

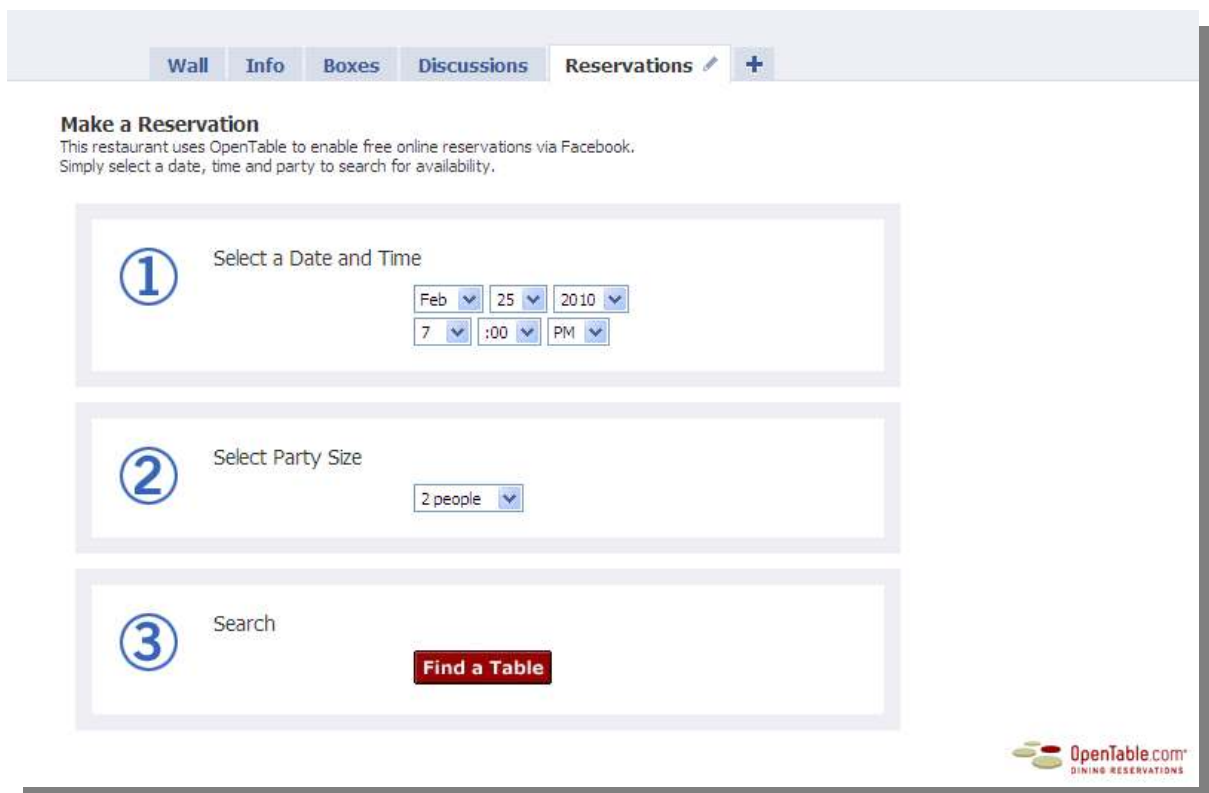
Allow Diners to Book a Reservation Online through Your Restaurant's Facebook Page

If you need assistance with this implementation, please email OTWeblink@opentable.com



Ideas for marketing on Facebook:

- Post wine dinners, cooking classes and other special events
 - Keep diners posted on all holiday openings, closings and special menus
 - Post scheduled entertainment
 - Publish a recipe of the month
 - Promote restaurant or staff awards and kudos
 - Advertise to your Facebook fans
 - Post food or special event photographs
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The screenshot shows a Facebook page interface with a navigation bar at the top containing 'Wall', 'Info', 'Boxes', 'Discussions', 'Reservations', and a '+' icon. Below the navigation bar is a section titled 'Make a Reservation' with the text: 'This restaurant uses OpenTable to enable free online reservations via Facebook. Simply select a date, time and party to search for availability.'

The reservation form consists of three numbered steps:

- 1 Select a Date and Time**: Includes dropdown menus for month (Feb), day (25), year (2010), hour (7), minute (:00), and period (PM).
- 2 Select Party Size**: Includes a dropdown menu for '2 people'.
- 3 Search**: Includes a red button labeled 'Find a Table'.

The OpenTable logo and 'OpenTable.com DINING RESERVATIONS' are visible in the bottom right corner of the page.

Step 1: Create a business page for your Facebook account by visiting <http://www.facebook.com/pages/create.php>

If you already created a business page for your restaurant, please login to your Facebook account and skip to Step 3.

1 Select "Restaurant" in the local page category drop-down

2 Type in your restaurant's name in the "Name of Restaurant" box

3 Click "Create Page"

Create New Facebook Page

Category:

Local: Restaurant

Brand or Product

Artist, Band, or Public Figure

Name of Restaurant:

OpenTable's Restaurant

Step 2: Facebook will prompt you to either create a Facebook account or login to an existing account. Please note that if you are creating a new account, be sure to complete the set up process by clicking "Create Your Profile" once logged in and following the set-up instructions.

Create a Facebook Account

I already have a Facebook account

I do not have a Facebook account

Email: name@email.com

New Password: *****

Password strength: Weak

Date of Birth: Jan 1 2002

Re-enter your own date of birth. (Why is this required?)

Security Check: Enter both words below, separated by a space. Can't read the words below? Try different words or an audio captcha.

hereby lost

Text in the box: hereby lost

I have read and agree to the Terms of Use and Privacy Policy

[Problems signing up? Check out our help page.](#)

Create a Facebook Account

I already have a Facebook account

I do not have a Facebook account

Email: name@email.com

Password: *****

Remember me

Step 3: You created your restaurant's Facebook page. To add online reservations, type "OpenTable" into the search field at the top of the page.



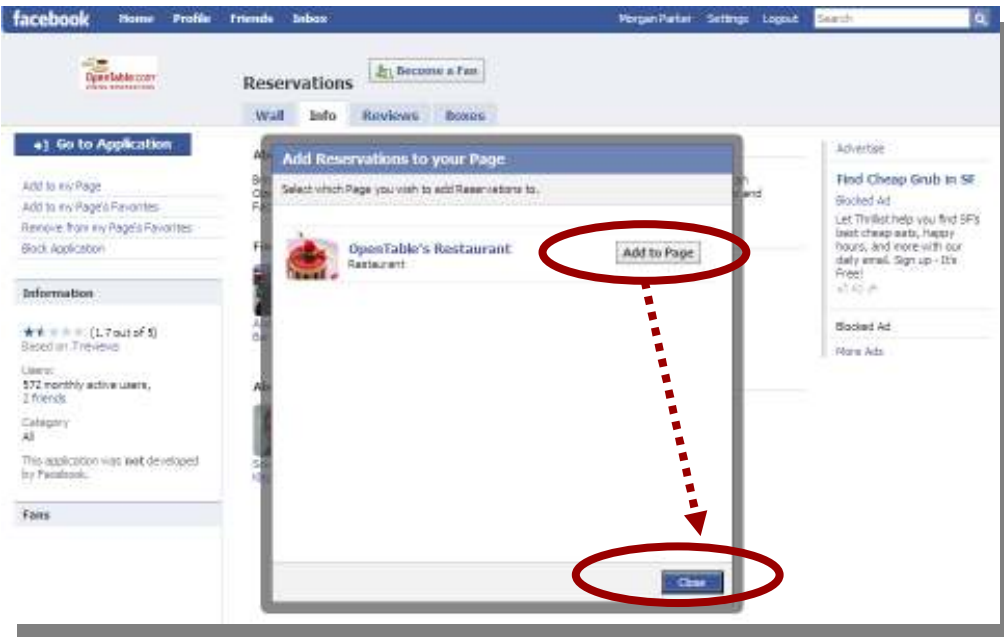
Step 4: Click the "Applications" tab on the search results page. Under the "Applications" tab click the application title, "Reservations."



Step 5: Click "Add to my Page."
Do not click "Go to Application."



Step 6: Select “Add to Page” for the desired restaurant. Close the pop-up window.



Step 7: Go to your Facebook account’s homepage by clicking “Home” in the upper right-hand corner. Select “Ads and Pages” in the left column. Select the restaurant page that you assigned the application to in Step 6 and click “Edit Page.”

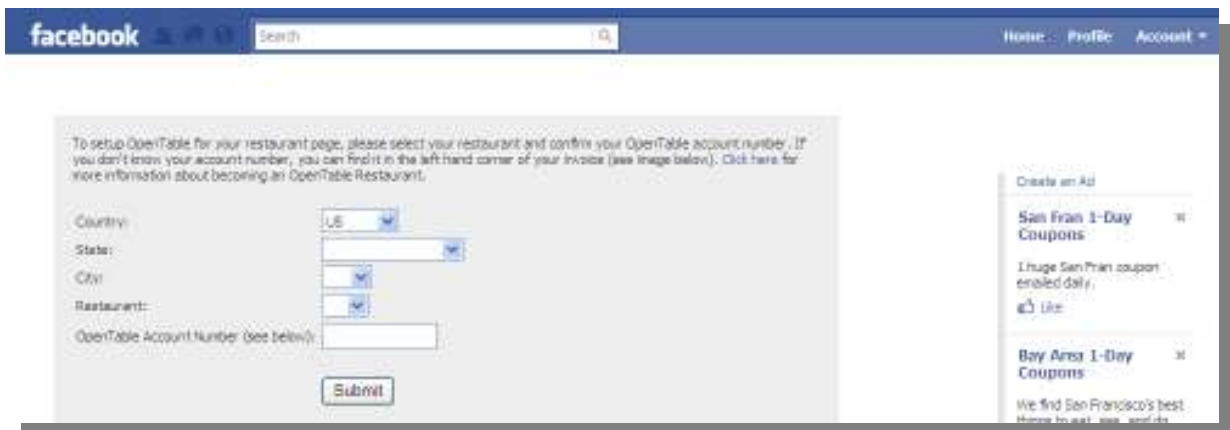


Step 8: Find the Reservations application listing and select “Edit.”

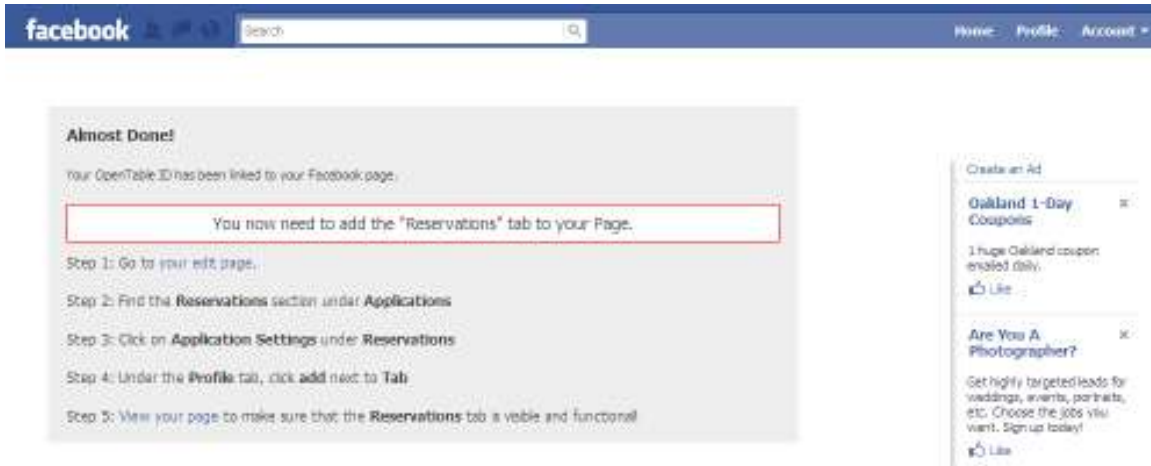


Step 9: Sync the application with your restaurant. Select your restaurant’s country, state, city, and restaurant in the drop-downs. You will also need to provide your OpenTable account number.

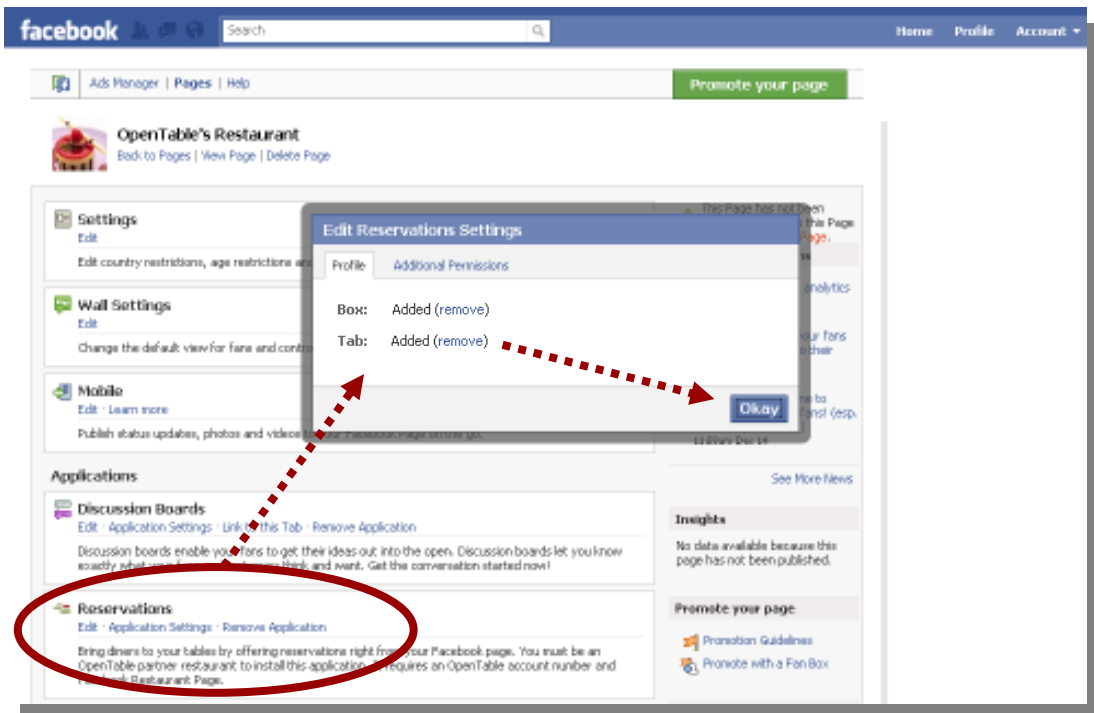
Note: It may take up to 30 days after your OpenTable installation for the restaurant to be eligible to add the application. If you are unable to add the application more than 30 days after your installation please email OTWeblink@opentable.com for assistance.



Step 10: Click “your edit page” in the prompt after you submit the restaurant information from Step 9



Step 11: In the edit mode of your restaurant’s Facebook page, find the Reservations application listing and select “Application Settings.” Make sure the Tab field is in “Added” status. If the status reads “Available,” then select “Add.” Once complete, select “Okay.”



Step 12: View your restaurant's page. Click on the + button in the tab listings and select "Reservations" to add the tab to your displayed tabs.



Congratulations! The OpenTable Facebook application is now added to your restaurant's Facebook page. Diners can now book instantly confirmed dining reservations through your Facebook page.

