

## Editing your Facebook application information.

As an owner of a Facebook application there are a number of information segments that you are able to customise off a non technical level. This document defines these segments are and how to manage them.

The available information segments are:

- The Application Profile (Description of Application and company )
- Discussion Boards
- Analytics's and Reporting

### Adding a developer:

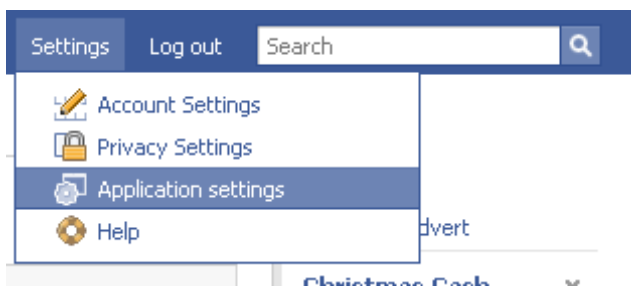
If another user is required to have developer access, here is how you add them to the system.

NOTE:

- A developer can only be chosen from your list of friends so make sure they are a friend of your Facebook account.
- You can only add a developer to an application if you are a developer of that application.

1) Login to Facebook as normal.

2) Once logged in hover (don't click) over the link at the top of the screen that says "Settings" and from the drop down that appears click on application settings:



This will take you to a page that lists all of the applications you have added to your facebook page.

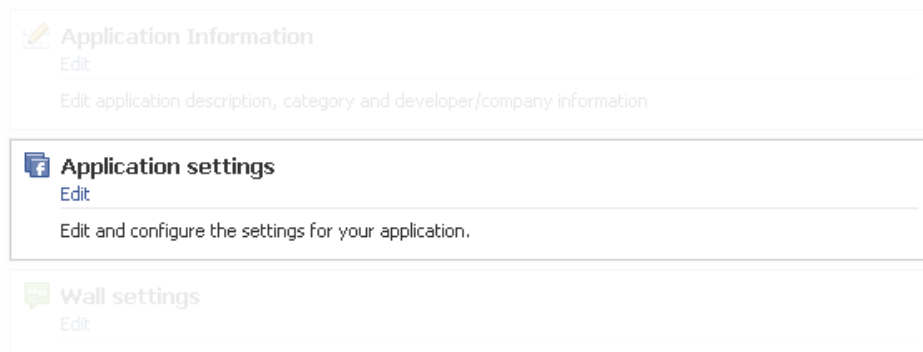
3) Find the application you want to add the user for and click on "Application Profile"

This will take you to the application overview page, as a developer you will see options that normal users would not see.

4) Click on the link to the left that reads "Edit application"



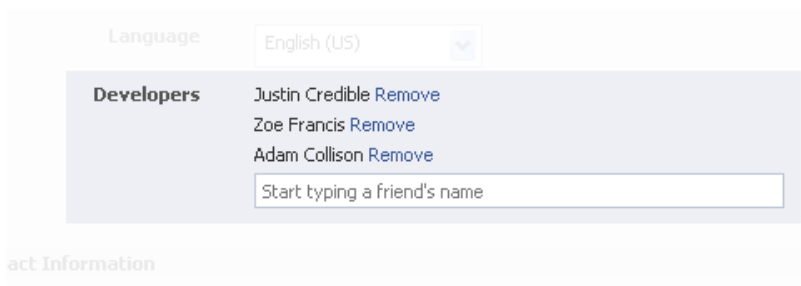
This will take you to the application edit screen where you will be presented with lots of editable areas. You will need to focus on the "Application Settings" area as seen in the image below:



5) Click on the “Edit” link within the application settings area as shown in the diagram above.

This will take you to the application settings screen; this is where the coders configure the application so it works.

Scroll down this page until you see the area labelled “Developers”:



6) Start typing the name of friend you want to add as a developer.

*Please note, do not add developers unless you really need to! As a developer your friend can modify any part of the application and therefore this feature should be used with caution.*

Once you start typing you should see their name appear, simply click on their name to select them.

7) Press the “Save Changes” button at the bottom of the screen.

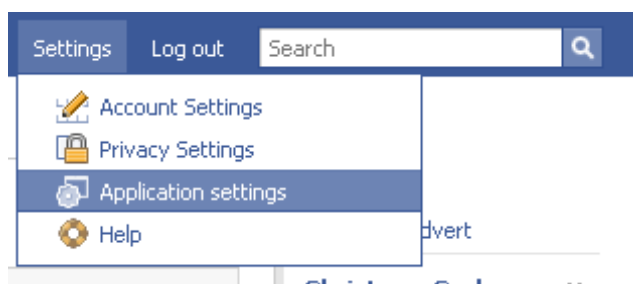
That's it, you're all done, you now have a new application developer added.

### **The Application Profile (Description of Application and company)**

The application profile is the information users are presented with before they add the application, this is the best opportunity you have to encourage users to add the application to their profile.

1) Login to Facebook as normal.

2) Once logged in hover (don't click) over the link at the top of the screen that says “Settings” and from the drop down that appears click on application settings:

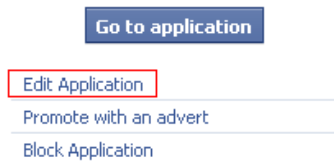


This will take you to a page that lists all of the applications you have added to your Facebook page.

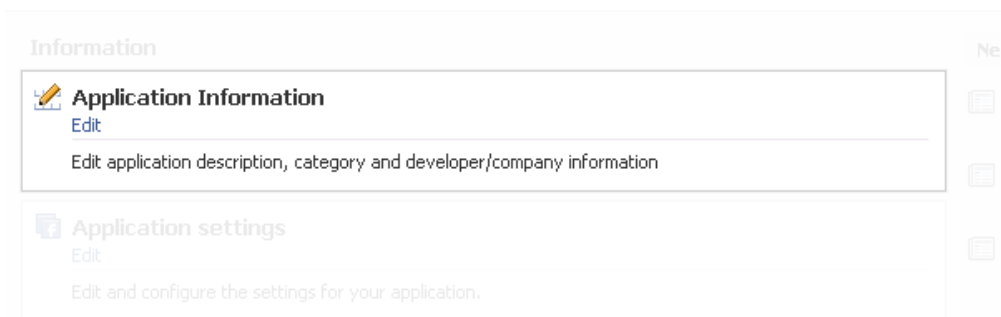
3) Find the application you want to add the user for and click on “Application Profile”

This will take you to the application overview page, as a developer you will see options that normal users would not see.

4) Click on the link to the left that reads “Edit application”



This will take you to the application edit screen where you will be presented with lots of editable areas. You will need to focus on the “Application Information” area as seen in the image below:



5) Click on the “Edit” link within the application information area as shown in the diagram above.

This will take you to the Application information form where you will see a list of text areas and form inputs, the only textareas you need to focus on are “Description of Application” and “About the Company”.

Enter the compelling hard sell to the users in the Description of Application text area, be sure to make it as catchy and engaging as possible for example “Show off to your mates about how amazing you are with....” rather than “This application does this and that.”

Also enter the information about the company who own the application, this is to give the user more background information about you.

6) Click on the “Submit” link at the bottom of the page

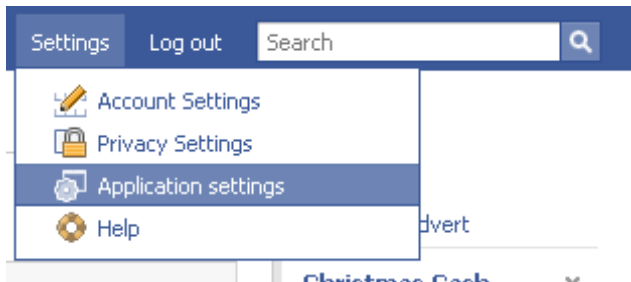
That's it, you're all done!

## Discussion Boards

Discussion Boards are a great way of getting feedback from users about their likes and dislikes, its important that you monitor feedback and respond to negative comments constructively and make note of suggested ways to improve the application.

1) Login to Facebook as normal.

2) Once logged in hover (don't click) over the link at the top of the screen that says "Settings" and from the drop down that appears click on application settings:



This will take you to a page that lists all of the applications you have added to your Facebook page.

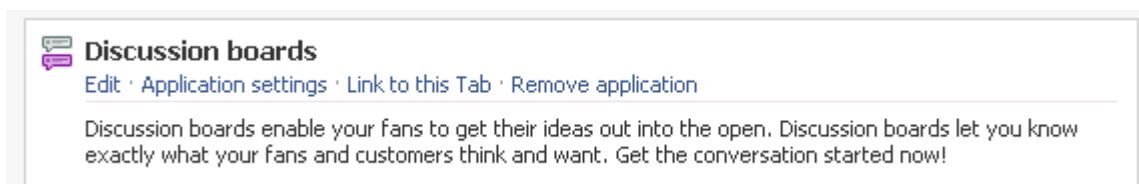
3) Find the application you want to add the user for and click on "Application Profile"

This will take you to the application overview page, as a developer you will see options that normal users would not see.

4) Click on the link to the left that reads "Edit application"



This will take you to the application edit screen where you will be presented with lots of editable areas. You will need to focus on the "Discussion Boards" area for now as seen in the image below:



5) Click on the "Edit" link within the Discussion Boards area as shown in the diagram above.

This will take you the the Discussion Boards page where you can manage all discussions about the application.

6) To create a new Discussion click on the Tab at the top right of the screen labelled "Start new topic"



7) Enter the information about the topic you want to create and press the "Post new topic" button.

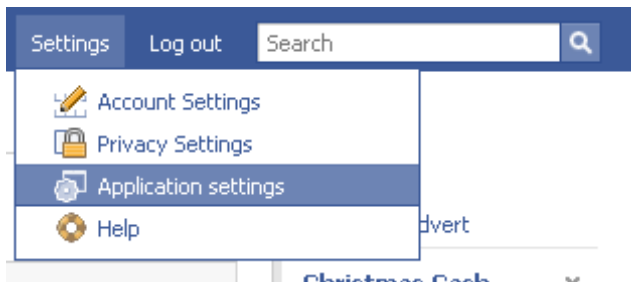
## Analytics's and Reporting

A key part of owning an application is monitoring the activity within your app. Facebook offers some key tools to track what your users are doing.

To get to the Facebook reporting tools follow these steps:

1) Login to Facebook as normal.

2) Once logged in hover (don't click) over the link at the top of the screen that says "Settings" and from the drop down that appears click on application settings:

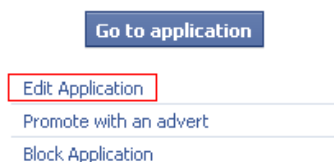


This will take you to a page that lists all of the applications you have added to your Facebook page.

3) Find the application you want to add the user for and click on "Application Profile"

This will take you to the application overview page, as a developer you will see options here that normal users would not see.

4) Click on the link to the left that reads "Edit application"



This will take you to the application edit screen where you will be presented with lots of editable areas. You will need to focus on the right hand side in the page activity area as seen in the image below:



5) Click on the link that reads "All Page insights".

This will take you to the reporting tools within Facebook. Simply review the information your interested in.

## Summary

There are many benefits to managing these areas of your Facebook application.

Should you need further information please visit : <http://www.facebook.com/developers/>