Growing Your Agribusiness Using Facebook Marketing

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The Social Media Effect

- How many of you use social media for personal fun?
- How many of you use social media for business
- How many of you have a Facebook page?
- Don’t forget the 3 Cs of Organic Marketing
Farmers Markets

I Support Farmers Markets
Website · Glenn Muske, Jennifer Cooksey Prether and 501,771 others like this.

Memphis Farmers Market
S Front St at E Ge Patterson Ave, Memphis, Tennessee 38103 · Market · 5,940 were here · 17,545 like this.

Nashville Farmers' Market
900 Rosa L Parks Blvd, Nashville, Tennessee 37208 · Market · 26,228 were here · 32,585 like this.

Mississippi Farmers Market
929 High St, Jackson, Mississippi 39202 · Farmers Market · 1,476 were here · 5,873 like this.

Buford Highway Farmers Market
5600 Buford Hwy NE, Doraville, Georgia 30340 · Food & Grocery · 4,361 were here · 8,214 like this.

Farmers Markets
Getting Up to Speed: Social News

http://mashable.com/
Getting Up to Speed: SRDC

The National e-Commerce Extension Initiative
Promoting e-commerce learning opportunities for all...

Linkedln
Linkedln is a social networking website for people in professional occupations. Founded in December 2003 and launched on May 5, 2003, it is mainly used for professional networking.

Mobile Apps
A mobile app, short for mobile application, or just app, is application software designed to run on smartphones, tablet computers and other mobile devices.

Twitter
Twitter is an online social networking and microblogging service that enables users to send and read “tweets”, which are text messages limited to 140 characters.

http://srdc.msstate.edu/ecommerce/rebuild/ebiz/index.html
Getting Up to Speed: Tech Notes

Getting Up to Speed:
MSU Extension Program
Getting Up to Speed: 
Focusing on Facebook
www.msbrickstoclicks.com

www.facebook.com/msbrickstoclicks
Some Communities in Action
Communities

- Oak Grove – 22 businesses connected online using websites and social media
- Connect Morehouse – 30 businesses connected
- New Roads – 15 businesses
- Mississippi (2014) – 42 businesses
Custom Cross Creations

3,242 likes

Charles Dupree, Elizabeth Crouch Williams and 54 others like this.

Invite your friends to like this Page

Post

Write something on this Page...

Custom Cross Creations

11 hours ago

All Hand Stamped Jewelry is now 15% off for our Back to school bash! Start your Christmas shopping early this year and take advantage of this awesome discount! Just add code SCHOOL in discount box at checkout! www.customcrosscreations.net
Connect Morehouse Project

http://connectmorehouse.com/
Research Supported

- Review pubs section on the website
- Organic and paid ad tools to be published as JOE articles (n=4)
- Dr. Kalyn Coatney at MSU is a collaborator to assist with experimental design of FB ads
- Experiments will focus on community events similar to the Woodville Case
Research Supported

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Facebook Curriculum

- Facebook is the first curriculum produced

- Module 1: Building Your Facebook Page

- Module 2: An Introduction to Facebook Business

- Module 3: Marketing Your Facebook Page Using Organic Engagement Strategies

- Module 4: Marketing Your Facebook Page Using Paid Advertisements
Curricula Plan

YouTube, Twitter, Instagram, and SnapChat

- Module 1: Building Your YouTube Channel
- Module 2: An Introduction to YouTube Business
- Module 3: Marketing Your YouTube Channel Using Organic Engagement Strategies
- Module 4: Marketing Your YouTube Channel Using Paid Advertisements
Module 1

Building Your Facebook Page: Concepts and Tools
How to Plan Your Facebook Business Strategy

- **Step 1:** Quantify your marketing plan goals

- **Step 2:** Identify your target market. Who are you targeting? How can Facebook tools help? Organic versus Paid?

- **Step 3:** Create a consistent, online brand. Create a similar brand image across FB, website, and other social media
Which Social Platform?

Demand Demographics *(age, gender, interests, income)*

Facebook, Instagram, YouTube, Pinterest, Twitter, SnapChat, LinkedIn, Combinations

Success metrics can include: Likes, Conversations, Orders, Sales, Profits
Do you have a Facebook Page? Does it connect with people?

Mississippi Bricks to Clicks Entrepreneurship Extension Program

Facebook Page Evaluation: How Effective Is Your Page?
Mississippi Bricks to Clicks Entrepreneurship Extension Program

Facebook Page Evaluation: How Effective Is Your Page?

*Score each question from 0 to 5 with 5 being the highest positive score possible. Question 4 requires a different type of evaluation.

1. **Profile Picture.** Does your profile picture represent your company or organization well? Many companies/organizations use their logo as their profile picture. If you have a good logo and it’s currently also your profile picture, then a score near 5 is warranted. If not, obtain a logo. Use it as your profile picture. A score of 0 would indicate the absence of a profile picture altogether. Big companies such as Nike and Coca-Cola do not change their profile picture. They stay the course to represent a consistent brand image.

2. **Cover Picture.** Does your cover photo represent a product or service offered by your organization? Does it communicate what your page might offer to consumers? This varies widely based on organizations but the idea is to use the cover picture to show off products and services.

3. **About Section.** One of the easiest yet most frequently incomplete parts of any Facebook page is the about section. In this section, a business owner has the opportunity to provide information to contact the organization, hours of operations, email, etc. Also, the overall role, scope, and mission of the organization can be highlighted in this section. Completeness is key. The more information provided, the better search engines such as Google can crawl a page linking consumers to an
organization’s products or services. If the section is completed, then a score of 5 is warranted.

4. **Post Engagement.** This is tricky so pay close attention. Take a look at your most recent posts only for the past 30 days. Now, you will need to track four key metrics. These include:

   a. Likes to Fan’s Comments: This is where the business owner responds to comments by "liking" comments. It shows that a person managing a page is listening. How many of these likes were made across all posts for 30 days? Total them.
   
   b. Comments by Fans: How many comments across all posts for 30 days were made? Total them.
   
   c. Shares by Fans: How many times were posts shared within the 30 days? Total them.
   
   d. Replies to Fan’s Comments. Across all posts for 30 days, how many replies to comments were made? Total them.
   
   e. Fans Tagged in Comments. When a person makes a comment on a post, the person managing the page can then tag them in a reply. Across all posts for 30 days, how many times were fans tagged in replies? Total them.
Module 2

An Introduction to FB Business
Facebook Facts
Facebook Facts

- Facebook is the largest social networking company with more than 1.3 billion users.

- Users share photographs, news and their life stories with friends.

- Globally, more than 70 languages are available on Facebook requiring 300,000 translators.

- Each day, 20 million applications are installed; 7 million applications and websites are integrated within Facebook as well.
Facebook Facts

- Facebook users spend 18 minutes each day sharing content;
- The average person has 130 friends and is connected to 80 groups, pages, and events;
- 48% of 18-34 year olds check Facebook when they wake up; 28% check Facebook before getting out of bed;
- 81 million fake Facebook profiles also exist; and
- Facebook has 680 million monthly mobile users.
Facebook Facts

- Facebook also employs over 4,000 people;

- Businesses use Facebook, too. To date, 54.2 million Facebook business pages exist; and

- Every 20 minutes, users share 1 million links, send 2 million friend requests and 3 million messages.
Facebook and the Rest of the Industry
Social Media Sites, 2012-2013

% of online adults who use the following sites, by year

Facebook owns Instagram

Pew Research Center’s Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Pew Research Center
Facebook Ownership in the Industry is Growing

Facebook owns Instagram; paid $1 billion cash

Facebook owns WhatsApp; paid $19 billion

Facebook unsuccessfully attempted to purchase SnapChat for $3 billion

Facebook has become the Wal-Mart of social media
Frequency of Social Media Site Use (% site users)

- Facebook: Daily = 63, Weekly = 22, Less often = 14
- Instagram: Daily = 57, Weekly = 20, Less often = 22
- Twitter: Daily = 46, Weekly = 21, Less often = 32
- Pinterest: Daily = 45, Weekly = 23, Less often = 30
- LinkedIn: Daily = 52, Weekly = 13, Less often = 34

Pew Research Center’s Internet Project August Tracking Survey, August 07 – September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER
Facebook Leads the Pack

### Social media matrix

<table>
<thead>
<tr>
<th>% of users of each particular site who use another particular site (e.g., 29% of Pinterest users also use Twitter)</th>
<th>Use Twitter</th>
<th>Use Instagram</th>
<th>Use Pinterest</th>
<th>Use LinkedIn</th>
<th>Use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Twitter users who...</td>
<td>N/A</td>
<td>53</td>
<td>34</td>
<td>39</td>
<td>90</td>
</tr>
<tr>
<td>% of Instagram users who...</td>
<td>53</td>
<td>N/A</td>
<td>37</td>
<td>30</td>
<td>93</td>
</tr>
<tr>
<td>% of Pinterest users who...</td>
<td>29</td>
<td>31</td>
<td>N/A</td>
<td>29</td>
<td>87</td>
</tr>
<tr>
<td>% of LinkedIn users who...</td>
<td>31</td>
<td>24</td>
<td>28</td>
<td>N/A</td>
<td>83</td>
</tr>
<tr>
<td>% of Facebook users who...</td>
<td>22</td>
<td>23</td>
<td>25</td>
<td>25</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Pew Research Center’s Internet Project August Tracking Survey, August 07 – September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER
Facebook Effects

The Potential Effect on a Business Network
The Potential Facebook Effect

Consider what you gain:

Average FB user: 130 friends
Average FB page: *130 fans (in 4 weeks)
FB network: 16,900 (130*130)

Potential Customers 1,690 (10%)
Potential Customers 169 (1%) or 42 per week

*This is true for organizations that have completed the Bricks to Clicks Program.
Facebook Effects

Social Commerce Impacts
Facebook Effects: Shopify.Com

Which social media platforms drive the most sales?

Source: http://www.shopify.com/infographics/social-commerce
The Shopify.Com Study

Source: http://www.shopify.com/infographics/social-commerce
About the Shopify.com Study

- Shopify.com analyzed data from 37 million social media visits that led to 529,000 orders (1.4% conversation)

- Nearly two thirds of all social media visits to Shopify stores come from Facebook.

- An average of 85% of all ecommerce orders from social media come from Facebook.

- Facebook has the highest conversion rate for all social media ecommerce traffic at 1.85%
Other Facebook Effects

Facebook dominated industries such as photography, sports and recreation, pet supplies, and jewelry and watches
Other Facebook Effects

Average Order Value Range was $66.75 to $37.63

Average Order Value
Polyvore surprised us by sitting in the top spot with an impressive $66.75 average over 436 orders (Q3 2013).
## Other Facebook Effects

### Industries Not Dominated by Facebook

Many industries generate a significant amount of orders from secondary platforms. Here are some, with market share percentages. If your industry is listed, consider that particular platform in conjunction with your Facebook page.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Platform</th>
<th>% of Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antiques and Collectibles</td>
<td><img src="https://via.placeholder.com/15" alt="Pinterest" /></td>
<td>74%</td>
</tr>
<tr>
<td>Digital Products</td>
<td><img src="https://via.placeholder.com/15" alt="YouTube" /></td>
<td>47%</td>
</tr>
<tr>
<td>Services</td>
<td><img src="https://via.placeholder.com/15" alt="YouTube" />, <img src="https://via.placeholder.com/15" alt="Pinterest" /></td>
<td>36% + 26%</td>
</tr>
<tr>
<td>Electronics / Appliances</td>
<td><img src="https://via.placeholder.com/15" alt="YouTube" /></td>
<td>31%</td>
</tr>
<tr>
<td>Merchandise</td>
<td><img src="https://via.placeholder.com/15" alt="YouTube" /></td>
<td>29%</td>
</tr>
<tr>
<td>Books &amp; Magazines</td>
<td><img src="https://via.placeholder.com/15" alt="Pinterest" /></td>
<td>29%</td>
</tr>
<tr>
<td>Automotive</td>
<td><img src="https://via.placeholder.com/15" alt="YouTube" /></td>
<td>26%</td>
</tr>
<tr>
<td>IT/Computing</td>
<td><img src="https://via.placeholder.com/15" alt="Pinterest" /></td>
<td>22%</td>
</tr>
<tr>
<td>Etail/Catalogs</td>
<td><img src="https://via.placeholder.com/15" alt="Twitter" /></td>
<td>18%</td>
</tr>
<tr>
<td>Home &amp; Office Furnishings</td>
<td><img src="https://via.placeholder.com/15" alt="Twitter" /></td>
<td>18%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td><img src="https://via.placeholder.com/15" alt="Twitter" /></td>
<td>13%</td>
</tr>
<tr>
<td>Gifts &amp; Specialty</td>
<td><img src="https://via.placeholder.com/15" alt="Twitter" /></td>
<td>13%</td>
</tr>
</tbody>
</table>
Module 3

Organic Marketing: Concepts and Tools
What Is Edgerank?
 WHAT IS EDGERANK?

Edgerank is the algorithm used by Facebook to determine where and what posts appear on each individual user’s newsfeed. The three variables that make up this algorithm are Affinity, Weight, and Time Decay.
Remember Why EdgeRank Matters

- Only 4% of the people who “like” your page will eventually return to your page for information

- Thus, 96% of people get their information about pages from the newsfeed. EdgeRank controls how news appears in the newsfeed

- The more you know about engagement and how to drive it organically on your page, the greater the possibility of having fans see your information in their newsfeed
Take a Closer Look at EdgeRank

- Several tools exist that you can use to evaluate your own page

- Learn more here: [http://whatisedgerank.com/](http://whatisedgerank.com/)

- Calculate an average EdgeRank score for a business page here: [http://edgerankchecker.com/](http://edgerankchecker.com/)
Introduction to FB Insights
Facebook Insights

- A behind the scenes look at your fans
- Understand when to post each day
- Understand which day to post
- Understand fan demographics (age, gender, location)
- Understand which posts perform best
Dashboard View: Overview Tab

In Modules 3 and 4, we dig deeper into FB Insights
Dashboard View: People Tab
The Facebook Engagement Calendar
# The Facebook Engagement Calendar

<table>
<thead>
<tr>
<th>Suggested Post Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.M.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
<td>Check In with a post or picture or video.</td>
</tr>
<tr>
<td>Lunch 11am - 2pm</td>
<td>Make a post that is engaging like a Picture of Food with a question or a Product of the company. Be available for at least an hour to respond to comments.</td>
<td>Make a post that is engaging like a Picture of Food with a question or a Product of the company. Be available for at least an hour to respond to comments.</td>
<td>Make a post that is engaging like a Picture of Food with a question or a Product of the company. Be available for at least an hour to respond to comments.</td>
<td>Make a post that is engaging like a Picture of Food with a question or a Product of the company. Be available for at least an hour to respond to comments.</td>
<td>Make a post that is engaging like a Picture of Food with a question or a Product of the company. Be available for at least an hour to respond to comments.</td>
<td>Make a post about the week.</td>
<td></td>
</tr>
<tr>
<td>P.M.</td>
<td>Make a motivational post about the upcoming week.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
</tr>
<tr>
<td>Good Night</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
<td>Optional depending on the Network for your Business.</td>
</tr>
</tbody>
</table>
A Suggested Tool

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**Plans & Signup**

---

**Choose Your Plan**

- **Guru**
  - $29/mo

- **Master**
  - $49/mo
  - **BEST VALUE**

- **Agency**
  - $99/mo

---

**Post Planner**

Triple Your Engagement in 10 Minutes a Day

---

**Features** | **Plans & Signup** | **User Guide**
Organic Engagement Tips
Other Engagement Tips

- **Make Sure Your Business Has a Great Logo**
  Online brand management requires that businesses have a great logo. A logo makes a first impression upon customers.

- **If you don’t have a logo, get one.** Do this before you launch your page, too. You can use services such as [www.fiverr.com](http://www.fiverr.com) to outsource for logo design. Look at the highest rated designers on Fiverr to get started.

- **Also, get feedback from friends and family about the logo design chosen.** Make sure it represents the business.
Other Engagement Tips

- Follow Big Brand Pages and Learn as Much as You Can
  Learn from the best. Brand pages such as Nike and Coca-Cola can be great resources for learning about how to use good photographs, how to launch new products, and how to keep with a consistent logo throughout the entire Facebook site.

- Don’t drink the “running a Facebook business page is free” Kool-Aid
  It’s not free because labor time is not free. This is marketing. Marketing requires resources, and in this case, a business owner’s time.

- If a business owner can’t set aside 3-5 hours per week to create posts, engage with customers and upload content, then hire someone. Either way, running a Facebook page is not free, if done right.
Other Engagement Tips

- **Make Sure Your Page allows for Mobile Check-ins**
  In page settings, an option exists to allow people to check-in at the business location. Do this for two reasons. First, the business owner can use check-ins as a non-intrusive engagement strategy to promote his/her page.

- **Each day, simply check-in when you arrive at work. People respect people who work.** That is the message sent, and unlike other information floating about, this message doesn’t intrude or annoy.

- **Customers can check-in, too. A business can offer check-in promotions.** Check-in promotions drive shares, likes, and engagement overall which is good for business.
Module 4

Paid Ads: Concepts and Tools
FB Paid Ads: A Distinction to Note

- Two primary paid FB ad product lines
- User-drive paid FB ads (you do them solo)
- FB-assisted paid FB ads (FB consultant helps you)
- FB-assisted program is called Start to Success and requires minimum of $1500
Module 4: Paid Advertising

- How to Get Started
- Promotional Options
- Targeting Your Audience
- Evaluating Ad Performance
- Ad Optimization Rules of Thumb
- The Woodville Case
- Small Business Example
- Questions
Promotional Options within FB
Evaluating A Single FB Ad

Key Metrics to Watch

Ad frequency
Impressions
Page Likes Per Day
CTR
Cost per 1,000 Impressions
Daily Budget
The Woodville Case
Woodville Case Example

- Promotion of a Rural Festival Event
- Featuring Duck Dynasty
- Promotion of “Page Likes”
- +3,000 Likes
The Woodville Case
Experimental Design of Ads

- 4 Campaigns were launched during a 30 day period leading up to the tourism event

- Optimization of ads every week

- Desktop ad was changed twice due to a decline in impressions;

- Mobile never changed
The Ads for Mobile and Desktop

Figure 1. Desktop 1 and Mobile Campaign Image for the Woodville Deer and Wildlife Festival Facebook Advertisement Program, 2013

Figure 2. Desktop 2 Image for the Woodville Deer and Wildlife Festival Facebook Advertisement Program, 2013

Figure 3. Desktop 3 Campaign Image for the Woodville Deer and Wildlife Festival Facebook Advertisement Program, 2013
<table>
<thead>
<tr>
<th>Advertisement Description</th>
<th>Social Message ?</th>
<th>Targeted Group</th>
<th>Similar Page Interests</th>
<th>Similar Conversations (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't Miss the 2013 Woodville Deer and Wildlife Festival featuring A&amp;E's Duck Dynasty Star John Godwin</td>
<td>No</td>
<td>All people living within a 100 mile radius of Woodville, MS over the age of 18 who are NOT fans of the Deer and Wildlife Fan Page.</td>
<td>Duck Dynasty, Willie Robertson, Swamp People, Gander Mountain, Ducks Unlimited, Cabelas, BassPro</td>
<td>#Willie Robertson, #Cabelas, #Ducks Unlimited, #National Wild Turkey Federation, #Duck Dynasty</td>
</tr>
<tr>
<td>Fun times at the Woodville Deer and Wildlife Festival featuring A&amp;E’s Duck Dynasty Star John Godwin</td>
<td>No</td>
<td>Same</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Eat Alligator at the Woodville Deer Festival with A&amp;E’s Duck Dynasty Star John Godwin</td>
<td>No</td>
<td>Same</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Attend the Deer Festival featuring A&amp;E’s Duck Dynasty Star John Godwin with your friends</td>
<td>Yes</td>
<td>Same</td>
<td>Same</td>
<td>Same</td>
</tr>
</tbody>
</table>
Promotional Giveaway for Festival Tickets to see Duck Dynasty Star John Godwin at the 2013 Woodville Deer and Wildlife Festival
### Comparison Results

Pay attention, this is tricky.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Dollars Spent</th>
<th>Actions</th>
<th>Unique Clicks</th>
<th>Page Likes</th>
<th>Duration of Ad</th>
<th>Likes/Day</th>
<th>Ad Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop 1</td>
<td>$306</td>
<td>2078</td>
<td>737</td>
<td>543</td>
<td>13</td>
<td>41.77</td>
<td>5.34</td>
</tr>
<tr>
<td>Desktop 2</td>
<td>$298</td>
<td>1011</td>
<td>1092</td>
<td>636</td>
<td>12</td>
<td>53.00</td>
<td>5.23</td>
</tr>
<tr>
<td>Desktop 3</td>
<td>$200</td>
<td>433</td>
<td>474</td>
<td>322</td>
<td>8</td>
<td>40.25</td>
<td>2.53</td>
</tr>
<tr>
<td>Mobile</td>
<td>$750</td>
<td>2717</td>
<td>2603</td>
<td>2031</td>
<td>31</td>
<td>65.52</td>
<td>2.08</td>
</tr>
<tr>
<td>Total</td>
<td>$1,554</td>
<td>6,239</td>
<td>4,906</td>
<td>3,532</td>
<td>N/A</td>
<td>201</td>
<td>N/A</td>
</tr>
<tr>
<td>Average</td>
<td>$388</td>
<td>1560</td>
<td>1227</td>
<td>883</td>
<td>16</td>
<td>50</td>
<td>4</td>
</tr>
</tbody>
</table>
The Average Cost Per Like, $0.37 – $0.62
Facebook Page:
www.facebook.com/msbrickstoclicks
Would your state like to use the Facebook Curriculum?

- Licensing arrangement can be used with small cost recover fee

- Resources provided:
  - On-site train-the-trainer with team
  - Technical assistance when needed
  - Facebook 4 module curriculum
  - All FB evaluation tools are available
  - Curriculum will be updated as FB updates
Questions?