

Designing Social Experiences That Work



Jonathon Colman
Content Strategy, Facebook

Stand up if you're...
a builder

Stand up if you're...

a builder

a designer

Stand up if you're...

a builder

a designer

a writer

Hey

A high-angle, top-down shot of a massive, dense crowd of young people, likely at a music festival or concert. The crowd is packed closely together, filling the entire frame. Many individuals are wearing sunglasses, headbands, and casual festival attire. Several people are making peace signs with their hands. The overall atmosphere is energetic and festive. The text "We should all be standing" is overlaid in the center in a large, white, sans-serif font.

We should all be standing

How we identify ourselves

A close-up, artistic photograph of a person's face, focusing on the eyes which are closed. The image is in a dark, monochromatic blue-grey tone. The skin texture is visible, and the eyelashes are prominent. The overall mood is contemplative and serene.

How we identify ourselves matters

A close-up, high-contrast photograph of a person's face, focusing on the eyes which are closed. The image has a dark, moody blue-grey color palette. The text is overlaid in the center in a clean, white, sans-serif font.

We work best when we're
open and bold

Let's be open



An open book is shown from a top-down perspective, with its pages fanned out. The pages are dark and textured, and their arrangement creates a heart shape in the center. The background is a dark, solid color.

Let's be open
I'm a content
strategist

We plan for the creation, publication, and
governance of useful, usable content.

— Kristina Halvorson
CEO/Founder, Brain Traffic

Content Strategy is to copywriting as
information architecture is to design.

— Rachel Lovinger
Experience Director, Razorfish

We don't need more content...

— Sara Wachter-Boettcher

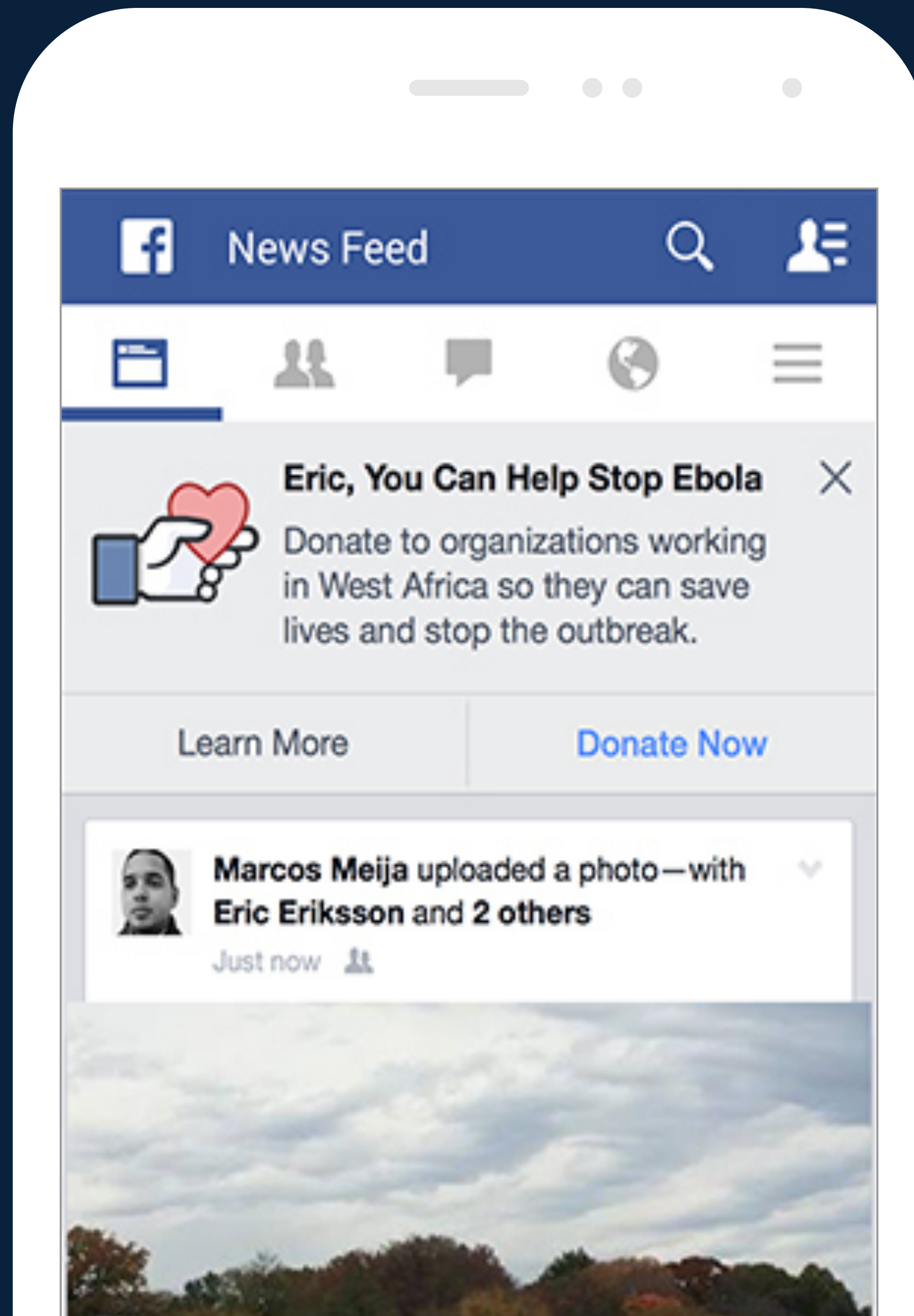
Editor-in-chief, A List Apart

We don't need more content... We need
content that does more.

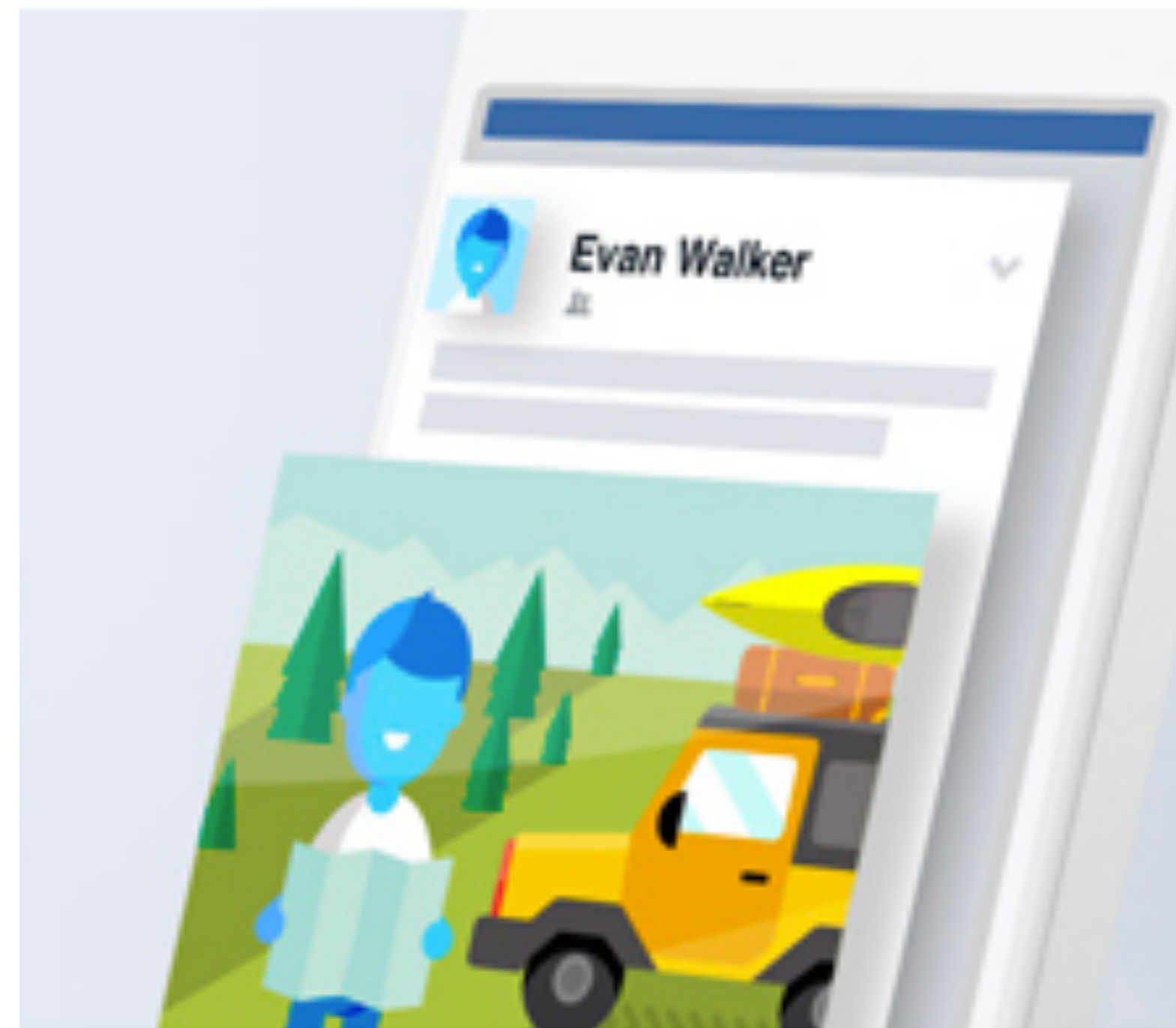
— Sara Wachter-Boettcher
Editor-in-chief, A List Apart



But isn't Facebook's
content all user-generated?



 privacy basics



You're in charge.

We're here to help you get the experience you want. Learn about ways to protect your privacy on Facebook.



Safety Check



The Menlo Park Earthquake SAFETY CHECK

You appear to be in the area affected by the Menlo Park Earthquake.

Are you safe?

I'm safe

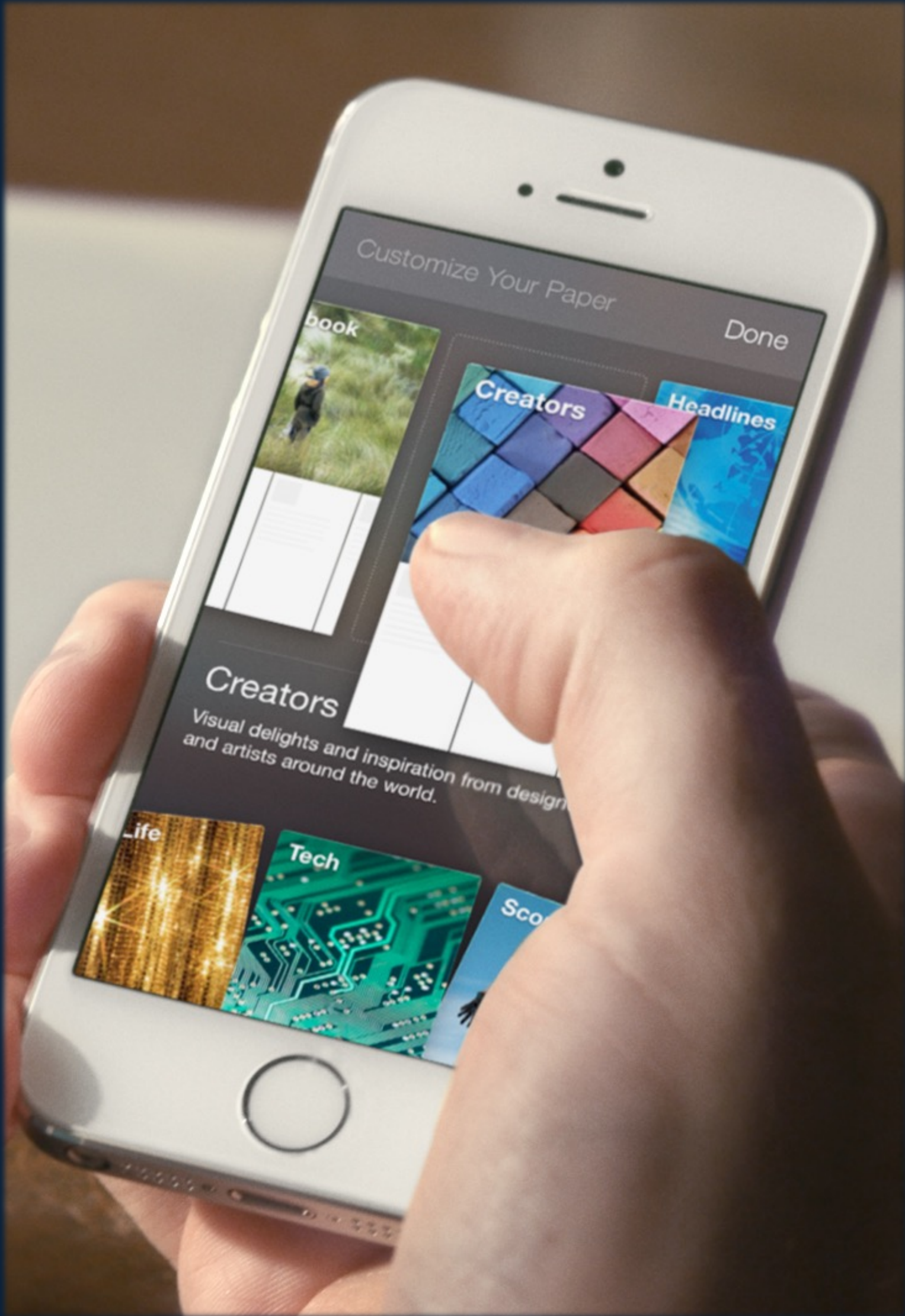
I'm not in the area



Peter Cottle

You say you're in the affected area.

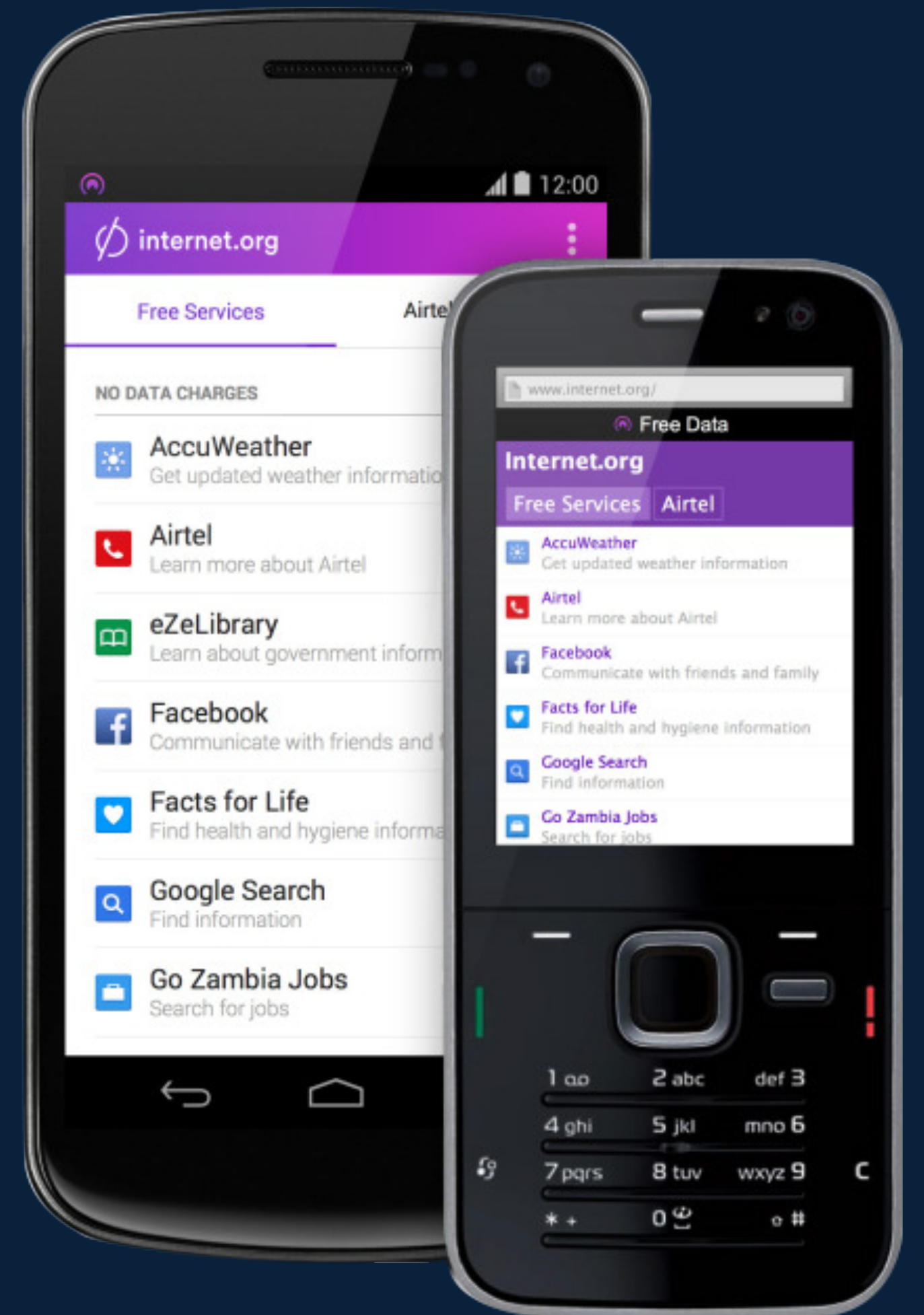
Comment · 1



Source: © Facebook
<http://newsroom.fb.com/news/2014/01/introducing-paper-stories-from-facebook-2/>



<http://newsroom.fb.com/news/2014/06/introducing-slingshot-a-creative-labs-app/>



<http://newsroom.fb.com/news/2014/07/introducing-the-internet-org-app/>

Language is an interface

Language is an infrastructure




Let's be bold



Let's be **bold**:
design content as a system



Let's be **bold**:
design content as a product



Let's be bold:
design content as a experience

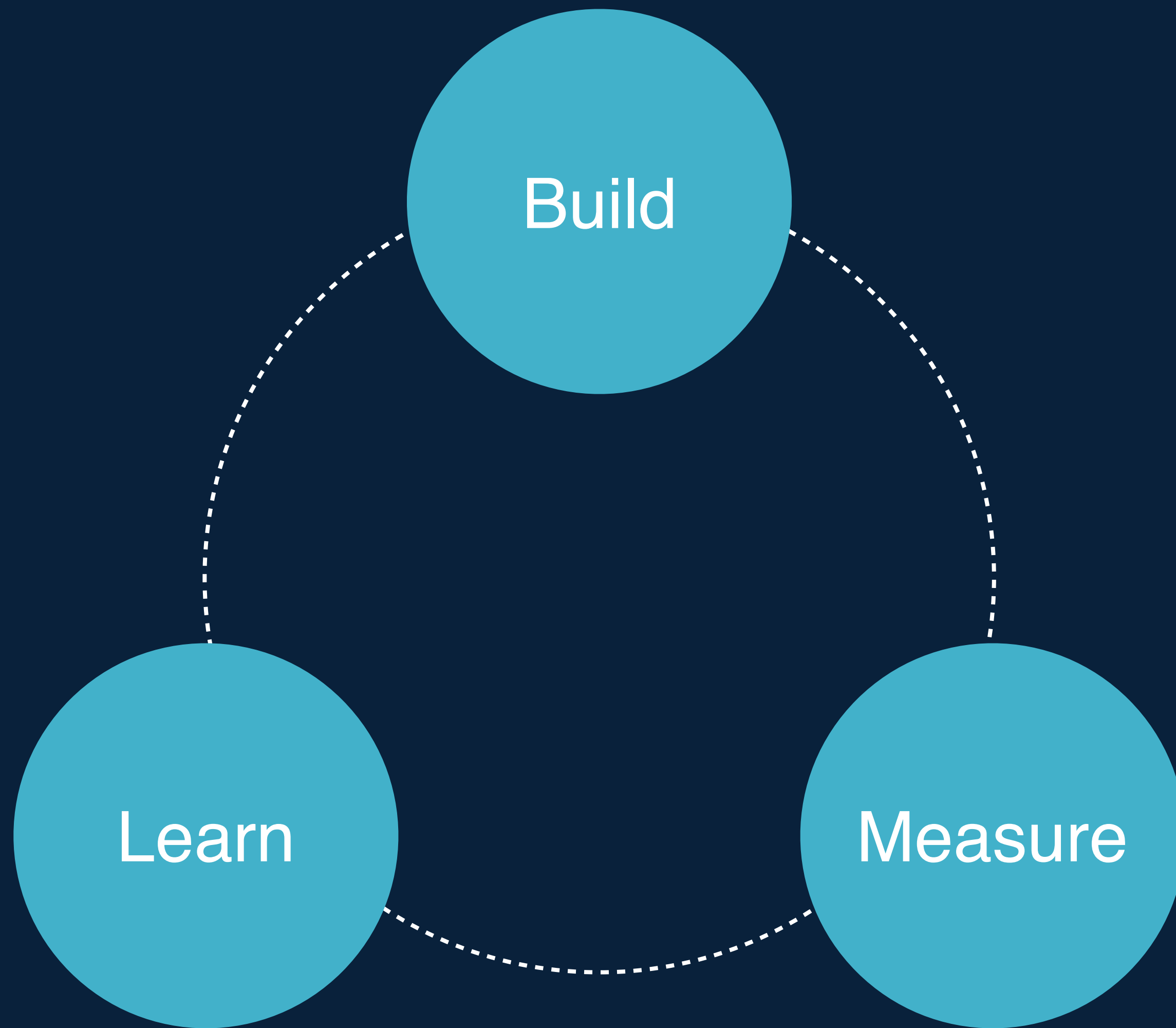
Page views aren't your goal...

— Michael Powers

A dark, blue-tinted photograph of a soccer field. In the foreground, a soccer ball is partially visible on the right side. In the background, a goalpost stands on a grassy field. The image is used as a background for a quote.

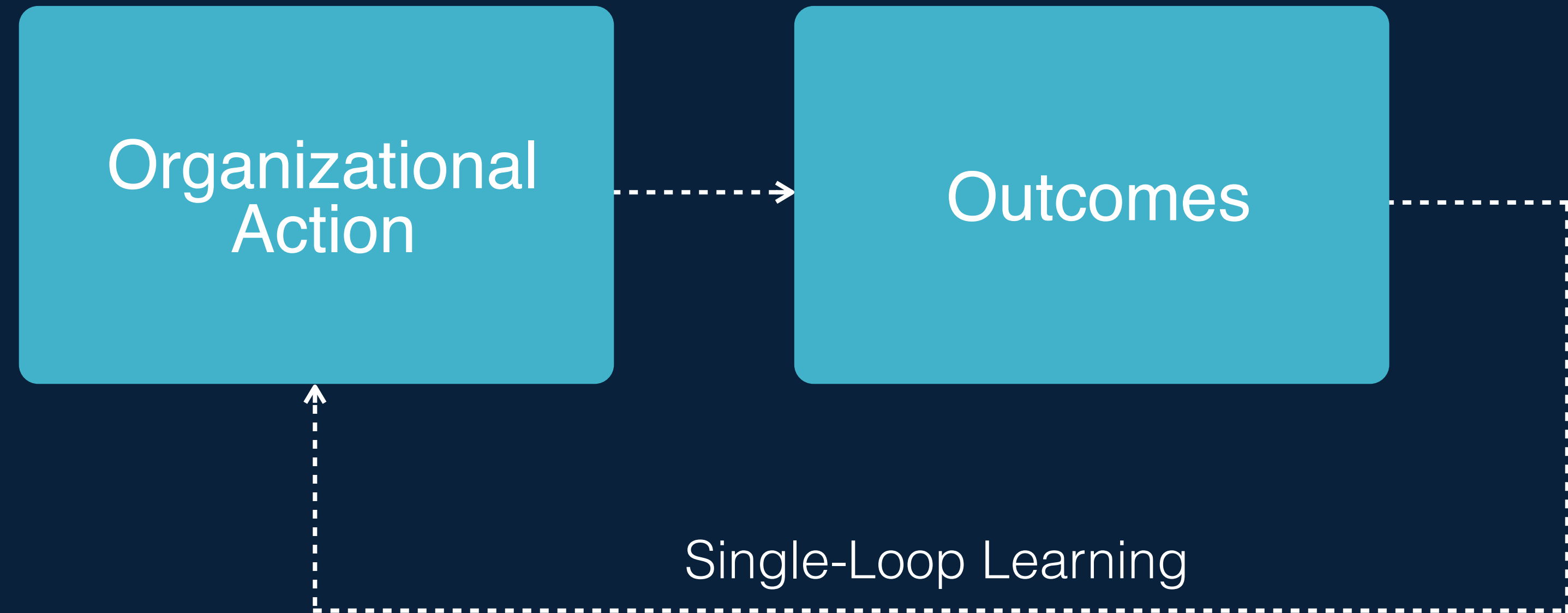
Your goal is your goal.

— Michael Powers

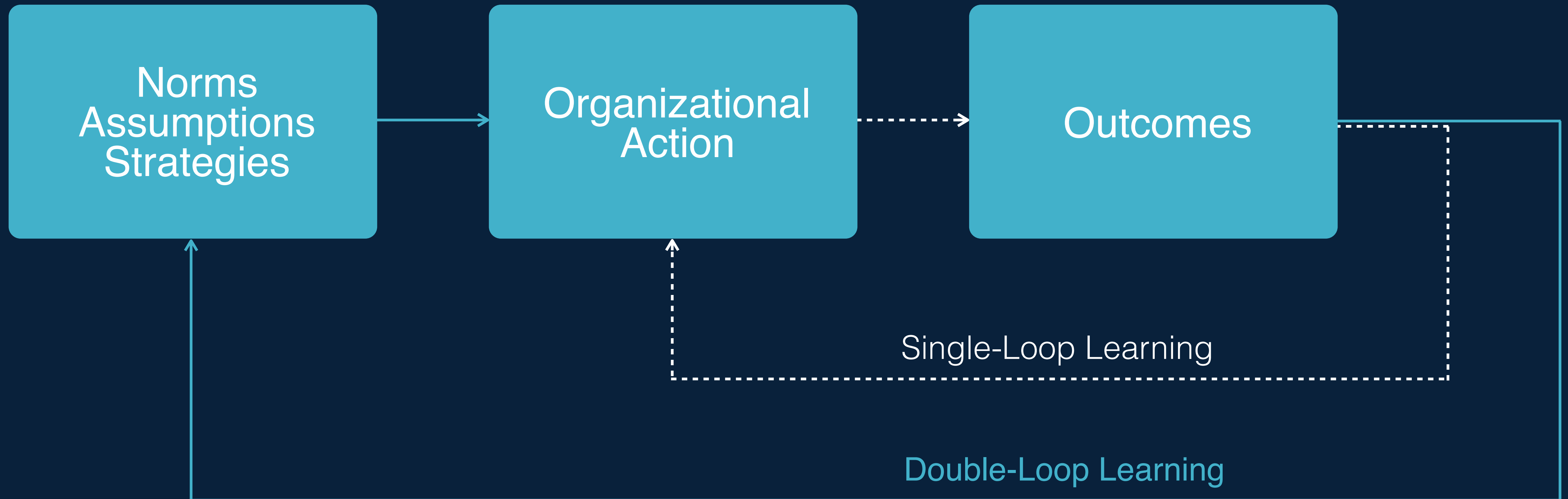


Content is an
experience that
improves with
iteration

You can't be **lean** without learning



You can't be **lean** without learning



How we design

content experiences at Facebook

LEAN IN

Start with Why



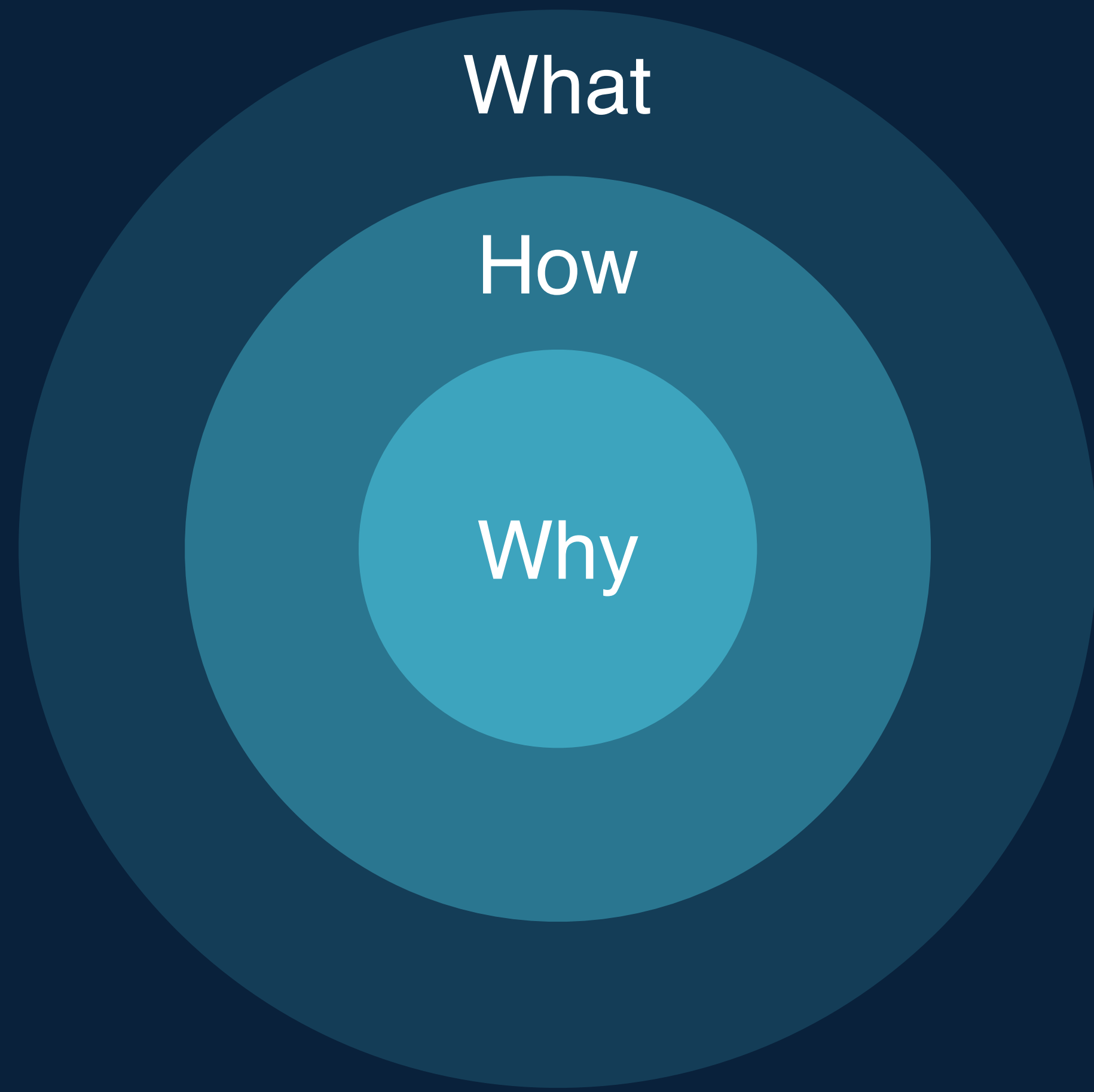
Make the world more
open and connected

Continue with How



Connect with friends,
discover and share,
build, grow, monetize

Then do the **What**



Design, engineering,
content, research,
marketing, product...

Our core values

Focus on impact

Be open

Be bold

Build social value

Move fast

What we

Used to say

**DONE IS
BETTER
THAN
PERFECT**

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH LABORATORY

DONE
BETTER
THAN
PERFECT

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH LABORATORY

PROCEED
AND
BE BOLD

—SAMUEL MOCKBEE

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH LABORATORY

DONE I
BETTER
THAN
PERFEC

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH

PROCE
AND
BE BOI

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG

MOVE
FAST AND
BREAK
THINGS

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT  THE FACEBOOK ANALOG RESEARCH LABORATORY

What we've Learned



**Nothing at
Facebook is
somebody
else's
problem.**

Nothing
Facebook
somebody
else's
problem

MEASURE
TWICE,
CUT
ONCE

Nothing
Facebook
somebody
else's
problem

MEAS
TWICE
CUT
ONCE

GIVE
MORE THAN YOU
TAKE

POSTER BROUGHT TO YOU BY YOUR FRIENDS AT
THE FACEBOOK ANALOG RESEARCH LABORATORY



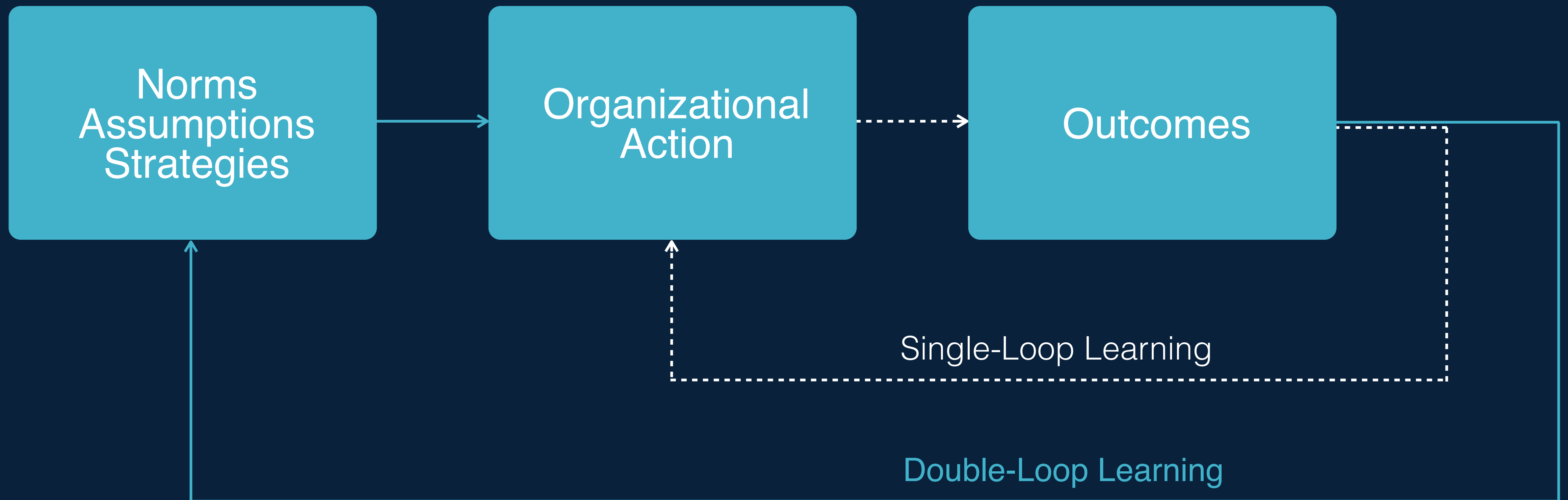
AND





AND





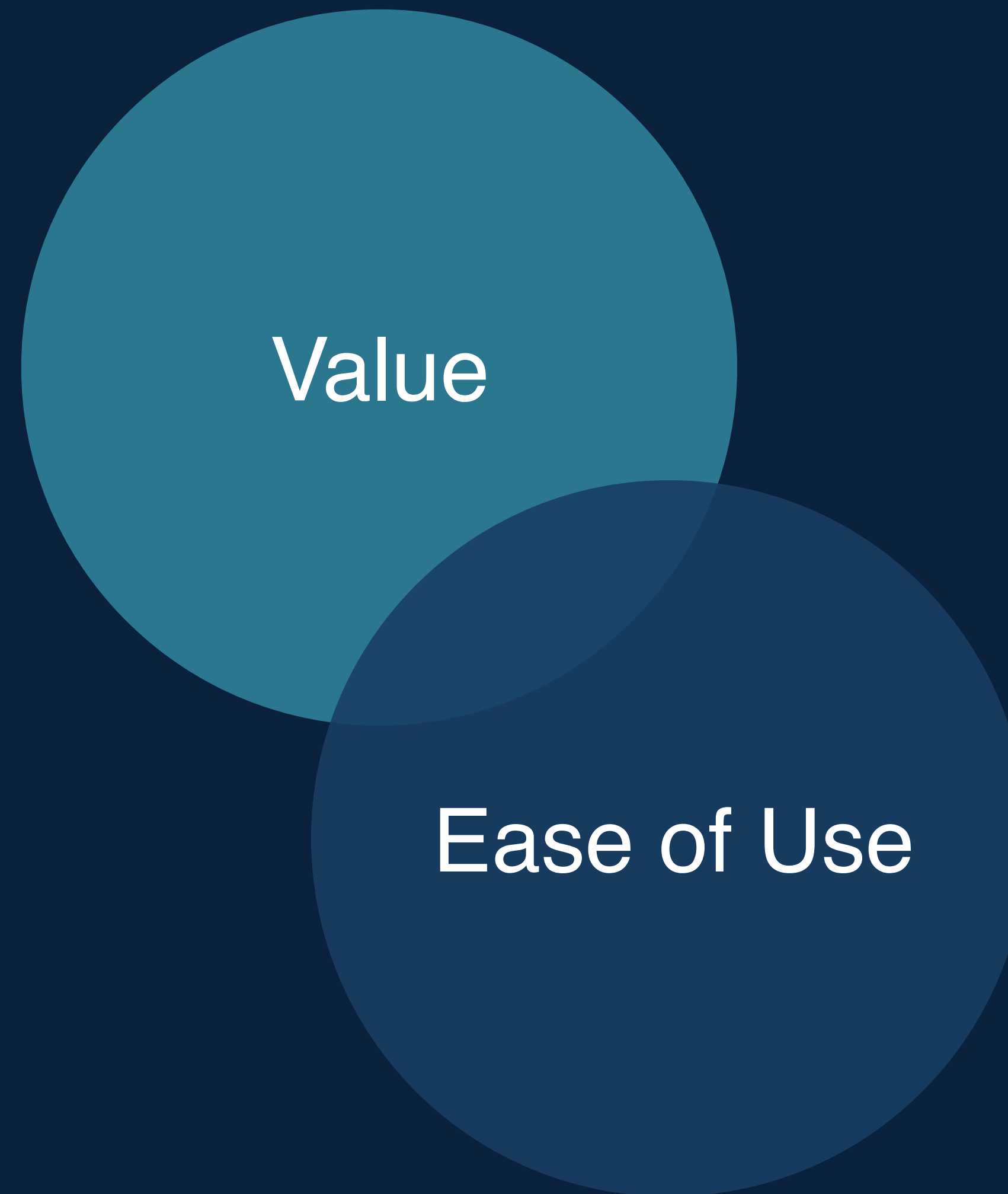


Minimum Viable Content

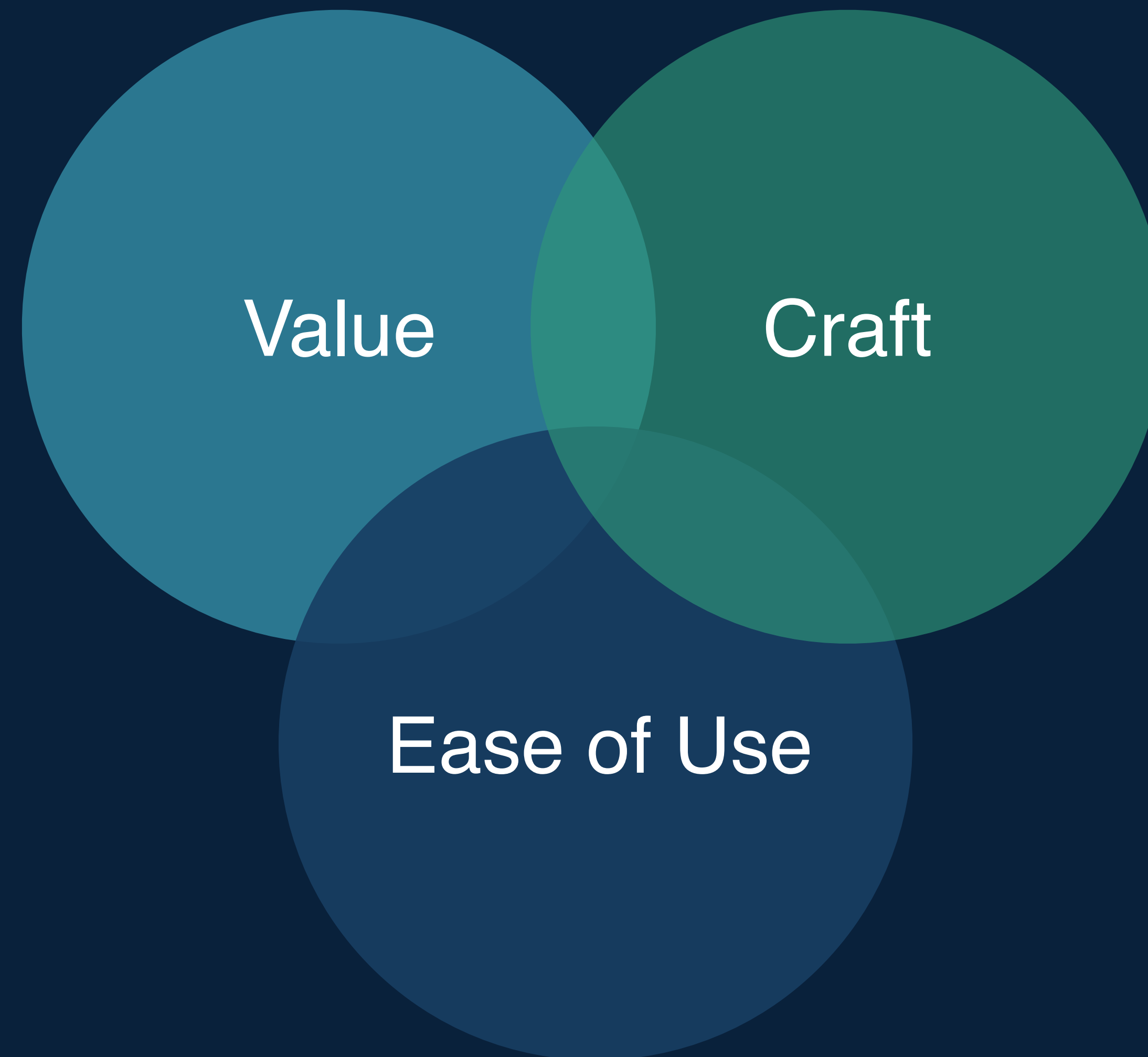
Quality framework



Quality framework



Quality framework



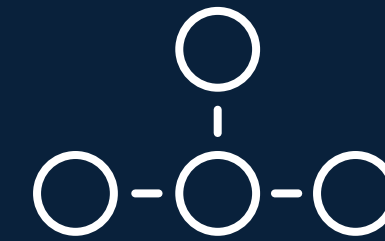
The five planes of user experience



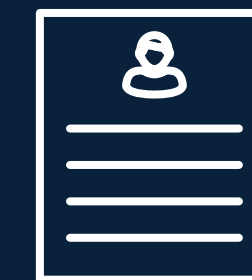
Surface



Skeleton



Structure

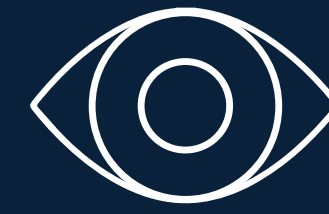


Scope



Strategy

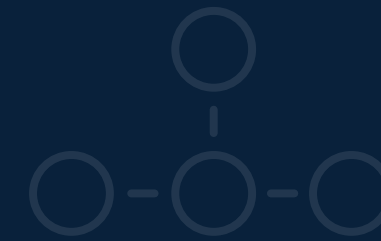
Where content is seen and used



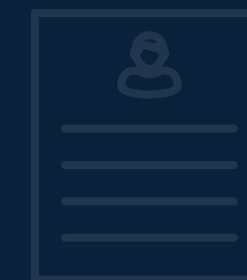
Surface



Skeleton



Structure



Scope



Strategy

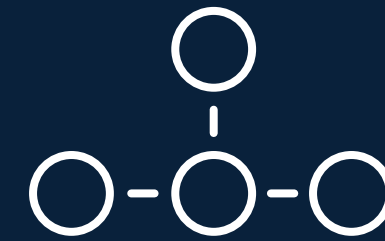
Where content is modeled and built



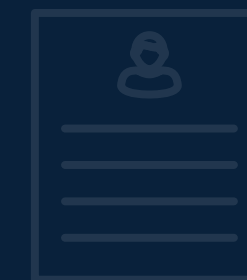
Surface



Skeleton



Structure



Scope



Strategy

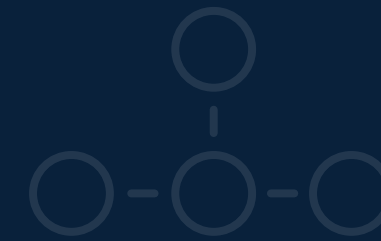
Where content is proposed and planned



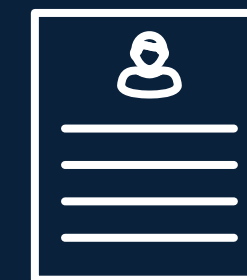
Surface



Skeleton



Structure



Scope



Strategy

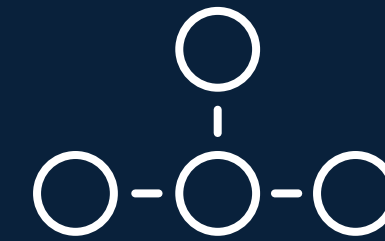
Where content strategy happens



Surface



Skeleton



Structure



Scope



Strategy

The path from strategy to surface is
non-linear

The path from strategy to surface is
non-linear

Our Content Principles

1

Keep it
simple

Use plain language
and be concise

Our Content Principles

1

Keep it
simple

Use plain language
and be concise

2

Get to
the point

Explain how things
work so people can
make good decisions

Our Content Principles

1

Keep it
simple

Use plain language
and be concise

2

Get to
the point

Explain how things
work so people can
make good decisions

3

Talk like
a person

Be friendly and
respectful, like you're
talking to a neighbor

Does This Sound Like Us?

Error 24601: Neg Fault Config ^n2.1x

Does This Sound Like Us?

Error 24601: Neg Fault Config ^n2.1x

LOLz, 404 #YOLO   

Does This Sound Like Us?

Error 24601: Neg Fault Config ^n2.1x

LOLz, 404 #YOLO 💔 🔥 💩

Sorry, there's a temporary issue with your post.
Please try again in a minute.

Sorry, there's a temporary issue with your post.
Please try again in a minute.

What happened?



Sorry, there's a temporary issue with your post.
Please try again in a minute.

Where did it happen?



Sorry, there's a temporary issue with your post.
Please try again in a minute.

Sorry, there's a temporary issue with your post.
Please try again in a minute.



What should I do next?

Sorry, there's a temporary issue with your post.
Please try again in a minute.

When?



Oh No! Did I do
something wrong?

Great!
So it's OK?

Will I lose
my work?



Sorry, there's a temporary issue with your post.
Please try again in a minute.



How long will all
this take?

Fear



Relief



Anxiety



Sorry, there's a temporary issue with your post.
Please try again in a minute.



Impatience

1

Keep it
simple

Use plain language
and be concise

2

Get to
the point

Explain how things
work so people can
make good decisions

3

Talk like
a person

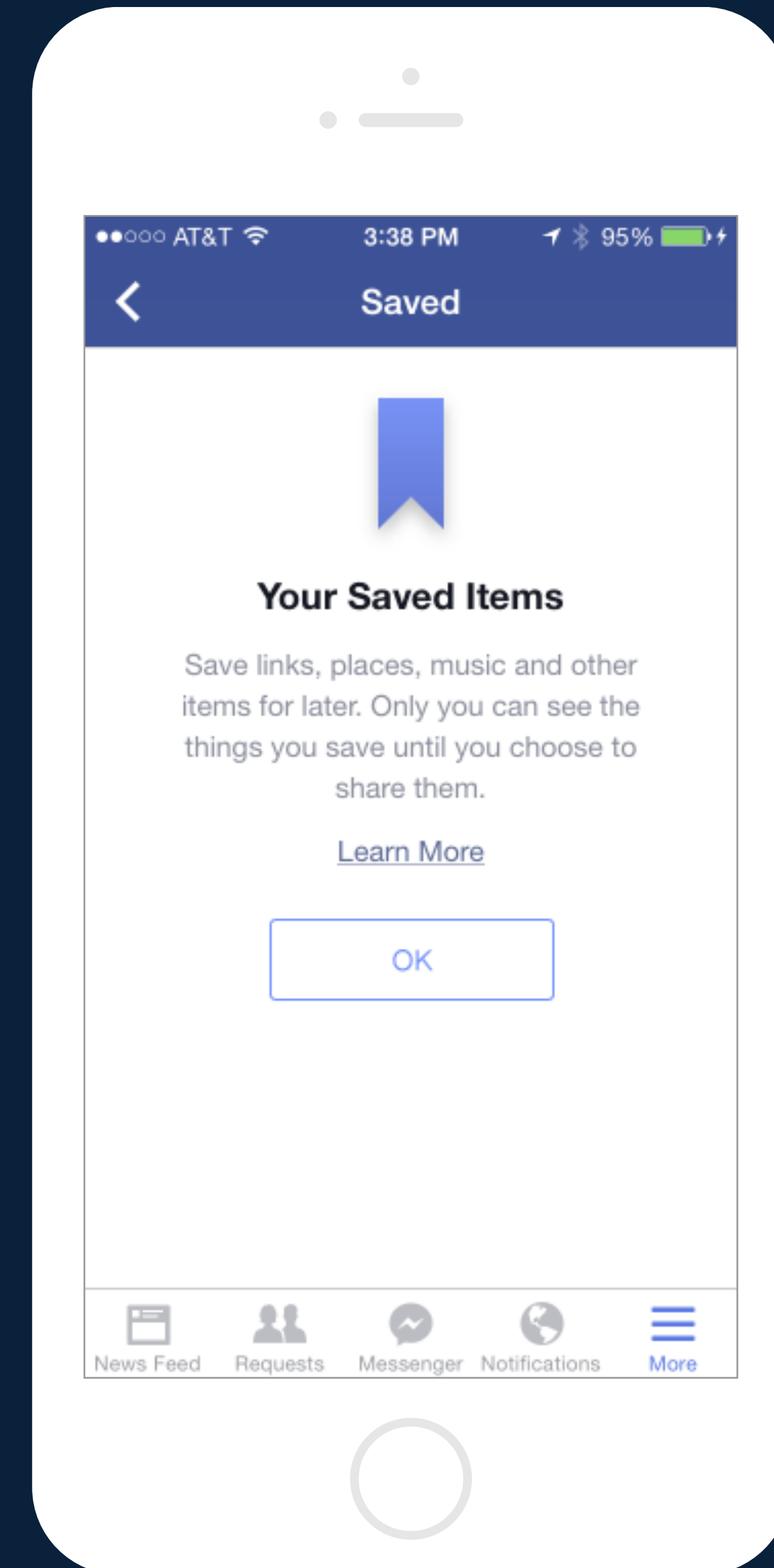
Be friendly and
respectful, like you're
talking to a neighbor



What I've learned from three products

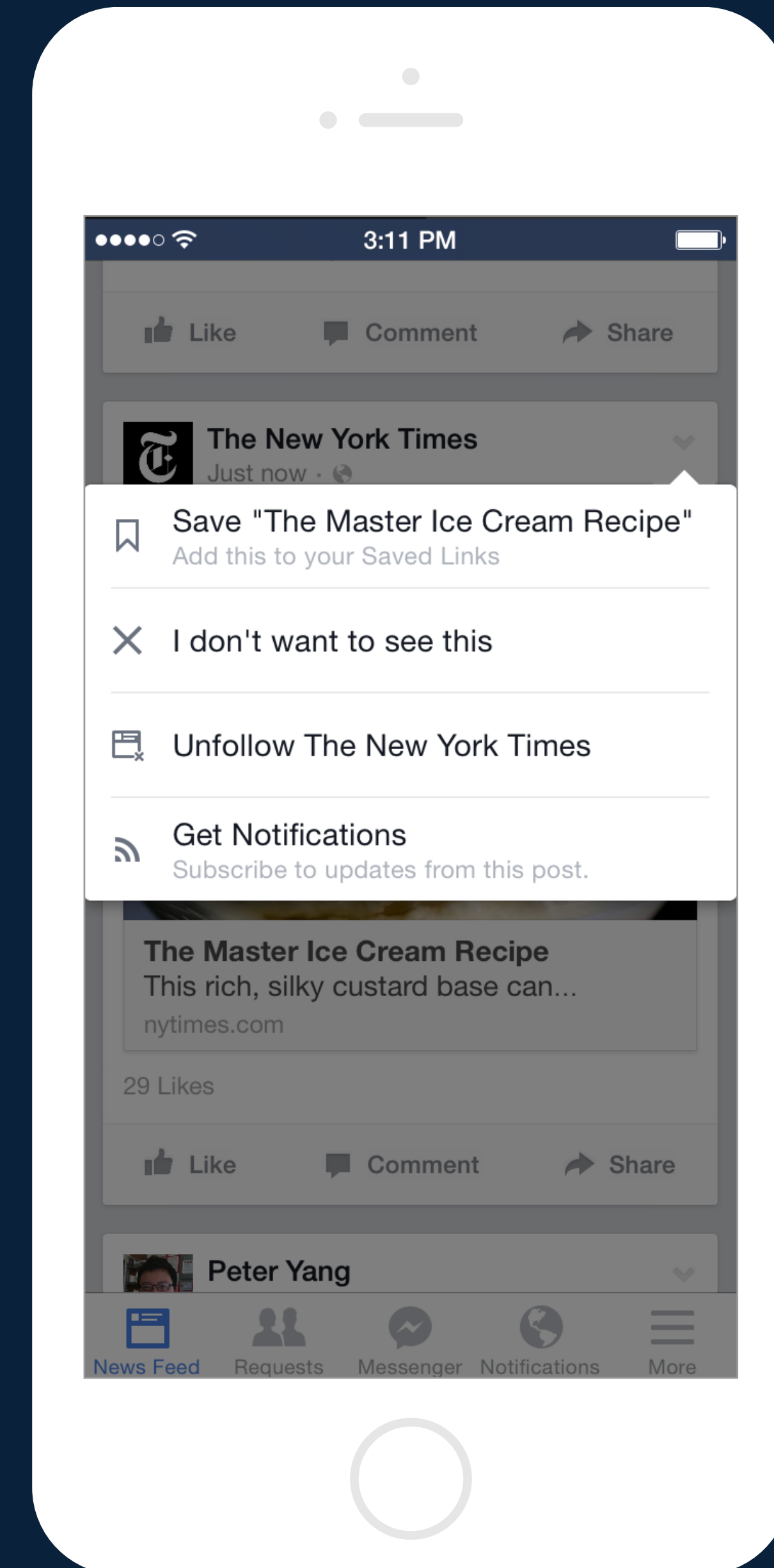
Saved

Less is more difficult



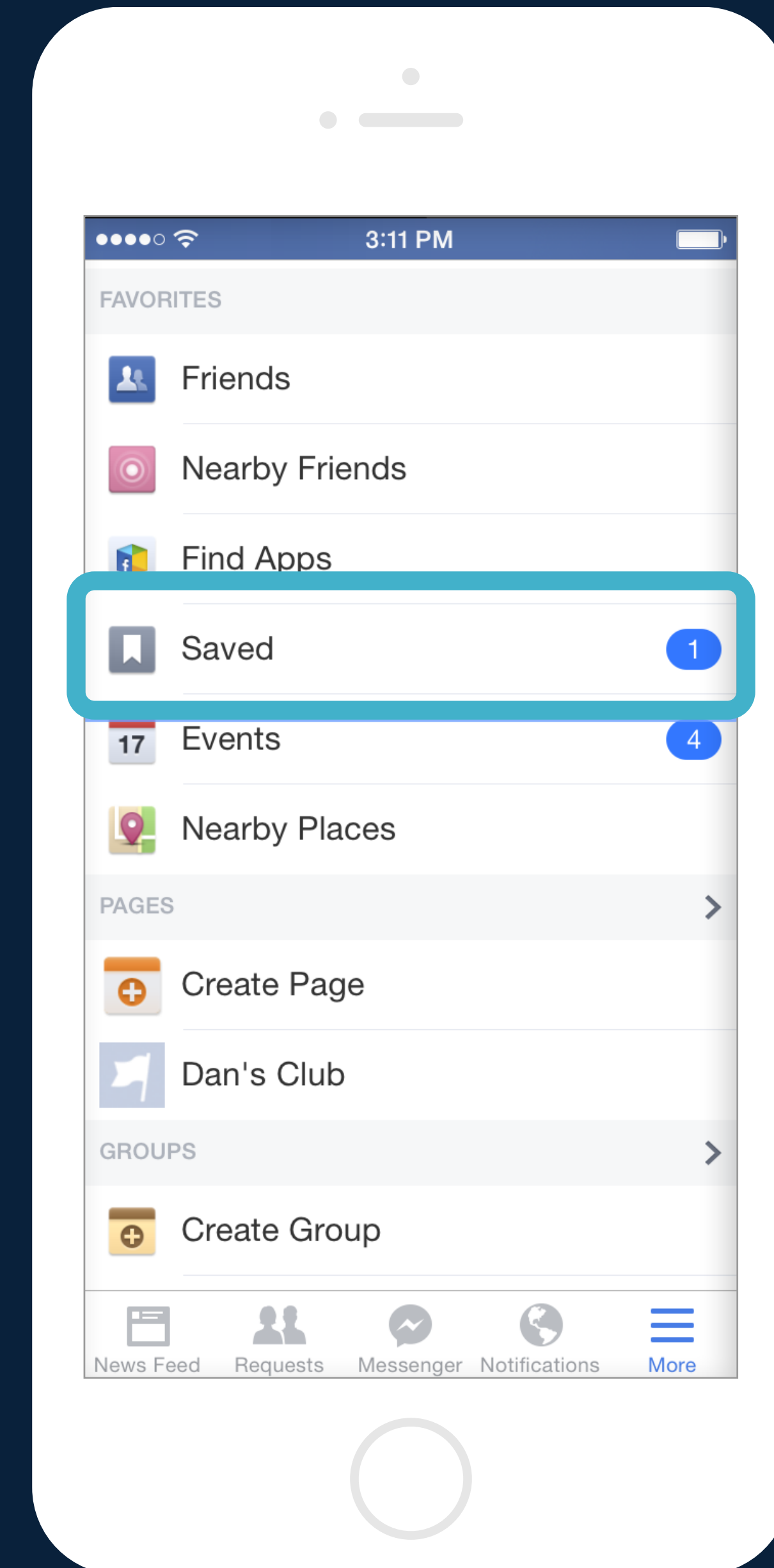
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Don't get in the way



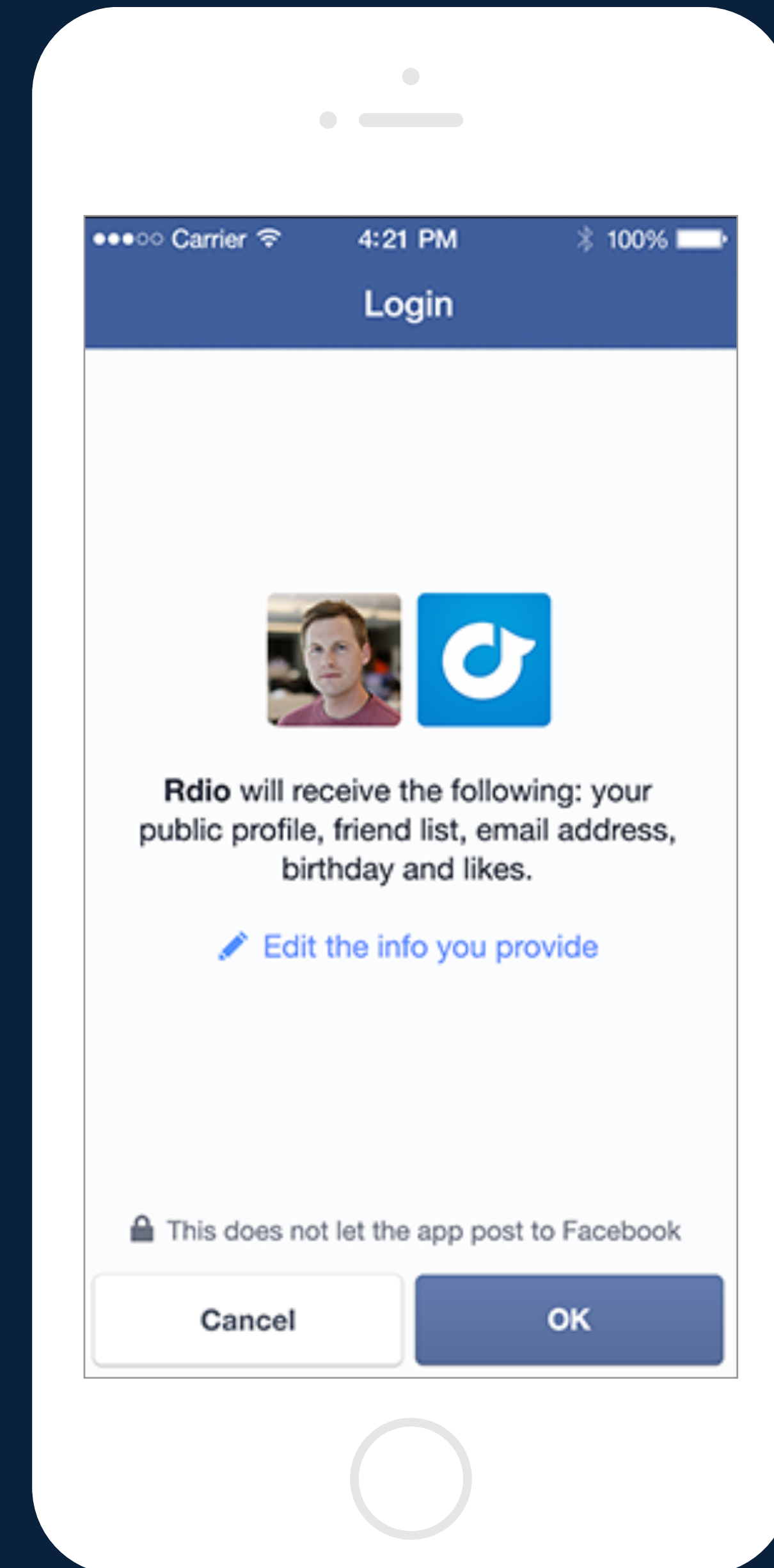
Saved

Make the most of small spaces



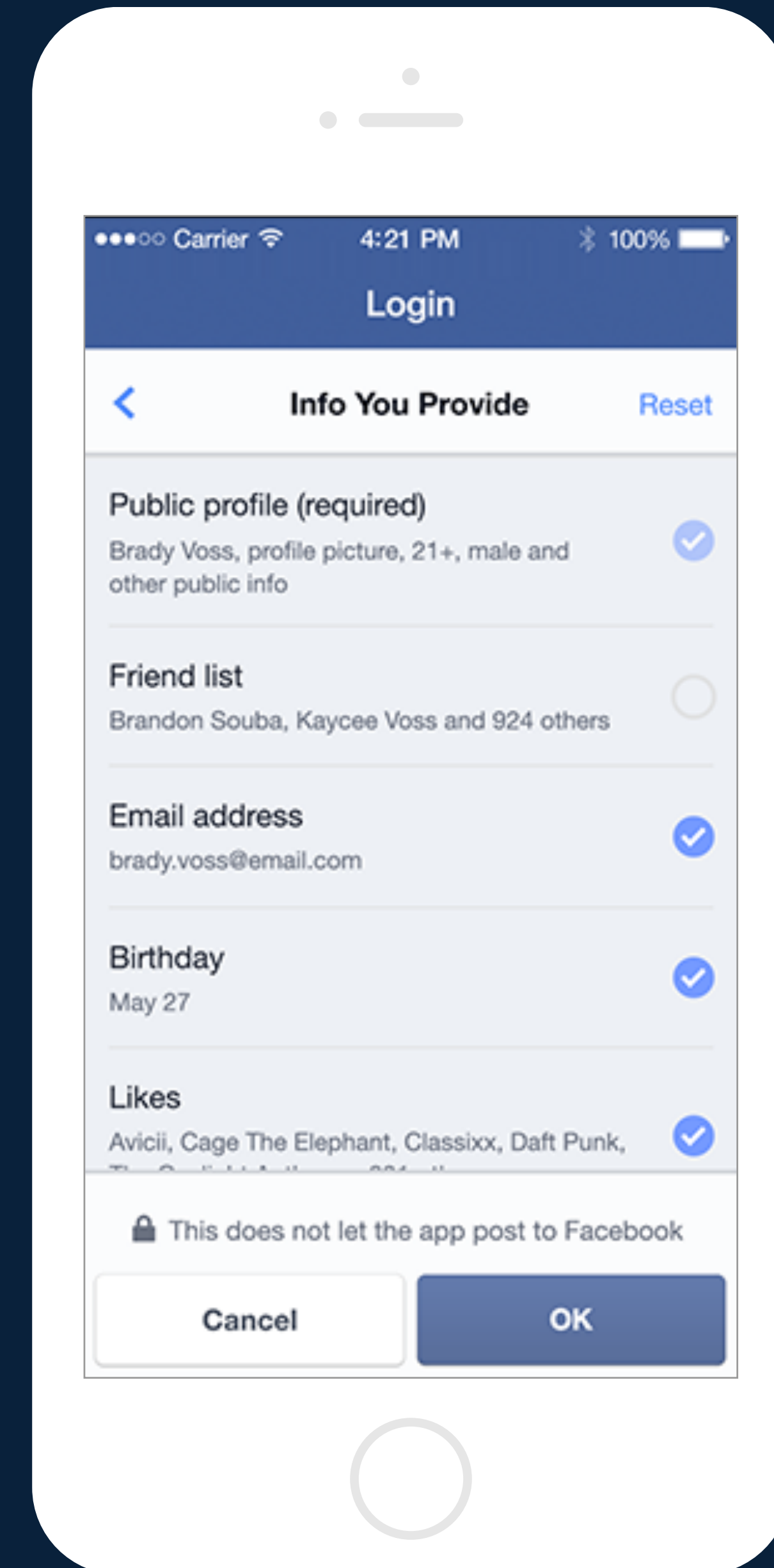
Login

The best content is invisible



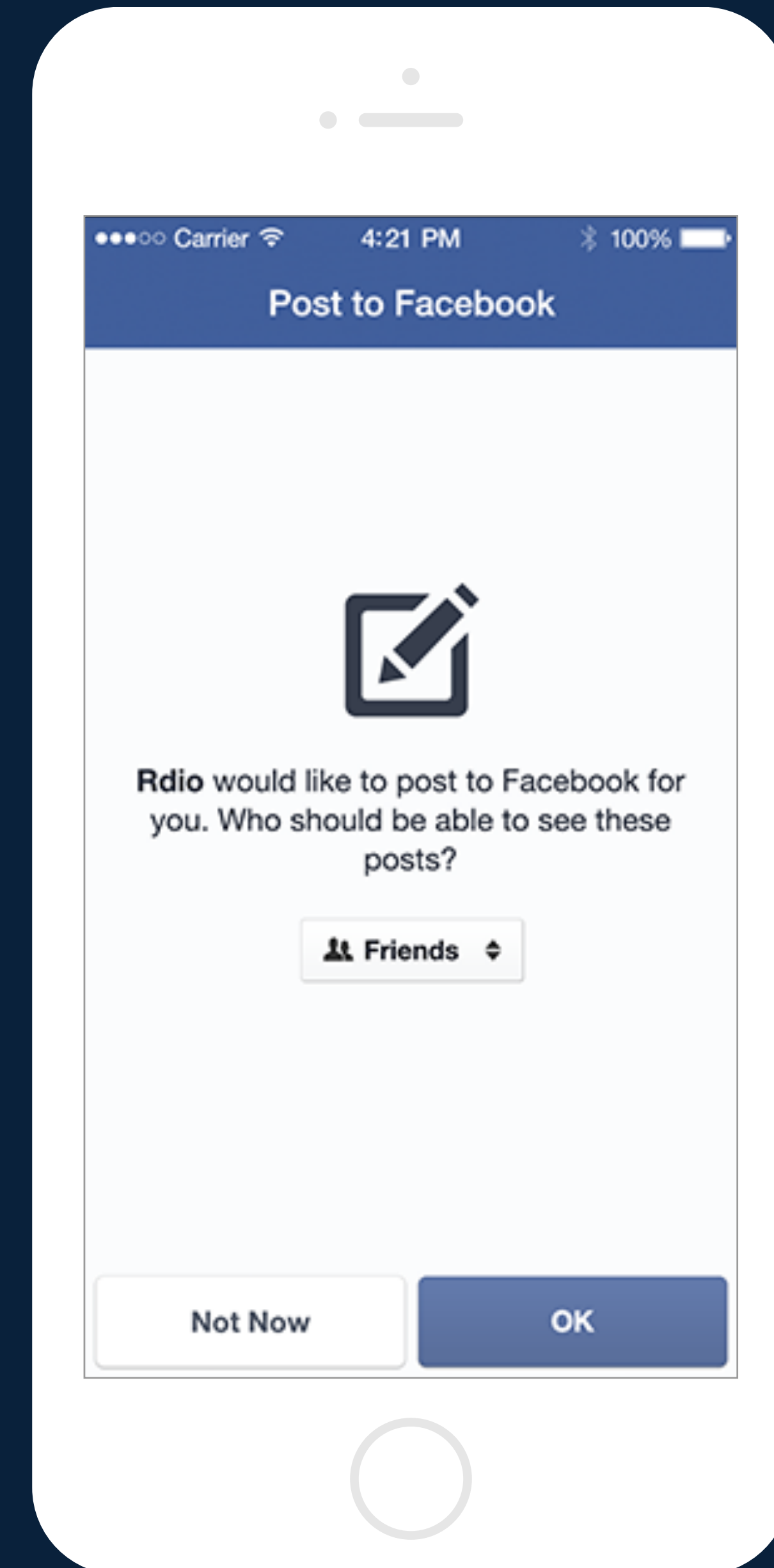
Login

Show examples, not concepts



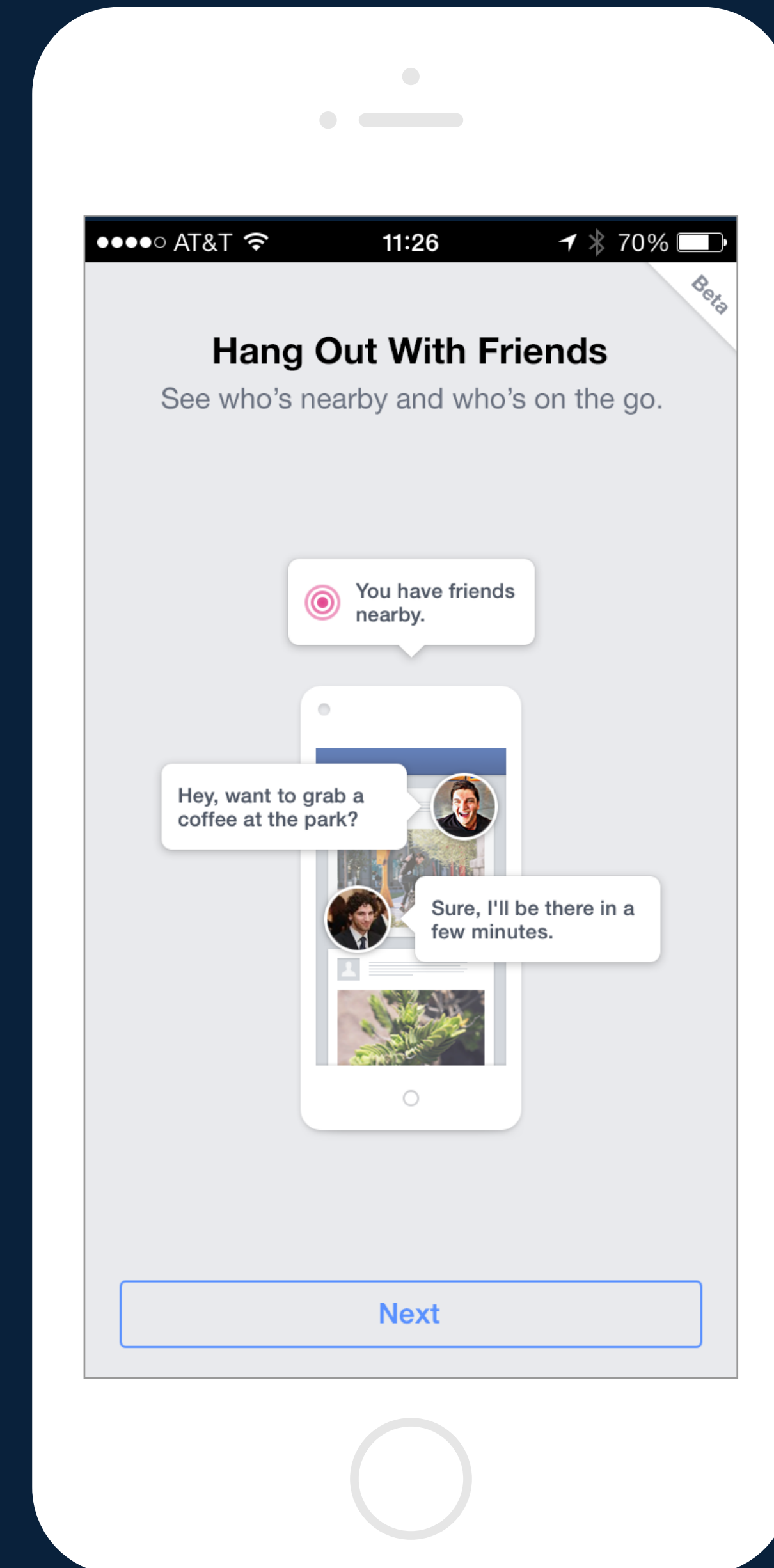
Login

Break apart big decisions



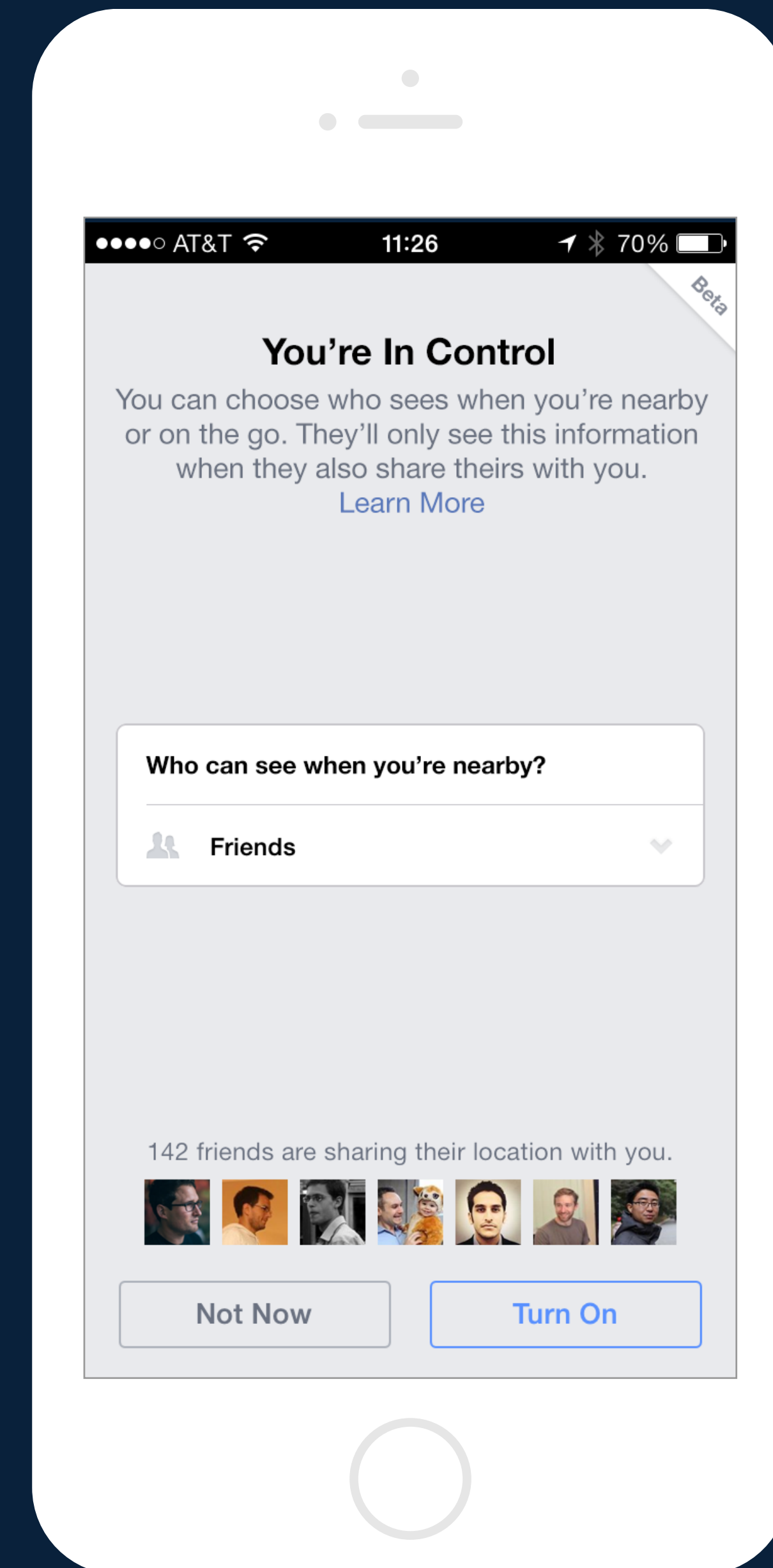
Nearby Friends

Empathy is hard



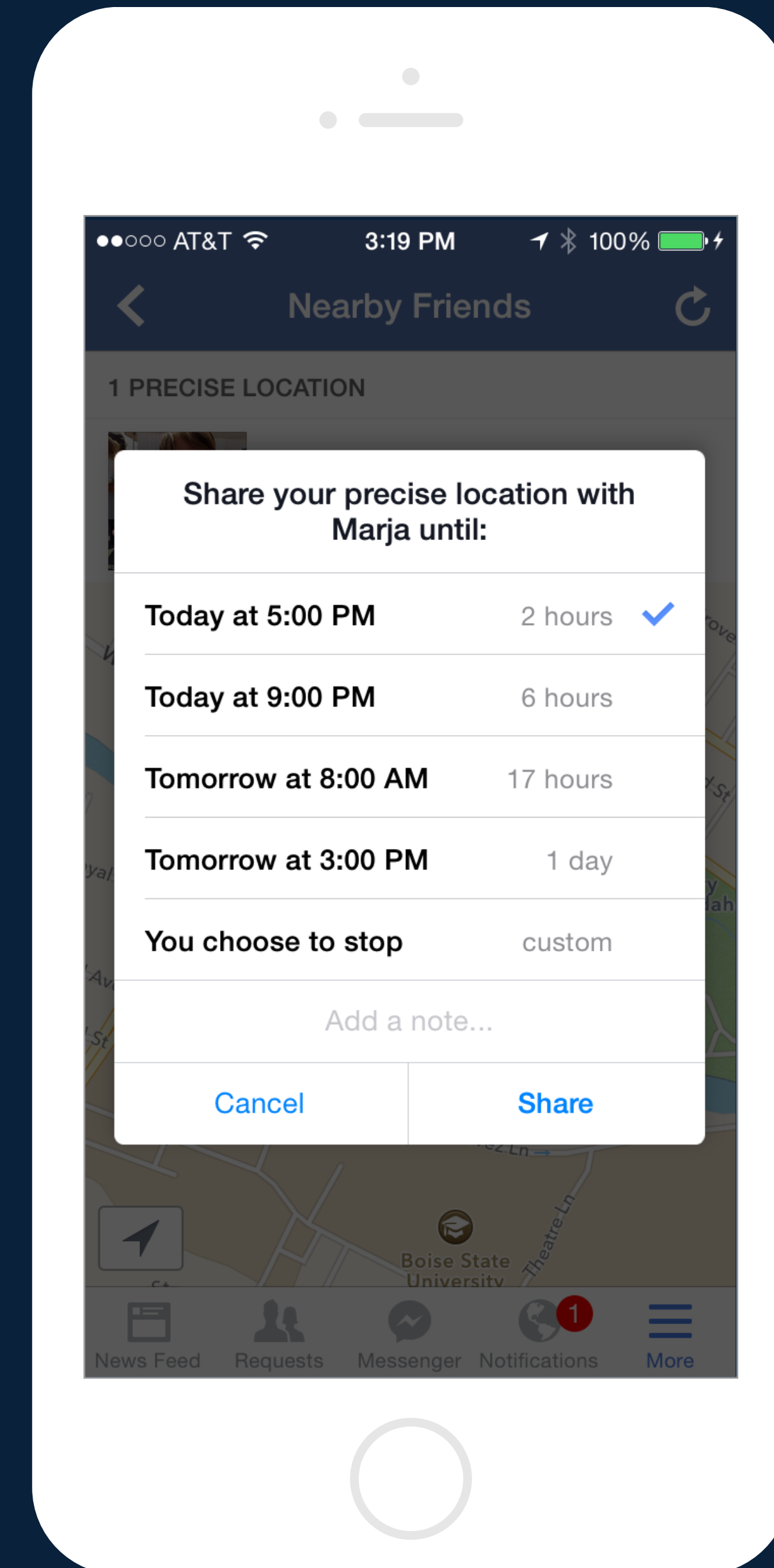
Nearby Friends

Let people opt-in



Nearby Friends

Give them control



Outcomes

Optional and opt-in

Show you value upfront

Offer you clear choices

Easy to opt-in or opt-out

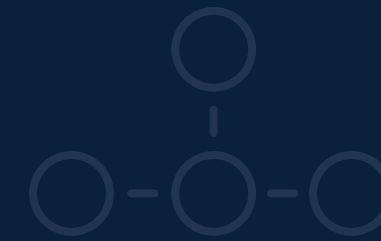
We planned for
these experiences



Surface



Skeleton



Structure



Scope



Strategy

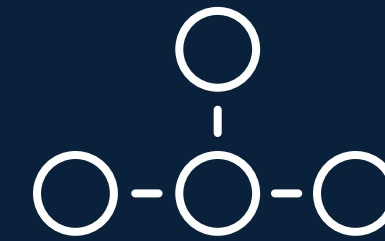
So we could
build them



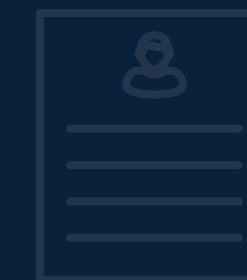
Surface



Skeleton



Structure



Scope



Strategy

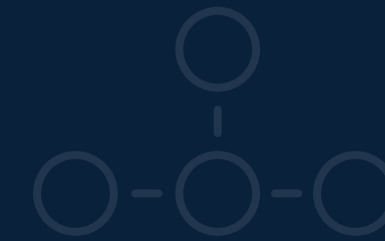
For people to use



Surface



Skeleton



Structure

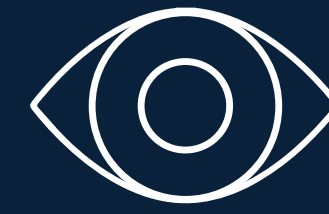


Scope



Strategy

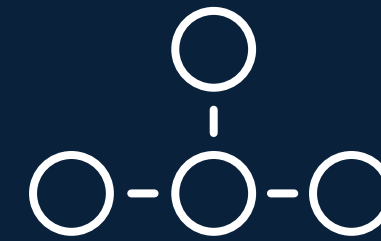
This is where content
strategy happens



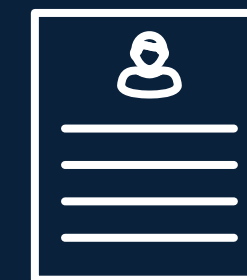
Surface



Skeleton



Structure



Scope



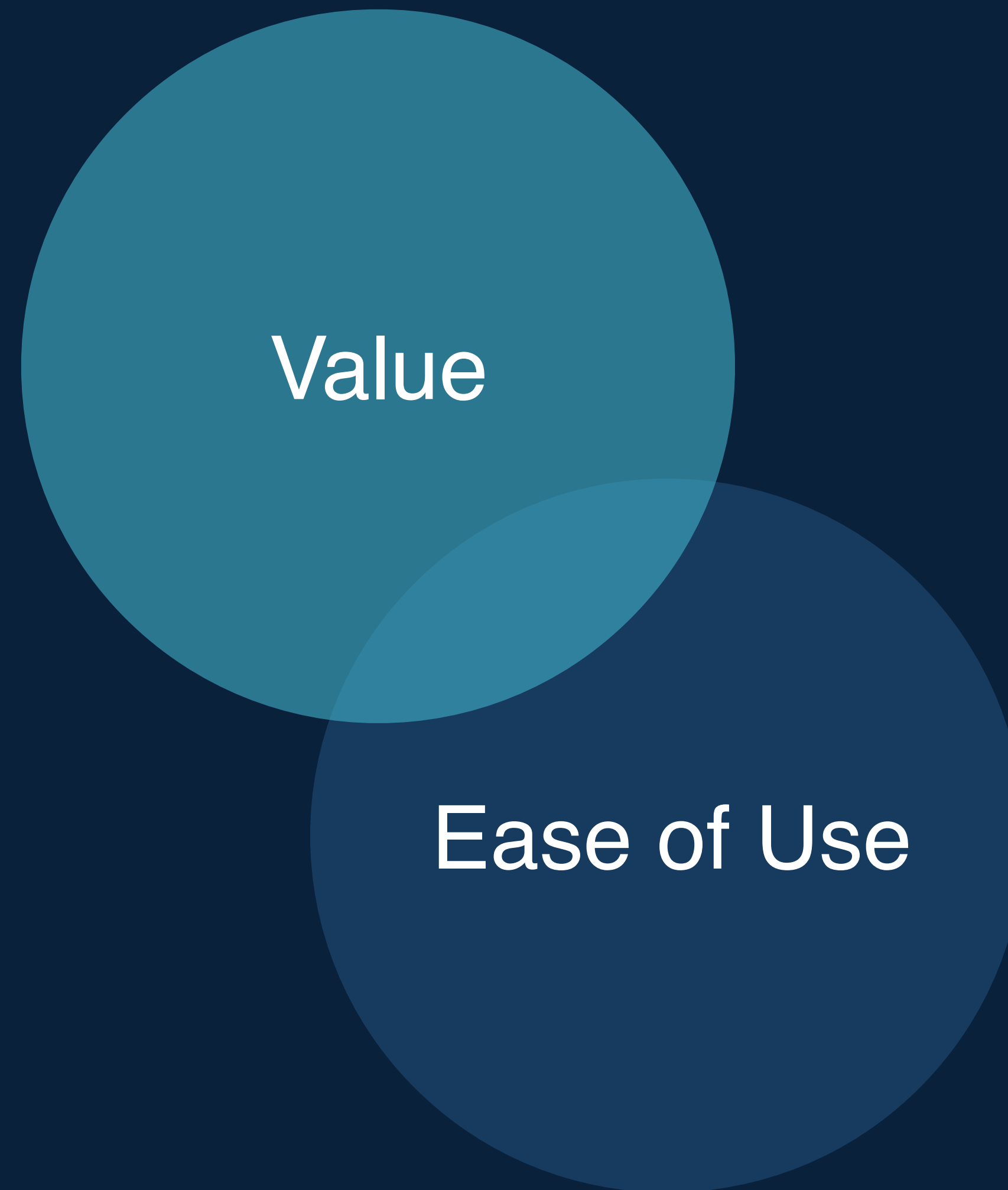
Strategy

Let's stand up for

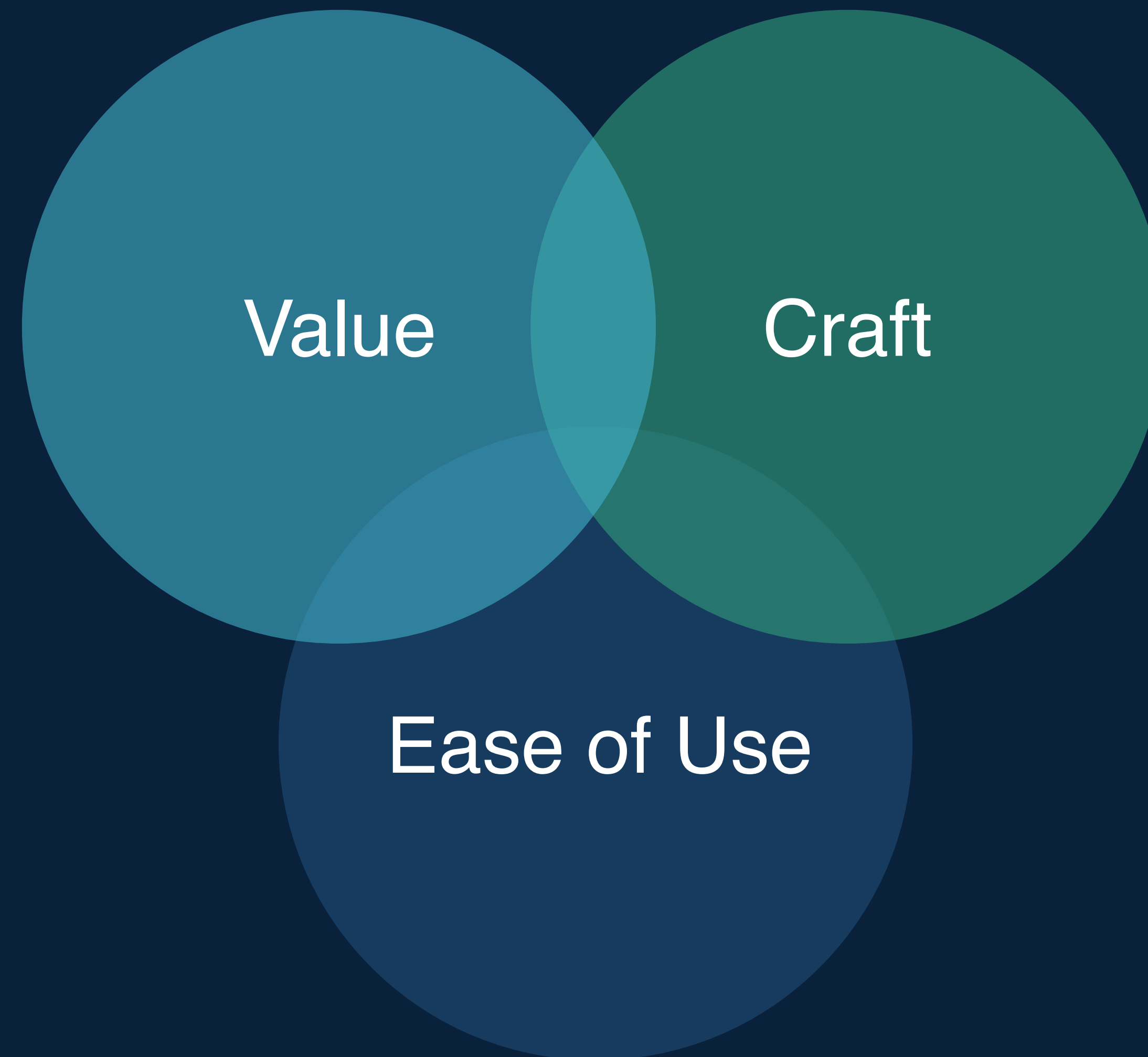


Value

Let's stand up for



Let's stand up for



Let's stand up for



AND



Let's stand up for

Starting with **Why**



Let's stand up for

**Better
Content**

Let's stand up for

Better

Content

Let's stand up for

Better

Content

Let's stand up for

**Better
Content**

Let's stand up for

Better

Content

Let's stand up for

Better

Content

Let's stand up for

Better

Content

Let's stand up for

Better

Content

Hey

A high-angle, top-down shot of a massive, dense crowd of young people, likely at a music festival or concert. The crowd is packed closely together, filling the entire frame. Many individuals are wearing sunglasses, headbands, and casual festival attire. Several people are making peace signs with their hands. The overall atmosphere is energetic and festive. The text "We should all be standing." is overlaid in the center in a large, white, sans-serif font.

We should all be standing.



Build Better
Content