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## THE WASHINGTON POST VENTURES INTO FACEBOOK TERRITORY



*The Washington Post* has revealed it's new third-party Facebook advertising company: *Social Code*.

In a press release, *SocialCode* said:

*The Washington Post Company's SocialCode is an advertising company built on the Facebook Ads API that executes some of the most advanced advertising and marketing techniques on this highly engaged vehicle. SocialCode's history of running ads at high volumes and experienced team allow SocialCode to effectively optimize Facebook inventory. SocialCode's skilled front-end creative and performance-driven analytics team allow SocialCode to test faster and smarter on day one of any Facebook campaign.*

Heading *SocialCode* will be Laura Graham O'Shaughnessy, daughter of Donald Graham, chairman of *The Washington Post*, who is also, incidentally, on the board of Facebook. Also incidentally, O'Shaughnessy's husband, Tim O'Shaughnessy is the CEO of LivingSocial, an early giant in Facebook App development.

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