

# The Definitive Blueprint to Facebook Graph Search terms

Facebook Page owners can use Graph Search to find a vast amount of data from their prospects, leads and also their competitors customers too.

You can use Facebook Graph search to:

- Identify your own fans
- Learn about favorite interests and hobbies of fans
- Identify employees of a business who have liked a business's Facebook page
- Identify interests of competitors' fans
- Identify potential business partnerships
- Improve the quality of Facebook contests

You can combine phrases together, or add things like locations, times, likes and interests to get more specific. For example:

PEOPLE who live in LOCATION and work at BUSINESS.

*Example*-People who live in Sydney and work at Telstra

Favorite pages of people who like PAGE NAME

*Example*-Favorite pages of people who like NIKE

Favorite TV shows of people who like PAGE NAME

*Example*-Favorite TV shows of people who like APPLE

Favorite books of people who like PAGE NAME

*Example*-Favorite books of people who like STARBUCKS

Favorite interests of people who like PAGE NAME

*Example*-Favorite interests of people who like AutoPilot Your Business

Companies of people who like PAGE NAME

*Example*-Companies of people who like MASHABLE

(Useful for finding out what companies people work for)



Movies liked by people who like PAGE NAME

*Example-Movies liked by People who like COCA-COLA*

Favorite music of people who like PAGE NAME

*Example-Favorite music of people who like DISNEYLAND*

Sports teams of people who like PAGE NAME

*Example-Sports teams of people who like ADIDAS*

Pages similar to PAGE NAME

*Example-Pages similar to MASHABLE*

### **Adding a new Layer to the search...**

#### **This can really drill down what you find**

Favorite pages of friends of people who like PAGE NAME

*Example-Favorite pages of friends of people who like GUCCI*

Groups of people who like TOPIC and like PAGE NAME

*Example-Groups of people who like SWIMMING and like STARBUCKS*

(This is especially useful if you want to find like minded groups)

Pages liked by people who like PAGE NAME and PAGE NAME

*Example-Pages liked by people who like CURVES and GENESIS FITNESS*

Fans of PAGE NAME 1 and PAGE NAME 2

*Example-Fans of RICHARD BRANSON and OPRAH WINFREY*

People who work at PLACE and like SOMETHING

*Example-People who work at BP and like ROCK CLIMBING*

TYPE OF BUSINESS in LOCATION visited by people who like PAGE NAME

*Example-Cafes in Palm Springs, California visited by fans of Autopilot Your Business*

Pages liked by GENDER who like PAGE NAME

*Example-Pages liked by FEMALES who like HARLEY DAVIDSON*



Pages liked by people over the age of NUMBER who like PAGE NAME

*Example*-Pages liked by people over the age of 50 who like DANCING WITH THE STARS

Places near PLACE visited by people who like SOME ATTRACTION

*Example*-Places near ANAHEIM, CALIFORNIA visited by people who like DISNEYLAND

Fans of PAGE NAME under the age of NUMBER

*Example*-Fans of THE ROLLING STONES under the age of 25

Fans of PAGE NAME who live in COUNTRY

*Example*-Fans of NEW YORK TIMES who live in AUSTRALIA

