

EXHIBIT 34

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What are Sponsored Stories and how can I use them to promote my Page?

English (US)

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What are Sponsored Stories and how can I use them to promote my Page?

Sponsored Stories allow you to surface word-of-mouth recommendations about your brand that exist organically in the Facebook News Feed. To promote your Page, you can use Sponsored Stories to surface both Page posts and Page Likes. For example, if a person's friends like a Page, in addition to potentially seeing that news story in their News Feed, they can now also see the same story on the right-hand column, on Facebook. Additionally, if you create a Page post it can now appear on the right-hand column for users that have liked your Page.

Sponsored Stories are different from ads, and including them with your Facebook Ad campaign amplifies the actions your target audience takes with your ads. We hope to make Sponsored Stories available to all businesses and organizations in the near future.

Permalink

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