

facebook

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Small Business Opportunity & Social Media

Corey Owens
Associate, Public Policy
Facebook

facebook

What is Facebook?



[View Photos of Bethany \(1,516\)](#)

[View Videos of Bethany \(7\)](#)

[Send Bethany a Message](#)

[Poke Bethany](#)

Grant me the serenity
to accept the things
I cannot change
The courage to
change the things
I can
And the wisdom
to know the
difference.

Information

Bethany Owens Just got back from Istanbul! Bucharest just seems a little gray and depressing in comparison. 11 minutes ago

Wall

Info

Photos

Boxes

Video

Notes


»

Write something...

Attach:    

Share



Bethany Owens Just got back from Istanbul! Bucharest just seems a little gray and depressing in comparison.  Filters

11 minutes ago · [Comment](#) · [Like](#)



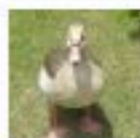
Pat Owens

In these photos: [Bethany Owens](#)



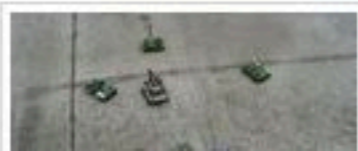
4th of July

 20 hours ago · [View album](#)



Gary Owens

In this photo: [Bethany Owens](#)



Tank Wars and Other Carnage – Owens Fourth of July, 2010

There are no winners in this kind of confrontation. Except, of course, the blood-thirsty maniacs who set it up.

Create an Ad

Likeable Media | Social Media... ×

Become a Fan



We at theKbuzz had an amazing time at f8. We are inspired by Zuck and all of you. You totally rule – keep up the great work.

[Randi Zuckerberg](#) and [Gina Emmett](#) like [Likeable Media | Social Media and Word of Mouth Marketing](#).

 Like

Hiring Game Producer ×



Join wooga in Berlin as Game Producer for our next hit on Facebook. Click to find out more about Europe's leading...



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Friends

Applications

Games

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What's on your mind?



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4 minutes ago via RSS Graffiti · Comment · Like

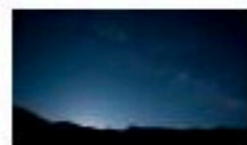
120 people like this.

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Write a comment...



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8 minutes ago · Comment · Like · Share

4 people like this.



Danny Alex nice pic
5 minutes ago · Like



Danny Alex One of the best I ever seen
4 minutes ago · Like

What are you planning?

Recommended Pages



Michelle Obama
23 friends like her.
Like



The Daily Show
27 friends like this.
Like

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Alex Wu, Krista Kobeski, and 2 other friends like Budweiser.

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Get Connected

Who's on Facebook?
Find your friends

Who's not on Facebook?
Invite them now

Who's here because of you?
Track your invites

Connect on the go
Try Facebook Mobile

**Maz Sharafi** Awaiting friend confirmation[Wall](#) [Info](#) [Photos](#) [Boxes](#)

Maz only shares some of his profile information with everyone. If you know Maz, send him a message.

Basic Information

Networks: UPenn Grad Student '08
Google
Facebook

Sex: Male

Current City: San Francisco, CA

Birthday: June 21

Hometown: Bethesda, MD

Siblings: Arshiya JawSrgn

Relationship Status: Married to Katie Truitt

Likes and Interests

Activities: Road Biking, Skiing

Interests: Pizza

Contact Information

Mobile Number: 9176970092

Current City: San Francisco, CA

Education and Work

Grad School: The Wharton School, University of Pennsylvania '08
MBA

College: University of Pennsylvania '01
BSE, Systems Engineering

High School: Walt Whitman '97

Employer: Facebook

Position: Manager, Inside Sales

Time Period: October 2009 - Present

Location: Palo Alto, CA

Employer: Google

Position: Manager, Local Strategic Partnerships

Time Period: July 2008 - October 2009

[Send Maz a Message](#)[Poke Maz](#)**Information**

Networks: UPenn Grad Student '08
Google
Facebook

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Birthday: June 21

Current City: San Francisco, CA

Mutual Friends46 friends in common [See All](#)

Kirby Koo Rebecca Tanja

Friends693 friends [See All](#)

MarvLart Jackie Doug

Create an Ad

Public Image Ltd 

Live at the Regency Ballroom on April 17th.
Tickets on sale now!

[Like](#)**Know Grey's Anatomy?** 

Are You a Fan? Play this fun Grey's Anatomy game and test your knowledge now!

[Like](#)**Facebook Austin** 

Fan it y'all.

Emilie Mariko Lara, Kim Louie and Marina Lieban like Facebook Austin.

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Interests:

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[Sale now!](#)

Grey's Anatomy 

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Google
Manager, Local Strategic Partnerships
July 2008 - October 2009
Mountain View, CA

Managed North American strategic partnerships for local advertising.

American Express
Senior Manager, Strategy and Business Development
July 2004 - May 2006
New York, NY

See All (21)

FB Social, We Support Iranian Freedom!, 100 Million Facebook members for Democracy in Iran, GEOS Neighborhood, Friends of The Food Trust, SF-Find, Red Gold, Philly Students Barack The Vote: Philly Students for Barack Obama, Goin' Back to Cali: Wharton 08s in SF Bay Area, The Jeff Marrazzo Appreciation Society, Wharton Social Impact, Bucktown Fantasy League, Roys on River Road, Whitman Vikings, Wharton Entrepreneurs & VCs, Wharton MBA, SquareCanvas, I support grade non-disclosure at Wharton, Persia, Wharton MBA Class of 2008, Google MBA Interns 2007

Pages

See All (50)



Friends

693 friends

See All



MaryLayt



Jackie



Doug



Kenny Kim



Nisha



Hannah

Anatomy?



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Like

Facebook Austin



Fan it y'all.

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Like

More Ads

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Kenny Kim Nisha Hannah

[Report/Block this Person](#)

[Share](#) [+](#)

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Time Period

Location

Employer

Position

Time Period

Location

Description

Employer

Position

Time Period

Location

Group

Member

Pages



San Francisco Food Bank
Non-Profit



The New York Times
Communications



Groupon San Francisco
Website



The Wharton School
Products



E*TRADE FINANCIAL
Financial Service



Kasa Indian Eatery
Restaurant



Flip Video
Consumer Product



The Avett Brothers
Musician



Pizzeria Delfina
Restaurant



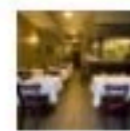
Facebook Pages
Technology Product / Service



Facebook Ads
Products



Johnnie Walker
Food and Beverage



La Ciccia
Restaurant



Mashable
Communications



Gillette
Consumer Product



TechCrunch
Communications



Threadless
Fashion



The Limited
Fashion

Anatomy?



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[Like](#)

[Facebook Austin](#) [x](#)

[Hazel & Gertie's](#)



Hazel & Gertie's



Facebook Culinary Team



100 million+
active users

A world map with a dark blue background. The landmasses are highlighted with glowing yellow and orange spots, indicating areas of high activity or user density. The text "400 million+ active users" is overlaid in the center of the map.

400 million+
active users

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How can businesses
use Facebook?

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FrontierVille ↗

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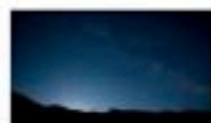
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120 people like this.

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Write a comment...

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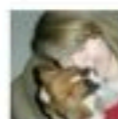
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8 minutes ago · Comment · Like · Share

4 people like this.

**Danny Alex** nice pic
5 minutes ago · Like**Danny Alex** One of the best I ever seen
4 minutes ago · Like

Write a comment...

**Jennifer Morris** Work 12 to 7. Here's hoping it goes well.

13 minutes ago · Comment · Like

**Lisa Worley Brown** good luck~~~~

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**Michelle Obama**
23 friends like her.
Like**The Daily Show**
27 friends like this.
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2010 FIFA World Cup



Check out Budweiser's virtual face painter for the 2010 FIFA World Cup. Show everyone who you're supporting.

Alex Wu, Krista Kobeski, and 2 other friends like Budweiser.

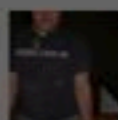
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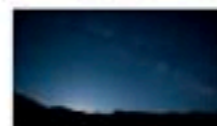
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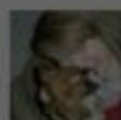
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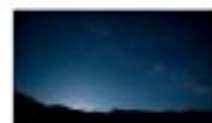
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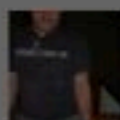
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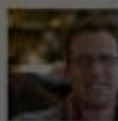
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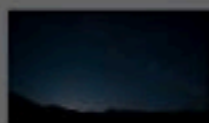
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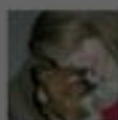


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Pages: A Conversation with Customers



Add to My Page's Favorites

Suggest to Friends

Livin' the Dream!

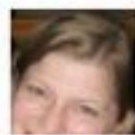
453 People Like This



Anna Dolina
Middleboro
MA



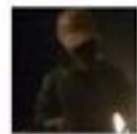
James Everett
Lewis



Jennifer
Rutter



Kenneth
Plante



Danny
Elder



Dave
Israel

Photos

2 albums

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Old Dominion Brewing Co.



Wall

Info

Photos

Discussions

Events

Old Dominion Brewing Co. + Others

Old Dominion Brewing Co.

Just Others



Old Dominion Brewing Co. Happy 4th! Celebrate Old Glory with Old Dominion.

Sunday at 10:06am via Facebook for iPhone

Tom Cadorette likes this.



Brandon Jay Simons I wish I could have an Old Dominion right now!

Sunday at 1:53pm - Flag



Andrew Campbell Im enjoying a little oak barrel stout right now...best brew ever! Happy 4th :)

Sunday at 4:05pm - Flag



Old Dominion Brewing Co. Celebrate the birth of our nation with Old Dominion! Happy 4th! Party it up. Drink Smart.



Where To Buy | Old Dominion Brewery

www.olddominion.com

Be sure to call ahead to ensure availability. Giant Food VA, DC & MD only Store Locator Safeway VA & DC only Store Locator Harris Teeter VA

July 2 at 1:52pm - Share

Susan Watson likes this.



Old Dominion Brewing Co. The @novabrewfest was a smashing success! Thanks to all our fans and volunteers for beating the heat and spreading the joy of Dominion to the masses!

June 28 at 7:05am



Old Dominion Brewing Co. Dustin guards the Dominion tent. Woot!

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Likeable Media | Social Media...



We think you're all very likeable and we hope you think we're likeable too.

Gina Emett and Randi Zuckerman like Likeable Media | Social Media and Word of Mouth Marketing.

Like

Specialicious



Save up to 90% on manicures, massages and spas!

Like

4Media Pad Tablet Manager





Add to My Page's Favorites

Suggest to Friends

Livin' the Dream!

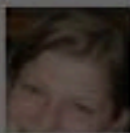
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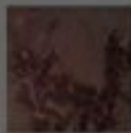
Anna Dolina Middledorf



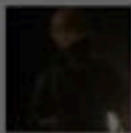
James Everett Lewis



Jennifer Rutter



Kenneth Plante



Danny Eider



Dave Israel

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Old Dominion Brewing Co.



Like

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Old Dominion Brewing Co. + Others Old Dominion Brewing Co. Just Others



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Sunday at 1:53pm - Flag



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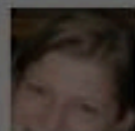
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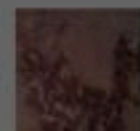
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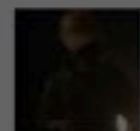
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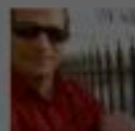
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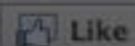
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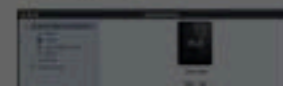
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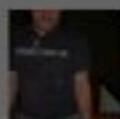


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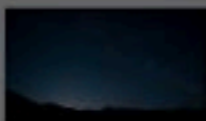


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Our Night Under the Stars
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Jennifer Morris Work 12 to 7. Here's hoping it goes well.
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Lisa Worley Brown good luck~~~

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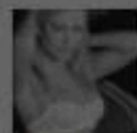


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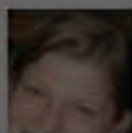
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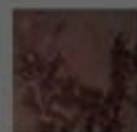
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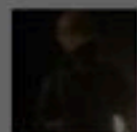
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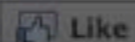
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Friday, July 9

**Beer Tasting @ Whole Foods**

Where: Whole Foods Market Alexandria
When: Friday, July 9 from 4:00 pm to 8:00 pm

RSVP

[View Guest List](#)**Summer Beach Bash!**

Where: Olney Beer & Fine Wine
When: Friday, July 9 from 5:30 pm to 8:30 pm

RSVP

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Thursday, July 15

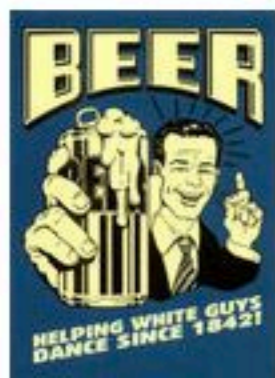
**Brew @ the Zoo!**

Where: National Zoo
When: Thursday, July 15 from 6:00 pm to 9:00 pm

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Saturday, July 17

**3rd Annual Magnolias at the Mill Beer Fest**

Where: Magnolias at the Mill
When: Saturday, July 17 from 11:00 am to 6:30 pm

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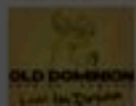
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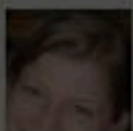
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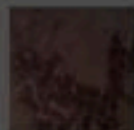
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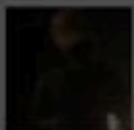
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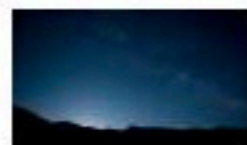
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Our Night Under the Stars
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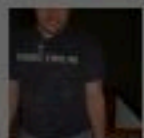
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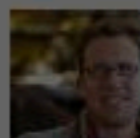
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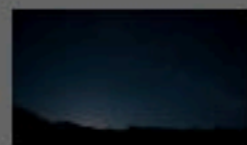
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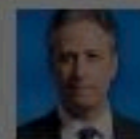
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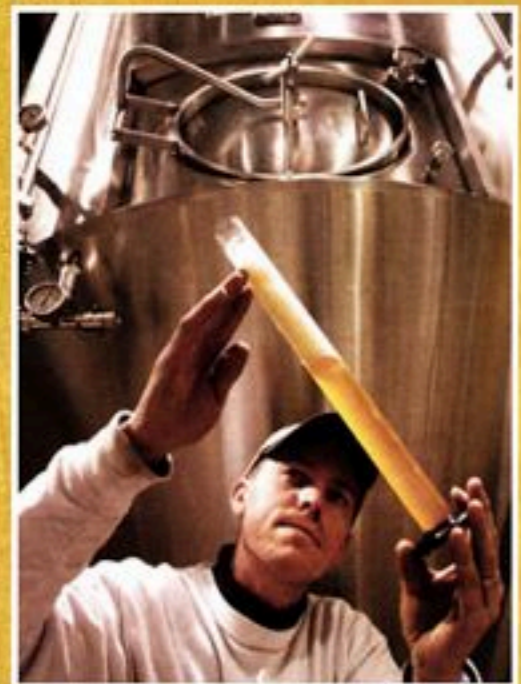
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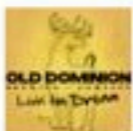
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2010 FIFA World Cup



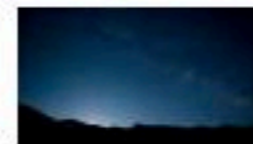
Check out Budweiser's virtual face painter for the 2010 FIFA World Cup. Show everyone who you're supporting.

Alex Wu, Krista Kobeski, and 2 other friends like Budweiser.

Like



Stuck in Customs Our Night Under the Stars – my first star-night shot published at <http://www.stuckincustoms.com/2010/07/06/our-night-under-the-stars/> -- hope you enjoy it!



Our Night Under the Stars
www.stuckincustoms.com

The nights here are always strange and different. I've only gotten outside a few times to take photos, mostly because of inclement weather. During the first week or so, the moon so high and bright that it caused everything to get blown out. That's no good and makes for a boring night. Who needs a bo...

8 minutes ago · Comment · Like · Share

4 people like this.



Danny Alex nice pic
5 minutes ago · Like



Danny Alex One of the best I ever seen
4 minutes ago · Like

Get Connected










Who's on Facebook?
Find your friends

Who's not on Facebook?
Invite them now

Who's here because of you?
Track your invites

Connect on the go
Try Facebook Mobile


 **Corey Owens**
[Edit My Profile](#)


-  News Feed
-  Messages
-  Events
-  Photos
-  Friends
-  Applications
-  Games
-  FrontierVille
-  Groups
- More


Chat with Friends
 Go Online


 **News Feed** Top News · Most Recent

What's on your mind?


 **CNN Breaking News: Justice Department expected to file legal challenge today to Arizona immigration law, administration official says.** - <http://bit.ly/bPOMfm>

 4 minutes ago via RSS Graffiti · [Comment](#) · [Like](#)

 120 people like this.


 [View all 53 comments](#)


Write a comment...

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 8 minutes ago · [Comment](#) · [Like](#) · [Share](#)

 4 people like this.

 **Danny Alex** nice pic
 5 minutes ago · [Like](#)

 **Danny Alex** One of the best I ever seen
 4 minutes ago · [Like](#)

Events [See All](#)

What are you planning?

Recommended Pages

-  **Michelle Obama**
 23 friends like her. [Like](#)
-  **The Daily Show**
 27 friends like this. [Like](#)

Sponsored [Create an Ad](#)

2010 FIFA World Cup

 Check out Budweiser's virtual face painter for the 2010 FIFA World Cup. Show everyone who you're supporting.

Alex Wu, Krista Kobeski, and 2 other friends like Budweiser.

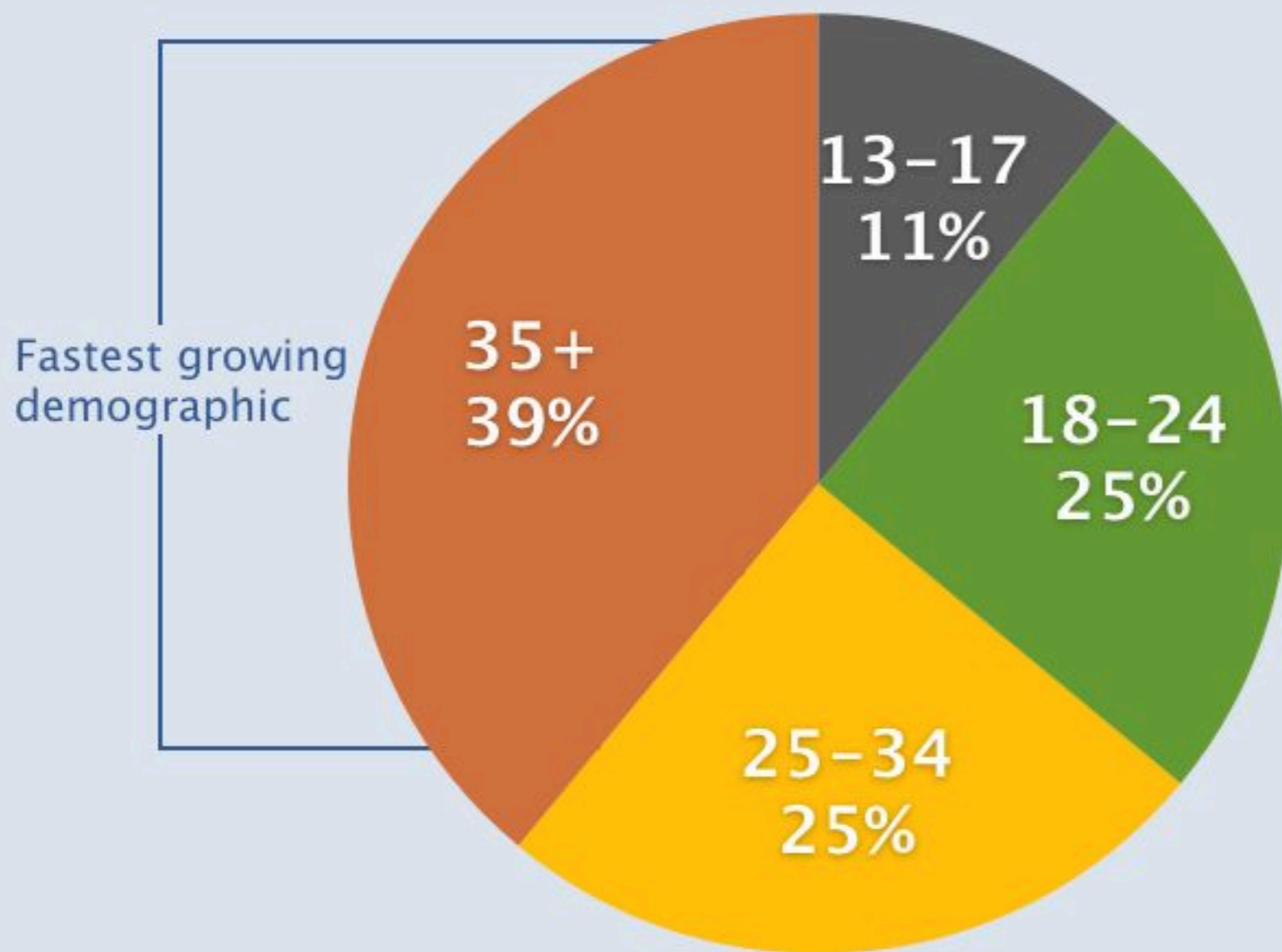
 [Like](#)

Get Connected

-  **Who's on Facebook?**
 Find your friends
-  **Who's not on Facebook?**
 Invite them now
-  **Who's here because of you?**
 Track your invites
-  **Connect on the go**
 Try Facebook Mobile

Ads: Finding the Next Customer

Popular across all demographics



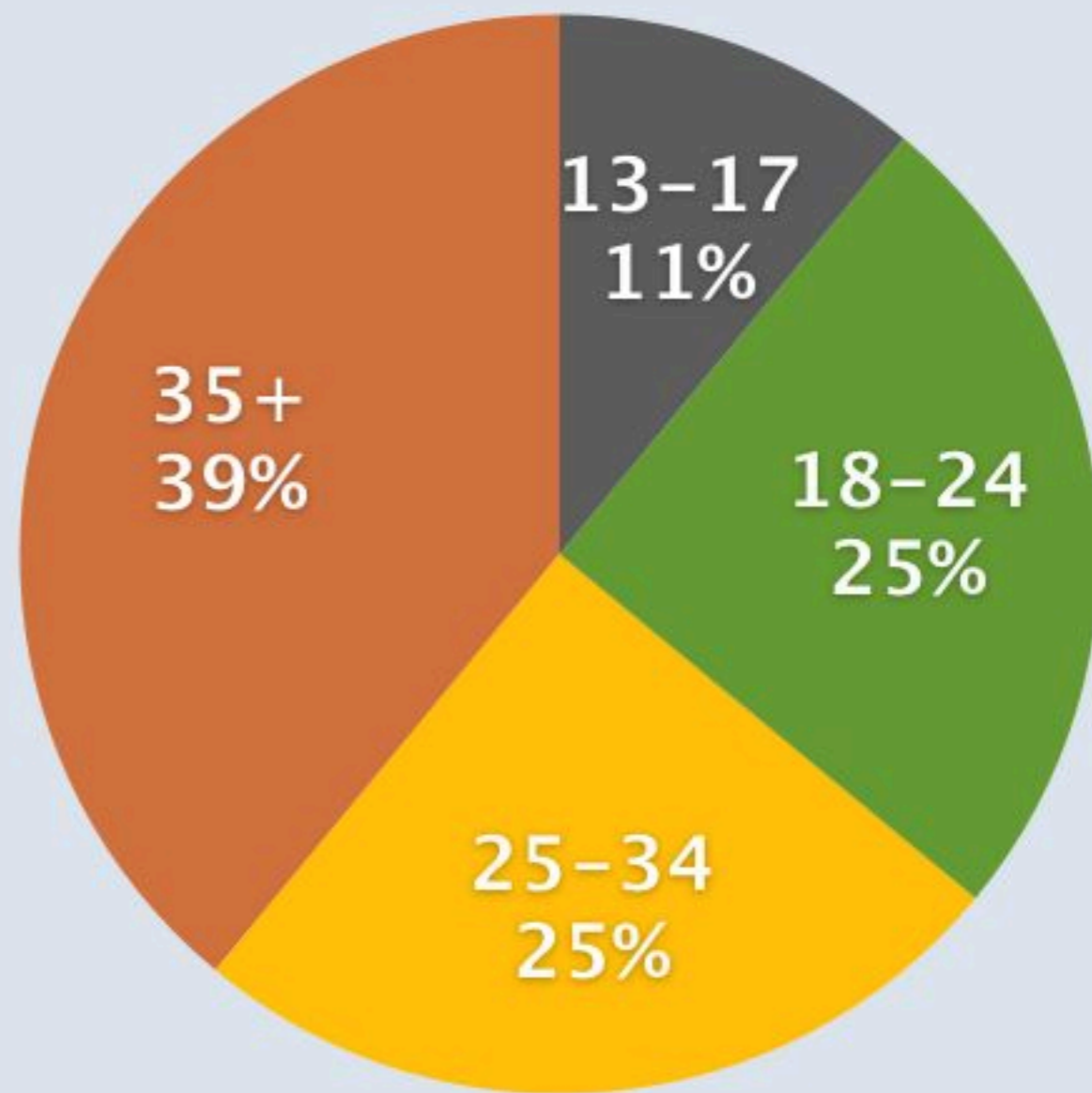
Popular across all demographics



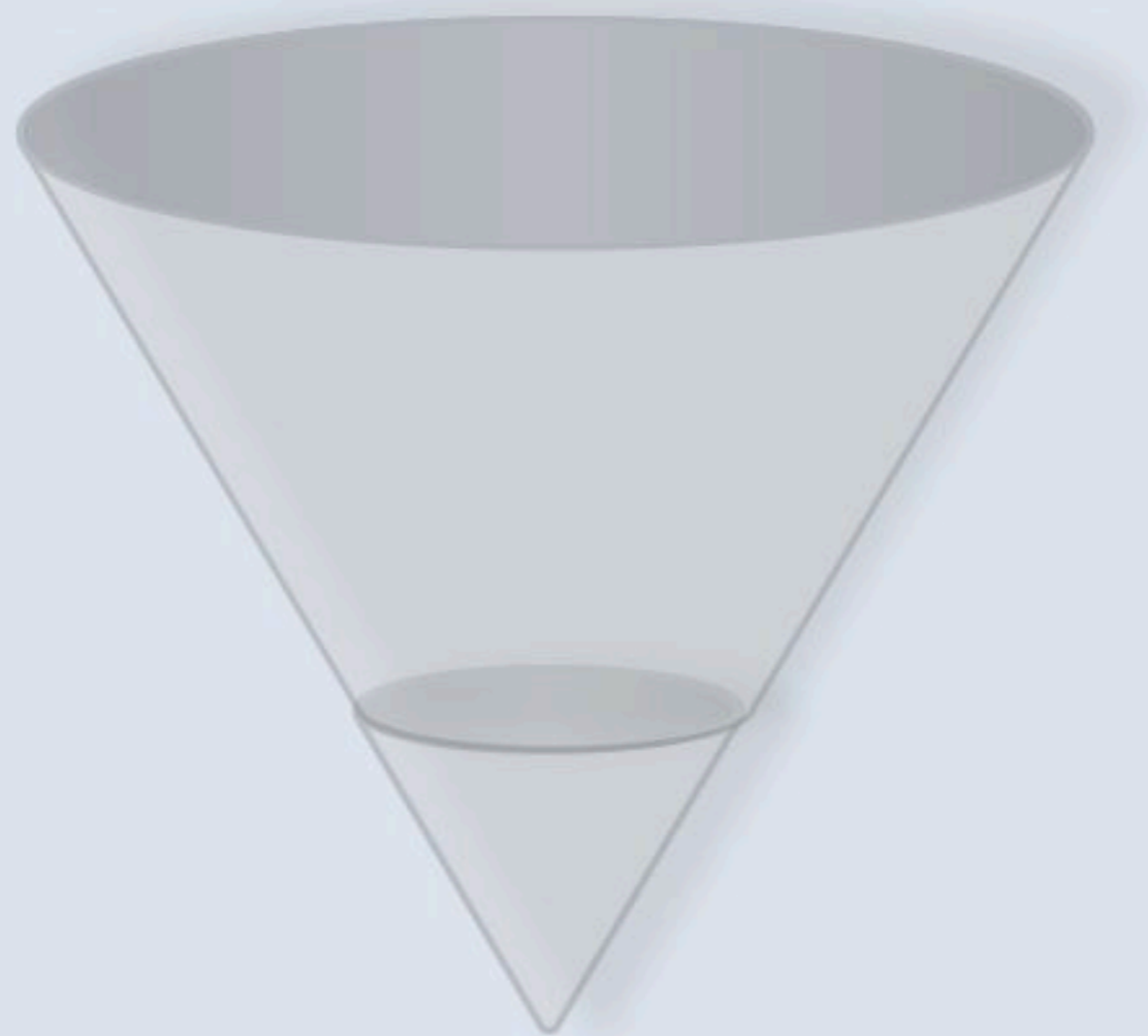
46%



54%



Increase demand for your business



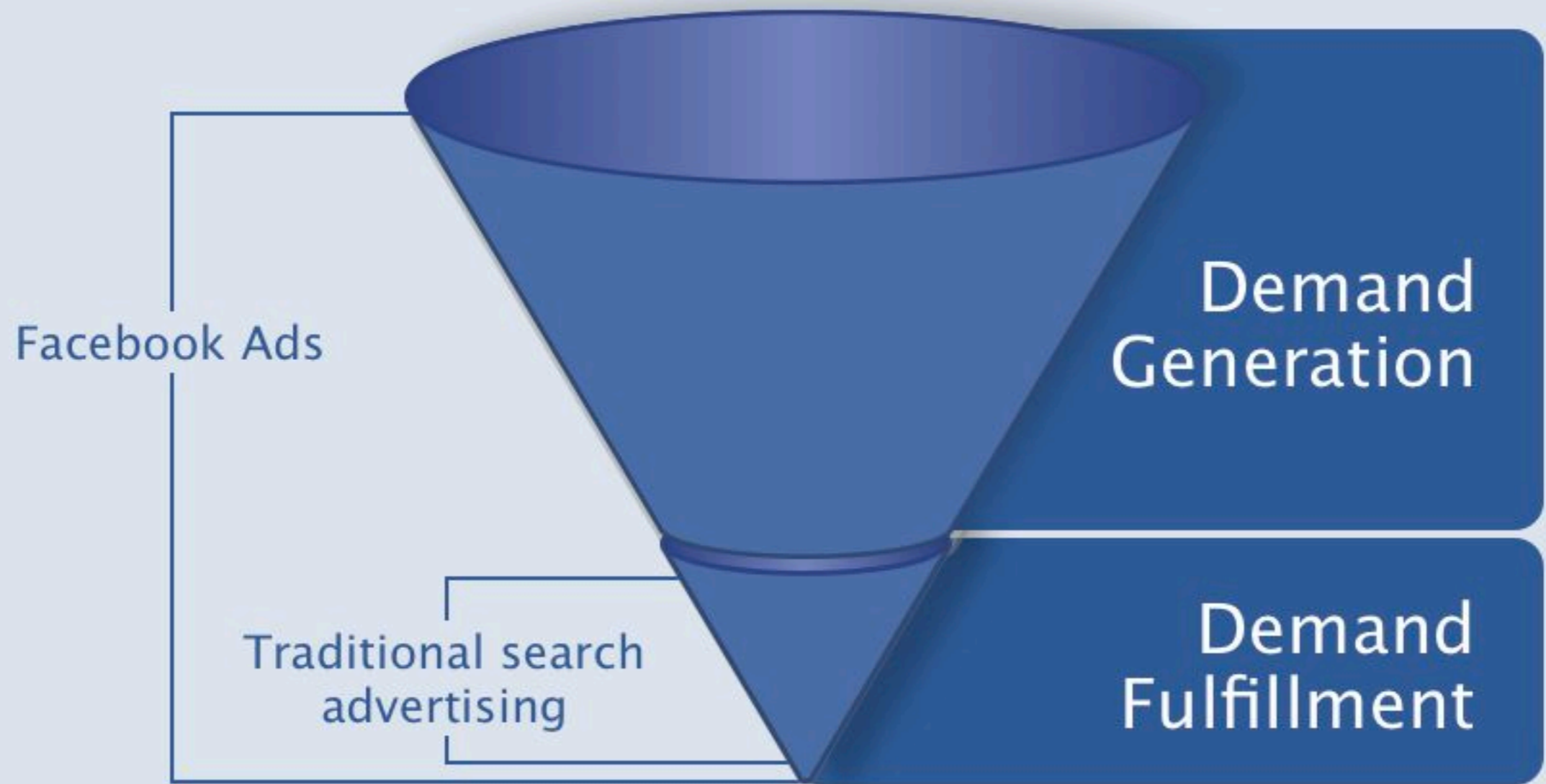
Increase demand for your business



Increase demand for your business



Increase demand for your business



Profile-based targeting

The image shows a Facebook profile for Amy Weller. The profile is divided into several sections: a profile picture, navigation tabs (Wall, Info, Photos, Boxes, +), and an 'Edit Information' link. The main content area is organized into sections: Basic Information, Personal Information, and Contact Information. The Basic Information section includes Networks (Harvard '09), Sex (Female), Birthday (October 20, 1983), Relationship Status (Single), Interested In (Men), and Looking For (Friendship). The Personal Information section includes Activities (Weekend trips to Vegas!), Interests (Fashion, Style, Architecture, Travel, Soccer), Favorite Music (Madonna, Ani DiFranco, Lifehouse, Weezer, SST, Snoop Dogg, DMC, Pearl Jam, The Killers, Pink Floyd, Rage Against the Machine, Monica, Broken Social Scene, 2Pac, NWA, Daft Punk, Gaelic Folk music, Tin Banging, anything by Ruu!), Favorite TV Shows (Friends), Favorite Movies (Life is Beautiful, Schindler's List, Old School, Zoolander, Good Will Hunting, Meet the Parents, Bad Boys, Office Space, Training Day, Boiler Room, Old School, Movie Nights with the Girls and Doritos), Favorite Books (Catcher in the Rye, Lolita, Where the Wild Things Are, The Moviegoer, The Education of Little Tree, Zen and the Art of Motorcycle Maintenance, Oresteia, Oscar Wilde - Collected Plays, The Winter of Our Discontent, Midnight's Children, One Hundred Years of Solitude, Goodnight Moon), Favorite Quotations ("We must be the change we wish to see" - M.K. Gandhi, "Intelligence is Dangerous, because it undermines reverence" - J. Jacques), and About Me (Just ask!). The Contact Information section includes Email (tgrooms3@bellsouth.net, guest@fas.harvard.edu), Mobile Number (650.505.5155), Other (617.431.2871), Current Address (1421 Barrington St.), AIM (amy241), Residence (Saratoga J39), and School Mailbox (374). The left sidebar contains a profile picture, a link to 'View Photos of Me (6)', a link to 'Edit My Profile', a text box for 'Write something about yourself.', an 'Information' section with details like Networks (Harvard '09), Relationship Status (Single), and Birthday (October 20, 1983), and a 'Friends' section with 28 friends and a 'See All' link. The right sidebar contains three advertisements: 'MGM Grand Exclusive Offer', 'Monica - New Single', and 'Horror-Inspired Fashion'. A yellow dotted arrow points from the 'Vegas!' text in the Personal Information section to the MGM Grand advertisement. Another yellow dotted arrow points from the 'Fashion' text in the Personal Information section to the 'Horror-Inspired Fashion' advertisement.

Amy Weller

Wall Info Photos Boxes +

Edit Information

Create an Ad

Basic Information

Networks: Harvard '09

Sex: Female

Birthday: October 20, 1983

Relationship Status: Single

Interested In: Men

Looking For: Friendship

Personal Information

Activities: Weekend trips to Vegas!

Interests: Fashion, Style, Architecture, Travel, Soccer

Favorite Music: Madonna, Ani DiFranco, Lifehouse, Weezer, SST, Snoop Dogg, DMC, Pearl Jam, The Killers, Pink Floyd, Rage Against the Machine, Monica, Broken Social Scene, 2Pac, NWA, Daft Punk, Gaelic Folk music, Tin Banging, anything by Ruu!

Favorite TV Shows: Friends

Favorite Movies: Life is Beautiful, Schindler's List, Old School, Zoolander, Good Will Hunting, Meet the Parents, Bad Boys, Office Space, Training Day, Boiler Room, Old School, Movie Nights with the Girls and Doritos

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Favorite Quotations: "We must be the change we wish to see" - M.K. Gandhi
"Intelligence is Dangerous, because it undermines reverence" - J. Jacques

About Me: Just ask!

Contact Information

Email: tgrooms3@bellsouth.net
guest@fas.harvard.edu

Mobile Number: 650.505.5155

Other: 617.431.2871

Current Address: 1421 Barrington St.

AIM: amy241

Residence: Saratoga J39

School Mailbox: 374

Information

Networks: Harvard '09

Relationship Status: Single

Birthday: October 20, 1983

Friends

28 friends See All

Kevin Colleran Bob Trahan Meredith Chin Allison Grabler Soleio Paul Janzer

MGM Grand Exclusive Offer

Experience Maximum Vegas - rooms from \$55. Includes \$25 Dining credit, 25% off Spa services, 10% off WiFi, 2 free cocktails. Book Now!

Like

Monica - New Single

Monica is back! Her new album "Still Standing" is coming March 23. Download the single "Everything To Me" on iTunes now!

Like

Horror-Inspired Fashion

Two sisters take the fashion world by storm with an entire clothing line inspired by Asian horror films. See it now on LStudio.com.

Profile-based targeting

Structured

- Location
- Age/Birthday
- Gender
- Education
- Workplace
- Relationship
- Sexual

Amy Weller
Wall Info Photos Boxes +

Basic Information

| | |
|----------------------|------------------|
| Networks: | Harvard '09 |
| Sex: | Female |
| Birthday: | October 20, 1983 |
| Relationship Status: | Single |
| Interested In: | Men |
| Looking For: | Friendship |

Personal Information

| | |
|----------------------|---|
| Activities: | Weekend trips to Vegas! |
| Interests: | Fashion, Style, Architecture, Travel, Soccer |
| Favorite Music: | madonna, ani difranco, lifehouse, weezer, 1stj, snoop dogg, DMX, pearl jam, U2, the killers, pink floyd, rage against the machine, Monica, broken social scene, 2Pac, NWA, daft punk, Celtic Folk music, tire banging, anything by Ruft |
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| Favorite Books: | catcher in the rye, lolita, where the wildthings are, the moviegoer, the education of littletree, zen and the art of motorcycle maintenance, orestes, oscar wilde - collected plays, the winner of our discontent, midnight's children, one hundred years of solitude, goodnight moon |
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| Mobile Number: | 650.505.5155 |
| Other: | 617.433.2871 |
| Current Address: | 1421 Barrington St. |
| AIM: | amy241 |
| Residence: | Saratoga, CA |
| School Mailbox: | 374 |

Education and Work

| | |
|--------------|------------------------|
| College: | Harvard |
| High School: | University High School |

Groups

Member of: Facebook Rocks, Meet-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From Word., Students For California Relocation of Harvard University (SCRHU)

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Relationship Status: Single
Birthday: October 20, 1983

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28 friends See All

Kevin Colleran, Bob Trahan, Meredith Chin, Allison Crabler, Soleis, Paul Janzer

Video

1 video See All

Burning Pete on the beach

Advertisements

MGM Grand Exclusive Offer

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Monica - New Single

Monica is back! Her new album "Still Standing" is coming March 23. Download the single "Everything To Me" on iTunes now!

Horror-Inspired Fashion

Two sisters take the fashion world by storm with an entire clothing line inspired by Asian horror films. See it now on LStudio.com.

Profile-based targeting

Amy Weller
Wall Info Photos Boxes +

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Current Address: 1421 Barrington St.
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College: Harvard
High School: University High School

Groups
Member of: Facebook Rocks, Meat-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From World, Students For California Relocation of Harvard University (SCRH)

Structured Information:
• Location
• Age/Birthday
• Gender
• Education
• Workplace
• Relationship
• Sexual

Unstructured Information:
• Activities
• Interests
• Music
• TV
• Movies
• Books
• Groups
• Applications
• Connections
• Status updates

Structured

- Location
- Age/Birthday
- Gender
- Education
- Workplace
- Relationship
- Sexual

Unstructured

- Activities
- Interests
- Music
- TV
- Movies
- Books
- Groups
- Applications
- Connections
- Status updates

Facebook Ads

facebook Home Profile Find Friends Account



Amy Weller
Wall Info Photos Boxes +
[Edit Information](#)

Basic Information

| | |
|----------------------|------------------|
| Networks: | Harvard '09 |
| Sex: | Female |
| Birthday: | October 20, 1983 |
| Relationship Status: | Single |
| Interested in: | Men |
| Looking For: | Friendship |

Personal Information

Favorite Music: madonna, ani difranco, lifehouse, weezer, s10j, snoop dogg, DME, pearl jam, U2, the killers, pink floyd, rage against the machine, broken social scene, 2Pac, NWA, daft punk, Gaelic Folk music, tire banging, anything by Rauf

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Favorite Movies: life is beautiful, schindler's list old school, zoolander, good will hunting, meet the parents, bad boys, office space, training day, boiler room, old school, movie nights with the girls and doritos

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"Intelligence is Dangerous, because it undermines reverence" - J Jacques
Just ask!

About Me:

Contact Information

| | |
|------------------|---|
| Email: | guest@fas.harvard.edu tgrooms3@bellsouth.net |
| Mobile Number: | 650.505.5155 |
| Other: | 617.431.2871 |
| Current Address: | 1421 Bannington St. |
| AIM: | amy241 |
| Residence: | Saratoga 339 |
| School Mailbox: | 374 |

Education and Work

| | |
|--------------|------------------------|
| College: | Harvard |
| High School: | University High School |

Groups [See All \(5\)](#)

Member of: Facebook Rocks, Meat-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From Word, Students For California Relocation of Harvard University (SCRHU)

[View Photos of Me \(6\)](#)
[Edit My Profile](#)







Write something about yourself.

Information

Networks:
Harvard '09
Relationship Status:
Single
Birthday:
October 20, 1983


Friends [See All](#)

28 friends

| | | |
|--|--|--|
|  Dave Fetterman |  Bob Trahan |  Meredith Chin |
|  Charlie Cheever |  Allison Crabler |  David Fisch |


Video [See All](#)

1 video



Create an Ad

Perry Ellis ×



Join the live webcast of the Perry Ellis Fall 2010 show. February 15 at 7PM (EST)

[Become a Fan](#)


Italian at its best



Finally authentic Italian cuisine at tempting prices in the hottest hotel in town - CASA Colombo. Open for dinner from 7pm.

[Like](#)

www.chukslist.com



Sell your stuff. Find buyers and sell anything. One stop African market place.

[Like](#)

Facebook Ads

The screenshot shows a Facebook profile for Amy Weller. The profile includes a profile picture, a cover photo, and various sections such as Basic Information, Personal Information, and Contact Information. The Basic Information section lists her networks (Harvard '09), sex (Female), birthday (October 20, 1983), relationship status (Single), and interests (Men, Friendship). The Personal Information section lists her favorite music (Madonna, Ani DiFranco, Lifehouse, Weezer, Sittj, Snoop Dogg, DMB, Pearl Jam, U2, The Killers, Pink Floyd, Rage Against the Machine, Broken Social Scene, 2Pac, NWA, Daft Punk, Gaelic Folk music, tire banging, anything by Rauf), favorite TV shows (Friends), favorite movies (Life is Beautiful, Schindler's List, Old School, Zoolander, Good Will Hunting, Meet the Parents, Bad Boys, Office Space, Training Day, Boiler Room, Old School, Movie Nights with the Girls and Doritos, Catcher in the Rye, Lolita, Where the Wild Things Are, The Moviegoer, The Education of Little Tree, Zen and the Art of Motorcycle Maintenance, Oresteia, Oscar Wilde - Collected Plays, The Winner of Our Discontent, Midnight's Children, One Hundred Years of Solitude, Goodnight Moon), and favorite quotations ("We must be the change we wish to see." - M.K. Gandhi, "Intelligence is Dangerous, because it undermines reverence" - J. Jacques, Just ask!). The Contact Information section lists her email (guest@fas.harvard.edu, tgrooms3@bellsouth.net), mobile number (650.505.5155), other number (617.431.2871), current address (1421 Barnington St., amy241), residence (Saratoga 339), and school mailbox (374). The Education and Work section lists her college (Harvard) and high school (University High School). The Groups section lists her membership in Facebook Rocks, Meat-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From Word, Students For California Relocation of Harvard University (SCRHU).

facebook Home Profile Find Friends Account

Amy Weller
Wall Info Photos Boxes +
Edit Information

Basic Information

Networks: Harvard '09
Sex: Female
Birthday: October 20, 1983
Relationship Status: Single
Interested In: Men
Looking For: Friendship

Personal Information

Favorite Music: madonna, ani difranco, lifehouse, weezer, sittj, snoop dogg, DMB, pearl jam, U2, the killers, pink floyd, rage against the machine, broken social scene, 2Pac, NWA, daft punk, Gaelic Folk music, tire banging, anything by Rauf
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Just ask!

About Me

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tgrooms3@bellsouth.net
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Apt: amy241
Residence: Saratoga 339
School Mailbox: 374

Education and Work

College: Harvard
High School: University High School

Groups See All (5)

Member of: Facebook Rocks, Meat-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From Word, Students For California Relocation of Harvard University (SCRHU)

The advertisement features a yellow background with a black mushroom icon and the word "CUCINA" in a bold, black, sans-serif font. Below the logo, the text reads: "Finally authentic Italian cuisine at tempting prices in the hottest hotel in town - CASA Colombo. Open for dinner from 7pm." At the bottom, there is a thumbs-up icon followed by the word "Like".

Italian at its best

CUCINA

Finally authentic Italian cuisine at tempting prices in the hottest hotel in town - CASA Colombo. Open for dinner from 7pm.

Like

Facebook Ads

facebook Home Profile Find Friends Account

Amy Weller
Wall Info Photos Boxes +

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Just ask!

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tgrooms3@bellsouth.net
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Residence: Saratoga J39
School Mailbox: 374

Education and Work
College: Harvard
High School: University High School

Groups
Member of: Facebook Rocks, Meat-free at Harvard, Harvard Friends of Amnesty International, A Group about the Cuteness and Niceness of the Paperclip From Word, Students For California Relocation of Harvard University (SCRHU)

Friends
28 friends See All
Dave Fetterman, Bob Trahan, Meredith Chin, Charlie Cheever, Allison Crabler, David Fisch

Italian at its best

CUCINA

Finally authentic Italian cuisine at tempting prices in the hottest hotel in town - CASA Colombo. Open for dinner from 7pm.

Like

Priya Natasha Gupta likes this.

Step 1: Design Your Ad

1. Design Your Ad [Design Your Ad FAQ](#)

Destination URL. 255 characters left.

Example: <http://www.yourwebsite.com/>
[I want to advertise something I have on Facebook.](#)


Title 25 characters left.

Body Text 135 characters left.

Image (optional)

Example Ad

This is a sample ad.

 Like

Athalie Laguerre likes this.

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Ad Format
Your ad will automatically be optimized to fit the format of the page where it is delivered. When your image is displayed, it will be up to 110x80 px.
[More info](#)

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested Best Practices](#)
[Common Reasons for Rejection](#)

Step 2: Targeting

2. Targeting Ad Targeting FAQ

Location

Country:

Everywhere
 By State/Province
 By City

Facebook Ads uses IP address and a user's profile information to determine location. Use the country field to target up to 25 countries or utilize state/province or city targeting (if applicable) to target a more precise location.

Demographics

Age: - Target people on their birthdays

Sex: All Men Women

Interested in: All Men Women

Relationship: All Single Engaged
 In a Relationship Married

Languages:

By default, Facebook targets all users 18 and older. Try testing different targeting filters to reach your exact audience.

Likes & Interests

Likes & Interests targeting is based on information users list in their Facebook profiles like favorite movies and music, groups and Pages they have connected to and other information they have shared on the site. It also includes religion, political views and occupation/job title.

Education & Work

Education: All College Grad
 In College
 In High School

Workplaces:

You can choose to target people at various education levels and/or specific companies where they have worked.

Connections on Facebook

Connections: **Target users who are connected to:**

Target users who are not already connected to:

Friends of connections: **Target users whose friends are connected to:**

Connections are people who have become a fan of a Page you admin, joined a group you admin, RSVP'd to an event you admin, or authorized an application you own.

Friends of connections targeting delivers ads to the friends of people already connected with your Page, Application, Group or Event.

Step 3: Pricing

3. Campaigns and Pricing

[Ad Campaigns and Pricing FAQ](#)

Campaign Name

Daily Budget

 What is the most you want to spend per day? (min 1.00 USD)

Schedule.

 When do you want to start running your ad?

- Run my ad continuously starting today
- Run my ad only during specified dates

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (USD).

 How much are you willing to pay per click? (min 0.01 USD)

Suggested Bid: 0.63 - 0.74 USD

Estimate: 74 clicks per day

[Simple Pricing Options](#)

Campaigns

Ads in the same campaign share a daily budget and schedule.

Max Bid

You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).

Suggested Bid

This is the approximate range of what other advertisers are bidding for your target demographic.

More Help

[CPC vs. CPM](#)

Think outside of the keyword box

Sleeping Bag

Think outside of the keyword box

Sleeping Bag



Backpacking

Nature

Camping

Hiking

Outdoors

Mountain climbing

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Wine

Search keywords vs. likes and interests

Wine



Wine
Fine dining
Napa
Sonoma
Wine tasting
Traveling
Drinking

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