

To the Judges:

When Facebook announced a target date for its initial public offering, news organizations everywhere immediately planned expansive coverage for the event.

While most news orgs built fully stocked pages on their sites to house all of their IPO coverage, The Wall Street Journal's social media team looked to cover the event in an entirely different way. They chose to cover Facebook by using Facebook.

Social media editors created a Facebook page entitled "Tracking Facebook IPO" and gave the new site a fitting URL: <http://Facebook.com/GoesPublic>.

The page offered fans the latest headlines, graphics, and videos about the social-networking giant — a destination where they could monitor the latest news on Facebook's impending public debut.

The page made use of Facebook's Timeline feature. "Milestones" highlighted key moments in the company's history dating back to Feb. 4, 2004 when the social network launched as thefacebook.com. And editors featured notable front-page articles from deep within the Journal archives, including the [first Page One story](#) mentioning the site's founder, Mark Zuckerberg.

When Facebook finally went public on May 18, editors kept fans informed: updates with the latest stock price, photos from the scene at Facebook headquarters in Menlo Park, Calif., links to our live coverage on WSJ.com, and [a final post](#) recounting the day's tally at the close.

The response to the new page in media circles and with readers alike was instantly positive. Mediabistro's [10,000 Words blog](#) called the site "an innovative piece of social journalism." One Mediabistro reader wrote that it was "one of the few effective uses of FB by a news organization." Poynter's [Steve Meyer](#) noted it was "a genuine Facebook experience." Even Reuters columnist and social media editor, Anthony De Rosa, chimed in by [tweeting out](#) a "slow clap for @WSJ".

The page grew to more than 1,000 fans within days of its rollout, reaching nearly 2,000 fans by the end of its run — with each receiving Journal updates via Facebook's news feed. WSJ's efforts ultimately led to countless new readers, underscored our breadth of coverage, and set a standard for using Facebook to cover news events.

I am proud to nominate The Wall Street Journal for WAN-IFRA's XMA Award for Best Use of Facebook by a Newspaper.

Sincerely,

Raju Nariseti, Managing Editor, The Wall Street Journal Digital Network.