

Minnesota State Bar Association

Google+ Puts Facebook in Check and Facebook Moves its King

**Jamie Nafziger
Dorsey & Whitney LLP
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Google Plus

- Launched June 2011 – testing phase
- Over 25M users by August 2011
- Public launch September 2011
- Business profiles coming later this year
 - list fans, employees, management
 - verify business ownership
 - more than one location possible
- For preview of appearance, see <http://www.socialmedialogue.com/google-plus-for-business-pages-to-launch-later-this-year/654/>
- Ford Motor Company
- Group messaging features
- Privacy protections designed in
- Will it overtake Facebook?



Twitter

- **Followers – No need to accept or reject them**
- **Profile information very limited**

Facebook

- **Over 800 million users**
- **Recent new record: 500 million visitors in one day**
- **f8 conference (September 22, 2011)**

Changes to Facebook Profiles

- **Timeline (Currently says goes live October 16)**
 - <http://www.facebook.com/about/timeline>
 - **Scrapbook of your life**
 - **Your friends have easy access to your past (be careful with whom you connect as a friend)**
 - **You can choose who sees which events**
- **Facebook Gestures**
 - **No longer just “Like” – any verb can now be a button (reading, watching, listening, want, cooked, etc.)**
- **Tickers**
 - **Real-time conversations (Google+ Messenger)**

Changes to Facebook Profiles (cont'd)

- **Graph Rank**
 - Interests of you and your friends dictate what will appear in your news feed, ticker and timeline (demonstrated by sharing and liking)
- **Friend Lists (Google+ Circles)**

Changes to Facebook Profiles (cont'd)

- **Increased integration with apps**
 - **Hardwiring – need only ask once**
 - **Automatic sharing (is reading, is listening to, is watching)**
 - **Examples**
 - **Spotify**
 - **Rhapsody**
 - **Rdio**
 - **Slacker**
 - **VEVO**
 - **Yahoo News**

Changes to Facebook Profiles (cont'd)

- **Subscribers versus Friends (Like Follow on Twitter)**
 - When to enable subscribers versus setting up a Page?
- **Share (Like Retweet in Twitter)**
 - No need to have “Liked” Page to Share
- **Visual changes**
- **Characters in Posts – 500 max increased to 5,000 (Google+ unlimited)**

Changes to Business Pages?

- **No announcement to date**

Legal Issues

- **Privacy – September 28 letter to FTC**
 - Ten U.S. consumer and privacy groups
 - Reps. Ed Markey and Joe Barton
 - Political or religious content you read
 - Frictionless sharing
 - Old content no longer obscure
 - Pattern of privacy issues (Beacon, Facial Recognition, etc.)
 - Post log-out tracking
- **Trademark Lawsuit (Timelines, Inc. v. Facebook)**
- **Keyword-like Advertising**

Business Implications

- **Need people to be interacting with your posts for the posts to be seen (engaging content essential)**
- **Advertisers – increased ability to target users based on media consumption**
- **Privacy policies**

Personal Takeaways

- **Analyze your timeline and delete anything you don't want friends to see**
- **Be careful with whom you connect as a friend**
- **Be careful about which apps you install and understand how they will share your actions and your private information**

Discussion Topics

- **Any experience with new Facebook functionality?**
- **Corporate use of Facebook/Twitter/Google+**
- **Legal issues likely raised by new functionality**
- **Use of apps with Facebook**



Thank You

Jamie Nafziger
(612) 343-7922
nafziger.jamie@dorsey.com