

Facebook Questions



Overview for brand advertisers

Millions of people ask their friends questions on Facebook every day:

What new music should I listen to?

Where is the best sushi place in town?

How do I learn to play the piano?

Facebook Questions is a beta product, that lets you pose questions like these to the Facebook community. With this new application, you can get a broader set of answers and learn valuable information from people knowledgeable on a range of topics. You also can explore related themes, and follow questions so answers come directly to your News Feed.

While people are still able to ask questions to just their friends or to a select group of people through their status updates, all questions and answers posted to the Questions application are public and visible to everyone on the internet.

Questions are routed to first and second degree connections, as well as people who have expressed interest in particular topics for contextual and quality responses. When a person asks a question they can tag it with topics which will help us show it to the right people to ensure relevant answers. People will also see questions on their home page that they may be able to answer so that they can post answers to help people in their social circles and others on Facebook.

This product is in beta and currently only live to a small percentage of users in the U.S. and U.K. We will be gathering feedback and iterating during the roll-out process. Facebook Questions will continue to evolve and there may be features that we test and choose not to keep or there may be bugs in the product. We appreciate our users' and valued partners' help as we test, shape and roll this product out to all of our 500M users.

Our goal is to build a useful community of information exchange that can benefit everyone in the world.

Questions and your Page

A Questions tab will be added by default to each Page on Facebook. The default location for the Questions tab is at the very end of the line of existing tabs and therefore will not affect the positioning of any custom tabs the Page may already have in place. The Questions tab can be moved around in the ordering of tabs, hidden behind “the curtain” (a Page may only have up to 6 visible tabs at one time) or, removed completely by the Page Admin. Removing the Questions tab will not prevent questions about your brand from appearing organically in users’ News Feeds (if a friend asked the question) or when browsing or actively searching on the Questions dashboard.



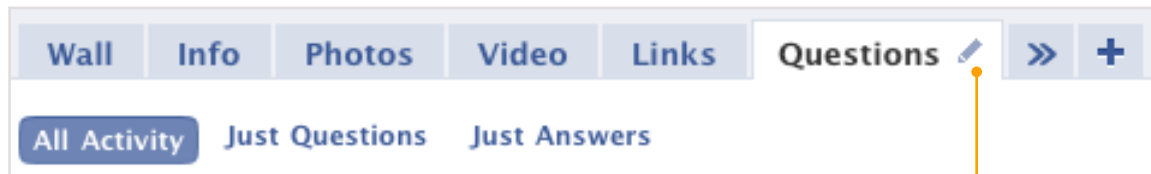
The screenshot shows the Facebook interface for the page 'Facebook Marketing Solutions'. The navigation bar at the top includes 'Wall', 'Info', 'f8 Live', 'Video', 'Photos', 'Resources', and 'Questions', which is highlighted with a light blue background and a small lightbulb icon. Below the navigation bar, there are options to 'Write on Wall', 'Ask Question', 'Add Photos', and 'Post Link'. The main content area displays two posts. The first post is from 'Facebook Marketing Solutions' and discusses their success with user-generated content. The second post is from 'MediaPost Publications' and discusses the impact of online ads on women. On the left side, there is a sidebar with a 'facebook marketing solutions' logo and several options like 'Edit Page', 'Promote with an Ad', and 'Add to My Page's Favorites'.

The Questions tab aggregates questions asked about and by your brand

A Page Admin can ask and answer questions as the representative of their Page. To ask a question as a Page, a Page Admin will have to post the question through the composer on their Page. To answer a question as a Page, the Page Admin will be able to toggle between their personal profile and the Page they administer to choose which identity answers the question. You will find this control near the answer composer on every question page.

Answering Questions about your Brand

When a user asks a question, Facebook can automatically tag a topic that is an exact match to an existing Page, Community Page or user Profile on Facebook. For example, if a user asks “When will Facebook Questions be available to users outside of the U.S. and U.K.?” Facebook will automatically hyperlink the Facebook Page to the word ‘Facebook’ in that question. If a question involved multiple topics, then multiple topics will be tagged (hyperlinked) within that question. A tag cannot be removed from a question.



Keeping the Questions tab on your Page makes it easy to answer questions about your Brand

Your Page Admin can answer questions that appear on your Page’s Question tab or browse by topic on the Questions dashboard (select your Page as the topic) and answer whichever questions you choose.

The screenshot shows the Facebook interface for a user named Helen Min. The top navigation bar includes 'Home', 'Profile', and 'Account'. The left sidebar shows the user's profile and navigation options like 'News Feed', 'Messages', 'Events', 'Friends', 'Games', 'Questions', 'Photos', 'Ads and Pages', 'Gifts', 'Links', and 'More'. The main content area is titled 'Questions' and displays a list of questions with answers and comments. The right sidebar shows 'Suggested Topics' and 'Trending Topics'.

Questions

What do you want to know?

Suggested Topics

- iTunes 7 questions
- Disney Pixar 3 questions
- Lost 5 questions

Trending Topics

- Barack Obama 4 questions
- Facebook 410 questions
- Love Parade 2 questions
- Physics 27 questions
- Cooking 28 questions

Questions

Will you buy Apple's new Magic Trackpad?

Justin Edmund Friends with Eric G. (more)
I'm thinking about it. I don't know WHYI need it though.
Comment · See more from Justin

Will you buy Apple's new Magic Trackpad?

Marshall Roch Friends with Arthur Rudolph (more)
Yes.
2 comments · See more from Marshall

What's the best todo list manager for the iPhone?

Chris Piro Software Engineer at Facebook (more)
This is a nerdier answer, but if you're an Emacs and org-mode fan, try MobileOrg (http://mobileorg.ncogni.to/). It syncs to the outlines on your usual computer, and you can add items on your phone to categorize later when you get home.
Comment · See more from Chris

What are the best cupcakes in the San Francisco Bay Area?

Galeet Levi Friends with Yvette Lui (more)
Mission minis!
Comment · See more from Galeet

How and where do you get your news?

Matt Jones Engineer at Facebook (more)
Facebook, RSS feeds in Google Reader, and a little Twitter.
Comment · See more from Matt

What are some good strategies for beginners in StarCraft 2?

Johnny Chen Facebook (more)
If they say, "I am Korea" you alt+f4.
Comment · See more from Johnny

Type in a topic on the Questions dashboard

Removing Questions about your Brand

Users (including Page Admins) cannot remove a question from Facebook because it displeases them, just as they have no control over what users share through their status updates or elsewhere on Facebook. However, the Questions dashboard has a report link that allows you to report a question or answer that may be inappropriate or offensive.

Report a Question

You are about to report a violation of the [Statement of Rights and Responsibilities](#). All reports are strictly confidential.

Reason:
(required)

- ✓ Choose one...
- Targets me or a friend
- Racist/Hate Speech
- Direct call for violence
- Nudity or pornography
- Spam

Submit **Cancel**

It is impossible to manage every question that is queried in a search engine about your brand. Similarly, it is not a realistic goal to manage all questions asked about your brand on Facebook. Facebook has always been a place for real people to share and connect with the things that are important to them. Facebook Questions offers a new, exciting way for users to engage and learn about new topics on Facebook, including your brand.