

FaceBook expands your profile with Pregnancy options

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Related Categories: General Interest, Social media

Yup, you read it right. FaceBook adds an option to your 'Friends and Family' settings that allow you setup a new family member as an expected child. You can also add their Due Date.

FaceBook already mines your profile data and 'Likes' to allow paid targeted advertising to appear on pages you visit. Just take a look down the right hand side of the page anywhere on FaceBook. I'd put good money on it being filled with adverts loosely based on pages or Groups that you have interacted with, or data options you have added to your profile.

Shaun Mccran ► Edit Profile

- Basic Information
- Profile Picture
- Friends and Family**
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information

Visit your [privacy settings](#) to control who can see the information on your profile.

Relationship Status: Married to

Family: Name (optional) Expected: Child

Due Date: Month: Day: 2012

[Add another family member](#)

I work for a marketing company, so I know all about the power of connecting your audience to behaviourally targeted advertising, but I'm sceptical about the legitimacy of a move like this.

Being pregnant is a highly emotionally charged and vulnerable state to be in. Most people are at least slightly unstable during this period of their lives. Allowing big brand companies to target people in this state, who

are openly advertising their pregnancy, feels a little like shooting fish in a barrel.

On one hand people really like that they feel they are keeping in touch with their friends and family, but the same people also need to be aware that they are categorising themselves into highly targetable market segments. This is data that big business is paying top dollar to get hold of.

Do you think FaceBook is losing customer focus and becoming an online marketing vehicle?