



The State of Facebook

Takeaways from the F8 Facebook Developers Conference

MAC Agenda

1. Blow Your Mind

- Facebook 10 Year Plan
 - Facebook Spaces
 - Augmented Reality
 - Aquila
- App developments
- Personal use of Facebook

2. New developments & how to use them

- Facebook Messenger
- Frame Studio/AR Studio
- Future of Video



2017 Keynote

DISCLAIMER: THIS IS NOT TO SCARE YOU...but
it probably will

- Say hello to Mark Zuckerberg (4:15-6:33)



Connectivity For All

- In 2017- Facebook's primary goal is to bring connectivity to everyone

"We want to give you the ability to share everything and anything you care about with everyone."



Augmented Reality

- Keynote Video (6:33-9:33)
- Augmented reality glasses are coming, but the first augmented reality platform is already in your hand: the camera
 - 3D objects maintain position
 - FB Air – augmented art in real life (15:45-17:20)
 - Artist in Residence Program at FB
 - Location tagging notes
 - Product information
 - Facial recognition
 - Frame Studio
 - AR Studio



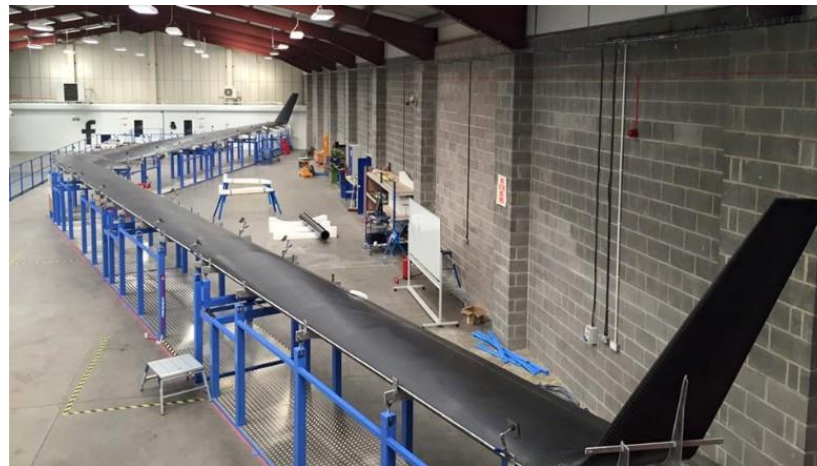
Facebook Spaces

- VR in reality
- You can own your own “space” and invite friends to join you
 - Celebrate birthdays
 - ‘Travel’ together
 - Host virtual meetings (professional use)
 - Show personal photos/videos
 - Invite someone without VR via Messenger app to join you in your “space”



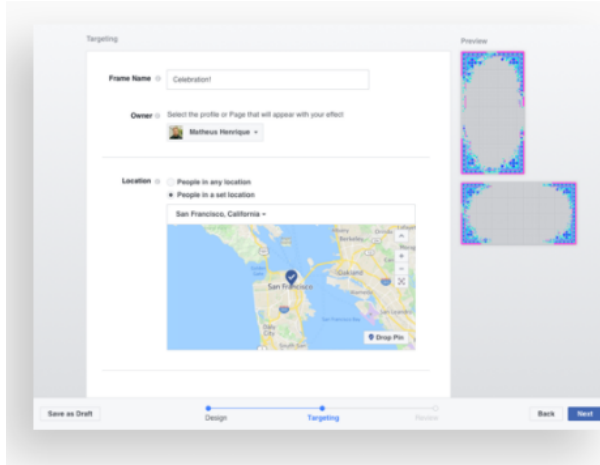
Aquila

- The first “internet” drone
- Flies in the stratosphere
- Can transmit signal through fog, snow & rain
- Wingspan of a Boeing 737
- Can provide signal in time of need (natural disaster)
- Making connectivity available to everyone



Applying New Developments

- Facebook Messenger
 - 1.2 billion users and growing (as of March 2017)
 - The fast, effective & trustworthy spot to talk to your customer
 - Facebook messenger [chatbots](#) (30,000)
- [Frame Studio/AR Studio](#)
 - Anyone can create Frames for photos on FB Stories
 - AR Studio will (5 years+) allow anyone to create augmented 3D shapes
 - Once a frame is created it will be available in camera for use by your friends, family or fans



Inspire the world around you

You can target your frame by adding a location, setting a start and end date, and including keywords. Once approved, your frame will appear in the Facebook camera or in Profile frames for your friends, family, and fans to use.

Applying New Developments (cont.)

- [Facebook Workplace](#)
 - Connecting remote employees or employees with a variety of schedules
 - Staying connecting when traveling for business
 - Free to join
- [Facebook Canvas](#) (full-screen mobile experiences)
 - Canvas developer studio is easier than ever
 - Full-screen, immersive experience that keeps the user WITHIN Facebook
 - Can be created in house with mixed media you already have



The Future of Video on Facebook

- Video is still king
- 360 video and 360 LIVE video are the next frontier (1 in 5 videos is 'live' on Facebook)
 - You can now schedule live videos on your business page
- Ad Breaks coming to LIVE and uploaded video to monetize as a small or independent business
- 5x more engagement and time-spent on video content
- Facebook/Instagram Stories:
 - 80% of people follow a business
 - 1/3 of most viewed stories are from businesses
 - 70% of stories are played sound-on
- Facebook discovery helps your business organically get noticed
- 40% of video watch time is from tagging friends and sharing



"The shift to video content will be bigger than the shift from desktop to mobile"

Resources

- **All F8 Sessions:** <https://developers.facebook.com/videos>
- Facebook Canvas: <https://canvas.facebook.com/>
- Facebook Frame Studio: <https://developers.facebook.com/products/camera-effects/frame-studio/>
- Facebook workplace: www.facebook.com/workplace
- Canva (design tool): www.canva.com

We will be launching a "Social Media Roundtable" initiative starting on June 20, 2017 at 9am. This will be an open forum meeting for myself and partners to discuss trends, ideas & tips in the Social Media space. The meeting will be bi-monthly starting in June. Please attend if you work with social platforms in your position or just want to learn more!

Invite to be sent soon