

play
thing

PAUL CACKETT
paul@play-thing.com

#BEC14

WINNING AT FACEBOOK





2013 WAS THE YEAR OF
CONTENT



The Facebook Wall

Write Something...

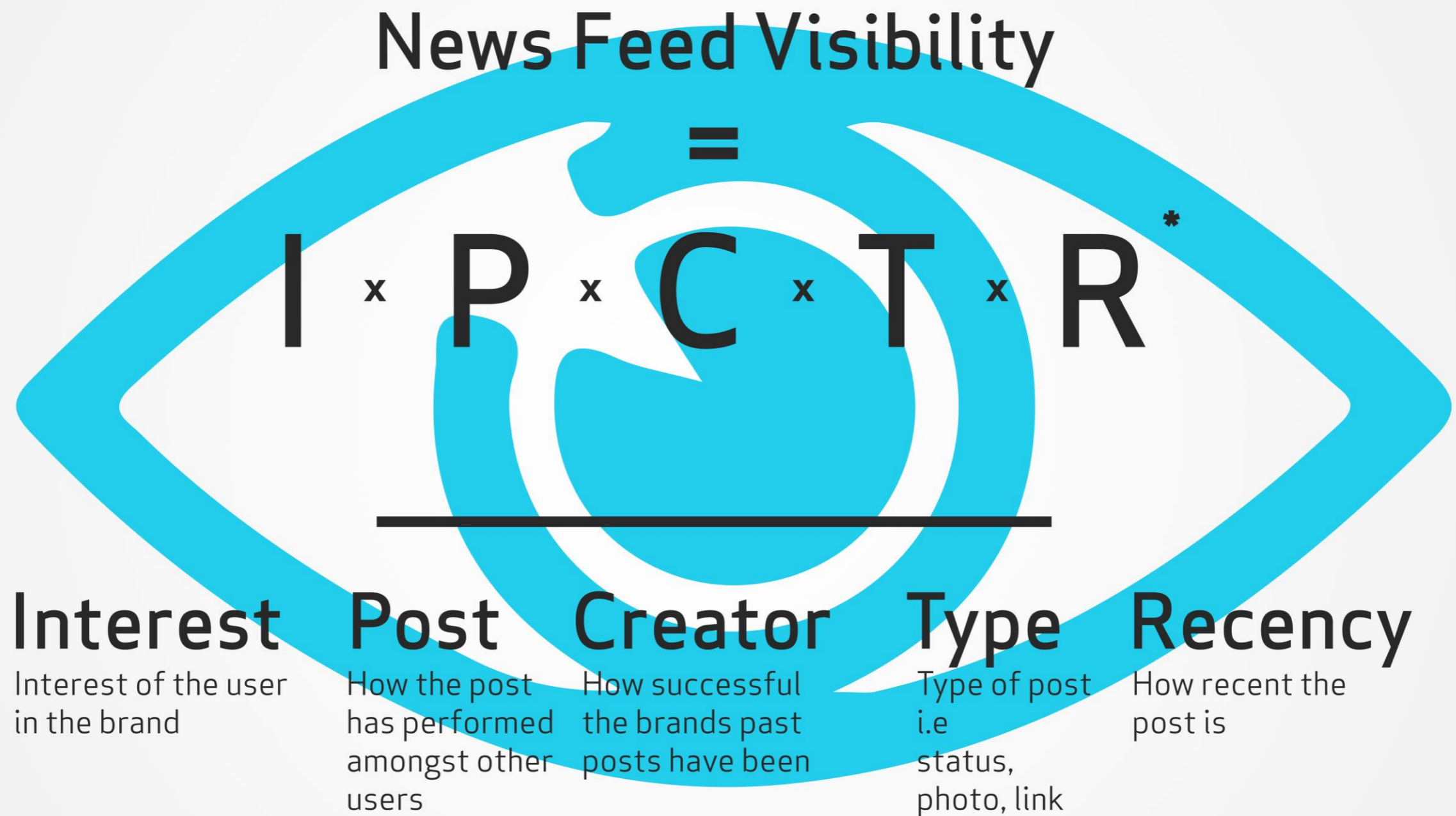
A detailed diorama of a medieval battle scene, likely the Battle of Tewkesbury. The scene is filled with hundreds of miniature soldiers on horseback, engaged in combat. They are wearing various colored tunics and surcoats, and many carry flags. The flags include a red flag with a white cross, a yellow flag with a red cross, and a red flag with a white cross. The soldiers are on horseback, and the horses are in various poses, some rearing up. The ground is a mix of brown and green, representing a battlefield. The overall scene is very busy and dynamic, capturing a moment of intense battle.

THE BATTLE OF THE NEWS FEED INTENSIFIES



AND
BRANDS
ARE
UNHAPPY!

#BEC14

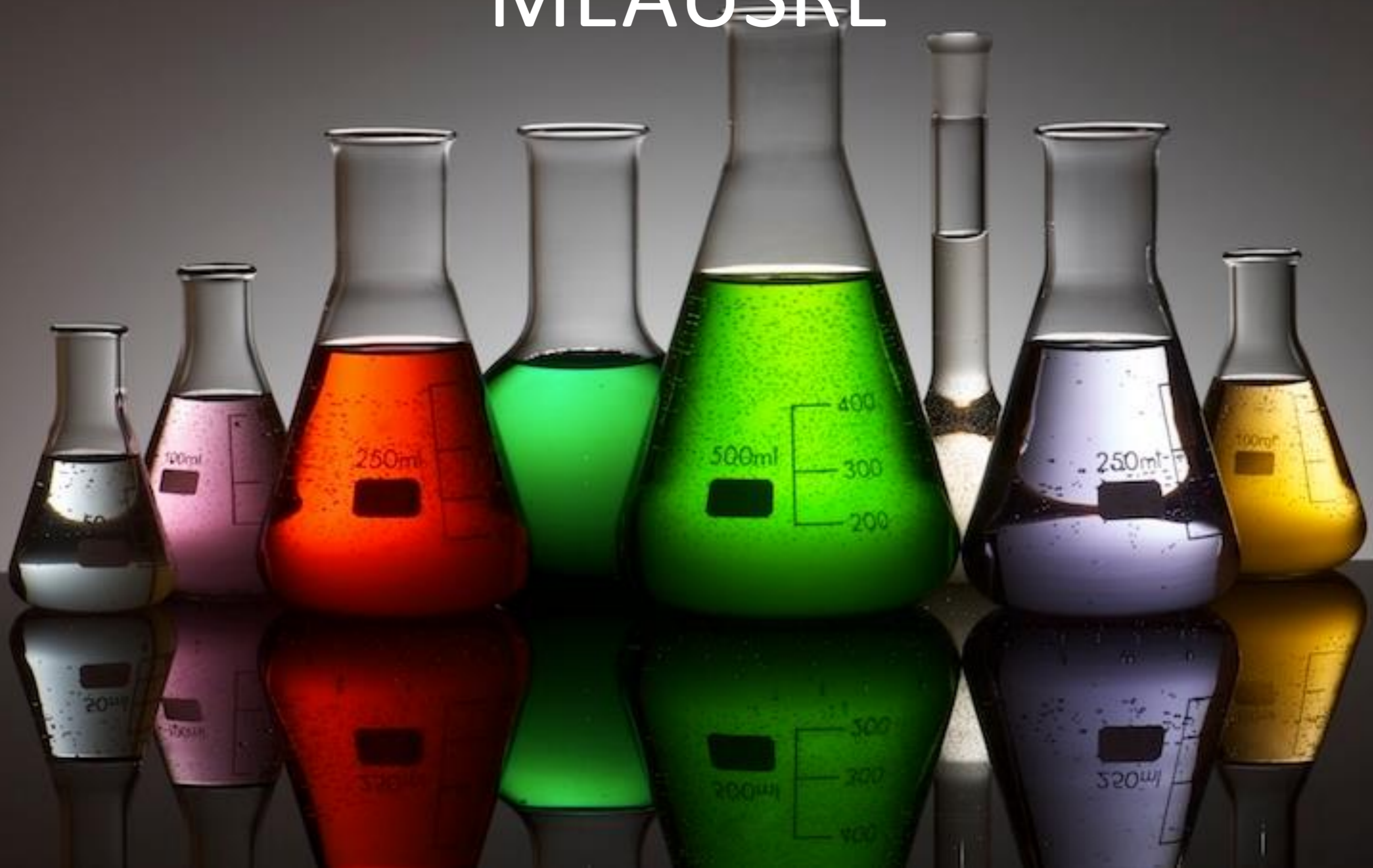


*This is a simplified equation.

A woman with long brown hair, wearing a dark leather jacket, is shown in profile, looking towards the right. She is holding a bow and arrow, ready to shoot. The background is a lush green forest with many trees and foliage. The text "TIPS TO SURVIVE" is overlaid in the center of the image in a white, sans-serif font.

TIPS TO SURVIVE

MEASURE, MEASURE, MEASURE





GO VISUAL –
Inspire your fans!



ASK PERSONAL QUESTIONS
When did you first play badminton?

ENGAGE

Who's going to win tonight?



Run News Feed Competitions

A male badminton player, Peter Lang, is captured in a moment of intense celebration. He is wearing a bright yellow t-shirt with the text 'KASER & PARTNER IMMOBILIEN' visible on the back. He is holding a badminton racket in his right hand, which is extended forward. His mouth is open in a shout, and his eyes are closed in a look of triumph. The background is a blurred indoor sports hall with spectators and other players visible.

Caption Challenge:
Post your captions for Peter Lang in this #bundesliga moment.
We'll share our favourites later!



PHOTO



brun0tti
Höngg

20m



brun0tti #badminton #rainyday



Like



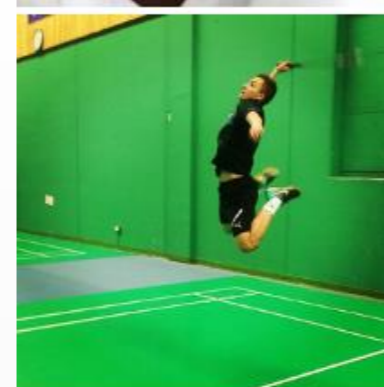
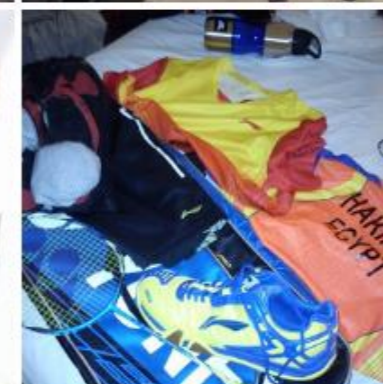
Comment



#BADMINTON



344,020 posts





clear.as/badminton

iPad

10:30 PM



**BADMINTON
EUROPE**



FZ F
Mother's Day - Reminiscing
about our family holidays



THANK YOU!

#BEC14