Index

A

access token
  Application Access Token, 142
  for OAuth, 187
  oauth_token parameter for requests, 141–142, 196, 278
  for test accounts, 279
  for Xcode app, 258–259
  accounts for testing. See Facebook accounts for testing
  action_links parameter of FB.ui call, 85
  Activity Feed social plugin
discovering sharing information with, 301–302
  illustrated, 116
  setting up, 115
  uses for, 122
Add Bookmark button, 79–80
Add Facebook to My Site section of Facebook Developers site, 35
add.php link format, 78–79
Admin Page link, 127
Administrator role
  access with, 57
  linking users as admins on your Web site, 126–128
ads. See Facebook ads
ads_management permission, 174
Advertising Account setting, 64
age
  Insights analytics for, 286, 290
  targeting ads by, 307
Ajax (Asynchronous JavaScript and XML), 50, 154–155
AllFacebook.com, 366–367
Amazon EC2 hosting provider, 32
Amazon S3 hosting provider, 32
analytics. See also Insights
  for applications, 177
  FQL for, 222
  issues with reliance on IP addresses, 285
Android API
  adding project directory to Eclipse, 260
  changing Activity class onCreate method, 264–266
  creating a new project, 261
  creating a project directory, 260
  developer key for project, 262–263
  Facebook Android SDK, 22, 259–260
  facebook.dialog method, 267
  facebook.request method, 267
  linking the Android API to your project, 262
  OAuth libraries, 189
  running the app, 266–267
  setting up application Internet connections, 263–264
API key, 45
API Test Console
  Disconnect button, 271
  Examples button, 272
  Log area, 272
  Login button, 271
  Login/Authorization status component, 272
  Logout button, 270–271
  Output area, 272
  playing with examples provided by, 273
  Run button, 272
  Text area, 272
APIs (application programming interfaces).
  See also specific APIs
  combining calls to, 332–333
  core, 26
  deprecated, information for, 26
  documentation for, 24–26
  enabling and disabling updates to, 328
  Facebook road map for, 328
  JavaScript compatibility with, 50
  LEGO block model for using, 326–327
  making calls to Facebook in iFrames environment, 53–54
  making calls to Facebook in server-hosted environment, 54–55
APIs (continued)
preparing for changes in, 326–328
rate limits for, 329
read-only, 334
real-time, 227–237
AppBistro third-party applications, 106
Application Access Token for Graph API
requests, 142
Application Directory, 11, 56
application ID, 45, 58
application insights
accessing, 288–289
integrating into your Web site, 299–301
Performance section, 298–299
Sharing section, 297
Users section, 294–296
uses for, 294
application programming interfaces.
See APIs
application setup. See also Edit Application
screen
accessing, 76
application ID, API key, and secret
assigned during, 45
checking for changes in process, 55
Create App button for, 40
creating a tab, 76–77, 103–104
Edit Application screen, 40–41, 45, 55–66
Essential Information page, 40, 41
Facebook Terms link, 40
index.html file path, 42
initializing the application, 44, 52–53
naming your application, 40, 56
Set Up New Application button for, 39–40
Web site setup for Graph API, 143–146
Application Type setting, 61
Applications and Games Dashboard,
sending updates through, 92–93
Apps on Facebook.com section of
Facebook Developers site, 35
Asynchronous JavaScript and XML (Ajax),
50, 154–155
attachment parameter of FB.ui call, 85
attachments, 85
authentication and authorization. See also
OAuth (Open Authorization)
FB.login call not working for, 73
forcing user to authorize, 72
OpenID protocol for, 147–148
in PHP, 189–191
for users to access more functionality,
71–73
automating friendship. See friendship
automation with Graph API

• B •

BBEdit text editor, 29
Bing partnership with Facebook, 96
blogs, 363–364, 368–369
Bluehost hosting provider, 30–31
bold type in this book, 3
Bookmark URL setting, 60
brands
building on Canvas Page, 73–74
Facebook Pages as profile for, 13
building block Web, 18
Burmeister, Mary (HTML 4 For Dummies), 43

• C •
caching user data, 333–334
call to action, ending posts with, 108
callback for OAuth, 185–187
callback URLs, 233–234
callback_URL parameter for POST
requests, 235
caller for OAuth, 186
Canvas Callback URL setting, 59
Canvas Page
as application Home, 70
authorizing users to access more
functionality, 71–73
building your brand on, 73–74
detecting the user’s login status, 175
determining if user is logged in, 140
monetizing with ads, 70
naming, 42
promoting third-party Web site on, 73–74
setting up, 42–43, 59–60
URL needed for tabs, 103
users sent to, after accepting request, 88
Canvas Type setting, 60
Canvas URL setting, 59
Cascading Style Sheets (CSS), 115
charity deals, 320
checkin search type, 241
CinchCast.com, 148–149, 348–349

city, Insights analytics for, 286, 290

Comments social plugin, 122–123

company name for Credits program, 63

connections
  accessing through introspection, 140–141, 204–208
  defined, 204
  examples of, 204
  looping through connected objects, 208
  paging through connected objects, 209–210
  targeting ads by, 307–308

cookies for user’s Facebook ID, 146–147

country
  Insights analytics for, 286, 290
  targeting ads by, 307

Create a Page screen, 97–99

Create Page button, 97–98

Create requests (REST), 136

create_event permission, 172

credits. See Facebook Credits

Credits Callback URL setting, 63

Credits Test Users setting, 63

CSS (Cascading Style Sheets), 115

Curl command-line tool, 211

custom links. See tabs

D

dashboard.decrementCount method, 81–82

dashboard.incrementCount method, 80–81

data flow
  of Facebook-hosted applications, 19–20
  of name server, 33–34
  of OAuth, 184–185
  of Web site interaction with Facebook, 20–21

data parameter of FB.ui call, 87

data permissions, 172–174

Deauthorize Callback setting, 64
deauthorizing an application, 143

DELETE requests. See also Graph API

deleting likes, 138

deleting objects, 219–220

deleting subscriptions, 236

deleting test accounts, 282
described, 136

oauth_token parameter, 141

using POST request with
  method=delete for, 138

Delete requests (REST), 136
demographics
  analytics from Insights, 286, 290
  targeting ads by, 307–308

Developer application. See Facebook

  Developer application

  developer key for Android project, 262–263

  Developer role, access with, 57

developers
  chapters of this book for, 6
  getting started immediately, 11
  Internet resources for, 6
  listing in application setup, 57
  marketers compared to, 1
  as marketers, with Facebook, 1
  roles for, 57
  usefulness of this book for, 2

developers.facebook.com. See Facebook

  Developers site

development environment

  Facebook Developer application for, 30
  hosting service for, 30
  language or languages for, 30
  text editor for, 29

dialog boxes
  calling each via URL, 212–213
  display types for, 212–214
  Feed, 215–217, 219
  Friends, 91–92, 216–218
  implementing in JavaScript, 219
  OAuth, 170, 217–218
  parameters required for, 213

Digg.com
  automated friendship process on, 160–161
  as successful app example, 342–343

Disconnect button (API Test Console), 271
documentation. See also SDKs (software
development kits)

for attachments, 85

on Facebook Developer application site, 39, 363

at Facebook Developers site, 11, 24–26, 36
documentation (continued)
for FQL, 155
for JavaScript SDK, 21
at OpenGraphProtocol.org, 26–27
domain
data flow of name server, 33–34
DNS service for, 33
name server for, 33
specifying at application setup, 58
using IP address for callbacks instead, 333
Domain Name System (DNS) service, 33

• E •
Early Flush setting, 65
EC2 hosting provider, 32
Eclipse text editor, 29
Edit Application screen
About section, 56–57
Advanced section, 64–65
application ID, API key, and secret
assigned on, 45
Canvas settings section, 42–43, 59–60
Create App button for accessing, 40–41
Credits section, 62–63
Facebook Integration section, 42–43,
59–61
index.html file path setting, 42
Migrations section, 66
Mobile and Devices section, 61–62
Web Site section, 58
Edit URL setting, 61
education, targeting ads by, 308
e-mail addresses
for Facebook communication to you, 57
obtaining users', 90–91
for payment questions, 63
e-mail permission, 174
event search type, 241
Examples button (API Test Console), 272
exclude_ids parameter (XFBML), 159

• F •
“Face,” not allowed in application name, 40
Facebook account representative
getting, 107, 129
for Instant Personalization feature, 129
Facebook accounts for testing
access token for, 279
assigning a test user to another
application, 279
benefits of, 275
creating automatically, 277–279
creating manually, 275–277
deleting, 282
Facebook Platform Developer Test
Accounts Network for, 277
friending, 280–281
getting the list of, 280
ID for, 279
logging in as test user, 279
pros and cons of manually created
accounts, 277
restrictions on, 282
Facebook ads
accepted advertisers list, 70
campaigns, 308–309, 311
designing, 307
disclaimer text for, 107
Facebook Pages for, 97
fields for targeting, 307–308
filling out a sample ad, 309–310
for fishing where the fish are, 15–16
granular controls over, 16
limitations for tabs, 78
policies for, 70
pricing, 309, 311
scheduling, 308
setting up, 15–16
targeting example, 304–306
tips for, 311
Web advertising changed by, 303–304
Web site for creating, 304
Facebook Android SDK, 22. See also
Android API
Facebook APIs. See APIs
Facebook Application Directory, 11, 56
Facebook applications. See also Facebook-hosted applications; Web sites
approval process not required for, 10–11
data flow of, 19–21
for fishing where the fish are, 13–14
forms of, 9–10
integration points, 14
as self-promoting, 10
Facebook blogs, 368–369
Facebook Credits
  building into applications, 313–318
  described, 17, 312
  as farming means, 17
  rules for, 318
  setting up, 62–63
  testers for, 63
Facebook Deals, 319–322
Facebook Developer application
  adding to your Facebook account, 37
  described, 30
  Documentation section, 39
  Forum section, 39
  Help section, 39
  My Applications section, 38–39
  News section, 38
  Policy section, 39
  Status section, 38
  URL for, 37
Facebook Developer Forum, 355–358
Facebook Developer Toolkit for .Net, 23
Facebook Developers site (developers.facebook.com)
  Add Facebook to My Site section, 35
  Apps on Facebook.com section, 35
  checking platform changes on, 6, 23
  checking the URL for, 24
  Documentation section, 11, 24–26, 36, 363
  Forum section, 36
  Mobile Apps section, 35
  Open Source section, 35
  as place to start, 11, 23–24, 34–35
  POST request information, 138
  Showcase section, 35
  Status section, 36
  What’s New section, 35
Facebook documentation. See documentation
Facebook Graph API. See Graph API
Facebook group for this book
  asking questions on, 3, 6
  checking for application setup changes, 55
  finding help for hosting on, 32
  help for finding things on, 97
  overview, 358–360
Facebook ID, 45
Facebook Insights. See Insights
Facebook iPhone SDK, 22
Facebook Java Web App library, 23
Facebook JavaScript SDK, 21, 121. See also JavaScript
Facebook Live channel, social plugin for, 123–124
Facebook Login button, 150–152
Facebook Markup Language for Web sites. See XFBML
“Facebook,” not allowed in application name, 40
Facebook Page insights
  accessing, 288–289
  illustrated, 291
  Interactions section, 292–294
  Users section, 290, 292
Facebook Pages. See also Canvas Page
  accessing Insights for, 288–289
  adding tabs to, 78, 102–106
  adding the main image, 100–101
  advertising on, 97
  basic tips for, 106–109
  incentives for visitors to become fans, 107–108
  incentives for visitors to check in, 108
  categories of, 99
  changing the name, 99
  Facebook profiles versus, 96
  for fishing where the fish are, 13, 96
  getting a picture with Graph API, 134
  getting information with Graph API, 132, 134
  getting the feed with Graph API, 134
  Info tab, 100
  masthead graphics, 100
  naming, 99
  Page for this book, 24
  posting a status update, 100
  posting regularly on, 106–107
Facebook Pages (continued)
  power of, 95, 96–97
  sending update notices, 108–109
  setup recommended for every reader, 6
  Subscribe via SMS link on, 107
  tabs for integrating your application into, 102–106
  targeting your audience, 109
  for this book, 360–361
  trademark concerns for, 97
  turning your Web site into a Page, 17, 125, 273–274
  types of, 97
  updates in users’ news feeds, 13
  username for, 101–102
Facebook PHP SDK, 22. See also PHP
Facebook Platform
  contacting Facebook with questions about, 362
  defined, 12
  Internet resources for, 6, 23–24
Facebook Platform Developer Test Accounts Network, 277
Facebook Python SDK, 22
Facebook tabs. See tabs
Facebook.com
  hosting applications on, 9–10, 19–20
  mimicking with XFBML, 52
  facebook.dialog method (Android API), 267
Facebook-hosted applications
  data flow of, 19–20
  described, 9–10
Facebook-Java-API library, 23
Facebook.NET library, 23
  facebook.request method (Android API), 267
Facepile social plugin, 122–123
FamilyLink application, 344–346
farming
  admin privileges for, 127
  building block Web for, 18
  Facebook means for, 16–17
  fishing versus, 16
fb4j library, 23
fb:admins OGP tag, 125–128

FB.api method
  accessing object data using, 197–198
  for FQL queries, 224–226
  fql.query method, 224–225
  multiquery method, 225–226
  returning an alert box, 132
FB.getLoginStatus() call, 175
FB.init method, 146
FB.login call
  detecting the user’s login status, 175
  not working for authorization, 73
  {perms} block for, 169–170
  requesting permissions using, 175
FBMQL, 26, 51, 113–114. See also XFBML
  (Facebook Markup Language for Web sites)
  fb:multi-friend-selector tag, 159
  FBSessionDelegate protocol, 252
  FB.ui call
    action_links parameter, 85
    attachment parameter, 85
    for building credits into applications, 313–314
    credits_purchase parameter, 313
    data parameter, 87
    dev_purchase_params parameter, 313
    filters parameter, 87
    implementing dialog boxes, 219
    inviting users to friend other users, 91–92
    message parameter, 85, 87
    not working well for mobile devices, 268
    order_info parameter, 313
    to: parameter, 87
    to prompt users to share, 83–85
    sending requests to friends, 86–88
    title parameter, 87
    user_message_prompt parameter, 85
  Feed dialog box, 215–217, 219
  feedback analytics from Insights, 287, 293
  Fibernet hosting provider, 30–31
  fields parameter
    for GET requests, 201
    for POST requests, 235
  fields parameter in Graph API requests, 201
  filters for FQL queries, 244–245
  filters parameter of FB.ui call, 87
fishing where the fish are as critical to success, 16
Facebook means for, 13–16
Facebook Pages for, 96
farming versus, 16
impact of social media on, 13
integration points for, 69
as marketing principle, 12
Forum section
Facebook Developer application, 39
Facebook Developers site, 36
FQL (Facebook Query Language)
for combining API calls, 333
combining data sets with JavaScript, 225–226
described, 26, 155, 220
determining user’s friends interactions with content, 155
documentation for, 26, 155
filters for queries, 244–245
indexable fields in tables, 221
joining data with subqueries, 222
making queries with JavaScript, 224–226
preloading queries, 65, 334
query format, 221
retrieving advanced data with, 220–222
return formats for, 220
searching with, 243–246
selective querying using, 199
stream filters table, 244–245
tables available, 222
Test Console for, 223–224
URL for queries, 220
fql.query method, 224–225
friend deals, 320
friend request table (FQL), 222
Friends dialog box
illustrated, 218
overview, 216
sending requests for friendship with, 91–92, 216–217
friend’s dialog box, calling, 86–90
friends of users
adding profile pictures to your Web site, 164
automating the friendship process with Graph API, 157–161
customizing lists of, 87
data permissions for, 172–174
determining if two people are friends, 222
finding who has requested friendship, 222
form to invite nonmembers to become members, 159–160
getting a list of those who are members of your site, 159, 164
getting a list with Graph API, 154
inviting to use your application, 86–90
organizing content by their interactions, 154–155, 164–165
Publicly Accessible Information, 168
submitting to your database, 164
targeting ads by, 308
friends of yours
friending your test accounts, 275–276
getting a list with Graph API, 132, 133–134
friends_about_me permission, 172
friends_activities permission, 172
friends_birthday permission, 173
friends_check-ins permission, 174
friends_education_history permission, 173
friends_events permission, 173
friends_groups permission, 173
friends_hometown permission, 173
friends_interests permission, 173
friends_likes permission, 173
friends_location permission, 173
friends_notes permission, 173
friends_online_presence permission, 173
friends_photo_video_tags permission, 173
friends_photos permission, 173
friends_relationship_details permission, 173
friends_relationships permission, 173
friends_religion_politics permission, 173
friends_status permission, 173
friends_videos permission, 174
friends_web site permission, 174
friends_work_history permission, 174
friendship automation with Graph API
Digg.com example, 160–161
form to invite nonmember friends of
users to become members, 159–160
getting a list of user’s friends who are
members of your site, 159, 164
requirements for, 158
steps for, 157–158

• G •
gender
Insights analytics for, 286, 290
targeting ads by, 307
GET requests. See also Graph API
callback URLs, 233–234
for current logged-in user information, 133
for data from a Web browser, 133–135
described, 136–137, 233
for Facebook Page information, 132, 134
for feed for a Facebook Page, 134
fields parameter for returning certain
fields, 201
for identifying users’ IDs and who
referred them, 89–90
ids parameter for selecting multiple
objects, 199–201
for Insights for your Web site, 289
for list of test accounts, 280
for list of user’s friends, 154
for list of user’s friends who are members
of your site, 159, 164
for list of your friends, 132–134
me object in, 140, 202
for note on your profile, 134
oauth_token parameter, 141–142, 196
PHP for, 234
for picture from a Facebook Page, 134
for profile data for multiple people,
138–140
for profile information, 131–132
for profile picture, 132–133, 202–203
for Publicly Accessible Information,
70–71, 168
on user request ID, 89
GitHub
Android SDK on, 22, 259
iOS SDK on, 249
iPhone SDK on, 22
PHP SDK on, 22
Python SDK on, 22
storing documentation on, 28
storing forked code on, 27
walk-through tutorial for, 28
Globally Unique ID (GUID)
for Graph API, 140
for objects, 194
GoDaddy hosting provider, 31, 33
Graph API. See also DELETE requests; GET
requests; POST requests
accessing object connections through
introspection, 140–141, 204–208
accessing search results via code, 242–243
announcement of, 131
Application Access Token for
requests, 142
automating the friendship process with,
157–161
calls for OAuth, 188–189
calls referencing objects, 194–195
checking in a user to specified Facebook
location, 137
creating a subscription, 234–235
creating test accounts, 278–279
deleting likes, 138
deleting objects, 219–220
deleting subscriptions, 236
deleting test accounts, 282
deleting using a POST request, 138
described, 17, 25
detecting the user’s login status, 153–154
documentation for, 25
as farming means, 17
FB.api method for, 132
fields parameter for returning certain
fields, 201
form to invite nonmember friends of
users to become members, 159–160
fundamentals of, 131–143
getting a list of user’s friends, 154
getting a list of user’s friends who are
members of your site, 159, 164
getting a list of your friends, 132–134
getting a note on your profile, 134
getting a picture from a Facebook
Page, 134
Index

getting a profile picture, 202–203
getting a profile picture with, 132–133
getting data from a Web browser, 133–135
getting Facebook Page information, 132, 134
getting information about the current logged-in user, 133
getting Insights for your Web site, 289
getting list of test accounts, 280
getting multiple objects, 138–140
getting profile data for multiple people, 138–140
getting Publicly Accessible Information, 70–71, 168
getting the feed for a Facebook Page, 134
getting your profile information, 131–132
Globally Unique ID (GUID) for, 140
identifying the logged-in user, 140
identifying users’ IDs and who referred them, 89–90
ids parameter for selecting multiple objects, 199–201
JavaScript compared to, 137
JavaScript SDK calls to, 21
JavaScript setup for, 146–147
JSON format for retrieved data, 132, 134, 195–196, 242
liking a specified post, 137
listing your subscriptions, 235–236
/me object in requests, 140, 202
/me/friends call, 159
oauth_token parameter for requests, 141–142, 196
obtaining users’ e-mail address, 91
paging through connected objects, 209–210
Places strategies using, 322
preparing server to access Facebook using PHP, 147
privacy restrictions, 141–143
prompting users before updates, 212–219
publishing to Facebook with, 210–219
returning an alert box, 132
search query elements, 240
searching with, 240–243
Secure Sockets Layer for calls, 194
turning the data into a readable structure, 134–135
type query parameter, 241
type=place parameters, 241–242
URL for calls, 194
Web site setup for, 143–147
group search type, 241
GUID (Globally Unique ID) for Graph API, 140
for objects, 194

• H •

HACK artwork on Facebook company walls, 3
hacking
encouraged at Facebook company, 3
malicious, preventing, 183–184
Help section of Facebook Developer application site, 39
hosting applications
on Facebook.com, 9–10, 19–20
hiring someone to set up, 32
minimum need for, 11
recommended providers, 30–32
on your own Web site, 10, 20–21
HTML
for mobile applications, 267–269
for tabs, 77
HTML 4 For Dummies (Tittel and Burmeister), 43
HTTP (HyperText Transfer Protocol), 136. See also DELETE requests; GET requests; POST requests
HuffingtonPost application, 339–341

• I •

icon for your application, 56–57
icons in margins of this book, explained, 5–6
identifying users
CinchCast.com for, 148–149
Graph API for, 89–90
Login button for, 150–152
OpenID Connect protocol for, 148, 181, 192
OpenID protocol for, 147–148, 192
registration forms for, 147–148, 161
SocialToo.com tools for, 149–150
IDs
- API key, 45
- application ID, 45, 58
- Facebook ID, 45
- iOS Bundle ID, 62
- iTunes App Store ID, 62
- of objects, 131
- Publicly Accessible Information for, 168
- secret key, 45, 51, 58
- for social plugins, discovering, 115
- for test accounts, 279
ids parameter in Graph API requests, 199–201
iframe dialog box display type, 213
iframe environment
- enabling XFBML in, 52–53
- importing content in, 34
- traditional JavaScript calls in, 53–54
iframe Size setting, 60
images or pictures
- Facebook Page main image, 100–101
- getting from Facebook Pages with Graph API, 134
- icon for your application, 56–57
- logo for your application, 57
- masthead graphics, 100
- maximum size for, 100–101
- og:image OGP tag, 125
- profile, displaying, 44–45
- profile, getting with Graph API, 132–133, 202–203
- for profiles, main and thumbnail, 203
- IMDb’s use of Like buttons, 118–119
incentives
- guidelines for, 107–108
- for visitors to become fans, 107–108
- for visitors to check in, 108
- increment counter
  - decrementing, 81–82
  - incrementing, 80–81
  - notifying users of updates using, 80–82
index.html file
- entering path when creating applications, 42
- setting as default, 33
  - as Web server default, 33
individual deals, 320
- Info tab of Facebook Pages, 100
- Info tab of profiles, 117
- init block for JavaScript SDK calls to Facebook, 83
- initial redirect for OAuth, 185–187
- initializing applications, JavaScript for, 44, 52–53
- InsideFacebook.com, 365–366
- InsideNetwork, 365–366
Insights
- access with user role, 57
- accessing for your site, 288–289
- analytics available from, 286–287
- integrating into your Web site, 299–301
- layout for application analytics, 294–299
- layout for Page analytics, 290–294
- layout for Web site analytics, 289–291
- See All option on pages, 288
insights table (FQL), 222
Inspirations example app
- Add Bookmark button for, 79–80
- code for authorizing users, 71–73
- custom link (tab) for, 77–79
- initializing, 44, 52–53
- inviting friends of users to, 86–90
- inviting users to friend other users, 91–92
- JavaScript setup for, 146–147
- just JavaScript example, 53–54
- preparing server to access Facebook using PHP, 147
- setting up the application, 40–43
- setting up to use Graph API, 143–146
- viewing and testing the application, 46–47
- writing the application, 43–46
Instagram application, 353–354
installed parameter for POST requests, 278
installing
- Curl for Windows, 211
- Perl SDK, 23
- tabs, 78
- Xcode, 249
Instant Personalization feature, 128–129, 176
integration points. See also specific integration points
Add Bookmark button, 79–80
Applications and Games Dashboard, 92–93
Canvas Page, 70–74
counter notifications, 80–82
for fishing where the fish are, 69
Friends dialog box, 91–92
knowing your audience, 93–94
news feeds, 82–85
sending e-mails, 90–91
sending friends requests, 86–90
tabs, 75–79
uses for, 14, 69
interactions analytics for Facebook Pages, 292–294
Interests section of profiles, Like button items added to, 117
introspection
accessing object connections through, 140–141, 204–208
calling the connection URL, 207–208
example connections, 204
looping through connected objects, 208
steps for using, 204–205
inviting friends of users to your application deleting accepted or ignored requests, 90
FB.ui call for, 86–88
form to invite nonmember friends of users to become Web site members, 159–160
identifying users’ IDs and who referred them, 89–90
inviting users to friend other users, 91–92
Involver third-party applications, 106
iOS Bundle ID, 62
iOS Facebook SDK. See also Xcode downloading, 249
including source files in Xcode project, 251–252
integrating Facebook into iOS app, 249
iOS OAuth libraries, 189
IP address
defined, 286
using instead of domain for callbacks, 333
iPhone SDK, 22
italics in this book, 3
iTunes App Store ID, 62

• J •
Java, libraries for, 23
JavaScript. See also FB.ui call
accessing Graph API search results via, 243
accessing object data using, 197–198
Ajax, 50, 154–155
compatibility with JavaScript APIs, 50
dialog box implementation, 219
ease of coding, 51
enabling XFBML with, 52–53
Facebook JavaScript SDK, 21, 121
FB.login call not working for authorization, 73
Graph API compared to, 137
init block for SDK calls to Facebook, 83
for initializing applications, 44, 52–53
making calls to Facebook in iFrames environment, 53–54
making FQL queries, 224–226
making POST requests, 211
OAuth libraries, 189
performance improvement using, 334
Test Console for FQL queries, 223–224
traditional calls in iFrame environment, 53–54
using server-side control versus, 49–51
using XFBML with, 51–53
Web site setup for, 146–147
JavaScript For Dummies (Vander Veer), 43
JibJab application, 337–339
Joyent hosting provider, 31–32
JSON (JavaScript Object Notation)
described, 132
as FQL return format, 220
goal of, 132
as Graph API data format, 132, 134, 195–196, 242
paging parameter, 209
turning data into a readable structure, 134–135
JumpStart application, 346–347
• **K** •

Key Hash setting, 62
knowing your audience, 93–94

• **L** •

languages, programming. See also specific languages
default for your application, 57
for development environment, 30
internal language of Facebook.com, 11
libraries available for, 11, 21
overview of SDKs, 21–23
languages, spoken
Insights analytics for, 286, 290
targeting ads by, 308
targeting your audience, 109
libraries
for languages, 11, 21, 23
for OAuth, 189
Like boxes, 118, 120
Like buttons
added to users’ Interests section, 117
described, 116
on Facebook Pages, 13
IMDb’s use of, 118–119
Like boxes versus, 120
link to your Web site with, 117
linking to a Facebook Page, 118
OGP for configuring categorization of, 117
people as the new SEO with, 117
searching prioritized by, 117–118
social plugins for, 14
visibility achieved by, 116–117
Likes
analytics from Insights, 286, 289–290, 292
deleting with Graph API, 138
getting the first 25 likes for your Page, 101
incentives based on, 107
for a post, 137
targeting ads by, 307
text messaging for, 107
Web indexing by, 113
limit parameter of paging variable, 209–210
links, custom. See tabs
Live Stream social plugin, 123–124
login. See also authentication and authorization; Login button; OAuth (Open Authorization)
detecting the user’s login status, 153–154, 172
FB.login call not working for authorization, 73
getting information about the current logged-in user, 133
HTML mobile app for, 268–269
identifying the logged-in user, 140
prompting users for permissions at, 169–170
reinventing the process, avoiding, 161
requesting extended permissions in OAuth, 171
as test user, 279
Login button
for accessing data for logged-in users, 121–122
adding to Web site, 162–163
in API Test Console, 271
getting permissions using, 175
HTML for, 268
for identifying users, 150–152
logo for your application, 57
Logout button (API Test Console), 270–271
loyalty deals, 320

• **M** •

manage_friendlists permission, 174
manage_pages permission, 174
MariSmith.com, 364
marketers
chapters of this book for, 6
developers compared to, 1
usefulness of this book for, 2
masthead graphics, 100
me object in Graph API requests, 140, 202
Media Temple hosting provider, 30–31
message parameter of FB.ui call, 85, 87
method=delete for POST requests, 138
metrics table (FQL), 222
MiniFB Ruby library, 23
mobile applications
Android SDK for, 259–267
display types for, 268
HTML for, 267–269
iOS Facebook SDK for, 249–259
Places API for, 269
setting up, 61–62
Mobile Apps section of Facebook
Developers site, 35
mobile stats, 247–248
monospaced font in this book, 3
multiquery method, 225–226
MVC (model view controller), 327–328
My Applications section of Facebook
Developer application site, 38–40

N

name server, 33–34
naming
Canvas Page, 42, 59
Facebook Page, 99
tabs, 60, 76
username for Facebook Page, 101–102
your application, 40, 56
.Net, libraries for, 23
new visitors, custom HTML page for, 105
news feeds
described, 82
getting from a Facebook Page with Graph API, 134
as most-frequented parts of Facebook, 82
Page updates in users’, 13
posting to users’, 83–85
searching a user’s home feed, 242
News section of Facebook Developer
application site, 38
Notepad text editor, 29
Notes in profiles, getting with Graph API, 134
notifications
avoiding spam, 109
increment counter for, 80–82
setting up for subscriptions, 236–237
for updates to Facebook Page, 108–109
for winners of incentives, 108

O

OAuth dialog link, 72
OAuth (Open Authorization)
access token for, 187
alternative standards, 192
authentication in PHP, 189–191
callback for, 185–187
caller for, 186
code for authorizing users, 71–72
data flow, 184–185
described, 71, 183
dialog box for, 170, 217–218
documentation for, 25
goal of, 184
Graph API calls for, 188–189
implementing in Facebook environment, 187–189
initial redirect for, 185–187
libraries for, 189
oauth_token parameter for Graph API
requests, 141–142, 196
OpenID Connect protocol with, 148
OpenID protocol versus, 148
precursors, 191
requesting extended permissions in, 171
requirements for, 185–187
security breaches prevented by, 183–184
storage for, 186
oauth_token parameter for DELETE requests, 141
for GET requests, 141–142, 196
for POST requests, 141, 278
object parameter for POST requests, 235
objects
accessing connections through
introspection, 140–141, 204–208
accessing data with FQL, 199
accessing data with JavaScript, 197–198
accessing data with PHP, 198–199
available for searching, 240
data returned by, 195–196
defined, 194
deleting with Graph API, 219–220
examples of, 193–194
fields parameter for returning certain fields, 201
objects (continued)
   getting the main profile graphic, 202–203
   Globally Unique ID (GUID) for, 194
   Graph API calls referencing, 194–195
   ids parameter for selecting multiple, 199–201
   looping through connected objects, 208
   oauth_token parameter for Graph API
      requests, 141–142, 196
   paging through connected objects, 209–210
   social graph of, 204
   for subscriptions, 234–235
   offline_access permission
      described, 172
      for finding out about users, 177
   IDs for, 45
      power of, 177
   for queuing requests for later, 178
   offset parameter of paging variable, 210
   og:country-name OpenGraph type, 126
   og:description OGP tag, 125
   og:email OpenGraph type, 126
   og:image OGP tag, 125
   og:latitude OpenGraph type, 126
   og:locality OpenGraph type, 126
   og:longitude OpenGraph type, 126
   og:phone_number OpenGraph type, 126
   og:postal-code OpenGraph type, 126
   og:region OpenGraph type, 126
   og:site_name OGP tag, 125
   og:street-address OpenGraph
      type, 126
   og:title OGP tag, 125
   og:type OGP tag, 125
   og:url OGP tag, 125
   Open Authorization. See OAuth
   Open Graph Protocol (OGP)
      adding tags to HTML meta tags, 125
      described, 26
      documentation for, 26–27
      as farming means, 17
   fb:admins tag, 125, 126–128
   Open Web Foundation License for, 26
   OpenGraph types, 126
   release of, 113
   SEO changed by, 124
   tags, 125
   for turning your Web site into a Page, 17,
      125, 273–274
   uses for, 17
   using with social plugins, 124
   viewing tags in author’s blog, 126
   Open Source section of Facebook
      Developers site, 35
   open standards
      alternatives to OAuth, 192
      benefits of, 182–183
      defined, 181
   OpenGraph Ruby library, 23
   OpenGraphProtocol.org, 26–27
   OpenID Connect protocol, 148, 181, 192
   OpenID protocol, 147–148, 192
   OpenSocial API, 50
   optimizing performance, 332–334
   organizing Web site content socially, 154–155, 164–165

• p •

   page dialog box display type, 212
   page object for subscriptions, 235
   page permissions, 174
   page search type, 241
   Page Tab Type setting, 60
   Pages. See Facebook Pages
   paging, 209–210
   PAI (Publicly Accessible Information), 70–71, 168
   Pandora application, 341–342
   people as the new SEO, 96–97, 113, 117, 124, 239
   performance
      analytics for applications, 298–299
      improving for sites, 332–334
   Perl
      turning Graph API data into a readable
         structure, 134–135
   WWW::Facebook::API SDK for, 23
   permissions
      available for request, 172–175
      available, list of, 83
      data permissions, 172–174
e-mail data, 90
getting with Login button, 175
listing for a user, 222
OAuth dialog box for requesting, 170, 217–218
offline access, 45, 172, 177–178
page permissions, 174
prompting users for, 90, 169–170
publishing permissions, 172
requesting in OAuth, 171
for subscriptions, 234
for user analytics, 177
permissions object for subscriptions, 234
permissions parameter for POST requests, 278
permissions table (FQL), 222
(perm) block (FB.login), 169–170
personal profiles. See profiles
PHP
accessing Facebook API using, 54–55
accessing Graph API search results via, 243
accessing object data using, 198–199
for callback URLs, 234
as Facebook internal language, 11
Facebook PHP SDK, 22
OAuth authentication in, 189–191
OAuth libraries, 189
preparing server to access Facebook using, 147
strtotime function, 210
turning Graph API data into a readable structure, 134–135
pictures. See images or pictures
place search type, 241–242
Places API
Facebook Deals using, 319–322
Graph API type=place parameters, 241–242
mobile app uses for, 269
strategies using Graph API, 322
tips for using, 322–323
policies. See terms of service
Policy section of Facebook Developer application site, 39
polling, real-time APIs versus, 228–230
popup dialog box display type, 213–214
POST requests. See also Graph API
callback_URL parameter, 235
for checking in a user to specified Facebook location, 137
for creating test accounts, 278
Curl command-line tool for, 211
for deleting using method=delete, 138
described, 136, 233
fields parameter, 235
further information, 138
installed parameter, 278
JavaScript for, 211
for liking a specific post, 137
oauth_token parameter, 141, 278
object parameter, 235
permissions parameter, 278
for publishing to Facebook, 211
for subscriptions, 235–237
verify_token parameter, 235
post search type, 241
posting. See POST requests; updates
Preload FQL Multiquery setting, 65
Preload FQL setting, 65
preloading FQL queries, 65, 334
privacy
Application Access Token, 142
deauthorizing an application, 143
Graph API restrictions, 141–143
oauth_token parameter for Graph API requests, 142
searching affected by, 246
specifying user setup page at application setup, 57
viewing a user’s settings, 222
privacy table (FQL), 222
profiles
Facebook ID for, 45
getting a note with Graph API, 134
getting a picture with Graph API, 132–133, 202–203
getting data for multiple people with Graph API, 138–140
Like button items added to Interests section, 117
main and thumbnail images for, 203
Pages versus, 96
personal versus brand, 13
profiles (continued)

Publicly Accessible Information, 168–169
XFBML for displaying image in application, 45
XFBML for displaying picture in application, 44
prompting users
  for permissions, 90, 169–170
to share, 83–85
  before updates, dialog boxes for, 212–219
Publicly Accessible Information (PAI), 70–71, 168
publish_checkins permission, 172
publish_stream permission, 172
publishing permissions, 172
publishing to Facebook. See updates
PubsubHubbub, 230–231
PUT requests, 136
Python
  Facebook Python SDK, 22
  OAuth libraries, 189

• Q •

Quora application, 351–353

• R •

rate limits, 329
Read requests (REST), 136
read_friendlists permission, 174
read_insights permission, 174
read_mailbox permission, 174
read_requests permission, 174
read_stream permission, 174
read-only API, 334
real-time APIs
  callback URLs, 233–234
  notification processor setup, 236–237
  overview, 227–228
  polling data versus, 228–230
PubsubHubbub, 230–231
RSS Cloud, 232
sites providing, 227
subscriptions, 233–237
Recommendations social plugin, 120–121
redirect for OAuth, initial, 185, 186–187
redirect_uri, 72–73
registration forms for identifying users, 147–148, 161
Remember icon, 6
requests. See DELETE requests; GET
  requests; inviting friends of users to your application; POST requests
REST (Representational State Transfer) protocol
APIs, 50
CRUD employed by, 136
described, 136
site compliance with, 136
RestFB Java library, 23
RottenTomatoes.com
described, 156
Instant Personalization on, 128–129, 176
social experiences on, 156–157
RSS Cloud, 232
RSS readers, 38
rsvp_event permission, 172
Ruby, libraries for, 23
Run button (API Test Console), 272

• S •

Sandbox Mode setting, 64
scaling applications, preparing for, 10
SDKs (software development kits). See also specific SDKs
documentation for, 26
overview, 21–23
search engine optimization (SEO)
defined, 113
Facebook as a search engine, 113, 239
for Facebook Pages, 100
further information, 100
OGP’s impact on, 124
people as, 96–97, 113, 117, 124, 239
Welcome tab for, 105
searching
Facebook tools for, 239
FQL for, 243–246
Graph API for, 240–243
objects available for, 240
for places, 241–242
prioritized by Like buttons, 117–118
privacy’s affect on, 246
return format for, 242
types of objects to search for, 241
user’s home feed, 242
secret key, 45, 51, 58
Secure Canvas URL setting, 60
Secure Sockets Layer (SSL) for Graph API calls, 194
security, OAuth for preventing breaches of, 183–184
Server Whitelist setting, 64
server-side controlled architecture
  JavaScript-controlled architecture versus, 49–51
  making Facebook API calls, 54–55
setting up an application. See application setup
“Share to Facebook” links, 14–15
ShareThis.com, share links provided by, 14
sharing
  discovering information with social plugins, 301–302
Mashable example, 14–15
  “Share to Facebook” links for, 14
  Web indexing by, 113
Sharing analytics from Insights
  for applications, 297
  described, 287
  for Web sites, 289–290
Showcase section of Facebook Developers site, 35
since parameter of paging variable, 210
Slicehost hosting provider, 30, 32
SMS text messaging, liking a page through, 107
Social Discovery setting, 60
social experiences
  detecting the user’s login status, 153–154
  Facebook capabilities for, 152
  getting a list of user’s friends, 154
  organizing content socially, 154–155, 164–165
RottenTomatoes.com example, 156–157
sample steps in, 152–153
tips for building, 161–162
social graph of objects, 204
social networks
  building on more than one, 11
  CinchCast.com integration with, 148–149
  Publicly Accessible Information, 168
  self-reliant stance toward, 11
social plugins. See also specific plugins
  Activity Feed, 115–116, 122, 301–302
  Comments, 122–123
customizing by editing parameters, 115
described, 12, 17, 25
discovering sharing information with, 301–302
documentation for, 25
ease of using, 113, 115
editing look and feel with CSS, 115
as evolution from FBML, 113–114
exercise showing benefits of, 114–116
Facepile, 122–123
as farming means, 17
IDs and class attributes of, 115
Instant Personalization feature, 128–129, 176
introduction of, 113
Like boxes, 118, 120
Like buttons, 13, 14
for Like buttons, 14
Like buttons, 116–120
Live Stream, 123–124
Login button, 121–122, 150–152, 162–163, 175
OGP with, 124
Recommendations, 120–121
for turning your Web site into a Page, 17
Web site for accessing, 17, 114
social thinking, 11, 131
SocialToo.com
  applications available on, 106
  as successful app example, 349–351
tools for identifying users, 149–150
software development kits. See SDKs; specific SDKs
SSL (Secure Sockets Layer) for Graph API calls, 194
standard_friend_invo table (FQL), 222
standards
  alternatives to OAuth, 192
  benefits of, 182–183
  incompliance issues, 182
Status section
Facebook Developer application site, 38
Facebook Developers site, 36
StayNAlive.com blog, 363–364
S3 hosting provider, 32
storage for OAuth, 186
stream_filters table (FQL), 244–245
strtotime function (PHP), 210
subscriptions
adding in Facebook, 234–235
callback URLs for, 233–234
deleting, 236
described, 233
listing yours, 235–236
notification processor setup for, 236–237
POST request for, 235–237
PubsubHubbub for, 230–231
RSS Cloud for, 232

Tab Name setting, 60
Tab URL setting, 60–61
tabs
advanced coding options for, 77, 104
Canvas URL needed for, 103
code for welcome message, 104–105
creating, 76–78, 103–104
customized experiences using, 15
Default Landing Tab, 105
defined, 75
determining if user is logged in, 140
for fishing where the fish are, 15
HTML for, 77
installing, 78
integrating your application into a
Facebook Page using, 102–106
limitations of, 78
monetizing, 78
name change for, 75
naming, 76
one per application allowed, 105
Page Tab Type setting, 60
Tab Name setting, 60
Tab URL setting, 60–61
third-party applications for, 106
URL for, 77
Welcome tab, 105
Technical Stuff icon, 6
terms of service
core policies, 330–332
Facebook ad policies, 70
Facebook Credits rules, 318
Facebook’s principles for, 329–330
for your application, 57
Test Console
for FQL queries, 223–224
for testing applications, 271–273
Tester role, access with, 57
testing applications
API Test Console for, 271–273
assigning a test user to another
application, 279
benefits of test accounts, 275
creating automated test accounts,
277–279
creating test accounts manually, 275–277
deleting test accounts, 282
Facebook Platform Developer Test
Accounts Network, 277
friending your test accounts, 280–281
getting the list of test accounts, 280
logging in as test user, 279
pros and cons of manually created
accounts, 277
test account restrictions, 282
text editors, 29
text messaging, liking a page through, 107
Textmate text editor, 29
thinking socially, 11, 131
Tip icon, 5
title parameter of FB.ui call, 87
Tittel, Ed (HTML 4 For Dummies), 43
to: parameter of FB.ui call, 87
top.location, forcing user authorization
with, 72
touch dialog box display type, 213–214
trademark concerns, 97, 102
translation table (FQL), 222
Twitter, CinchCast.com integration with,
148–149
type query parameter (Graph API), 241
• U •

until parameter of paging variable, 210
Update Notification E-mail setting, 64
Update requests (REST), 136
Update Settings IP Whitelist setting, 64
updates
admin privileges for posting, 127
avoiding spam, 109
call to action for, 108
callback URLs for, 233–234
ease of, 211
to Facebook APIs, enabling and
  disabling, 328
to Facebook Page, notifying users of,
  108–109
to Facebook Pages, regular, 106–107
increment counter for notifying users
  of, 80–82
POST requests for, 211
posting a status update, 100
posting to users’ news feeds, 83–85
prompting users before, 212–219
real-time APIs for, 227–237
sending through Applications and Games
  Dashboard, 92–93
subscriptions for, 233–237
  targeting your audience, 109
URL Linter, 273–274
user object for subscriptions, 234
user search type, 241
user support address for application, 57
user_about_me pp, 172
user_activities permission, 172
user_birthday permission, 173
user_check-ins permission, 174
user_education_history permission, 173
user_events permission, 173
user_groups permission, 173
user_hometown permission, 173
user_interests permission, 173
user_likes permission, 173
user_location permission, 173
user_message_prompt parameter of
  FB.ui call, 85
user_notes permission, 173
user_online_presence permission, 173
user_photo_video_tags permission, 173
user_photos permission, 173
user_relationship_details permission, 173
user_relationships permission, 173
user_religion_politics permission, 173
user_status permission, 173
user_videos permission, 174
user_web site permission, 174
user_work_history permission, 174
username selection page, 101–102
Users analytics from Insights
  for applications, 294–296
  for Facebook Pages, 290, 292
  for Web sites, 290

• V •

Vander Veer, Emily A. (JavaScript For
  Dummies), 43
verify_token parameter for POST
requests, 235
vim text editor, 29
visibility, Like buttons for achieving,
  116–117

• W •

wap dialog box display type, 213
Warning! icon, 6
Web site insights
  accessing, 288–289
  Demographics section, 290
  illustrated, 291
  integrating into your Web site, 299–301
  Sharing section, 289–290
  Users section, 290
Web sites. See also Facebook Pages
  accessing Insights for, 288–289
  adding user’s friends’ profile pictures, 164
  analytics for, 177
  data flow for Facebook interaction, 20–21
Web sites (continued)
detecting the user’s login status, 153–154, 175
form to invite nonmember friends of
users to become members, 159–160
getting a list of user’s friends who are
members, 159, 164
Graph API setup for, 143–146
hosting applications on, 10, 20–21
importing content from, 34
Insights integration into, 299–301
Insights layout for, 289–291
integrating Facebook in five minutes,
162–165
integrating into Facebook Page using
tabs, 102–106
JavaScript setup for, 146–147
Like buttons producing links to
yours, 117
linking users as admins on, 126–128
Login button for, 150–152, 162–163
OGP tags for, 125
organizing content socially, 154–155,
164–165
performance improvement tips, 332–334
preparing server to access Facebook
using PHP, 147
prompting users for permissions, 169–170
specifying at application setup, 58
submitting user’s friends to your
database, 164
third-party, promoting on Canvas Page
Web site on, 73–74
turning into a Facebook Page, 17, 125,
273–274
turning into social experiences, 152–162
Web standards. See open standards
Welcome tab, 104–105
What’s New section of Facebook
Developers site, 35
workplaces, targeting ads by, 308
WWW::Facebook::API Perl SDK, 23

X

Xcode. See also iOS Facebook SDK
AppDelegate class for project, 252–256
checking for a stored access token,
258–259
creating a project, 249–250
downloading the iOS Facebook SDK, 249
implementing FBSessionDelegate
protocol, 252
including iOS source files in project,
251–252
installing, 249
loading the stored access token, 258
plist file for project, 251–252
releasing objects with allocated
memory, 253
renaming the AppDelegate class, 250
running the app, 257–259
storing the access token for the app, 258
XFBML (Facebook Markup Language for
Web sites)
described, 26, 44
development of, 51–52
for displaying profile image, 45
for displaying profile picture, 44
documentation for, 26
enabling in an iFrame environment, 52–53
exclude_ids parameter, 159
fb:multi-friend-selector tag, 159
mimicking Facebook.com environment
using, 52
using JavaScript with, 51–53
XML, as FQL return format, 220
xmpp_login permission, 174

Z

ZoneEdit name server service, 33
Zuckerberg, Mark (Facebook founder), 3