

facebook

About Facebook

We are a technology company

A social utility to communicate & share information

The screenshot shows a Facebook profile page with a blue header. The profile name is not visible, but the navigation bar includes 'Profile edit', 'Friends', 'Networks', 'Inbox (3)', 'home', 'account', 'privacy', and 'logout'. The main content area is titled 'Photos from "Champion Game Face"' and features a grid of 20 photos. The photos depict various people with creative face paint and costumes, including one with a large yellow afro, another with a 'TAMPA BAY' shirt, and others with 'STAGS' and 'PRIDE' text. The page includes a search bar, a left sidebar with navigation options (Photos, Notes, Groups, Events, Posted Items), and a footer with 'Facebook © 2007' and links for 'about', 'developers', 'jobs', 'advertisers', 'terms', 'privacy', and 'help'.

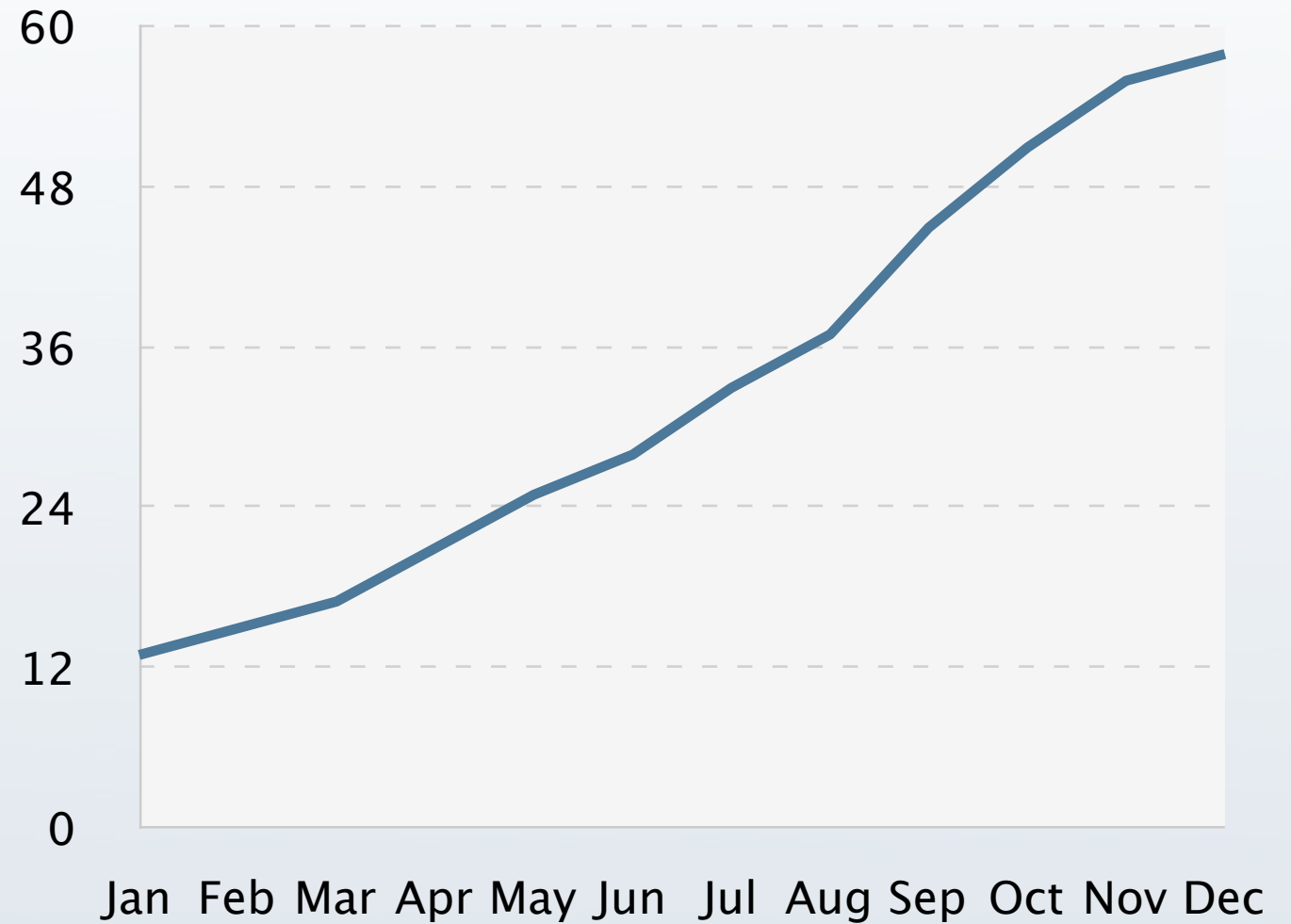
Growth

58 million active users

200,000+ new users a day

Growing at ~3% a week

Doubling every 6 months



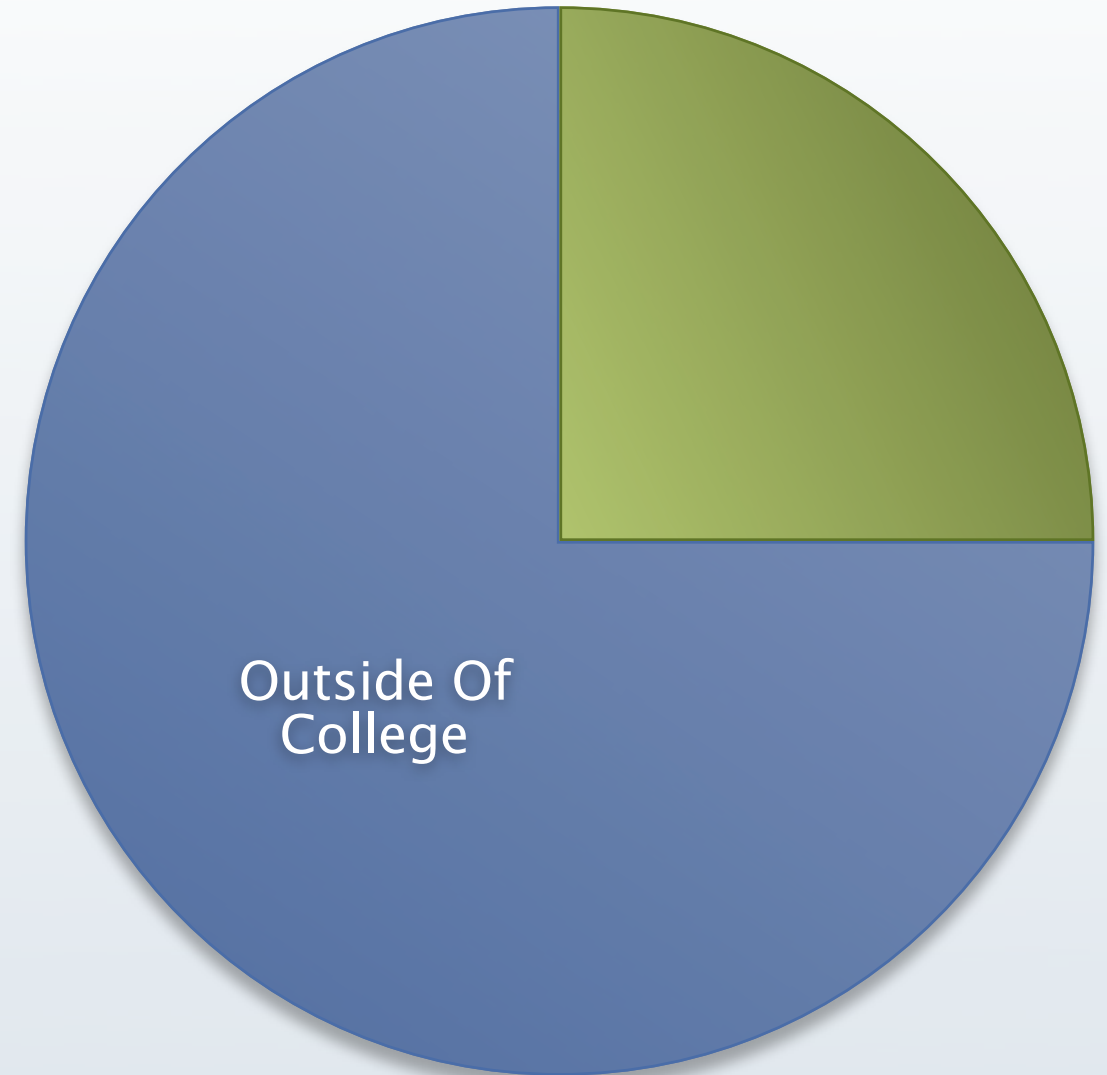
Source: Facebook internal data (Dec. 2007)

And still growing

Projections for 2007:

60 million active users

More than 75% outside of college



Connect with voters on Facebook

41% of Facebook users are **more likely to vote** for candidate if they could learn about the candidate on Facebook.

77% want to see positions on **national issues**

67% want to see positions on **local issues**

46% want to see **personal interests** from political figures

Influential voters

Mobilize influential voters while they are connecting with friends on Facebook.



61% of Facebook users over 17 are registered to vote.

Over 27% of Facebook voters influence their friends' political opinions.*

Registering voters

Prominent homepage reminders on 18th birthdays.

Voter registration prompt during address change.

Site wide promotion leading up to 2008 election.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Motivating voters

US Politics application

Updates on political news and events in conjunction with ABC News

Showcase candidates that users support

Election pulse

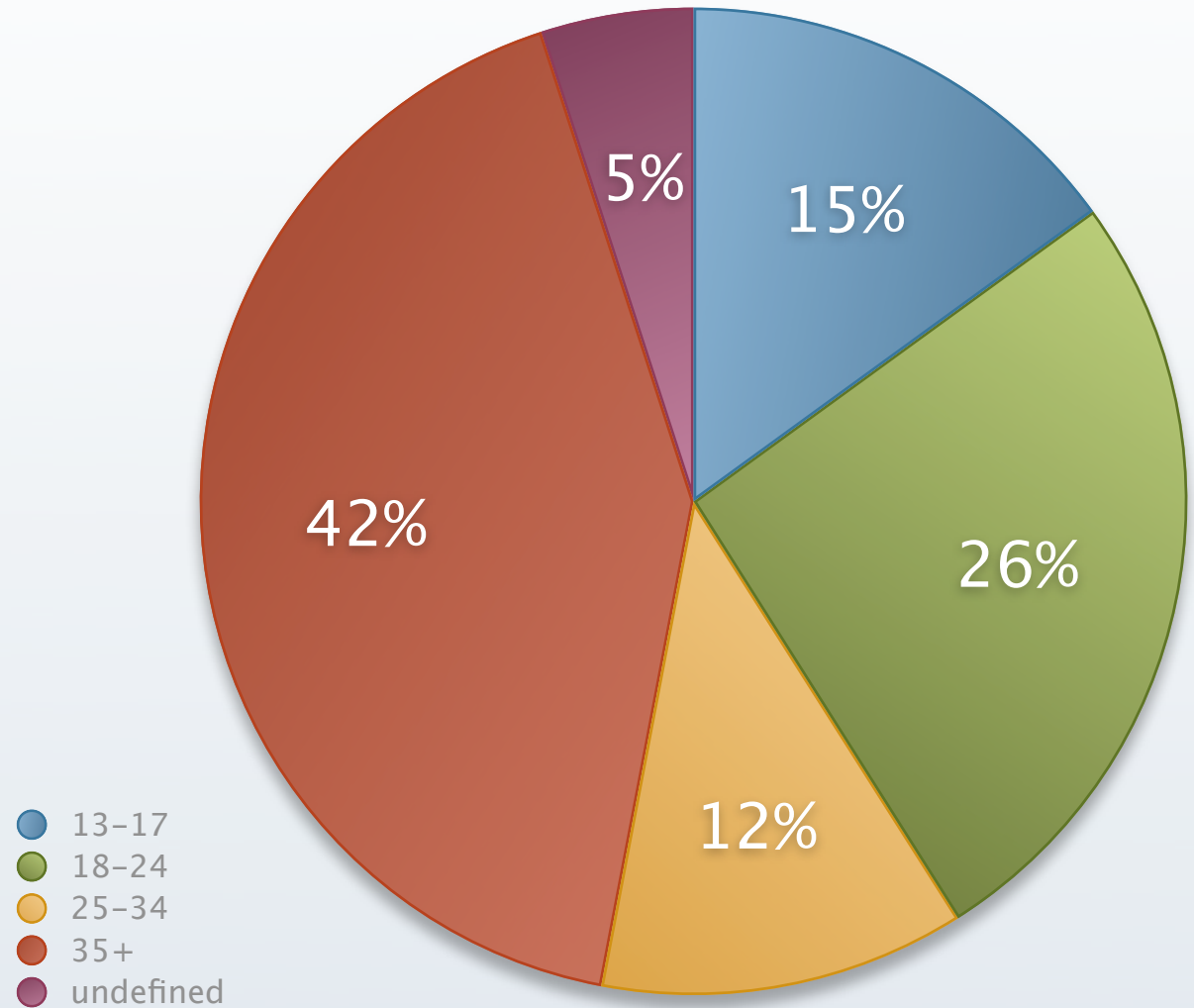
The screenshot shows a Facebook page for 'US Politics' with the following content:

- Navigation:** Profile, edit, Friends, Networks, Inbox (125), home, account, privacy, logout.
- Search:** Search For Politicians, Browse Politicians.
- Applications:** Page Manager, Photos, Groups, Events, Video, US Politics.
- Latest Debate Group:** Should the next President implement a government-sponsored universal health care plan?
 - No (46%): 7,696
 - Not sure (2%): 414
 - Yes (52%): 8,72016,830 responses. Make your voice heard! [Change Position](#)
- Previous Debate Groups:**
 - Should the 'No Child Left Behind' act be changed? 9,967 responses
 - Is Pakistan a key ally in the War on Terror? 5,503 responses
- Politicians You Support:**
 - Evan Bayh** (Current: Senate, Democratic Party)
 - Jennifer Granholm** (Current: Governor, Democratic Party)
- Voter Registration:** You can make a difference. Register to vote now. Tell your friends to register.
- ABC News:** Biden Wants Special Counsel on CIA Tapes (posted today at 10:59 2007), Giuliani Defends Judy's Security (posted today at 12:12 2007), Feds Launch Inquiry Over CIA Tapes (posted today at 08:39 2007), Heat on Huckabee for AIDS 'Plague' Talk (posted today at 07:58 2007), Teen Dials Bush Private Number 'to Chat'.

Who can you reach?

80% of Facebook users in the US are of voting age

56% of Facebook users are 25+



Election 2006 case study: DCCC



Client Objective:	DCCC wanted to drive voter turnout in selected swing districts
Facebook Advertising Solution:	<ul style="list-style-type: none">• Identify college networks in 41 targeted swing districts.• Purchase Facebook's self service flyer to drive turnout• Features of the campaign included: school specific targeting to relevant geographic regions, customized GOTV messaging
Results:	<ul style="list-style-type: none">• Democratic candidates won in 38 of 41 targeted districts• In Connecticut District 2, Democrat Joe Courtney won over incumbent Republican Rob Simmons by a mere 83 votes.• Turnout in the key precinct containing the University of Connecticut (Storrs/Mannsfield) was up 900% over the 2002 midterm election

“I have never seen more student **participation** both in volunteers and voters than I did this year. I attribute much of that **success** to Facebook and our volunteers who effectively put it to work to get students on campus and beyond talking about this race.”

-Lon Seidman, 2006 Campaign Manager for Joe Courtney (CT-2)

