

Facebook POV

Elevating the concept of community for the Kashi brand:

Integrating Facebook to help Kashi.com become more social and encourage users to join the community.

As we develop new ways to showcase all of the rich content on Kashi.com, we recommend finding ways to provide deeper engagement with our users. Integrating Facebook on Kashi.com provides the opportunity to create a larger, more social picture of the Kashi community. With our passionate consumer following, this initiative holds great potential for the brand and will help strengthen Kashi's position as a natural lifestyle leader. We can tap into the influence one's social network has on his/her interests. Users will feel inspired to share the things they discover, and in turn, be inspired by their friends, which will show users the benefits of being a Kashi community member. Outlined below is our recommendation for integrating Facebook on Kashi.com in ways that we feel are right for the Kashi brand.

Why does social matter?

There's a lot of content competing for everyone's attention today. In order to effectively reach people, we need to go where they are consuming information. The Facebook newsfeed is a good start. We have lots of great content on Kashi and, with this framework, if one person shares something with her friends, with one click we've instantly gained an audience.

Over half* of our site visitors are Facebook members. By integrating a few of their social plugins into Kashi.com we can gain new audience members from the larger Facebook community. The key is to keep our content interesting, fresh and portable.

What are "social plugins," and how do they work?

Social plugins let users see what their friends have liked, commented on or shared on sites across the web. All social plugins are extensions of Facebook and are specifically designed so none of the user's data is shared with the sites on which they appear.

Unlike Facebook Connect or Login, users don't have to log into anything on Kashi.com in order to see Facebook functionality; if they are already logged into Facebook that content will show up automatically. And, since the plugins are available separately, we can pick and choose which ones will be most beneficial for Kashi.

For more information about Facebook's social plugins visit:

<http://developers.facebook.com/plugins>



The "Like Button" on Sephora's product pages

* Since June, Foresee data shows that 66% of visitors have visited Facebook in the past 30 days.

Which plugins do we recommend using?

We like the “like” button.

The Like button lets the user quickly comment on a piece of content, by giving it a “thumbs up” and sharing that link on their FB wall with her friends. When a person clicks Like, it (1) publishes a story to their friends with a link back to your site, (2) adds the article to the reader’s profile, and (3) makes the article discoverable through search on Facebook. People who click the Like button typically have 2.4 times more friends than people who don’t, and they click on 5.3 times more links within Facebook than others*.

When we include Open Graph** tags on Kashi’s webpages – say, on product pages – those pages become the equivalent of a Facebook page. This means when a user clicks a Like button on that page, a relationship is created between Kashi’s page and the user. This page will appear in the “Likes and Interests” section of the user’s profile, and Kashi will have the ability to publish updates (e.g. when there’s a coupon offer for that product) to the user (from an administrative page on Facebook). On the Facebook site, this page will also show up in the same places that Facebook pages show up (e.g. search), and Kashi can target ads to people who like that content.

- ▶ We have added Like buttons to product, natural learning, recipe and challenge pages this year and would recommend adding it to other pages of the site that carry some brand equity weight (e.g. Natural Nearby, Accomplishments, Polls, 7WG).



The “Like Button” on Levi’s product pages



Link sharing on Facebook

We want our users to share their thoughts too.

After a user likes something, we can prompt her to share it with a comment. This feels more intentional than simply “liking” it, and we think this kind of action will appeal to our NI-DMI users.

- ▶ Let’s add this functionality to every Like button.

Hey world, 30,292 people like us!

The Like Box plugin allows us to display how many people have liked our page on Facebook. If the user has any friends in this bunch she will see them here.

- ▶ We propose having this live on the homepage.



Showing the number of Newman's Own fans via the “Like Box” plugin

* <http://www.facebook.com/notes/facebook-media/value-of-a-liker/150630338305797>

** The Open Graph protocol enables you to integrate your Web pages into Facebook’s social graph. It is currently designed for Web pages representing profiles of real-world things — things like movies, sports teams, celebrities, and restaurants.

Our friends know us best.

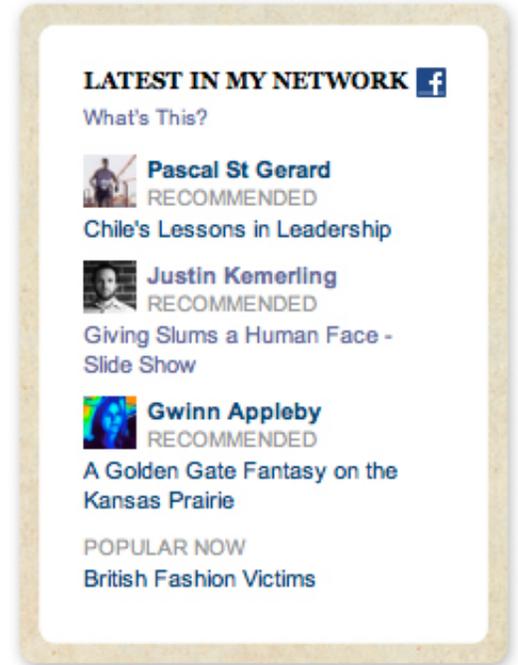
By using the Activity Feed or Recommendations plugins, users can see what their friends are liking and sharing on Kashi. Instead of only navigating to old favorites or promoted items, users are compelled to check out what their friends are interacting with, too. This creates long term engagement between the user and Kashi, and the social context encourages them to interact with the content.

Some possible ways we'd use the Activity Feed plugin are:

- ▶ A feed of recommended content (e.g. products, articles, recipes) on the homepage
- ▶ See which challenges are most popular, and see which challenges your friends have accepted.

For more information about this plugin and see a "live" example visit:

<http://developers.facebook.com/docs/reference/plugins/recommendations>



Content recommendations from friends on NY Times

Okay, before going any further, let's recap our plugin recommendations:

The Like Button + Option to Share

Let's have the Like button on all product, natural learning, recipe and challenge pages.

The Like Box

Let's create a place to show how many people like Kashi on Facebook.

Recommendations

Let's show visitors to the site content that's been recommended by their friends.

Now, how can we get people to join the Kashi community?

We've proposed a few ways of using Facebook to make visiting Kashi.com a more social experience. How can we encourage our visitors to take the plunge and become full-fledged members of the Kashi community?

We realize that we cannot depend solely on what we have (community tour, community callouts here and there) to gain new members. We think that by implementing the recommended plugins and having people share out their Kashi.com experiences to Facebook, over time Kashi will organically gain more community members.

For instance, when a user completes a challenge and shares her accomplishment with her friends, she is providing a peek into a Kashi experience that's possibly desirable to those new to Kashi. And, since it's coming from a friend, chances are pretty good that whatever she's doing her friends would like to do it too.