

# Scooping up Facebook content: New feature allows re-posting of glowing testimonials for rinks

By Joe Dysart

Rink marketers are jazzed about a new feature from Facebook, which allows any rink to scoop up flattering content about its business from public posts on Facebook, and then repost it virtually anywhere on the Web – including websites, blogs and other social networks.

Dubbed Facebook ‘embedded posts,’ the new capability is being eyed by rinks as an easy way to quickly collect a number of glowing testimonials about their businesses, and then repost that content in as many other Web environments and social networks as possible.

Embedded posts “make it possible for people to bring the most compelling, timely public posts from Facebook to the rest of the Web,” says Dave Capra, a software engineer at Facebook.

Adds Kelly Matsudaria, marketing and sales coordinator at Page 1 Solutions, a digital marketing firm, “This is exciting news for marketers. Now we can use these embed codes to gain more interaction on Facebook.”

The new feature will also enable rink marketers to scoop up and repost positive reports about their industry

that appear on the Facebook pages of major news organizations like CNN, The New York Times – as well as in online versions of their local magazines and newspapers.

Each embedded post a rink uses retains the look-and-feel of Facebook, which many marketers believe will imbue added credibility to any testimonial, since the embed will most likely be seen as a spontaneous endorsement from the original poster – rather than a coaxed skill.

Plus, embedded posts also include any images and video that were featured in the original post – a boon to rinks that are looking to spice up their websites with free multimedia.

All that newly available public content on Facebook is also expected to show up on rinks’ blogs. Instead of searching for a stock photo or video to support a rink blog topic, for example, a rink can instead make a quick stop at Facebook, scoop up an appropriate image or video, and then embed that content on their promotional blog with just a few mouse-clicks.

The new capability will also make it easier for rinks to update their websites every day without paying stiff fees to Web designers. Essentially, a

rink can initially post new marketing content – or any other content – to its business Facebook page, then scoop it as an embedded post for use on its business website, blog and anywhere else on the Web the rink has a presence. Rink bloggers will also be able to scoop up any public content their business posts about itself on its Facebook page, including especially riveting text, images or video that the rink creates as part of a publicity campaign.

In practice, scooping up an embedded post is as easy as looking for a Facebook post that features a globe icon in the top right corner – indicating that the post is public – and then clicking on it. A line of code appears, which is then cut-and-pasted to a website, blog or similar location.

While the technique is familiar to anyone who has designed the most basic of websites, newbies can still get in on the act. Essentially, they can copy the code for as many embedded posts as they’d like, then email that code to their Web designer for placement on their website, blog or elsewhere.

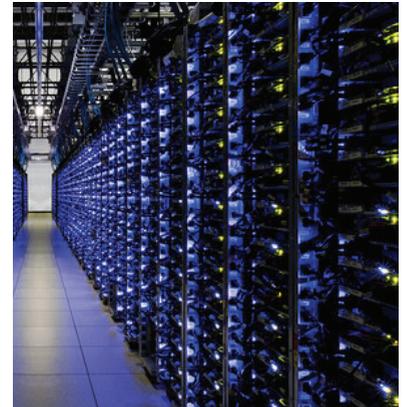
Of course, as soon as you start embedding snippets of Facebook on your Web properties, you’ll have to expect that a good deal of Facebook is going to come with it. Every embedded post you place on your rink website, for example, also offers access to all the other comments, likes and shares that are associated with that post. (You can access all this information by clicking a ‘See More’ link that’s included in every embedded post you place on your website.)

So before embedding a friendly testimonial about your rink business from Facebook, you’ll want to double-check to ensure there are no negative comments about your business that are associated with the post.

Embedding Facebook posts on your Web properties also means you’ll be offering your audience the ability to post Facebook likes and comments from your website, and share the content of your embedded post with others on Facebook.

Plus, people will be able to ‘follow’ the person whose post you embedded on your website, and receive new posts from that original creator in their Facebook newstream. One concern: While Facebook embeds are currently ad-free, many worry that Facebook may soon run advertising wherever it’s embedded posts appear. That would mean Facebook could run advertising on your website if you embed a post from Facebook there.

“It’s not out of the question to imagine that a video embedded post on



*Much of Facebook’s content, including valuable testimonials stored in company servers like these, can now be scooped and re-posted by marketers across the Web.*

your Web page could also show Facebook’s 15-second ads,” says Christopher S. Penn, vice president, marketing strategy, Shift Communications (<http://www.shiftcomm.com>), a press relations agency. “The 15-second ad format is obviously targeted for running on Instagram properties (Instagram is owned by Facebook), but it could just as easily run on Facebook’s properties as well.”

With the move to offer embedded content, Facebook joins a number of other social networks that also make it very easy to share and embed their content across the Web, including Twitter, Instagram, YouTube, and Quora.

More detail on how to scoop up embedded posts from Facebook and those other social networks is available at the following links:

\*Embed Facebook content: (<https://www.facebook.com/help/692720347411816>)

\*Embed Twitter content: (<https://dev.twitter.com/docs/embedded-tweets>)

\*Embed YouTube content: (<https://support.google.com/youtube/answer/171780?hl=en>)

\*Embed Instagram content: (<http://blog.instagram.com/post/55095847329/introducing-instagram-web-embeds>)

\*Embed Quora content: (<http://www.quora.com/Quora-Embedded-Quotes-feature/How-do-I-embed-Quora-content-onto-my-website-or-blog>)

\*Storify, a universal tool for embedding content found on the Web: (<https://storify.com/>)

\*Soundcloud, a universal tool for embedding audio captured on your smartphone on many social networks: (<https://soundcloud.com/>)

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