Offer Online Reservations on Your Facebook Business Page – Single Location

These instructions are for restaurants that would like to post reservation links in Wall posts and add our booking module on a tab within a restaurant's Facebook page. If you would like to add other content to this tab, you will need to create additional HTML content.

Before you begin:

You must have a Facebook Business Page and be an Administrator for that page to use the OpenTable reservation application. If you don't have a business page, go to www.facebook.com and follow the instructions to create your business page. You will need the OpenTable account number for the restaurant to add online reservations to your Facebook page. You can find it on your OpenTable invoice.

Please note that reservations booked via Facebook are billed at the same discounted rate as reservations from your own website. You must use the URL link format provided in these instructions to receive the discounted rate.
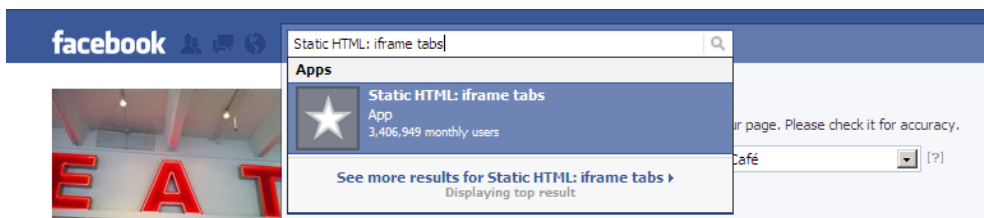
Step 1 of 2: Add Reservations to your Wall Posts

1. Enter your OpenTable account number (or RID) in the two yellow highlighted areas.
    http://www.opentable.com/single.aspx?rid=1234&restref=1234

2. Copy and paste your above customized link into the URL box at http://www.bitly.com
3. Click **Shorten**. The shortened bit.ly link will appear below with the option to **Customize** or **Copy**. Select **Copy**.
4. Paste the link into your Facebook Status. Click **Share**. The link will then populate in the News Feeds of your fans and also appear on your Facebook Wall. We recommend posting this link in every status update.

Step 2 of 2: Add Reservation Application to your Page

1. Login to Facebook and type **Static HTML: iframe tabs** in the search box at the top of Facebook. Select the application titled **Static HTML: iframe tabs**. If you already downloaded the Static HTML application to your page, then proceed to Step 4 below.

If you need assistance with Facebook reservations please email: otweblink@opentable.com

2. Click **Add Static HTML to a Page**. If you have more than one business page, select your desired page. If you don't have more than one business page, you'll go directly to the application page.
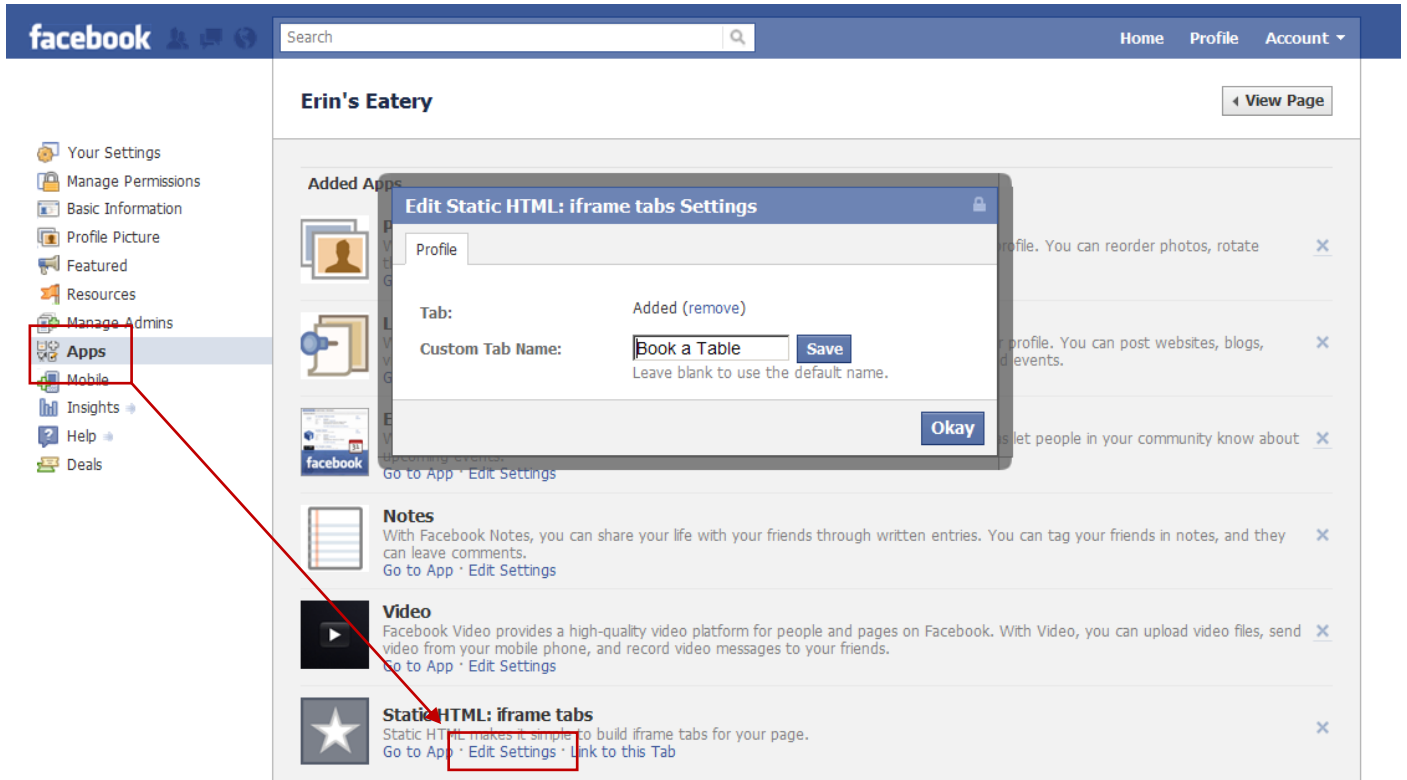

3. You will be returned to your business admin page after you select your page in the pop-up where you'll see the HTML app in the left navigation (Welcome). Click **Edit Page**.

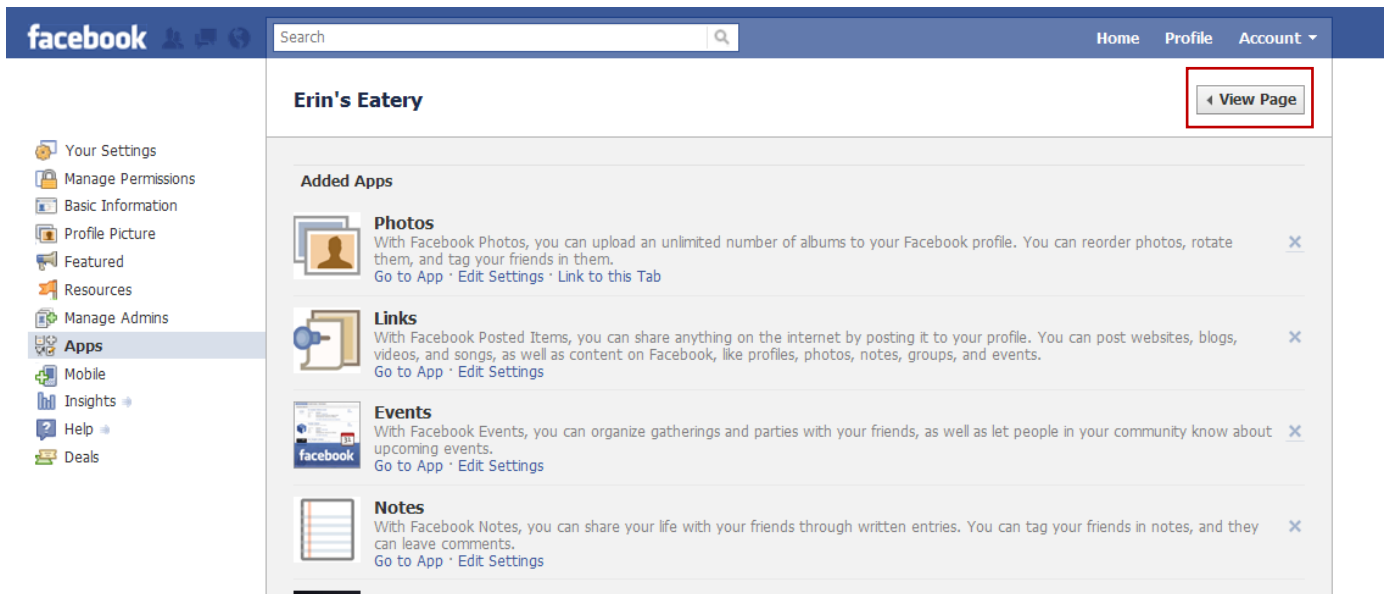
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4. Navigate to the **Apps** section and Click **Edit Settings** in the HTML application section. Replace the word "Welcome" with "Book a Table" then click **Save** and then click **Okay**.
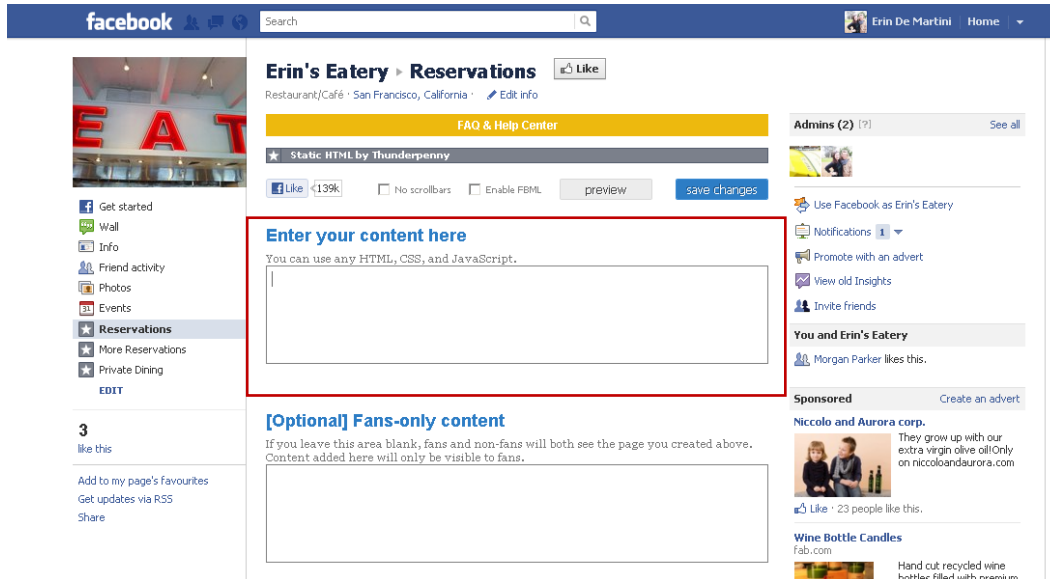

5. Click **View Page**.

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6. Click on the Book a Table tab on your page then insert the following code in the top box. *Please note that you must use the URL link format as is displayed.*

IMPORTANT: Enter your location's OpenTable account number (or RID) in the yellow **highlighted area.**

```
<font face="Arial,Sans-Serif"; size="2">This restaurant uses OpenTable to enable free
online reservations via Facebook.</font> <br> <br>
<link href="https://secure.opentable.com/ism/feed_alt_facebook.css" rel="stylesheet"
type="text/css" />
<div id="OT_searchWrapperAll"> <script type="text/javascript"
src="https://secure.opentable.com/ism/?rid=1234&act=new"></script>
<style type="text/css">
#OT_logo{z-index:3;top:110px;}
#OT_searchWrapper{height:150px;}
#OT_partySizeLbl{top:65px;}
#OT_partySize{top:63px;}
#OT_dateLbl{top:65px;}
#OT_date{top:63px;}
#OT_timeLbl{top:65px;}
#OT_time{top:63px;}
#OT_submitWrap{top:110px;}
</style>
<div id="OT_logo">
<a href="https://secure.opentable.com/home.aspx" title="Powered By OpenTable">
<img src="https://secure.opentable.com/img/buttons/Otlogo.gif" id="OT_imglogo"
alt="Restaurant Management Software" /></a> </div> </div>
```

7. Click **Save Changes**. Then click **Preview** and the tab for **Fan content**.

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8. From this tab you will want to test your booking module. Please note that this page opens in a new browser window or tab. It does not open in Facebook.

9. (OPTIONAL) To change the position of your reservation app, click **Edit** in the left navigation. Mouse over the reservation link, click and drag it into place. We recommend placing it just below the **Info** link.

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