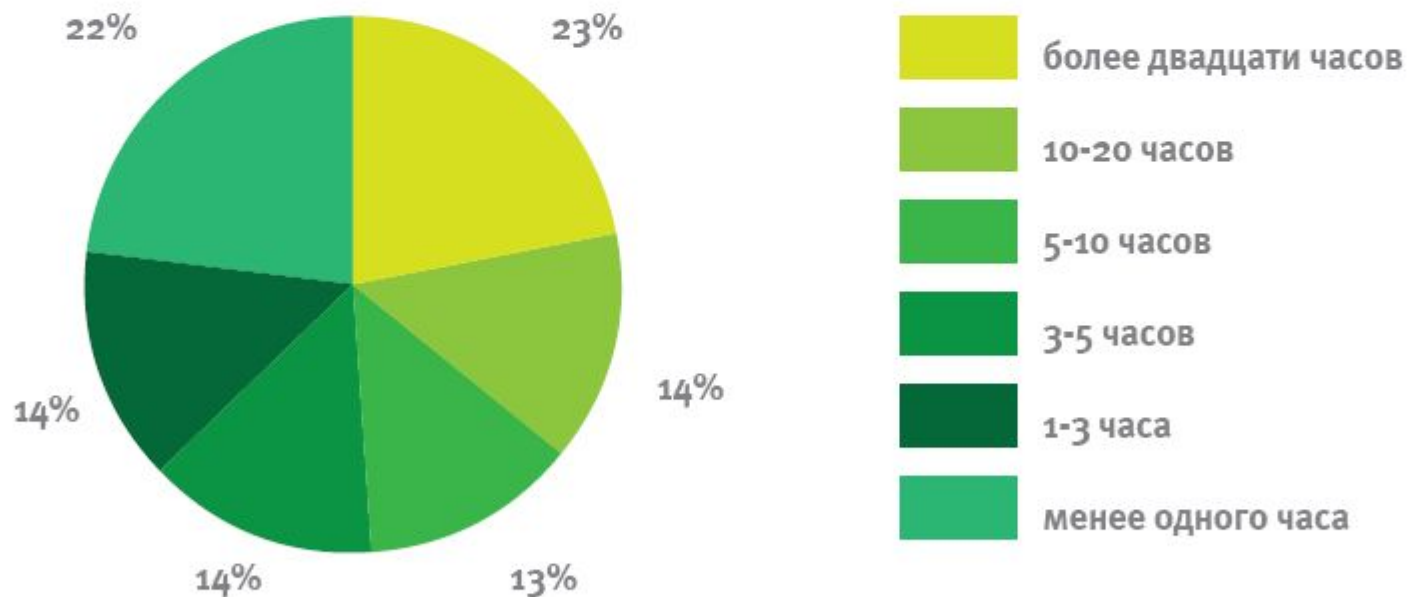


# Регистрации и пользования в соц. сетях

% от зарегистрированных хотя бы в одной социальной сети

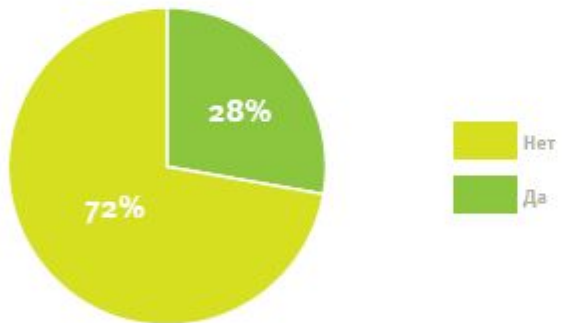


# Сколько времени проводит пользователь

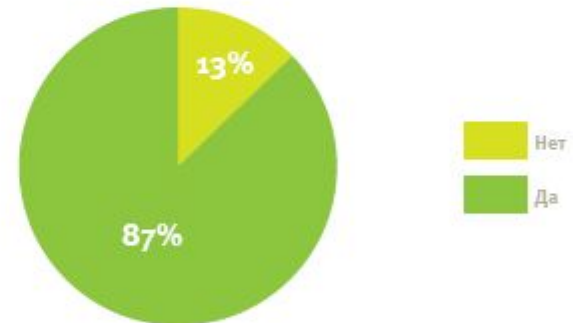


# Социальные сети и бизнес

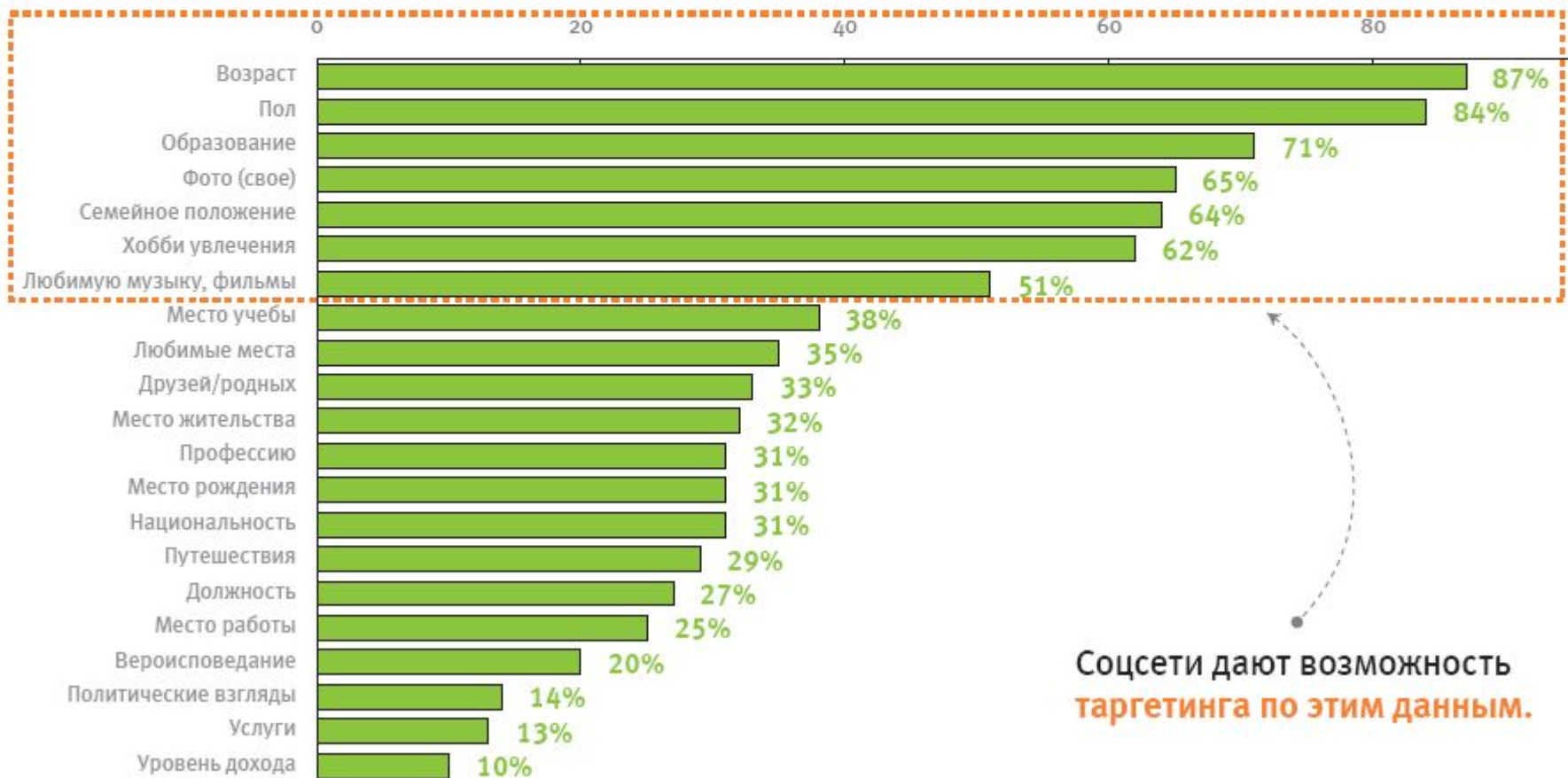
Ищете ли вы информацию в социальных сетях перед тем, как совершить покупку?



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




# Возможности социальных сетей










Соцсети дают возможность таргетинга по этим данным.

# Создание страницы

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

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

 **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 visible, showing the category 'Shopping/Retail' selected from a dropdown menu. The main content area is titled 'My Sweet New Candy Shoppe' and includes a 'Get Started' button and a 'Like' button. The page is currently in a 'Welcome' state, indicated by a large question mark icon. A list of four steps is provided to help set up the page: 1. Add an image (with an 'Upload an Image' button), 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)' and a 'See All' link. Below that, there are several utility links: 'Use Facebook as My Sweet New Candy Shoppe', 'View Notifications', 'Promote with an Ad', 'View Insights', and 'Suggest to Friends'. A 'Quick Tips' section offers advice on getting more likes and connections. At the bottom of the sidebar, there's a 'Sample Ad' preview and a 'Sponsored' section for 'What's your Viral Résumé?'.

facebook Search Home Profile Account

**Confirm Your Page Category**  
Your page's category is now featured at the top of your page. Please check it for accuracy.  
Local Businesses & Places Shopping/Retail  
[Update Category](#)

**My Sweet New Candy Shoppe** Get Started Like Edit Page  
Shopping/Retail · New York, New York Edit Info

Welcome

**1 Add an image**  
Upload an Image  
From your computer

**2 Invite your friends**  
Start building your fan base by suggesting this Page to friends who might like it.  
[Suggest to Friends](#)

**3 Tell your fans**  
Let your current customers and subscribers know about your new Page.  
[Import Contacts](#)

**4 Post status updates**  
Share your latest news.  
[Post Update](#)

Admins (1) See All

Use Facebook as My Sweet New Candy Shoppe  
View Notifications  
Promote with an Ad  
View Insights  
Suggest to Friends

**Quick Tips**  
Get more people to like your Page with Facebook Ads today!  
[Get More Connections](#)

Sample Ad: My Sweet New Candy...  
The text of your ad will go here.  
Like · Lauren Drell likes this.

**Sponsored** Create an Ad  
What's your Viral Résumé?  
viralresu.me  
Bursting with your personality, enhanced

Get Started  
Wall  
Info  
Photos  
Edit

0 people like this  
Add to My Page's Favorites  
Share

# Оформляем страницу

<http://www.customfacebookpage.com>

The image displays two examples of Skittles-themed promotional content. On the left is a vertical banner for a contest titled "FAME THE RAINBOW" and "TASTE THE RAINBOW". It features a Skittles Original candy bag at the top, a photo of a woman named Carla B. holding a Skittles bag, and text announcing her as the "RAINBRO OF THE WEEK". Below the photo is a disclaimer: "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 shows the Skittles logo and "BITE SIZE CANDIES".

On the right is a horizontal Facebook page header for "Skittles". It includes a "Like" button, the category "Food/Beverages", and a red banner that says "JOIN THE LEGIONS OF FANS" with "CLICK 'LIKE'" and social media icons for YouTube, Twitter, and Facebook (with "Like" and "19.5m" followers). Below this is a large "FRIEND THE RAINBOW" graphic with a Skittles bag. At the bottom 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 (?)

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



# Точки на карте



**Пузата Хата**  
Fast Food Restaurant  
Kyiv, Ukraine

Like Get Directions Edit

s at Пузата Хата.

urs add via mobile ·

This is a screenshot of a Google Maps location card for 'Пузата Хата' (Puzata Khata), a fast food restaurant in Kyiv, Ukraine. The card includes a map with a red location pin, the restaurant's name in Cyrillic and English, and interactive buttons for 'Like', 'Get Directions', and 'Edit'. Below the card, there is a partial view of a social media post mentioning the location and a mobile app icon.



facebook

Dunkin' Donuts  
Food/Beverages

**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.

Previous Status Updates Show More

Raquel Jácome Merry Xmas everyone! Feliz navidad a todos

Raquel Jácome @ Bogotá

This is a screenshot of a Facebook page for Dunkin' Donuts. The page features a promotional post for a contest titled 'BE THE PRESIDENT OF DUNKIN' NATION'. The contest involves checking in at participating Dunkin' Donuts locations to win the title of 'President of Dunkin' Nation'. The post includes instructions on how to register and participate. The page also shows the Dunkin' Donuts logo, a 'FAN OF THE WEEK' section, and a 'Previous Status Updates' section with a post from Raquel Jácome.



# 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   
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** Like

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 кожную 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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