



# Connecting with People on Facebook

For government, politics and advocacy groups

FACEBOOK





## OUR MISSION

Give people  
the power

to build community and bring the  
world closer together.





## OUR CHALLENGE

# How do we help people

build community in a safe  
environment with information they  
can trust?

# Our solution

We've invested in teams and processes to ensure that safety and integrity are incorporated in each and every one of our products.

# 30,000

People working  
on safety and  
security



## OUR COMMITMENT

# Provide GPA groups around the world

education and guidance on how to connect with their citizens and supporters through advertising on Facebook in a transparent, scalable way, regardless of their location or political affiliation.

# Reach and Engage constituents, voters and supporters at scale

2.60B



1B

Instagram

1.3B

Messenger 

# Agenda

- 1 Learn the basics
- 2 Connect with your audience
- 3 Tools and products
- 4 Advertising
- 5 Resources





Learn the basics

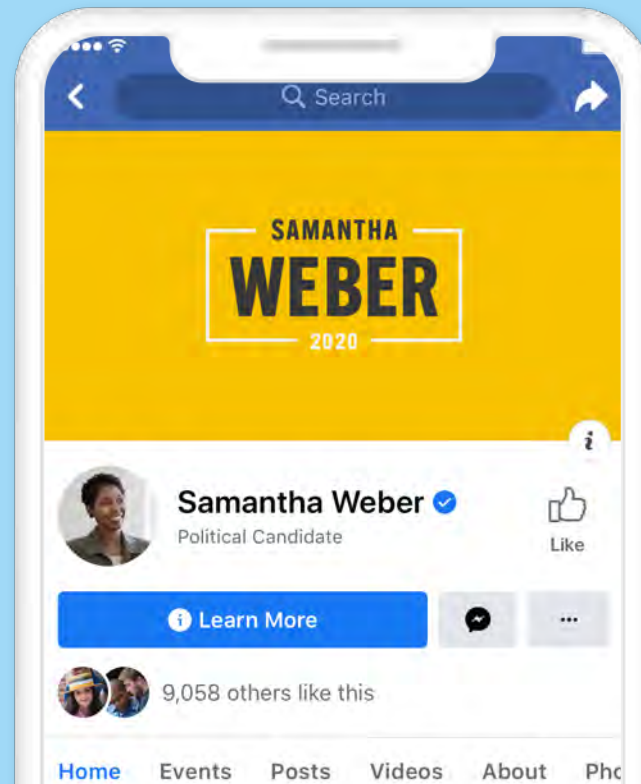


Learn the basics

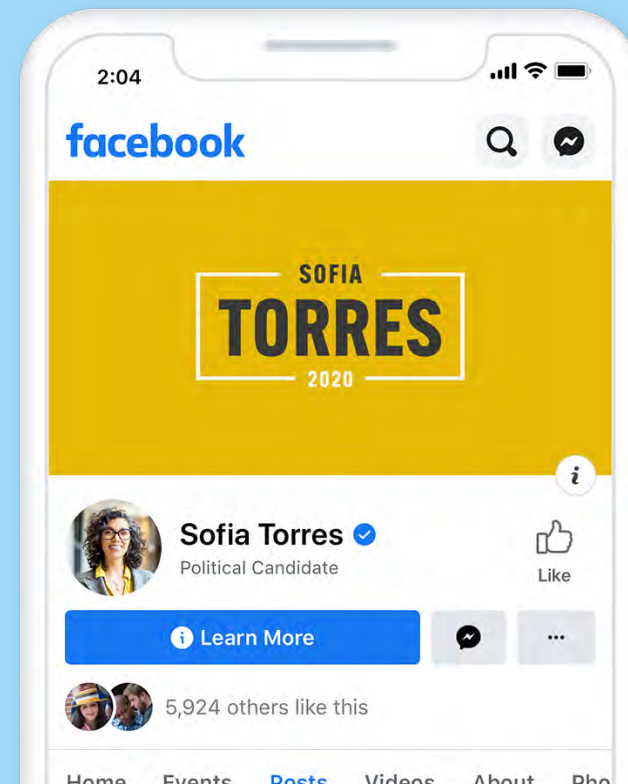
# Page vs. Profile

Extend your reach with a Facebook Page

## PROFILE



## PAGE



# Page vs. Profile

## The benefits of Pages



### Audience

Have an unlimited number of likes and followers



### Insights

Use Page Insights to see how your posts are performing



### Management

Invite multiple people to manage your Page



### Tools

Have access to tools for candidates and governments, like Town Hall



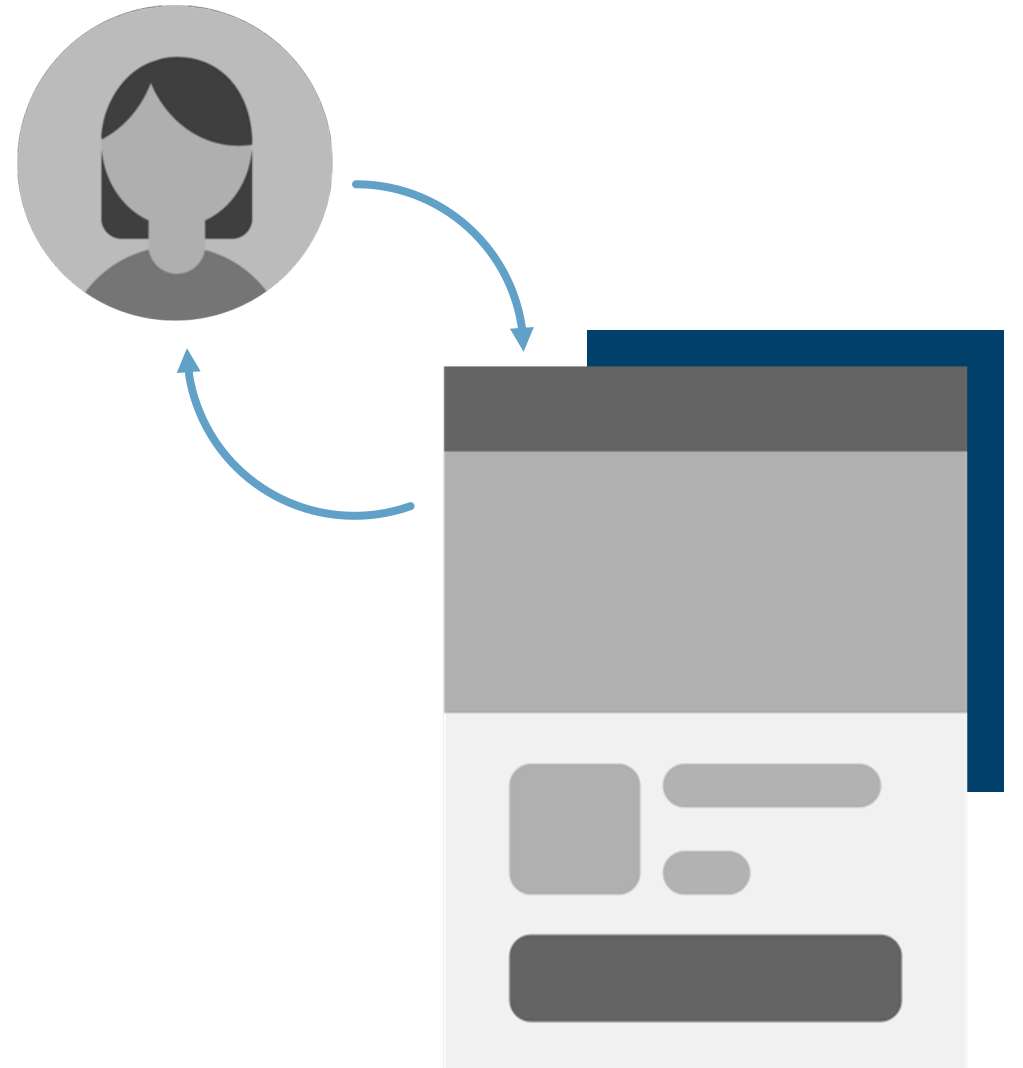
### Ads

Run advertisements



# Managing a page

from a real profile helps keep  
your account safe



Learn the basics

# Ensure Page security

Page admins must have verified, secure accounts



**Set strong  
passwords**

[fb.me/securitycheckup](https://fb.me/securitycheckup)



**Two-factor  
authentication**

[fb.me/2fa](https://fb.me/2fa)





Connect with  
your audience

Connect with your people

# What makes great content?



Interactive



Authentic



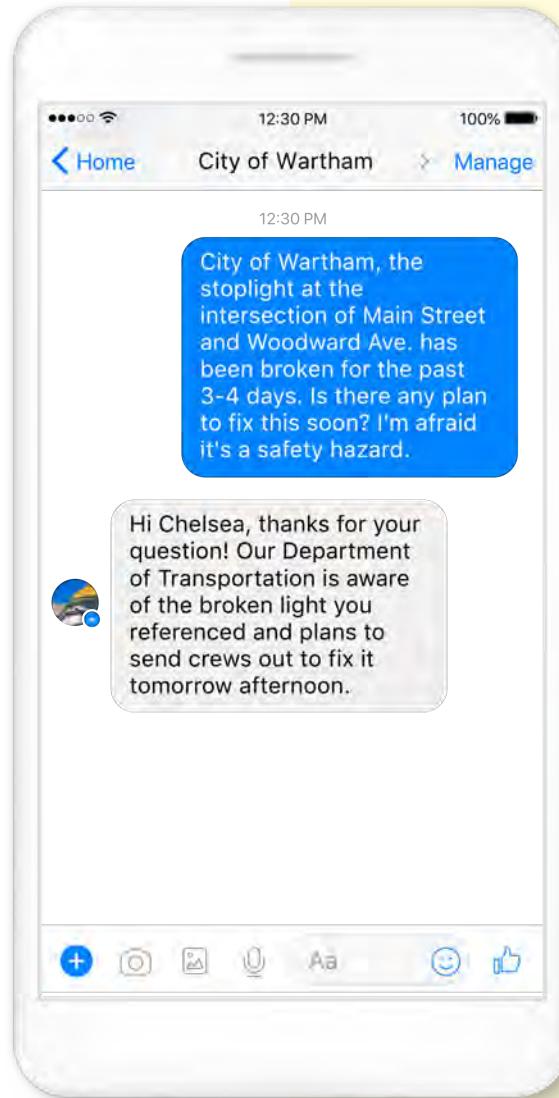
Timely



Consistent



# Content that works is...



## Interactive

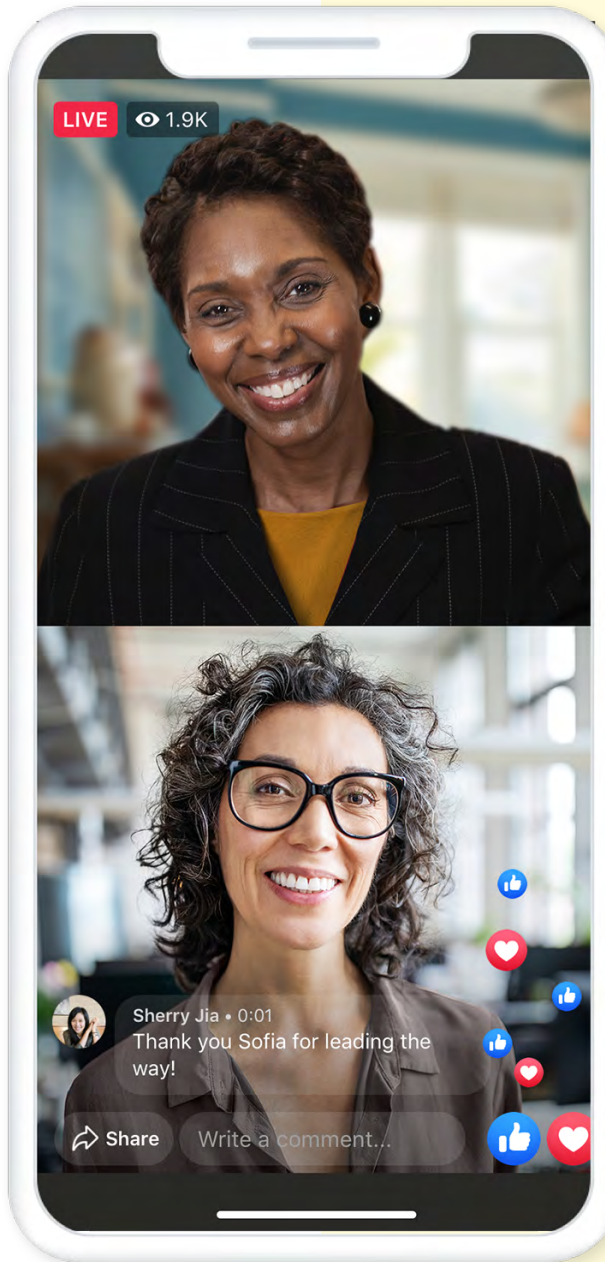
- Answer questions from supporters on Messenger
- Go Live
- Like and reply to comments

# Content that works is...

**Disclaimer:**

Sofia Torres is a fictitious candidate designed by Facebook. Any similarities between the Helen Chan materials and real-life candidates or political parties are not intentional.

Samantha Weber is a fictitious candidate designed by Facebook. Any similarities between the Samantha Weber materials and real-life candidates or political parties are not intentional.



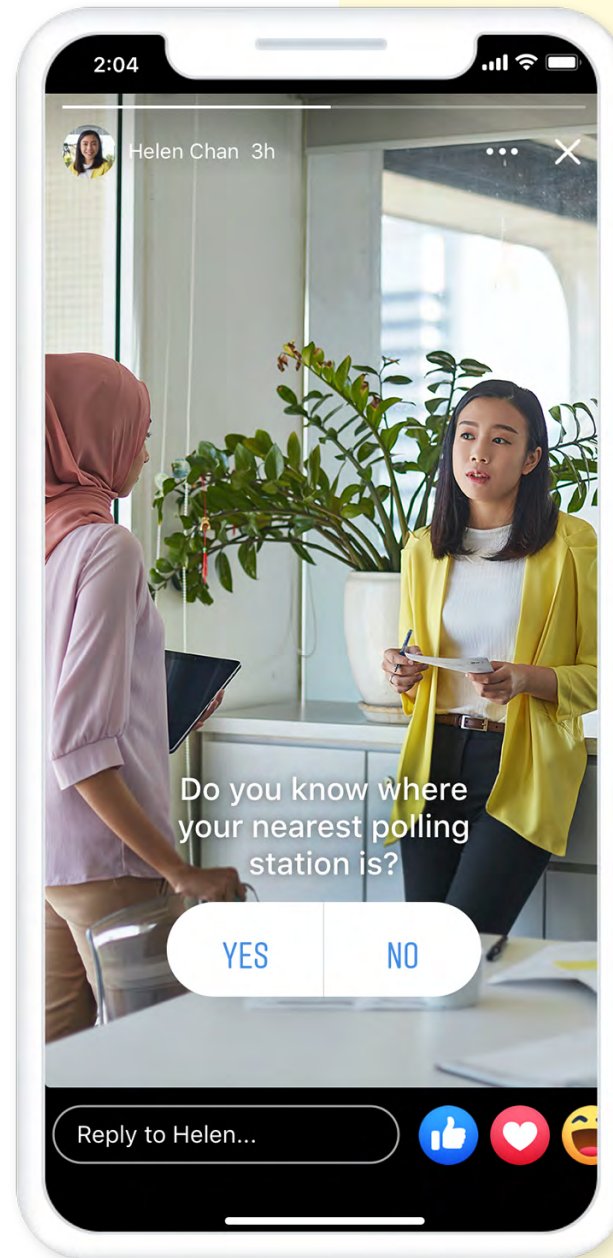
## Authentic

- Face to camera allows you to talk to your followers, not at them
- Share what you're working on with your community
- Go behind the scenes
- Keep it simple—post right from your phone



# Content that works is...

Disclaimer:  
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## Timely

- Discuss hot topics
- Break news
- Write quality long-form content

# Content that works is...

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## Consistent

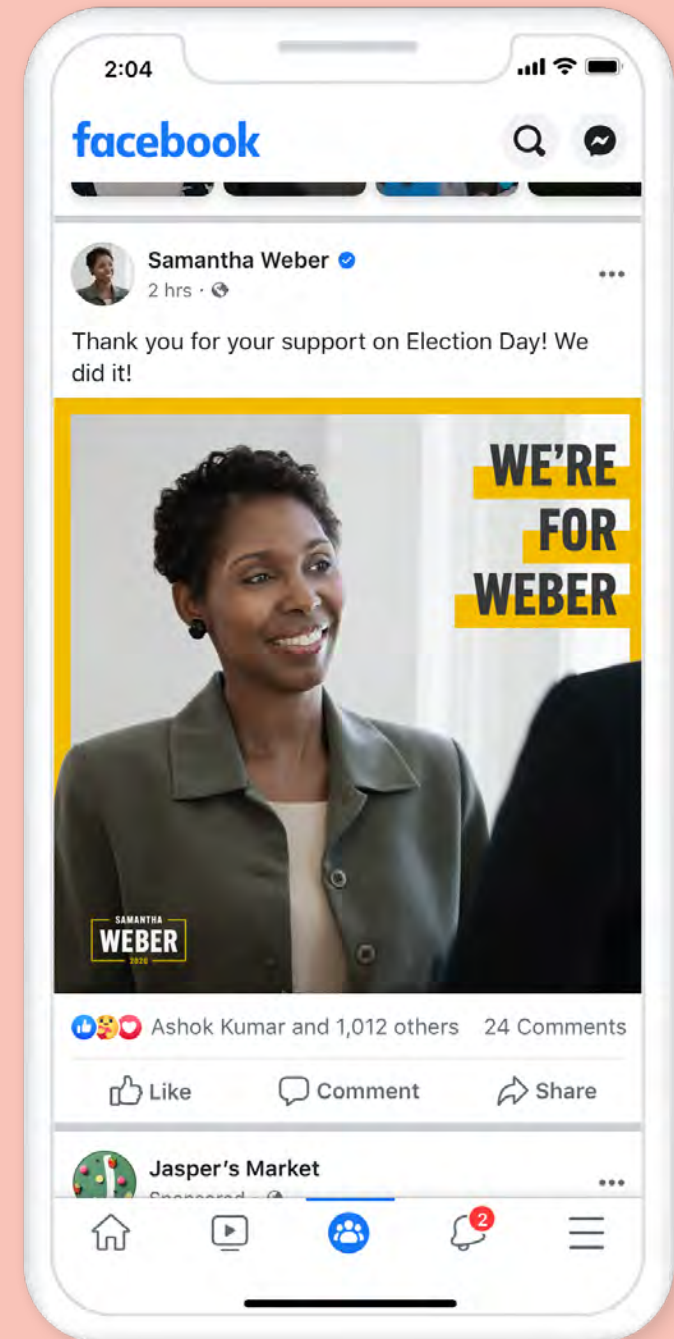
- Develop a content calendar
- Post regularly, aim for daily
- Use a variety of post types



Tools & products



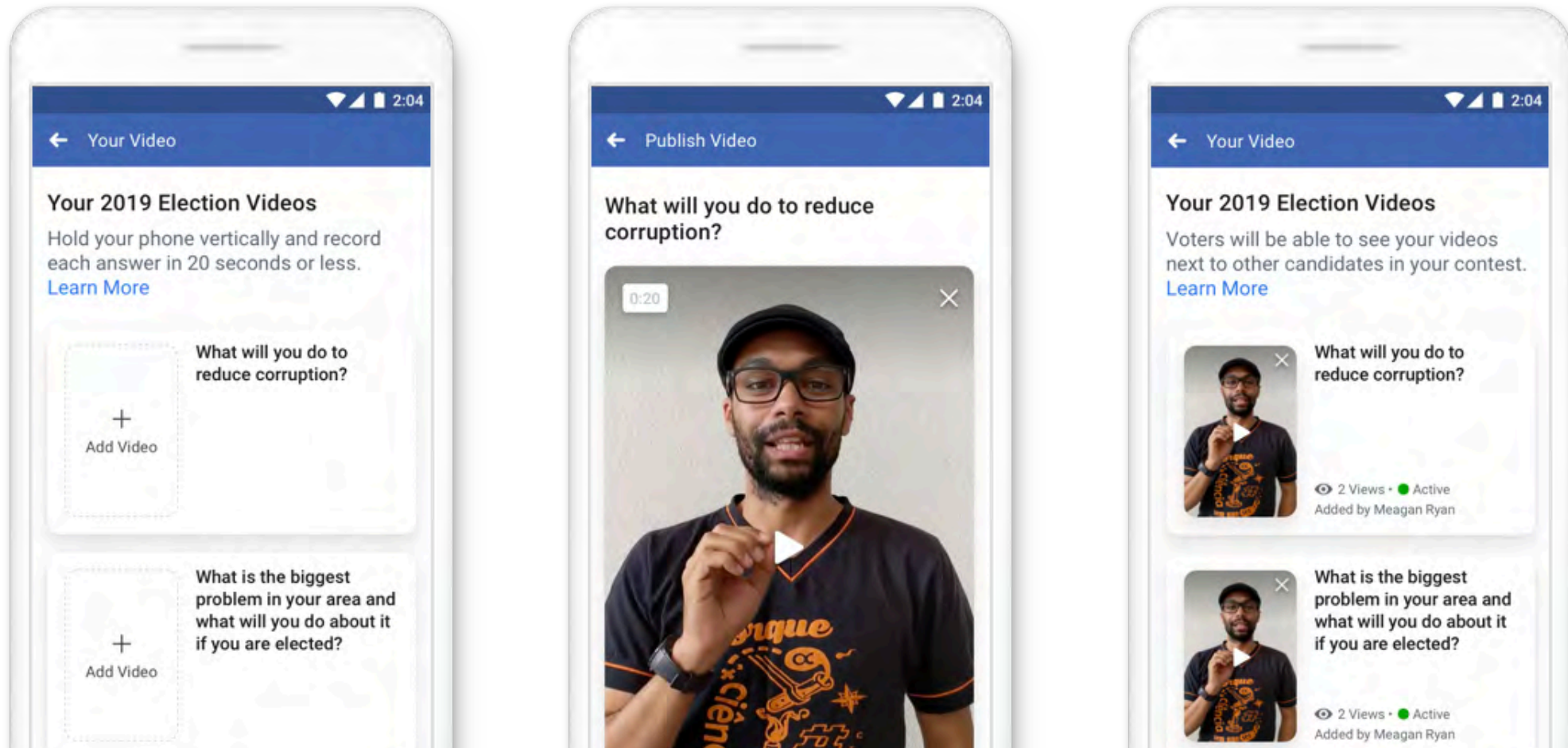
# Tools for politicians



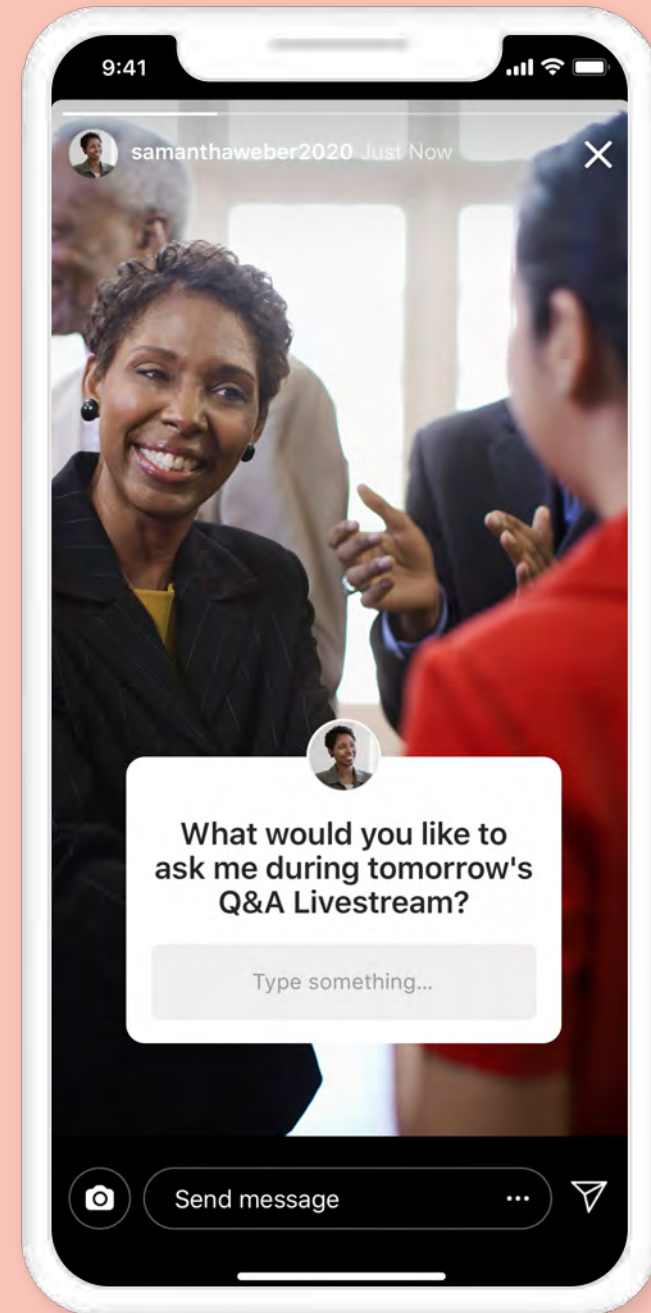
Disclaimer: Samantha Weber is a fictitious candidate designed by Facebook. Any similarities between the Samantha Weber materials and real life candidates or political parties are not intentional.

# Candidate video

Introduce yourself to voters and share priorities and goals



# Tools for government



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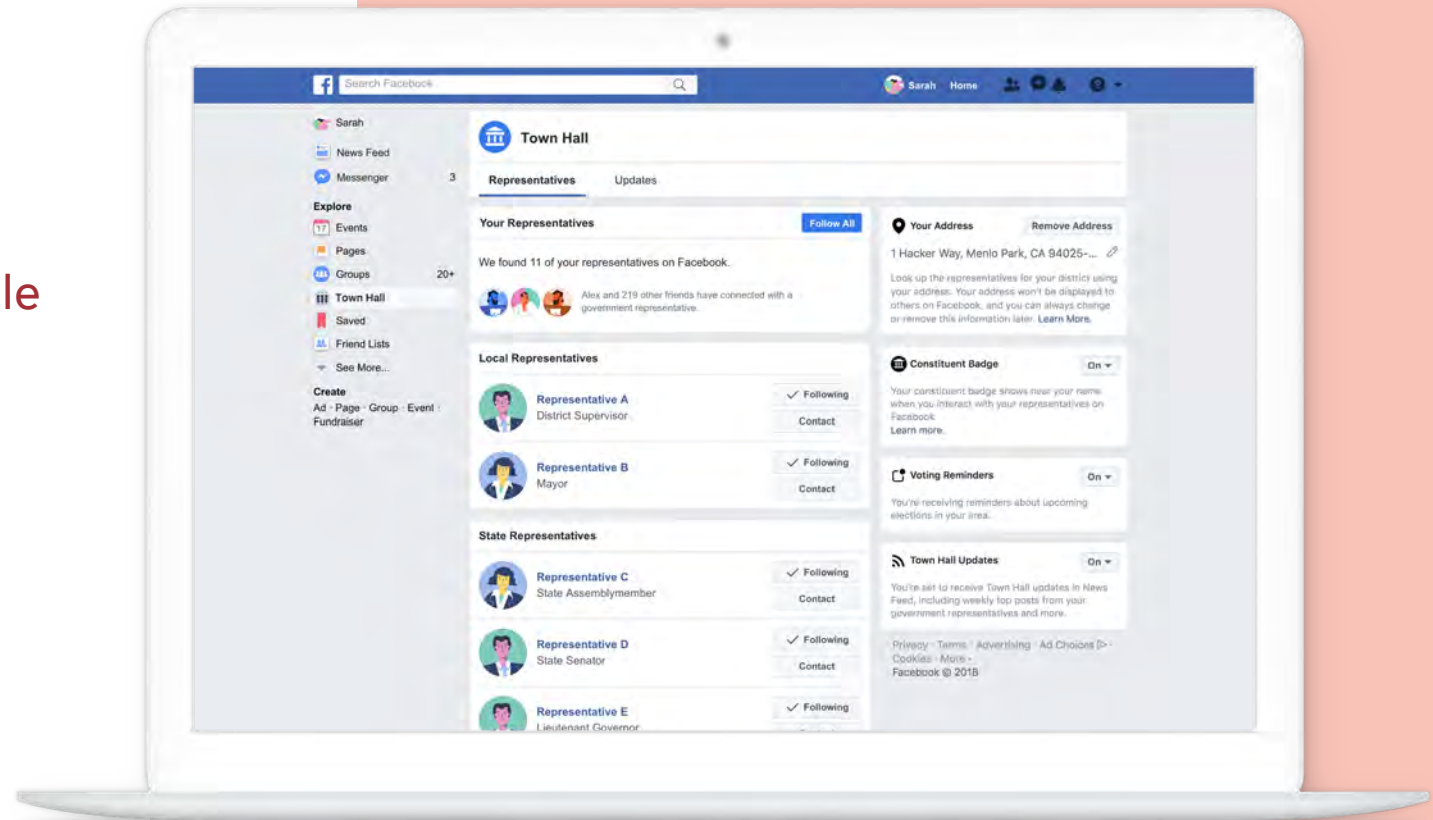
# Town Hall

Facebook's Town Hall feature enables people to easily find, follow and connect with their elected representatives

# Town Hall

Connecting people to their representatives

- Elected representatives are eligible to join Town Hall



# Constituent badges

appear next to a person's name when they comment on their elected official's Facebook post or when they send them a direct message



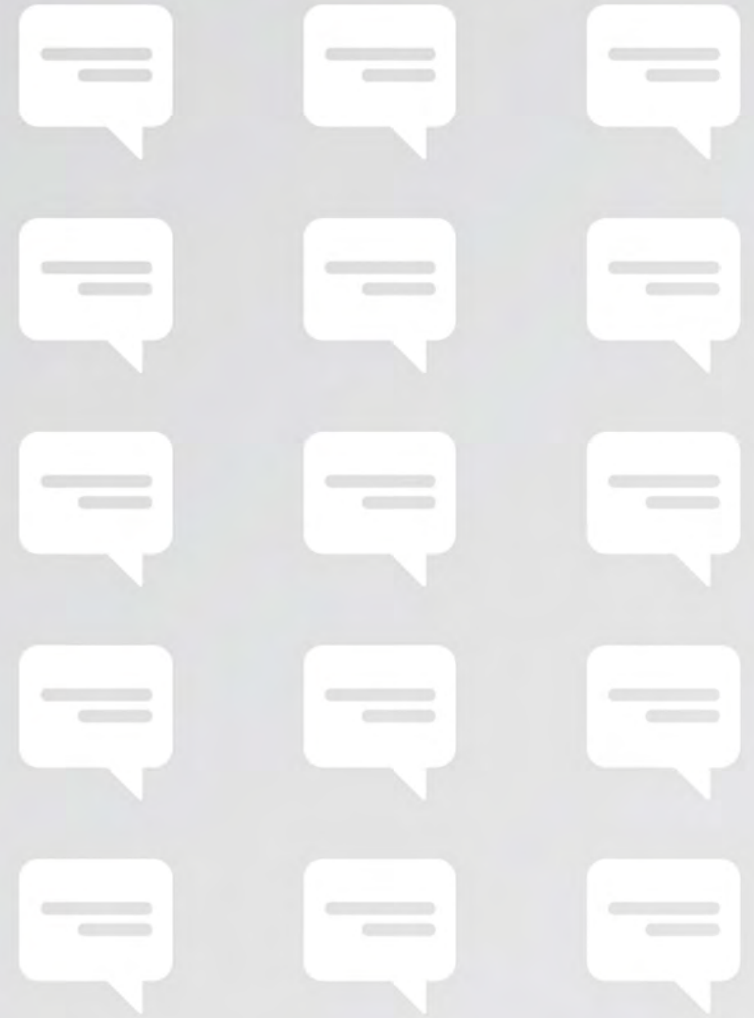
# Constituent badges

Connecting people to  
their representatives



## How it works

- A person can turn on a badge by tapping on another person's badge or through settings in Town Hall. The Constituent Badge will then be displayed alongside a person's comment on their representatives' content.



# Tools for advocacy

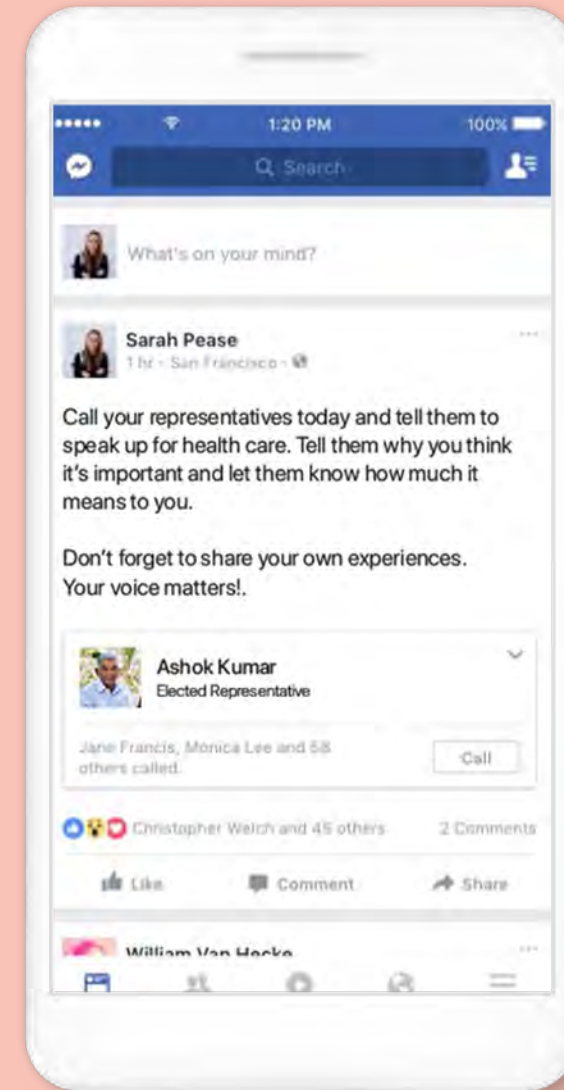


# Contact your representative

Making it easy for followers or friends to contact elected officials

## How it works

1. People or organizations publish a post
2. Followers or friends who see the post and live in the state or district of the chosen representative can contact that representative directly from their News Feed by phone, email, or Messenger



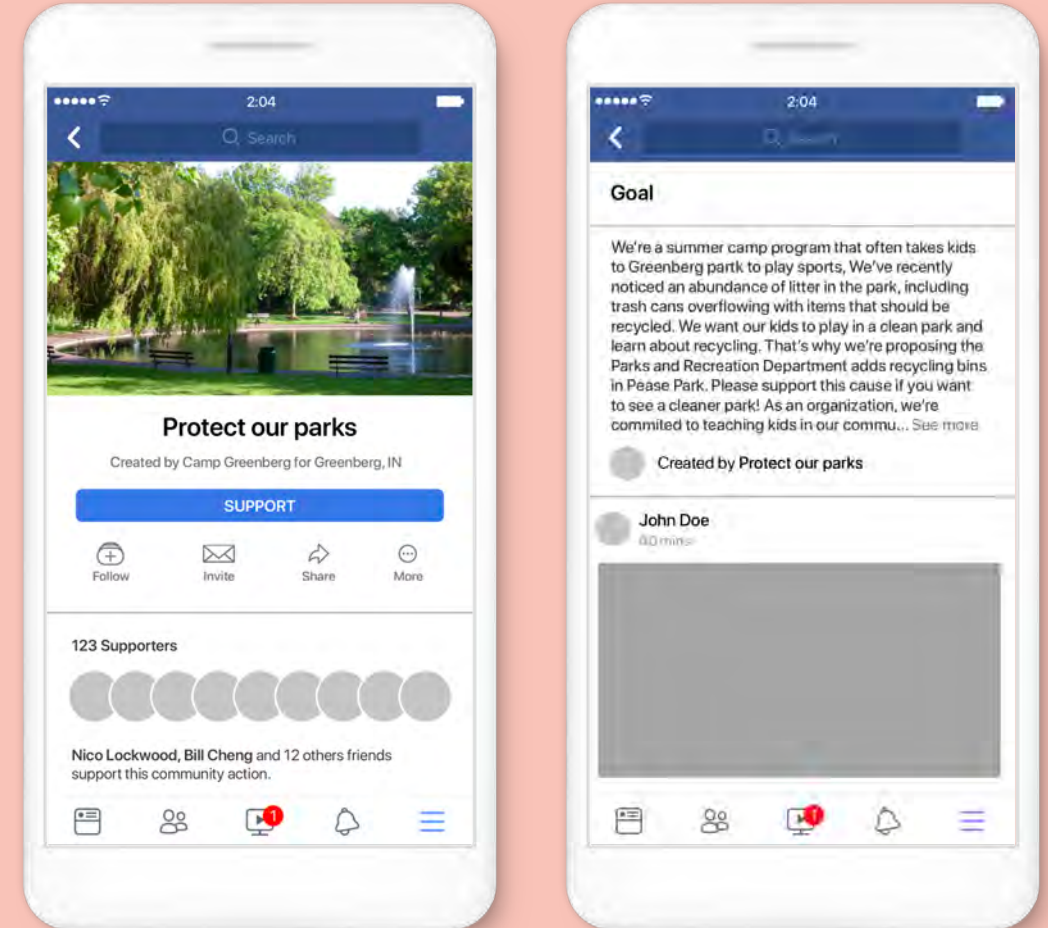


# Community action

Helping people work with government to solve issues in their community

## How it works

1. A creator of a community action describes a local issue, proposes a solution to it, invites their community to support it
2. They tag their government representatives or a particular agency in the community action
3. Once tagged, government officials can react, respond, support the issue and/or drive action forward



# Reach out to and connect with your community

Tools for creating great content



Facebook  
Live



Facebook  
Stories



Instagram



Messenger

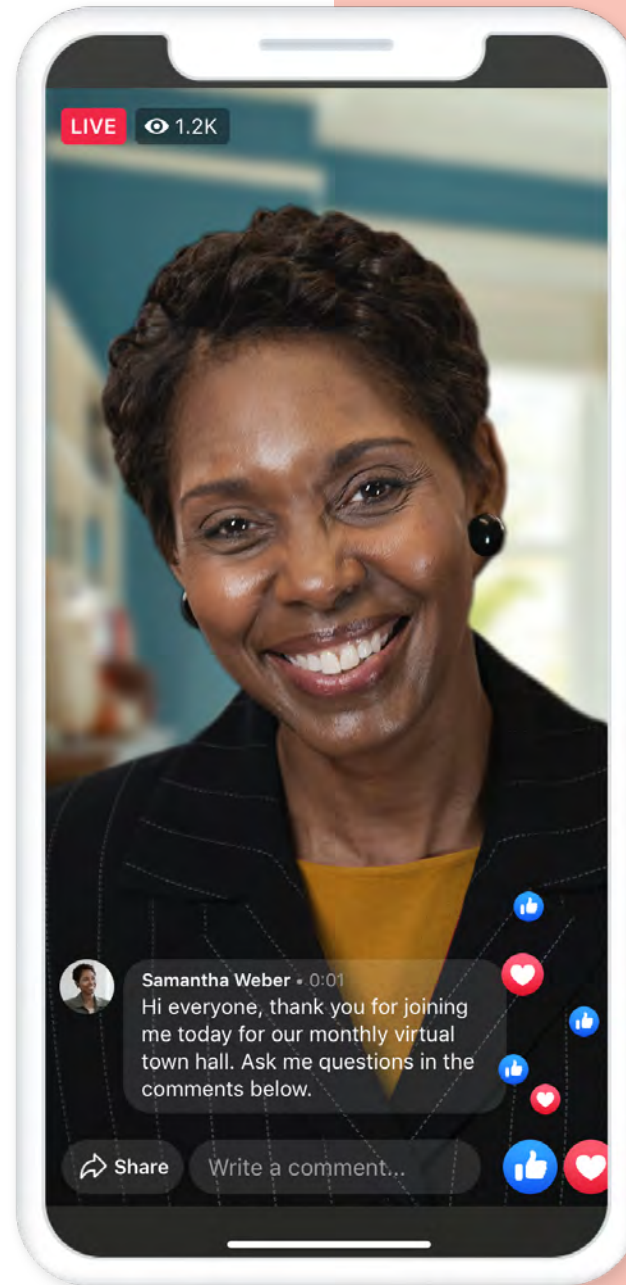


Groups  
for Pages



Other  
tools

# Facebook Live



- Broadcast from any Facebook mobile app
- Send notifications to engaged fans
- Go live directly from the app
- Verified pages can boost while live

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# When should you go live?



## Behind the scenes

Turn the camera to the scenery around you and let events unfold



## Hot topics

Share what's on your mind or in the news



## Breaking news

Comment on the day's events



## Q&A

Answer questions from fans



## Interview

Bring a friend/colleague/expert into the conversation



# Stories

Facebook Stories are an easy, lightweight way to share fun, authentic, everyday moments with your followers

# Facebook Stories

Share multiple photos and videos as part of a visual collection at the top of News Feed

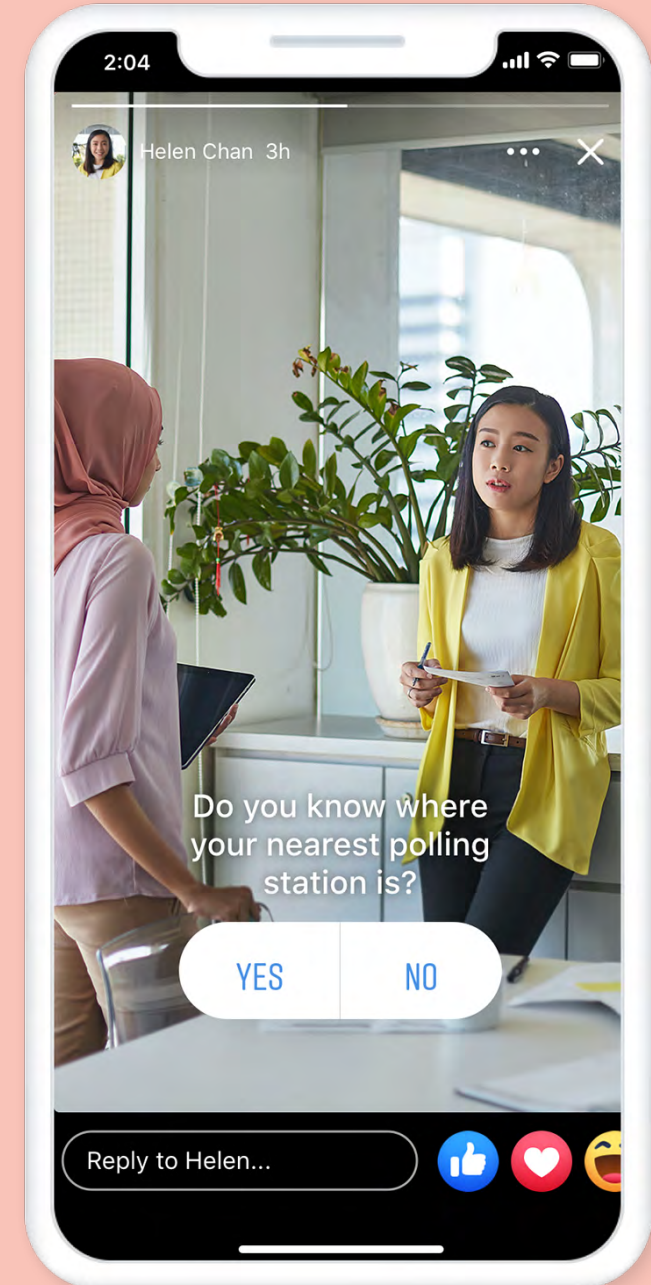
## How it works

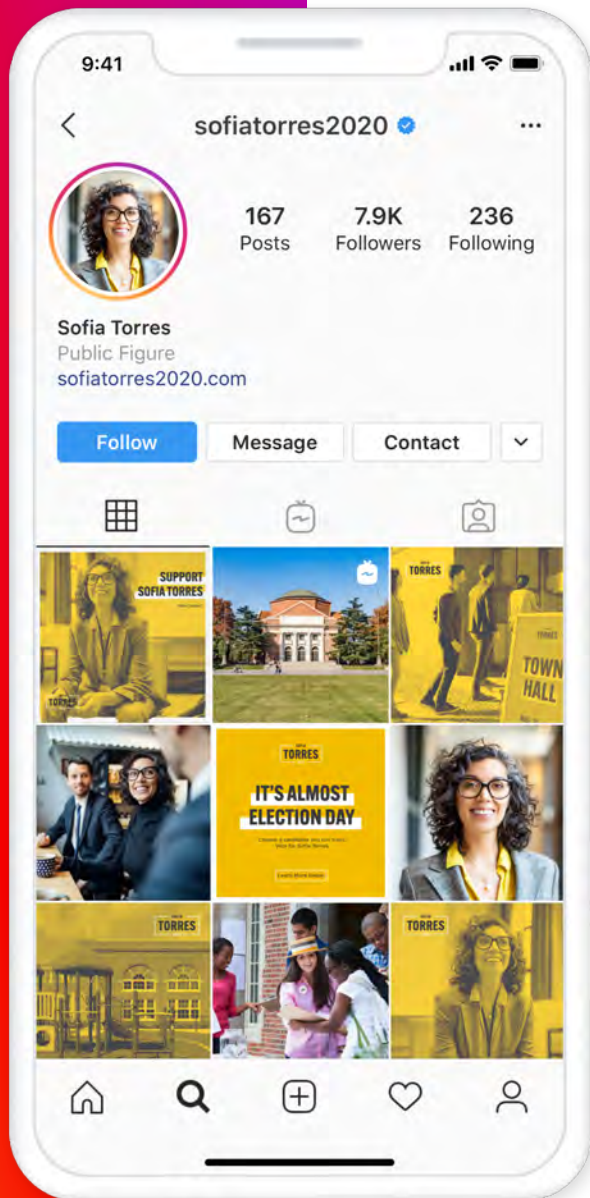
- Navigate to your Page from the Facebook app and select “Create Story”

OR

- Share an Instagram Story to Facebook by linking your accounts
- Once it's active, followers have 24 hours to view your Story

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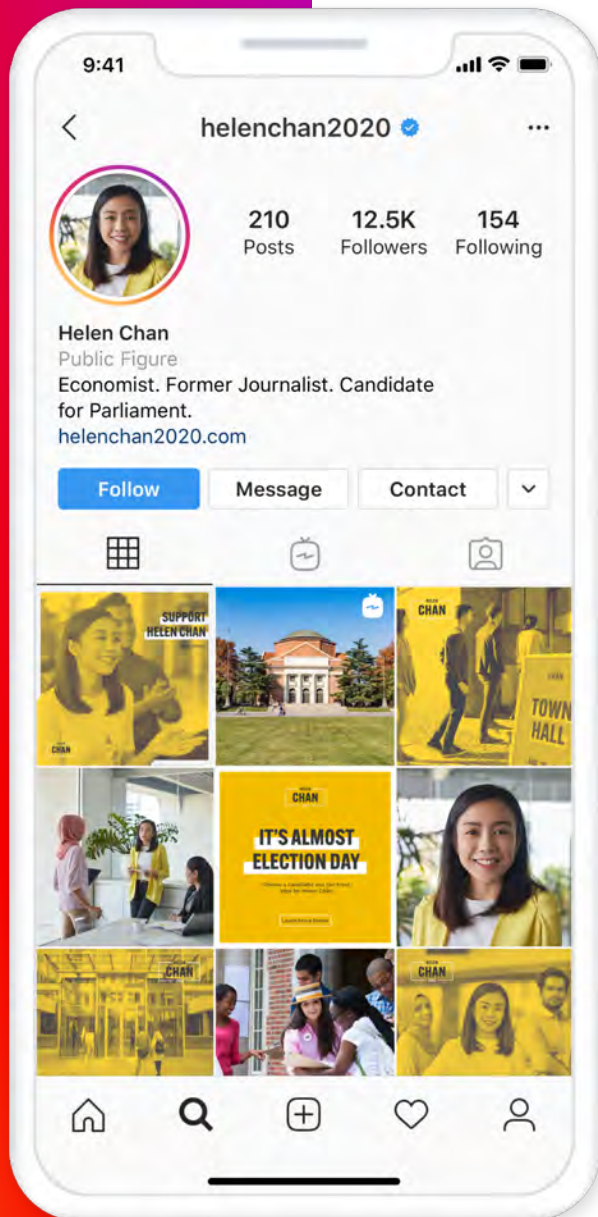
# Instagram

Bring people closer to the people and things they love

- Build meaningful connections with your community
- Drive awareness around a key policy issue or program

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# Instagram

## Getting started

- Create an account
- Define a core purpose for your account
- Decide what you are trying to achieve
- Figure out what story you want to tell
- Have a strategy for Feed and Stories

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# Instagram

## Feed

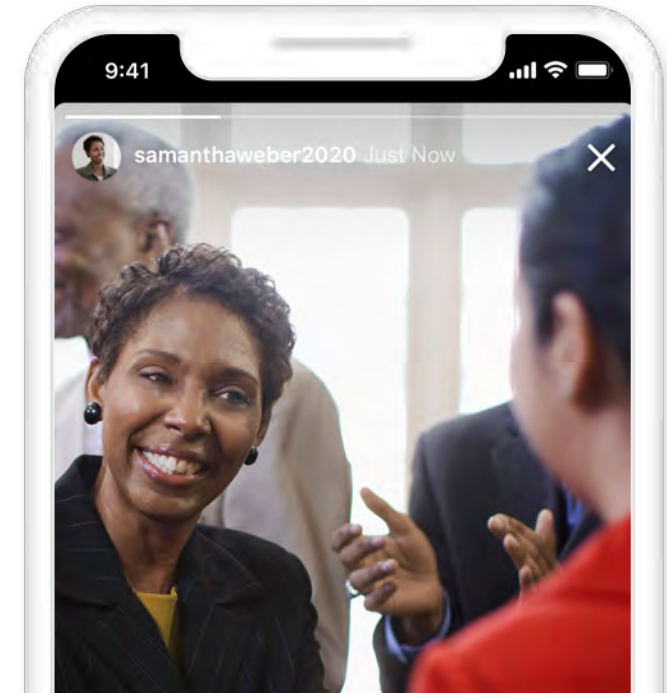
Regular posts on Instagram go directly into your Instagram Feed and remain there unless you remove them

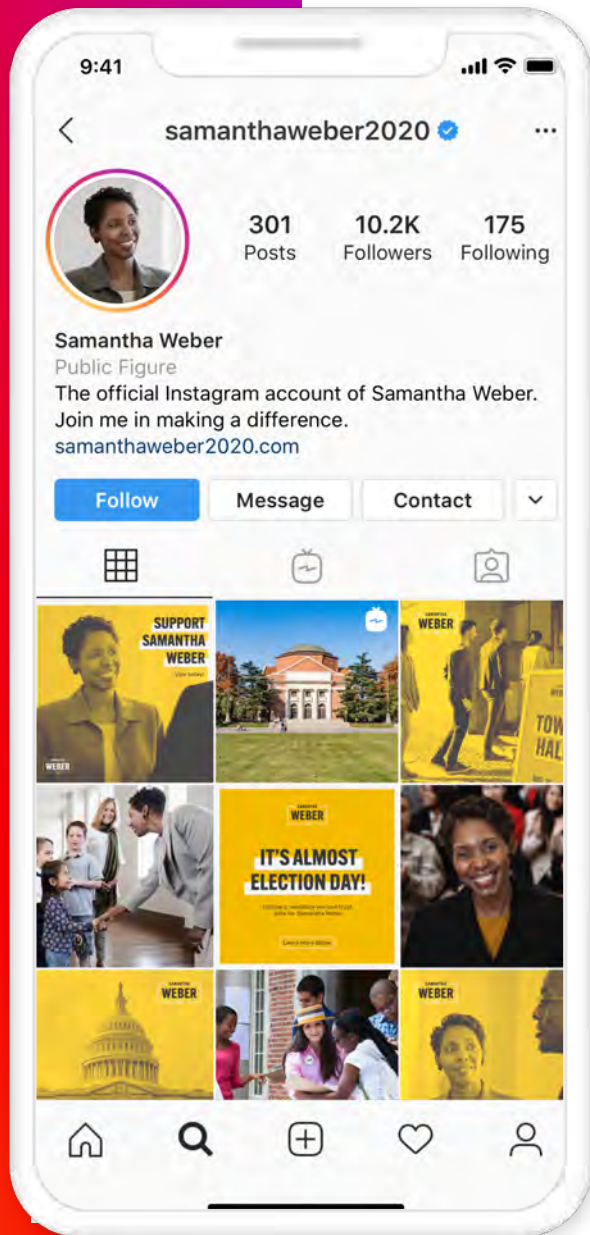


VS.

## Stories

Photos or videos shared to Instagram Stories only stay around for 24 hours





# Instagram Feed

## Best practices for Feed:

- Post in vertical
- Hashtags
- Include a call to action
- Generate a conversation in comments

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# Instagram Stories

When should you use Stories?

- Bring people behind the scenes
- Let people know what's on your mind
- Show people what it takes to get ready for a speech or big event

# 500M

accounts use Instagram  
Stories on a daily basis

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# Thought starters for organic stories

- Countdown
- Ask a question
- AR Filters
- Add highlights
- Music sticker
- Interactive stickers

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# Messenger

Instant and open  
communication

## Benefits of Messenger

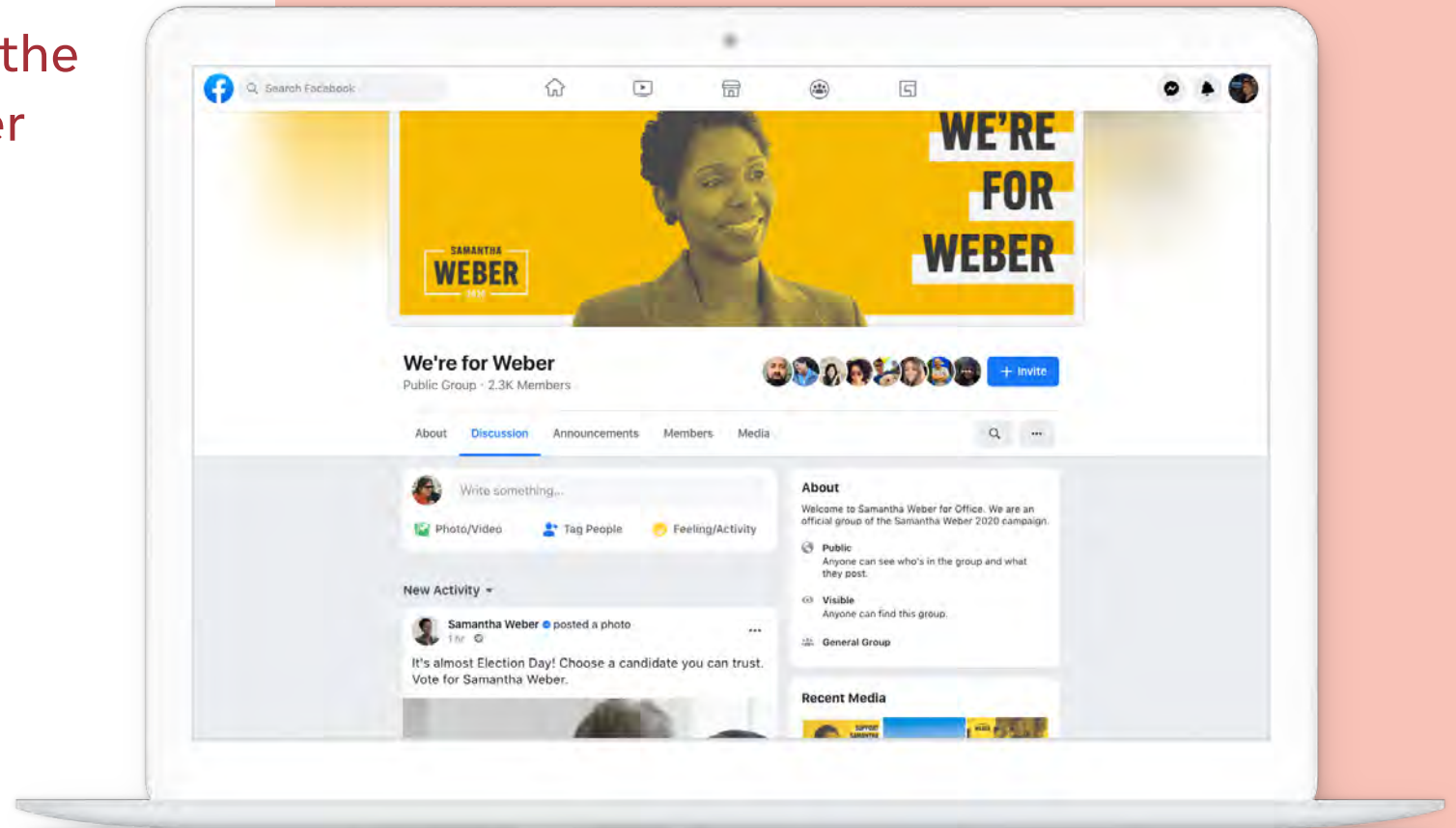
- Page admins can turn messaging on and off and set welcome greetings, instant replies and more
- Makes it easy and fast for people to reach you directly
- Reach people who've left you comments privately

# Groups for Pages

Post, administer and/or engage in the groups you create in order to foster community and drive discussion

## How it works

- Create a group
- Name your group, invite people to join and select the group's privacy setting (Public, Secret or Closed)
- Share exclusive updates, photos or events
- Enable group members to more easily coordinate through actions like commenting, collaborating on documents and/or messaging other group members



# Tools for managing your Page



# Pages Manager and Page Insights

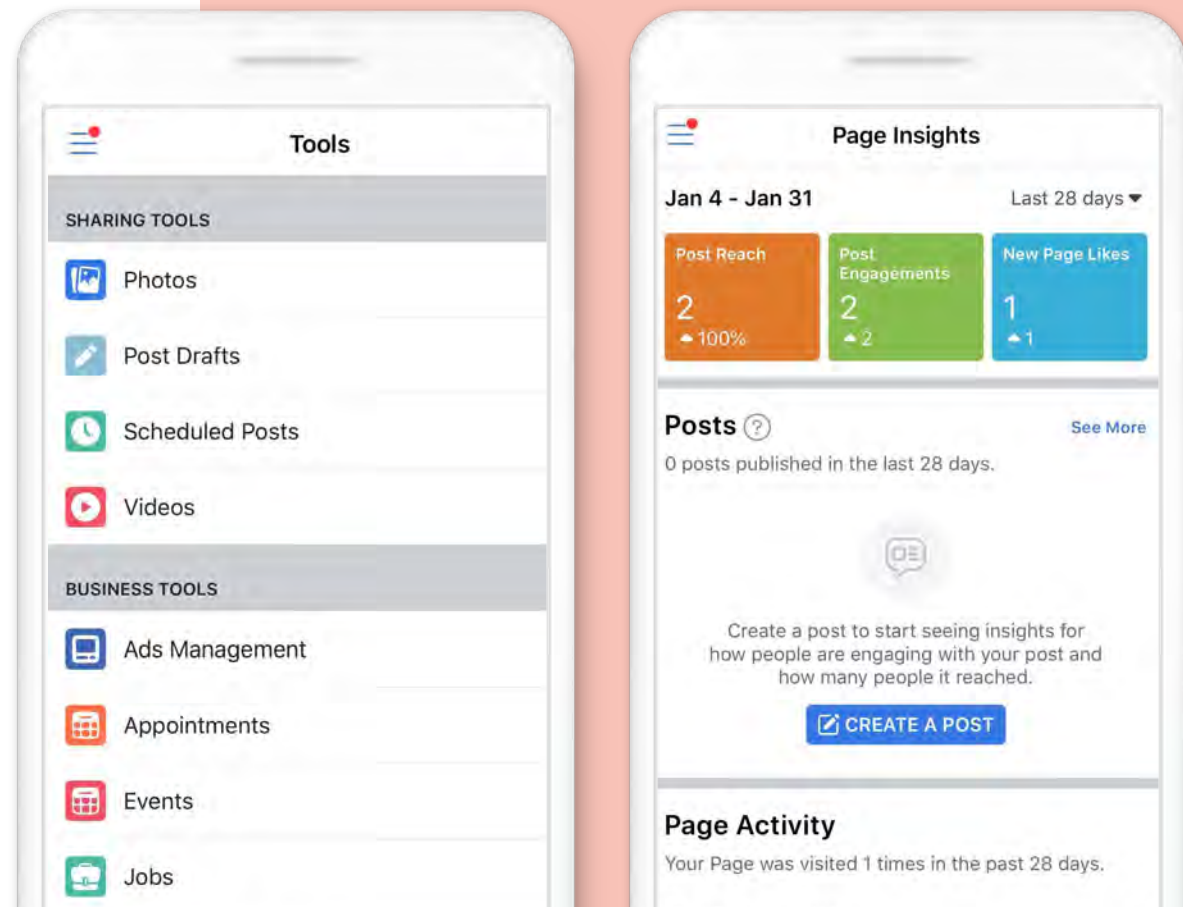
In addition to the features in the main Facebook app, we provide other tools that can help you manage your Facebook Page



# Pages Manager

Easily update, manage,  
access and monitor your Page

- Update your Page
- Access multiple Pages
- Monitor your engagement

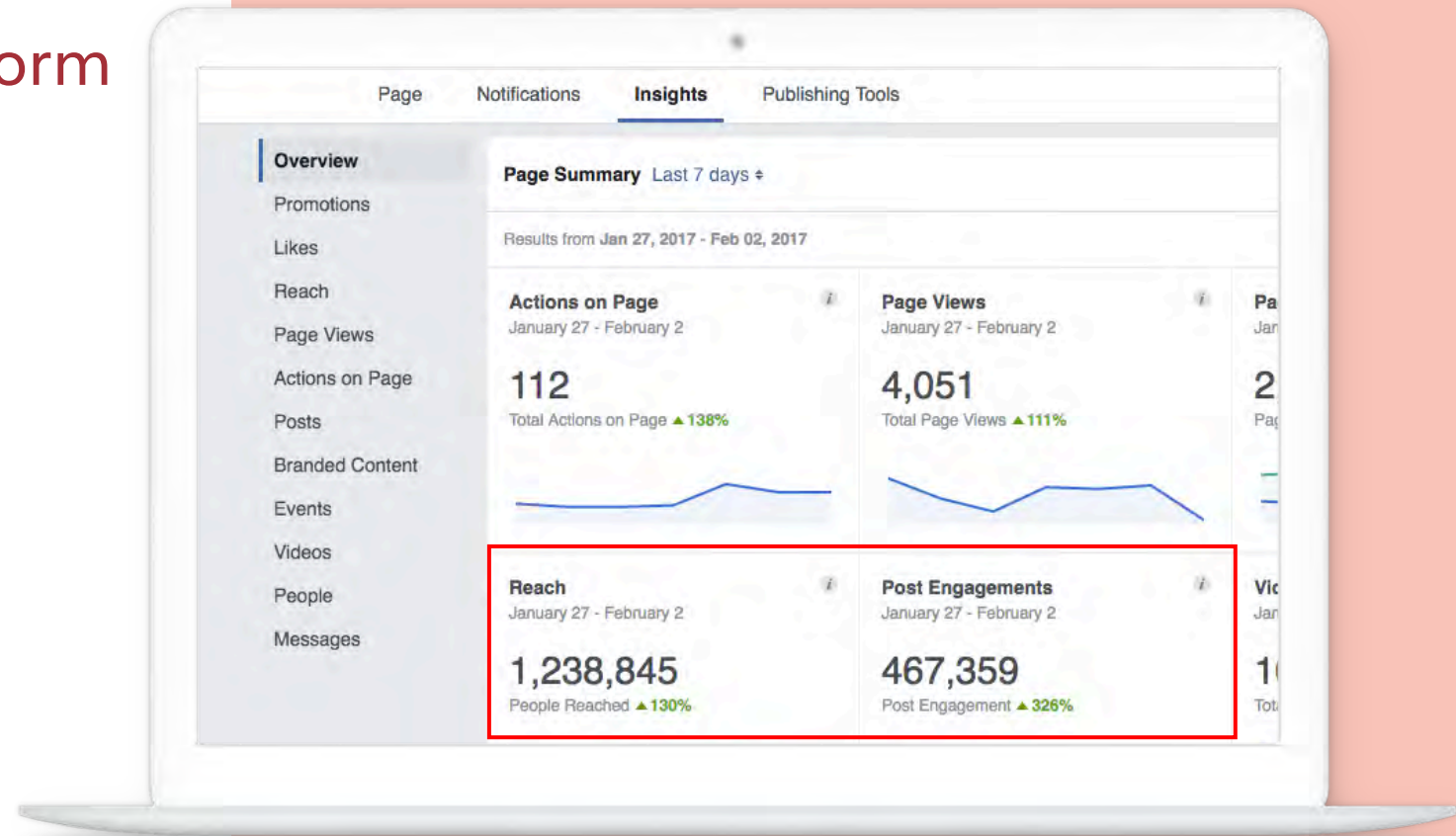


# Page Insights

Reach the right people and inform your creative decisions with actionable metrics

Download granular data for deeper learning pertaining to:

- Reach
- Engagement rate
- What post types perform best on your Page



Bringing ads transparency

# To Facebook and Instagram

For ads related to politics

Identity confirmation

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Disclaimers

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Buying ads

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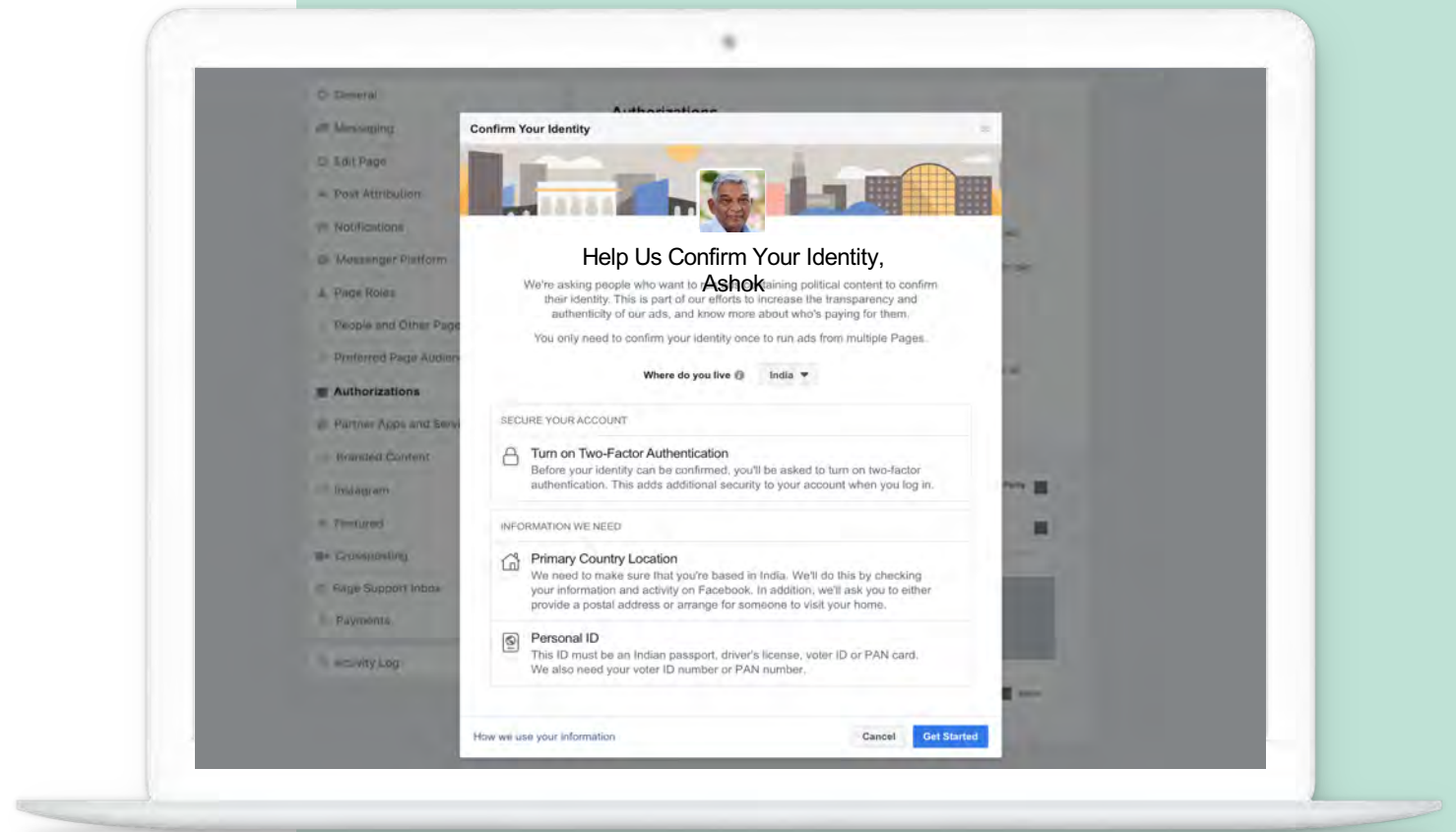
Ad library

# Ad transparency

Making it clear who and where ads related to politics come from

## Increased requirements for authenticity

- Identity confirmation
- Managing disclaimers





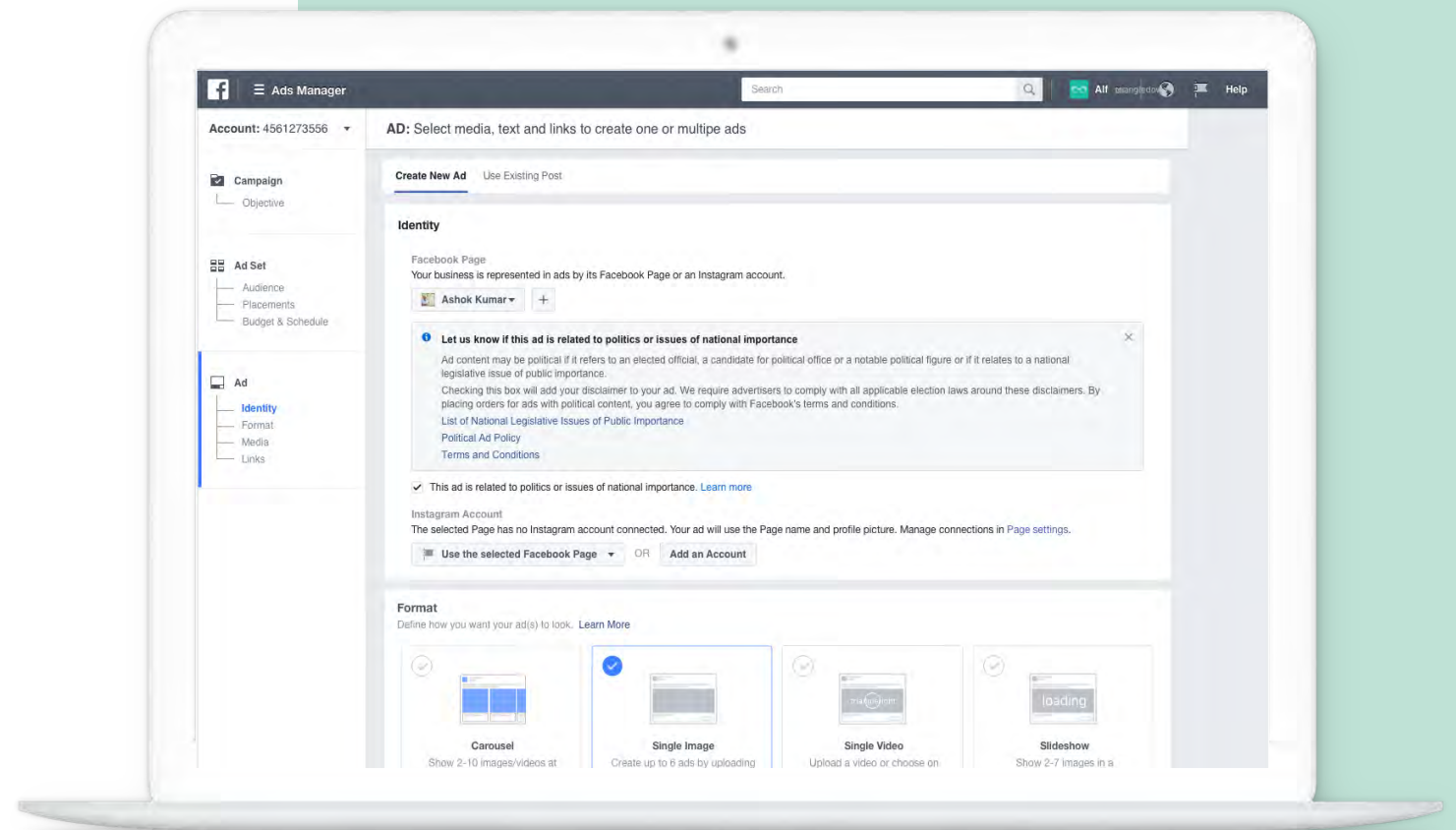
# Ad transparency

## Buying ads related to politics

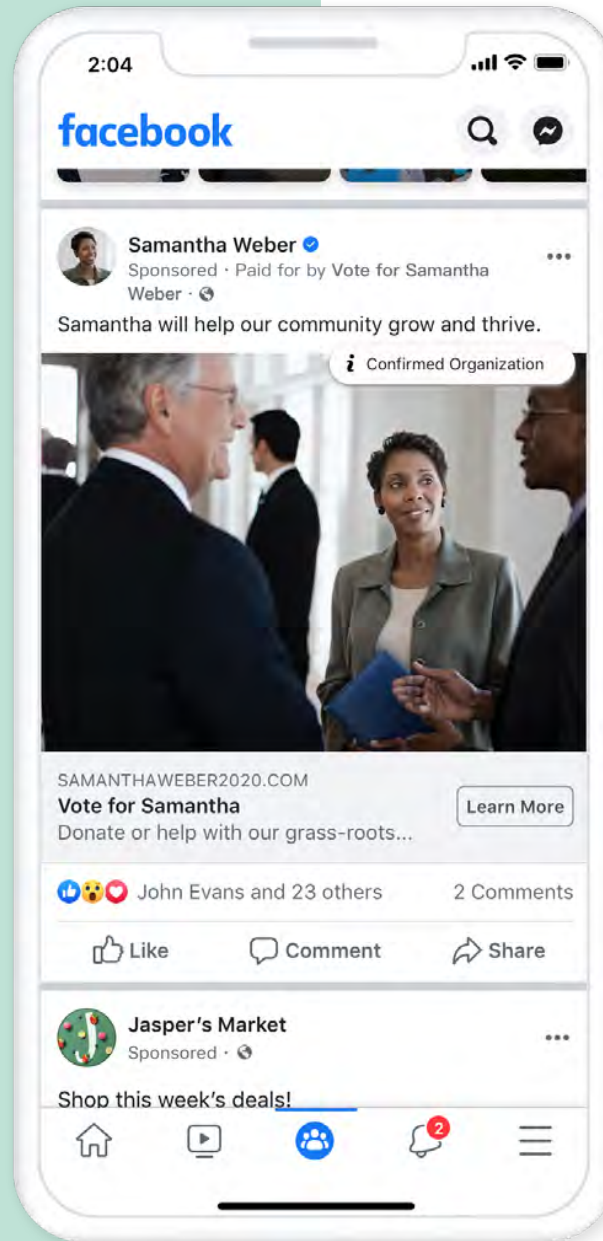
Following successful authorization, a checkbox will appear in Ads Manager so that the advertiser can apply the disclaimer specified in authorizations

## For this checkbox to appear two conditions must be met:

1. The person creating or editing the ad must have confirmed their identity
2. The given Page/ad account must have a disclaimer which has been approved



# Disclaimers on Facebook and Instagram



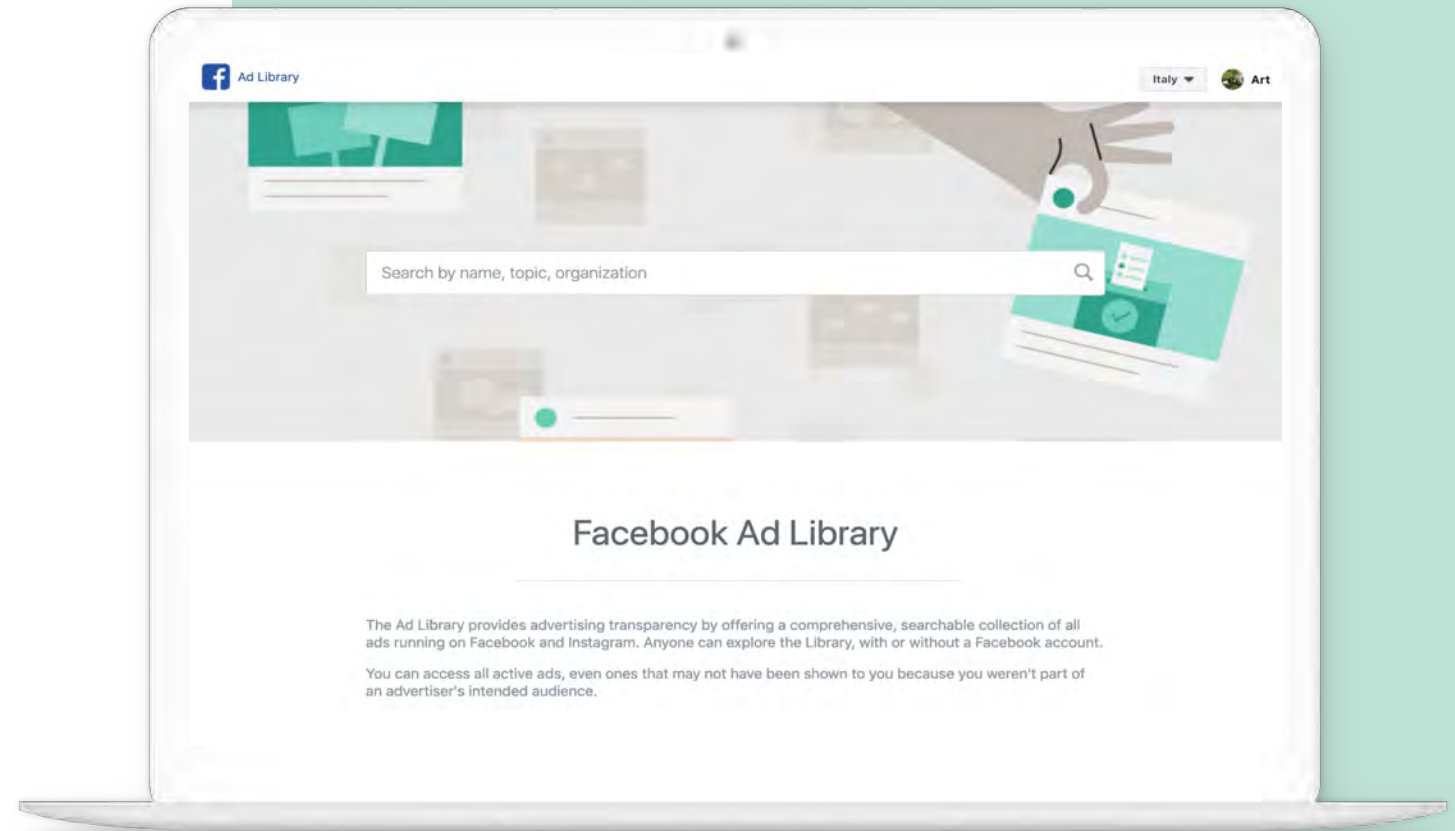
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# The Ad Library

## The Single Source for Ads Transparency on Facebook

### Components of the Ad Library:

- Ad Library searchable database
- Ad Library Report
- Ad Library API

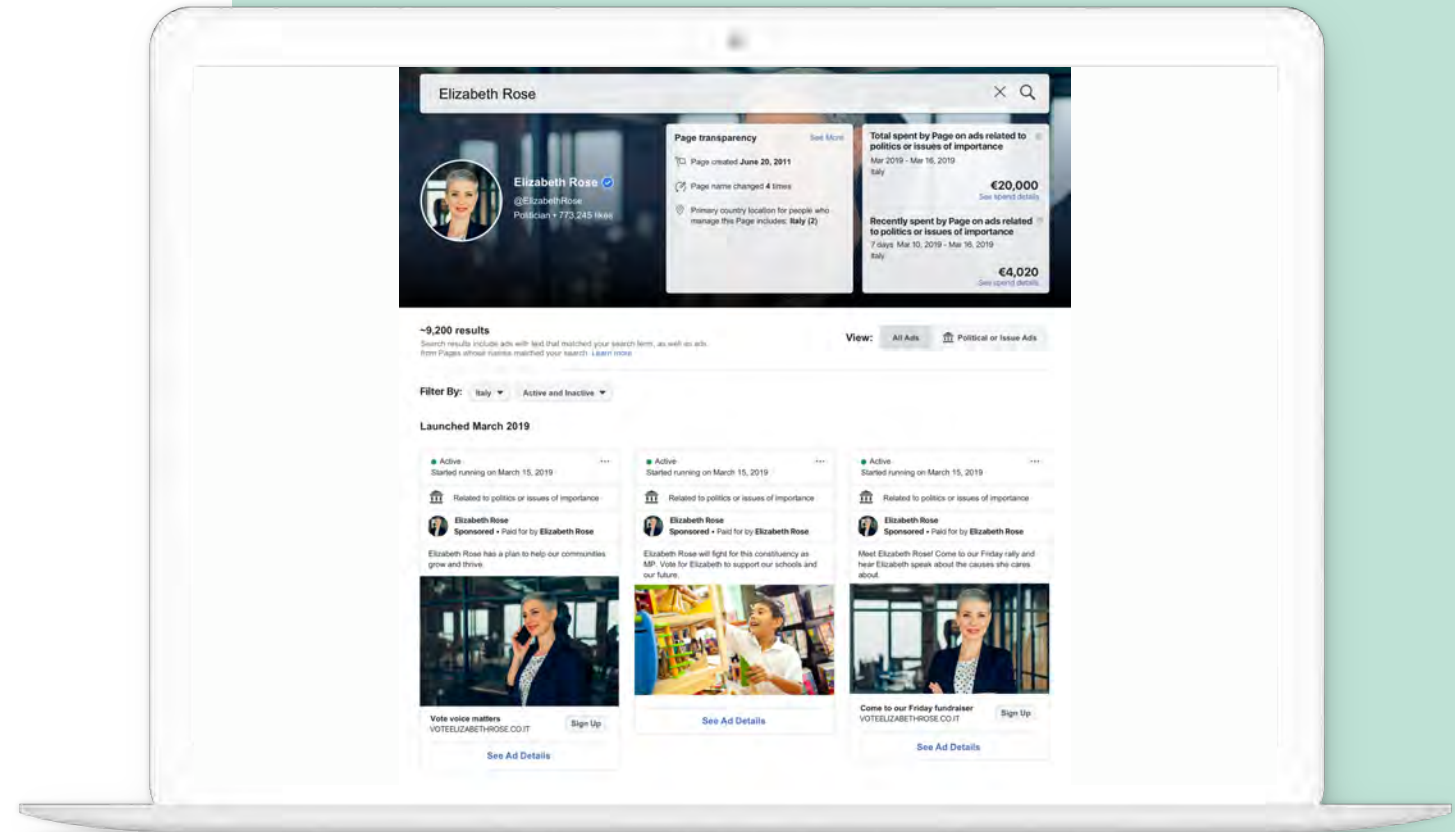


# The Ad Library

Searchable Database

facebook.com/adlibrary

- Active ads for all advertisers
- Page transparency information for all Pages
- Active and inactive ads for politics or issue ads
- Filter by country, page name and status (active/inactive) for politics or issue ads



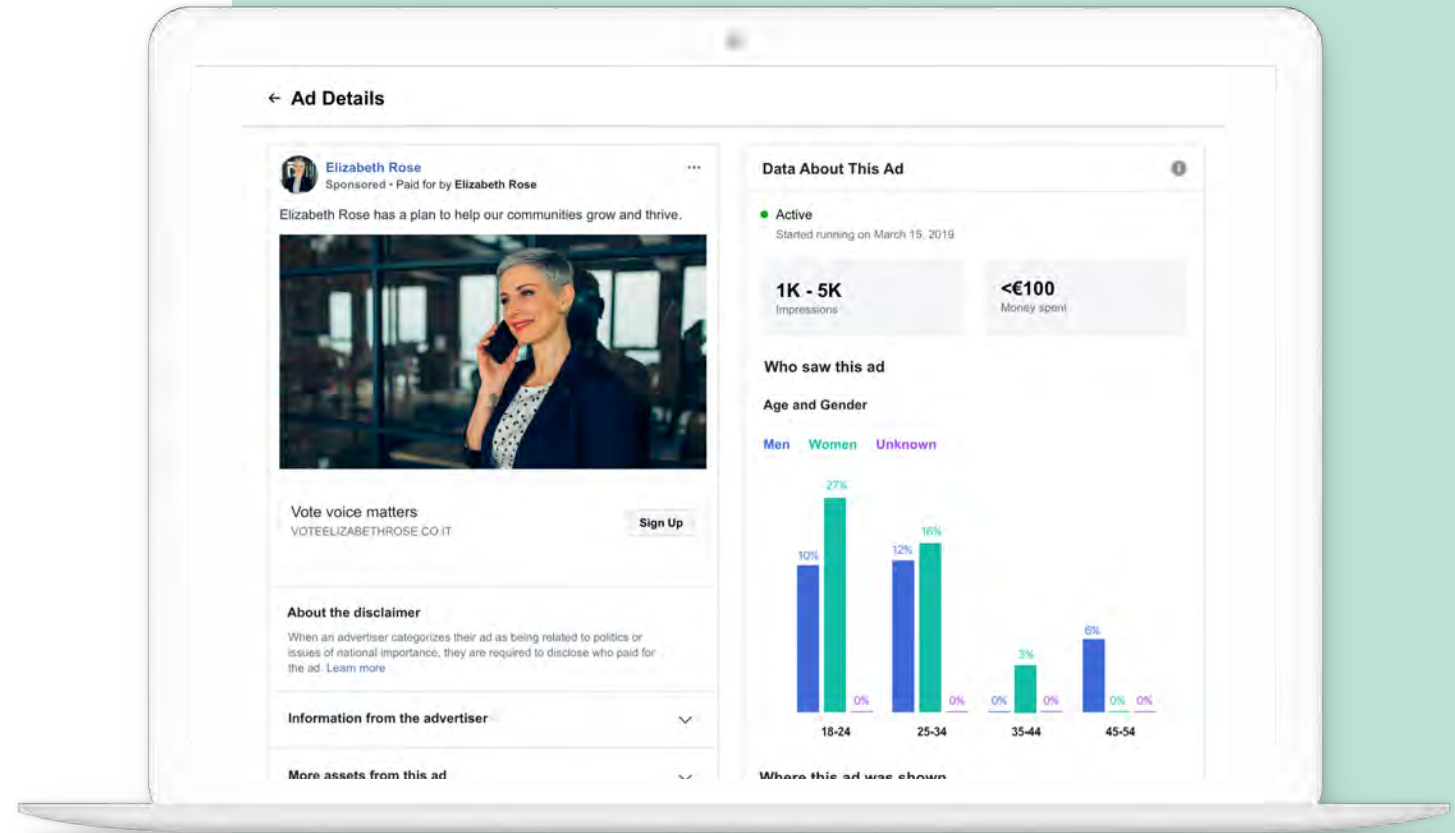


# The Ad Library

## Searchable Database

## Click “See Ad Details”

- Active or inactive status
- Range of impressions
- Range of amount spent
- Demographics reached
- Locations reached

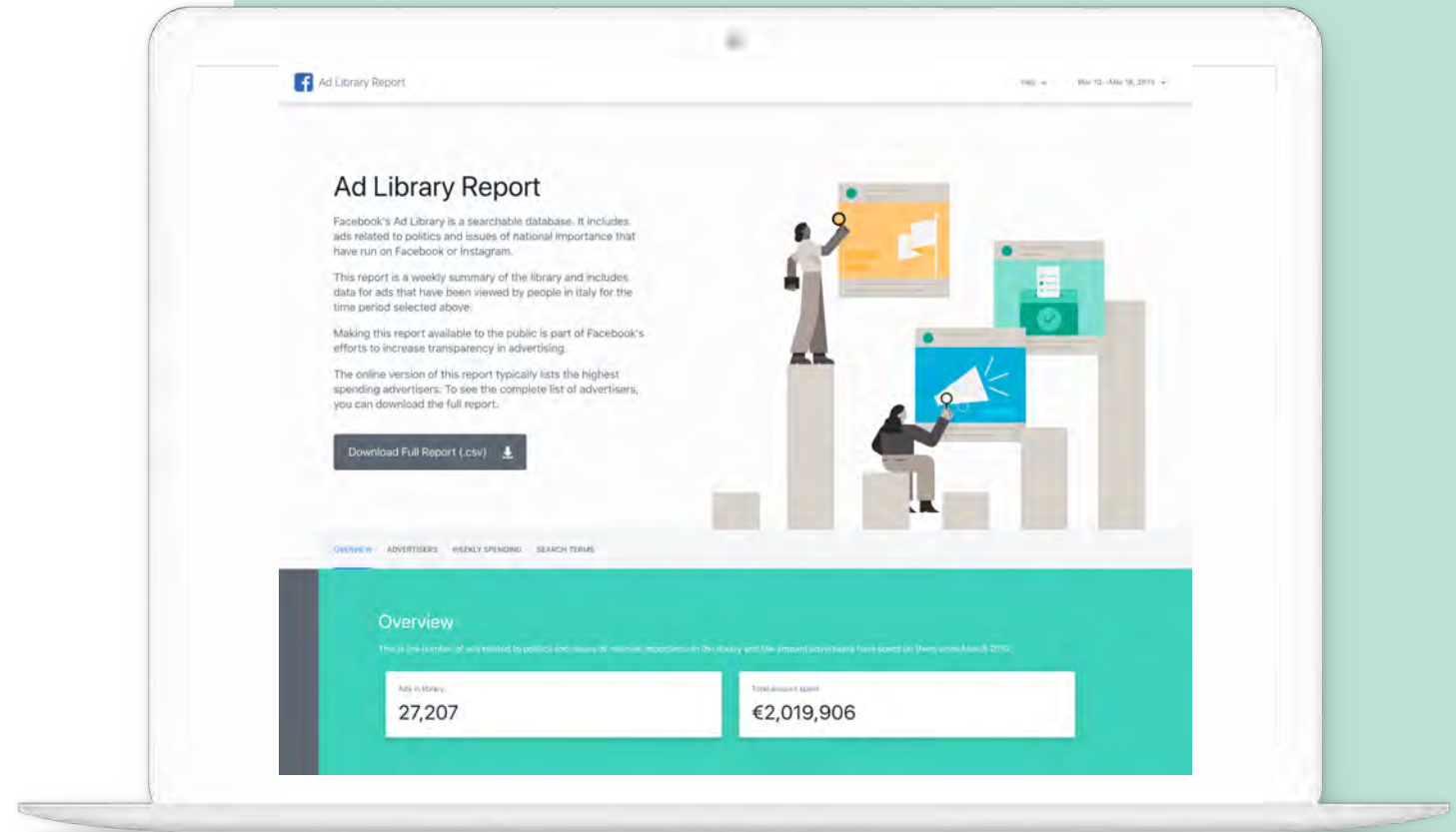


# The Ad Library

## Report

[facebook.com/ads/library/report](https://facebook.com/ads/library/report)

- Aggregated spend
- Popular search terms

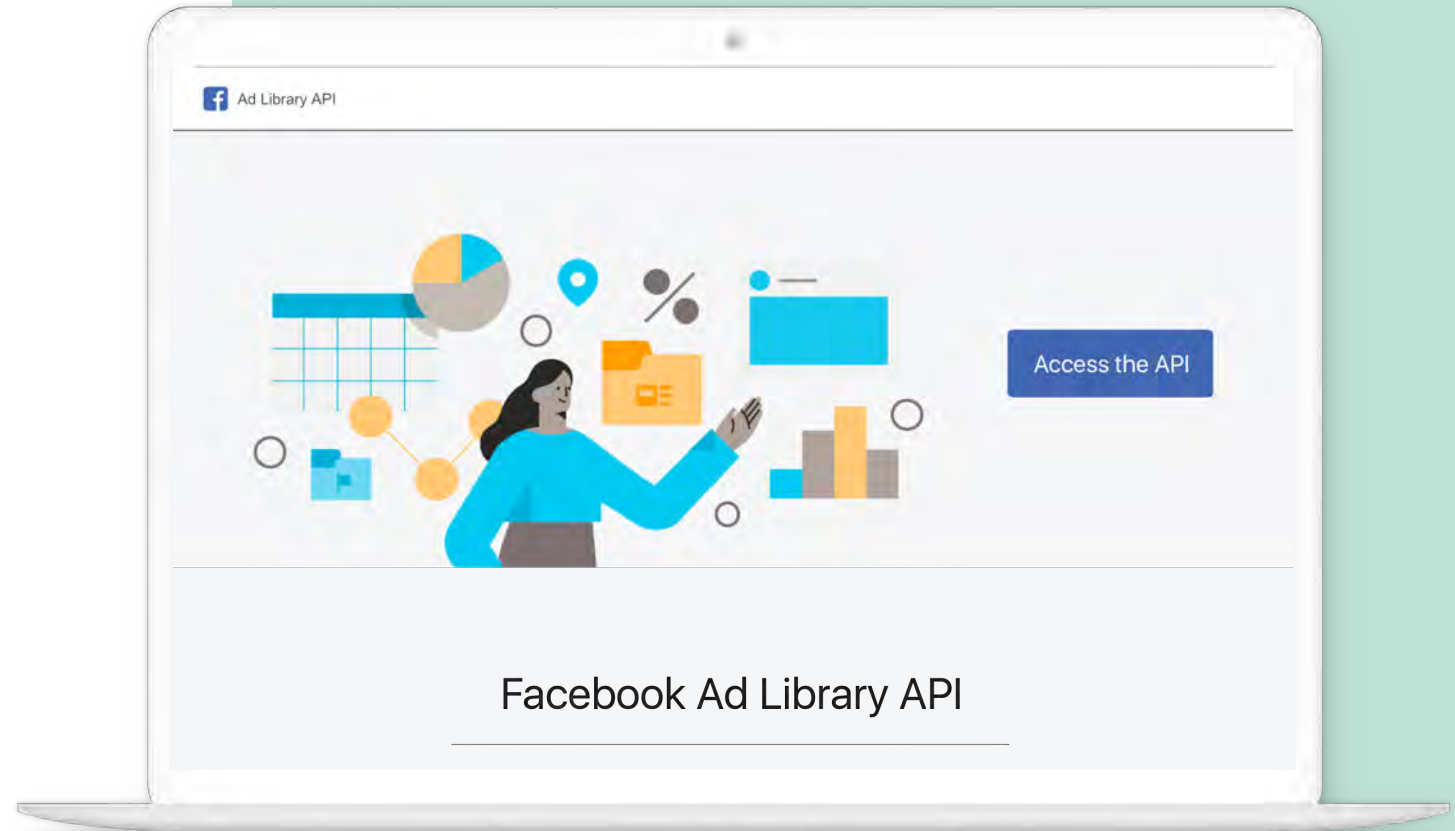


# The Ad Library

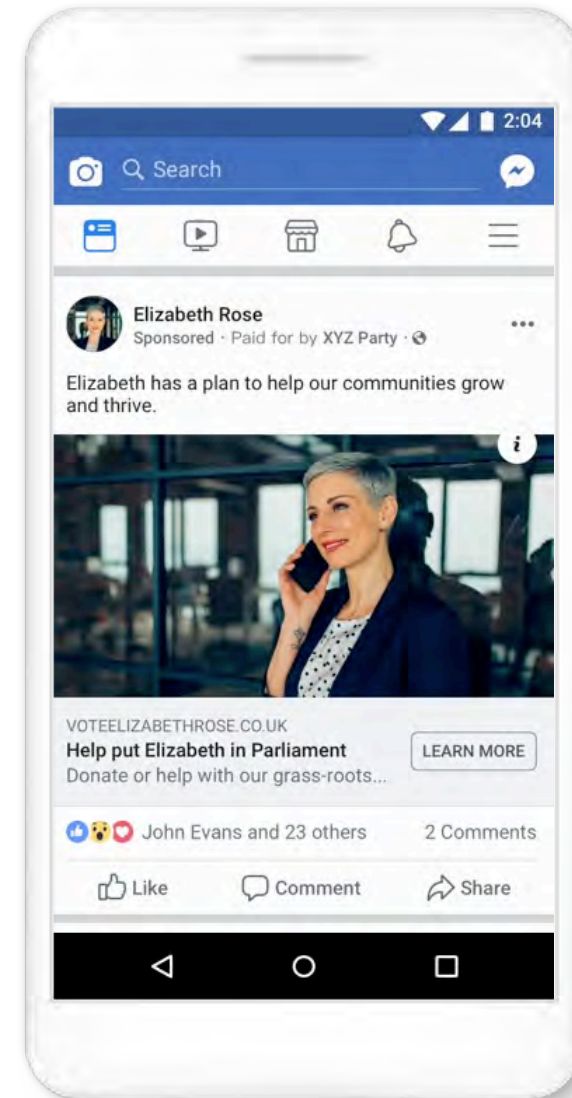
## API

### Access Criteria:

- Go through identity confirmation
- Agree to our platform terms of service
- Create a Facebook developer account



# From feed to Ad Library







# Tools and considerations for advertisers

# Creative considerations

# People consume content on mobile differently than on desktop

Content on mobile is:

Is consumed in

1/4

of a second

Accounts for

63%

of all online content

Is consumed

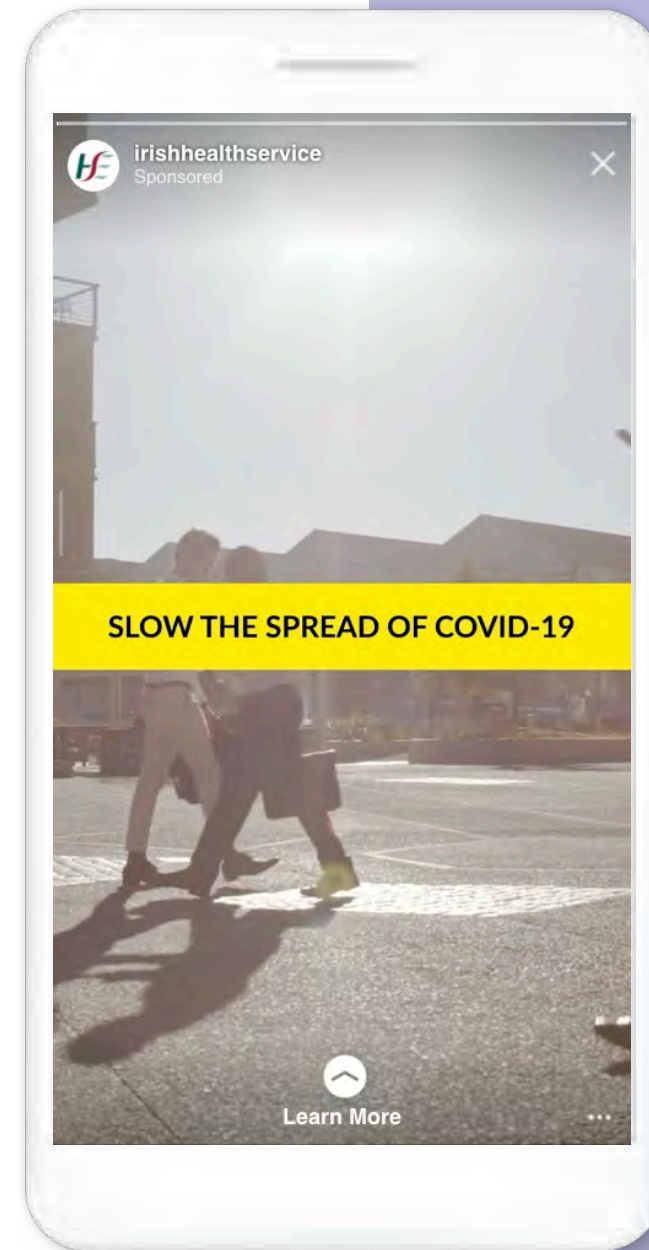
3

hours and 35  
minutes per day

# Creative best practices for mobile-first content

Make people lean in,  
pay attention and engage

- Design for sound off
- 15 seconds or less
- Front-load to first 3 seconds
- Build vertically

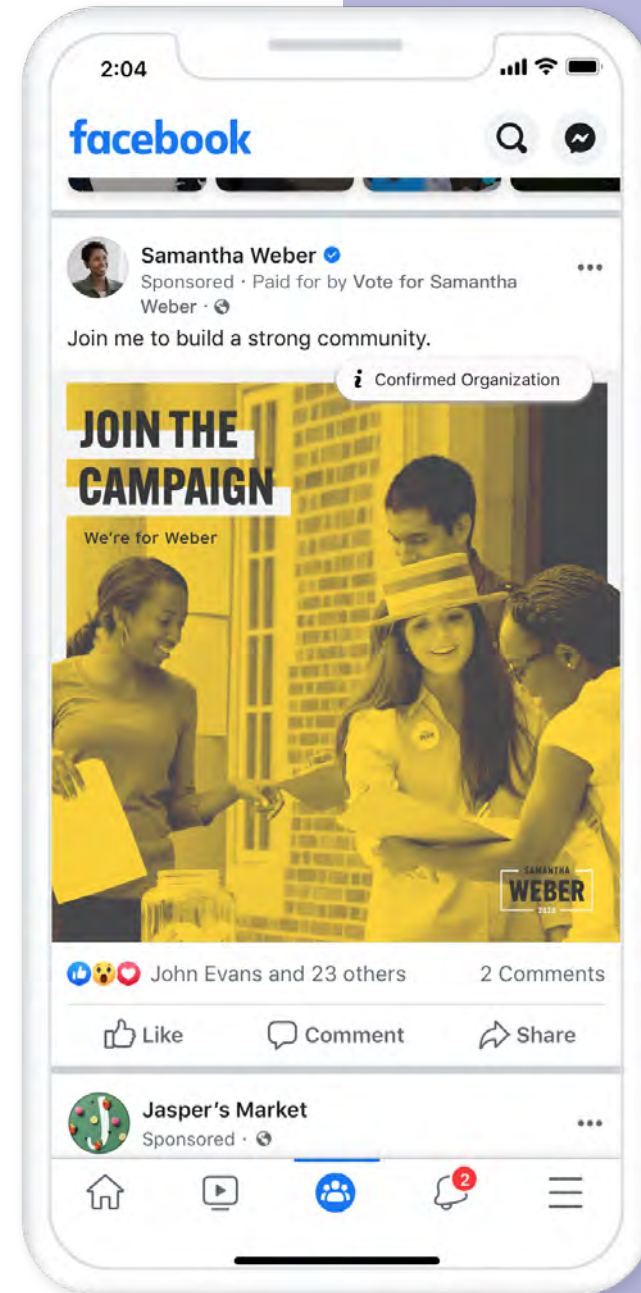




# Reach and educate your constituents, voters and supporters

- Find your audience
- Choose an ad objective
- Get creative
- Set a budget
- Optimize reach and frequency

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# Acquisition programs

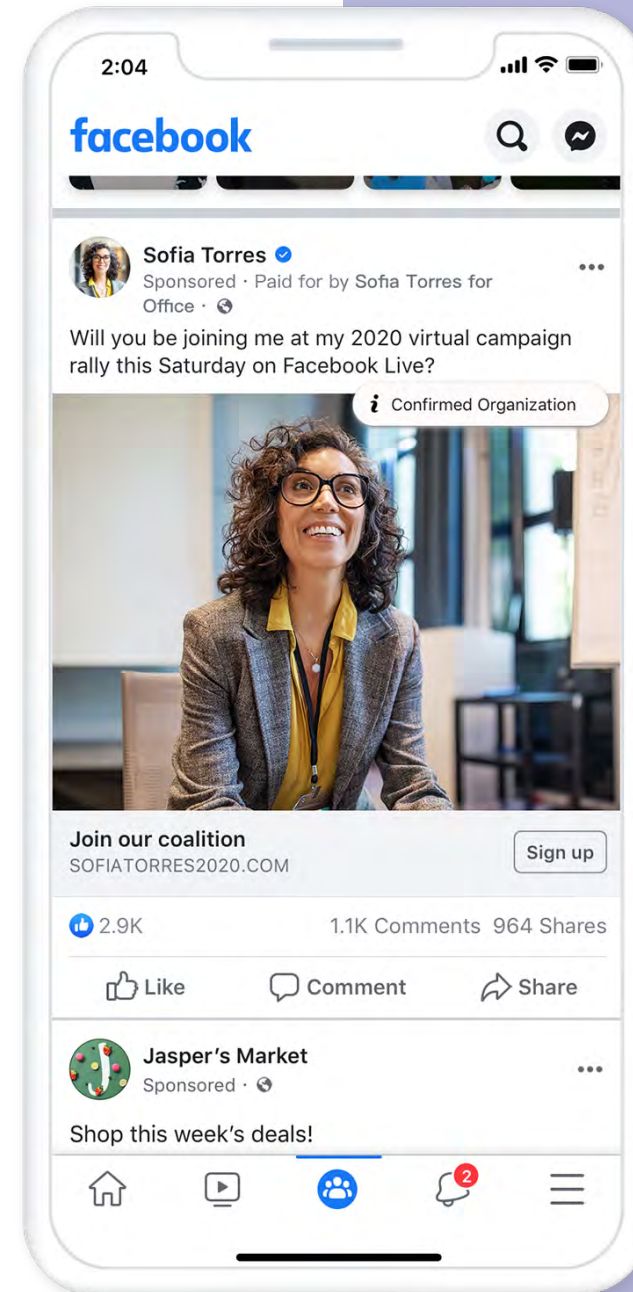
## Gain new supporters

### Get set up:

- Place the Facebook Pixel
- Choose a relevant ad objective
- Optimize your placements
- Consider your audience
- Set bidding and budgeting

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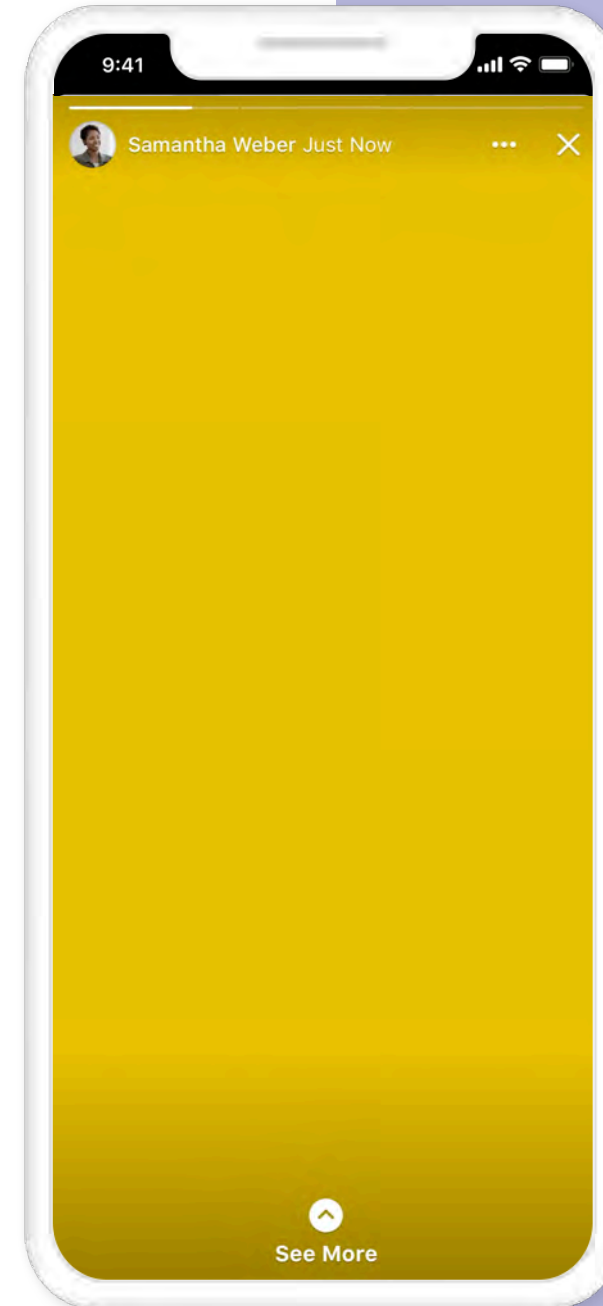
# Acquisition programs

Gain new supporters

Get creative:

- Make sure your video is optimized for mobile
- Use Instagram Stories
- Create a Carousel
- Post Static images

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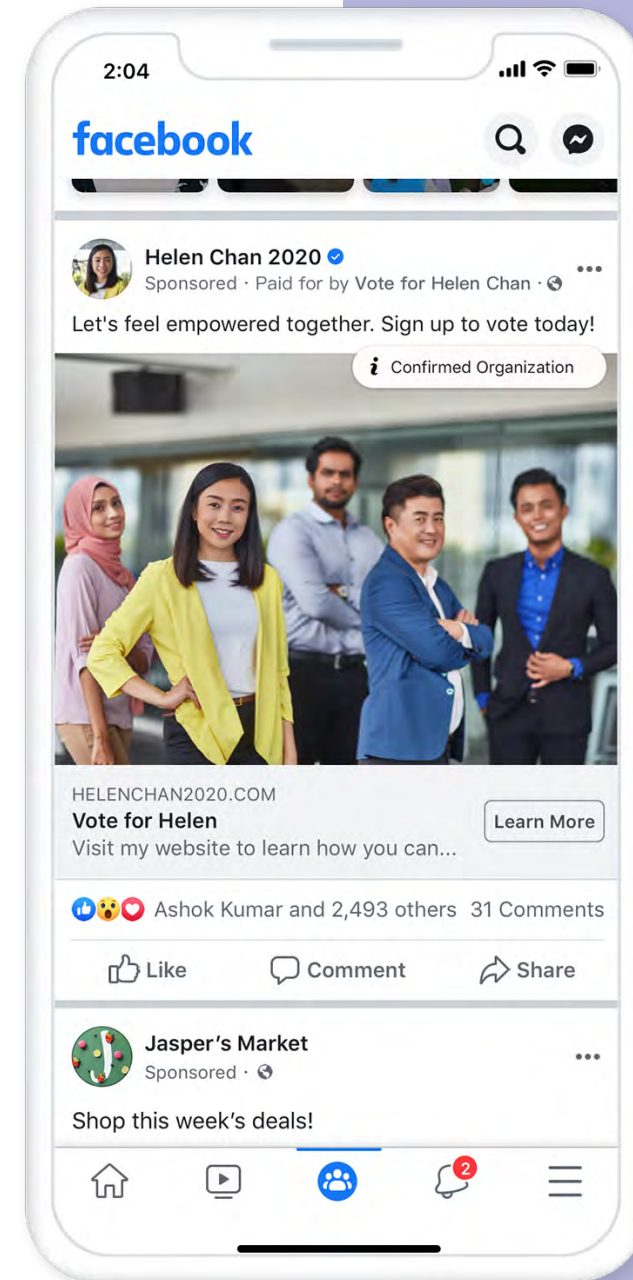
# Acquisition programs

## Gain new supporters

## Measure success:

- Monitor performance
- Gain insight with creative reporting
- Employ Split testing
- Use Facebook Analytics
- Leverage a test and learn strategy

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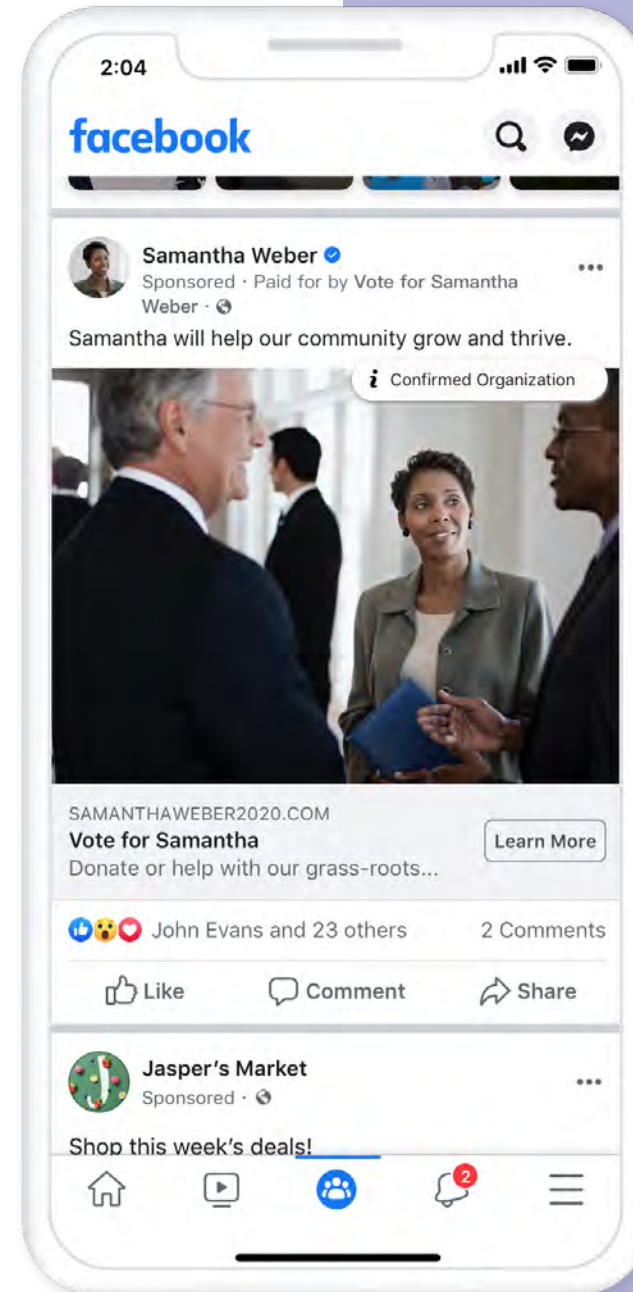


# Fundraising

## Tips for fundraising on Facebook

- Consider the post-click experience
- Tailor your audience
- Bid your true value
- Monitor ROI and ROAS
- Pair with off-platform mediums

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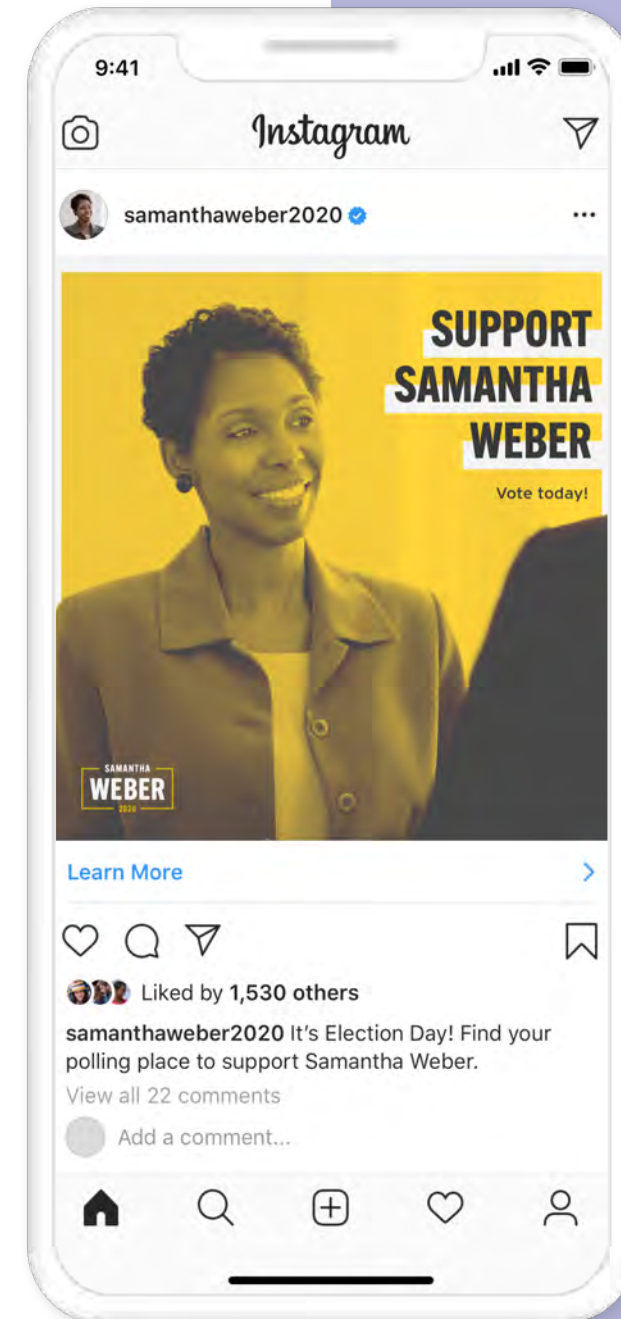


# Get out the vote

## Best practices for getting voters to the polls

- Start planning six weeks out
- Match your objective to your goal
- Consider your audiences
- Consider your destination

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# Resources

Contact our GPA Concierge directly at  
[facebook.com/gpa/help](https://facebook.com/gpa/help)

Other resources:

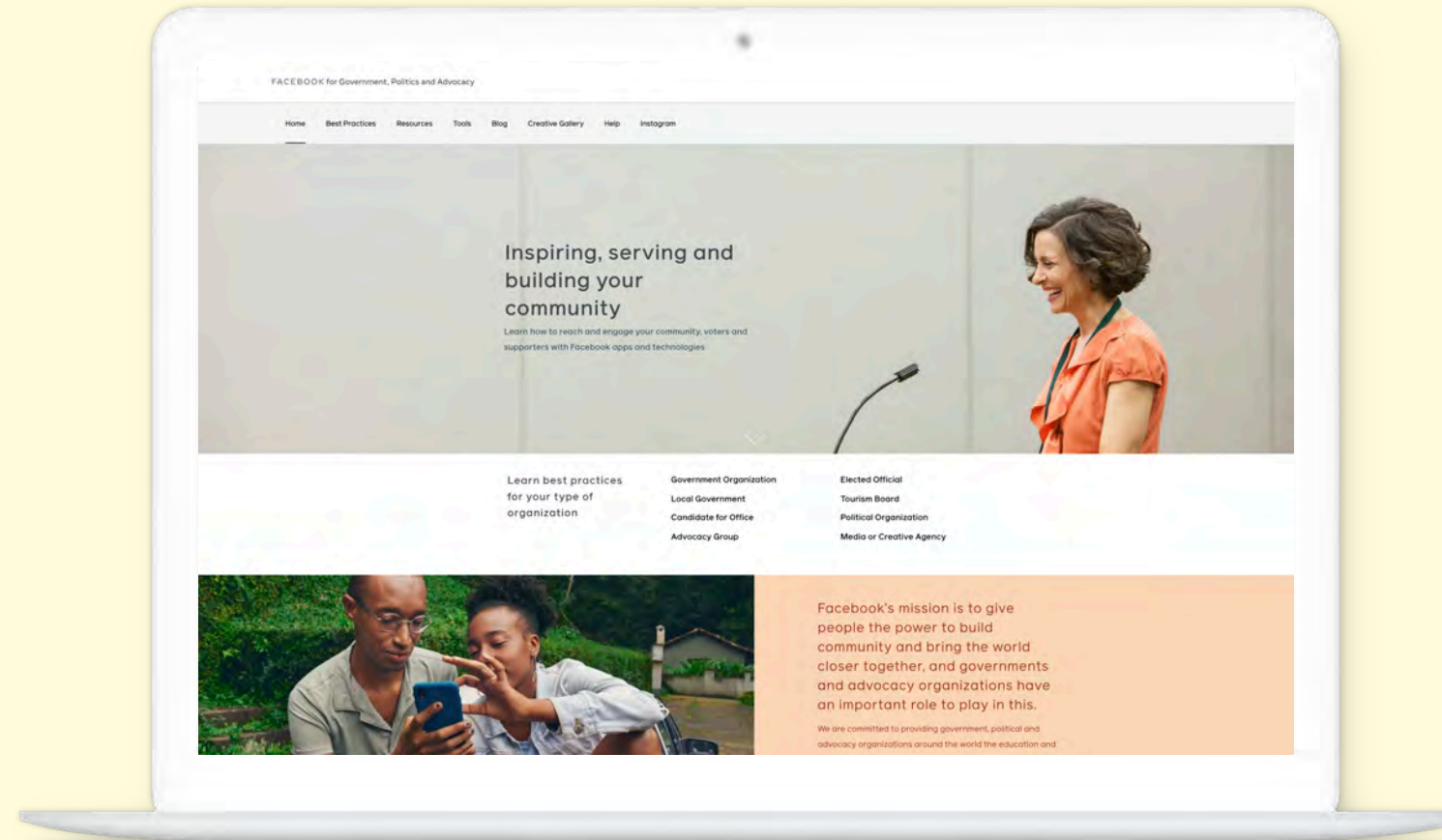
[facebook.com/gpa](https://facebook.com/gpa)

[facebook.com/blueprint](https://facebook.com/blueprint)

[fb.me/2fa](https://fb.me/2fa)

# facebook.com/gpa

Your one-stop shop for best practices for government, politics, and advocacy groups and updates across Facebook



# GPAC

Government, Politics  
and Advocacy Concierge

GPAC is a new team to help us better scale our support

All governments, politicians, candidates and advocacy-based groups will have equal access to this team, and will now be able to learn about how to use Facebook through best practice materials available globally



# GPAC

Government, Politics  
and Advocacy Concierge

GPAC is the best way to help you quickly address technical and operational issues such as:

Verified badge requests

Disapproved ad appeals

Name or username changes

Fake account reports

Duplicate account merges

Hacked account reports

Product questions or issues

# GPAC

To contact GPAC, go to [facebook.com/gpa/help](https://facebook.com/gpa/help)

