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Mobile

[Getting Started](#) › [Mobile](#)

Over 350 million users access Facebook from a mobile device every month. Facebook Platform lets you bring these users and their friends to your mobile apps, creating a more engaging and personalized experience for your users.

Seamless Social Experiences

Facebook Platform enables seamless social experiences across a large variety of devices.

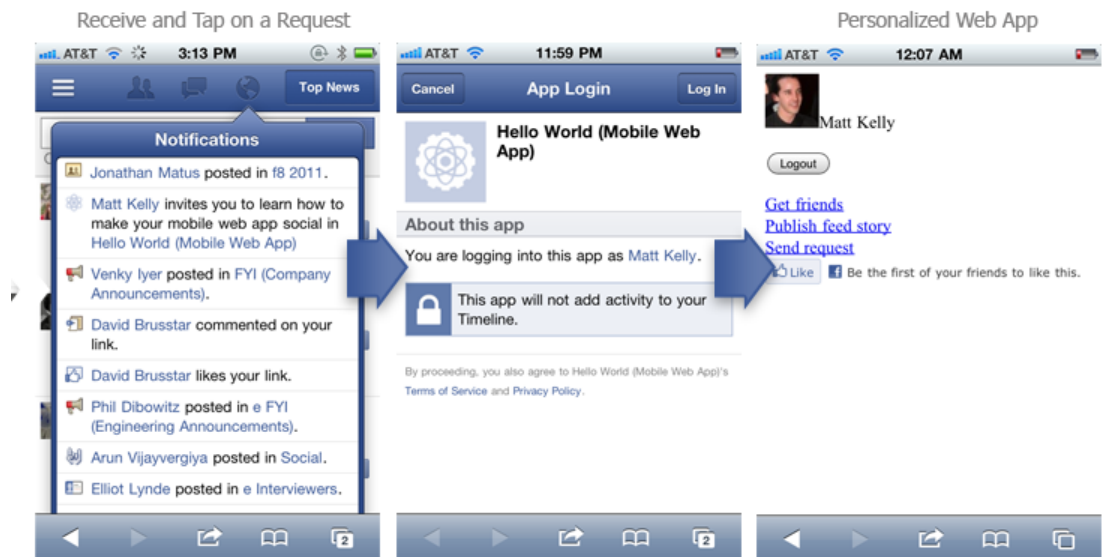
- **Empower users to spread the word.** Distribution and engagement is available via [Social Channels like News Feed](#).
- **Make your app social.** Using the same APIs available on the web, you can include the user's friends and social context.
- **Create a cross-platform social experience.** Because friends use a large variety of iOS and Android devices. Your app will get distribution wherever it's available, including desktop and mobile.
- **Extend your experience.** If you already have a desktop experience, use the same SDK and APIs on mobile.
- **Seamless login.** Allow the user to login to your app in two taps and add social context to your app. Once a user authenticates your app on a device, they do not have to authenticate on any other device and you can automatically log them in.
- **Bookmark synching.** Bookmarks for apps are kept in sync across mobile and desktop. So if a user authenticates with your app on mobile, a bookmark will also appear on desktop if you have an [App experience on Facebook](#) and vice versa.

Login

Authenticated referrals is a new authentication mode for Facebook applications that ensures all referral traffic from Facebook to your application is already connected with Facebook.

This means that visitors arrive on your app already "logged in" and with whatever data permissions (email, likes and interests, etc.) you requested in the Required Permissions section. You can use this information to provide a personalized experience for Facebook visitors the moment they land on your app.

The flow below shows what happens when a user receives a Request (more on that below) and taps on it.



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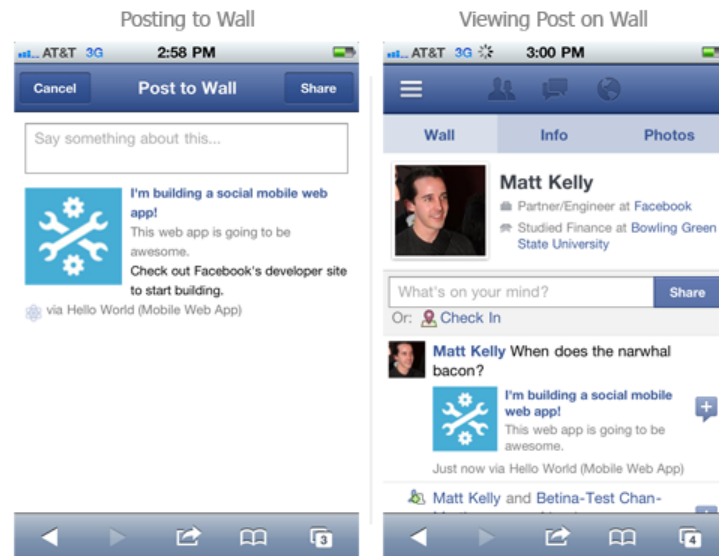
Social Channels

One benefit of using Facebook Platform is the potential reach you have when Facebook users share content from your app or website with their friends. Because of the strength of a friend's endorsement, communication through Facebook Platform can help high-quality products grow tremendously.

All of the screenshots below illustrate a Mobile Web App integration running on iPhone. To understand the availability of each channel across web apps, iOS and Android, view the [mobile distribution support doc](#).

News Feed

When users log into Facebook, the News Feed is the first thing they see, making it core to the Facebook experience. The screenshots below show you how a user can post to their own wall, which will appear in their friends' News Feeds.

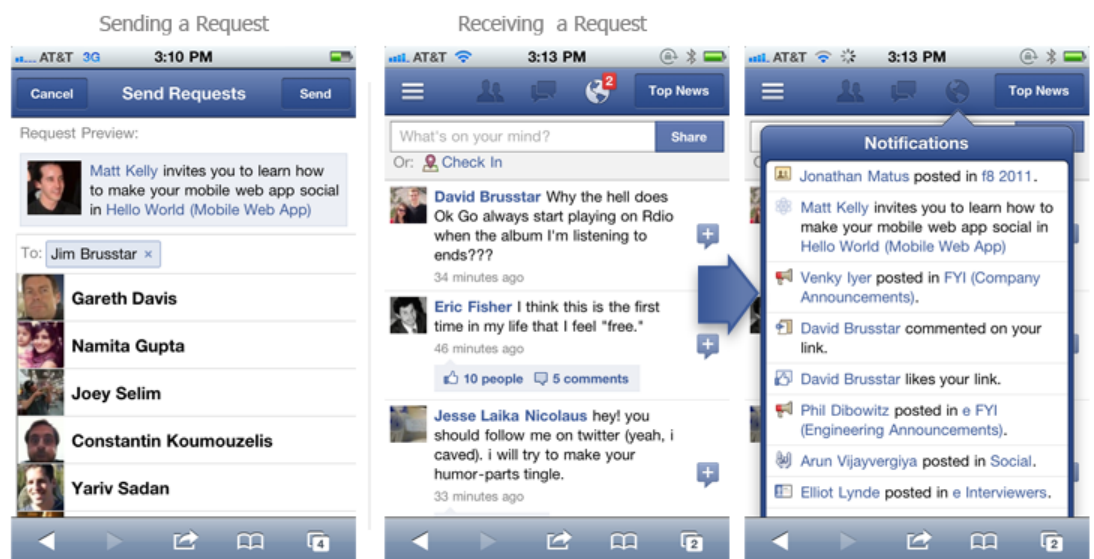


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Requests

Requests are a great way to enable users to invite their friends to your mobile web app or to take specific action like accepting a gift or help complete a task. Here's an example of a user sending a request to a friend.

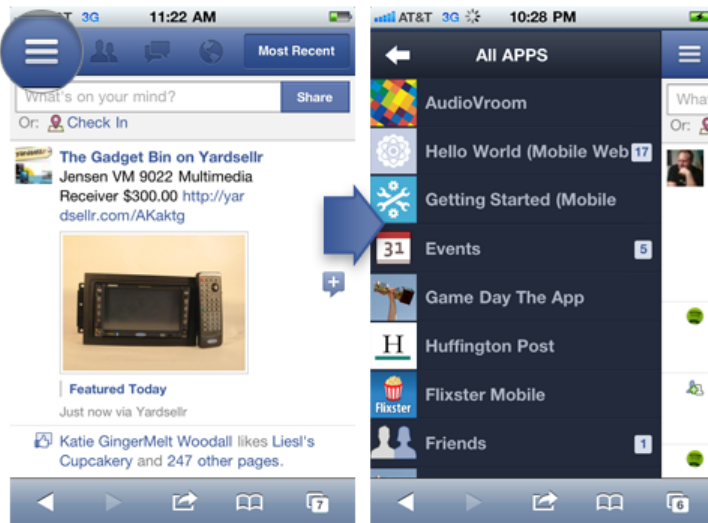


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Bookmarks

Bookmarks are automatically displayed to the user within Facebook once they login to your app. Here's how the user accesses bookmarks.

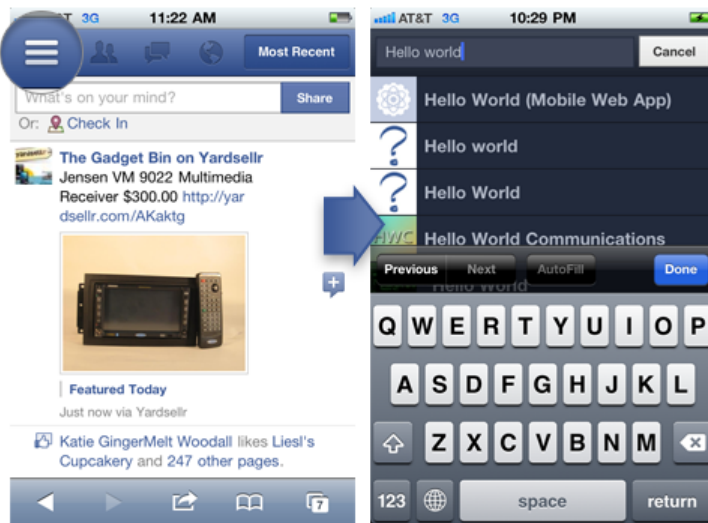


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Search

User can also search for your app within Facebook, whether they have already logged into your app in the past or not.



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Social Plugins

Social plugins let you see what your friends have liked, commented on or shared on sites across the web. Currently, the Like button is available on mobile, allowing your users to easily share interesting content from your app back to Facebook. Like stories appear on the user's Wall and their friends' News Feeds.

See it in action:

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Email

When the user authenticates with your app, you can ask them for the [email permission](#), which grants you access to their email address. You can use this to send them information like important updates to your app or actions that their friends have been taking in your app.

Building Mobile Web Apps

Get maximum distribution by integrating social into your mobile web app across all iOS and Android phones and tablets. It even runs in the Facebook iOS native app.

You can also ship it in native app stores by using the [PhoneGap Facebook plugin](#). Check out some of the [great experiences](#) that developers have built on mobile web platform using Facebook APIs. Or learn more about [building web apps with HTML5](#).

[Click here to get started.](#)



Building iOS Native Apps

If you already have a native iOS app (iPad, iPhone, iPod), then Facebook Platform enables you to integrate with Facebook login and APIs to create personalized experiences for your users and drive engagement and distribution for your app.

[Click here to get started.](#)

Building Android Native Apps

If you already have a native Android app (tablet or phone), then Facebook Platform enables you to integrate with Facebook login and APIs to create personalized experiences for your users. Facebook enables [Single Sign-on](#) on android apps which lets users sign into your app using their Facebook identity. If they are already signed into the Facebook Android app on their device they do not have to even type a username and password.

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