



# Inspire Community on Facebook

## A BEGINNER'S GUIDE

Learn how to reach and engage your constituents,  
voters and supporters with Facebook.

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# 01 Introduction to Facebook for government, politics and advocacy



Government, political and advocacy organizations play an important role across the world, and we're committed to building products and tools that allow you to build community and help keep people safe and informed. It's part of our company mission.



## 1.73B

people use Facebook every day to connect with friends and family and to explore what matters to them<sup>1</sup>

### **Your Facebook essentials**

#### [Facebook for Government, Politics and Advocacy](#)

Explore the latest tools and best practices for government, political and advocacy organizations.

#### [The Blog for Government, Politics and Advocacy](#)

Stay up-to-date with product and policy announcements, expert tips and guidance on tools.

#### [Instagram Resources for Government, Politics and Advocacy](#)

Discover how-to guides, information about online safety, creative best practices and much more.

### [Creative Gallery](#)

Get inspired by the creative ways government, political and advocacy organizations are using Facebook and Instagram to reach and engage their constituents, voters and supporters.

### [Blueprint](#)

Self-paced and step-by-step tutorials that can help you build your digital marketing knowledge.

### [Safety Center](#)

Keep your account and your public presence secure.

<sup>1</sup> Facebook data, April 2020

# 02 Secure your account

Facebook accounts may be targeted to gain access to sensitive information. Take these simple steps to help protect your information and presence on Facebook:

## 1. Enable two-factor authentication

Two-factor authentication is a security mechanism that requires you to enter a specific code when someone tries to access your account from an unrecognized device. Turn on two-factor authentication at [fb.me/2fac](https://fb.me/2fac).

## 2. Take the Security and Privacy Checkups

Facebook's Security Checkup will help you log out of unused apps and browsers, manage your alerts and strengthen your password. Facebook's Privacy Checkup helps you review who can see your posts and information from your profile, like your phone number and email address. It also shows you your settings for apps you've logged into with Facebook.

Take both Security and Privacy Checkups at [facebook.com/safety](https://facebook.com/safety).

## 3. Update your information

Review the contact information on your account, remove old email addresses and phone numbers you no longer use and add current accounts you regularly monitor.

## 4. Secure all devices and platforms

Take advantage of security features offered on your mobile phone (e.g., codes, PINs and strong passwords), email accounts (e.g., two-factor authentication) and other social and online platforms.

 [Learn more about keeping your account secure](#)



# 03 Create and optimize your Facebook Page

We recommend elected officials, candidates running for office and governments [use a Facebook Page, rather than a profile](#). Your Page is managed by profiles and will have access to tools such as Page Insights and the ability to advertise. Pages must always be set up and managed by [authentic, real profiles](#). Before setting up your page, we recommend that you review [our policies for Pages](#) and guidelines for [getting your Page verified](#).

Set up and optimize your Page by taking the following steps:

## 1. Create and name your Page

To create a Page, go to [facebook.com/pages/create](https://facebook.com/pages/create). Choose Community or Public Figure.

## 2. Select your category

Select the most appropriate category for your Page. For example:

- If you are running for office, select the Politician or Political Candidate category
- If you are a government official, select Government Official
- If you are a government organization (such as police or fire department, city council or other government department of agency), select Government Organization
- If you're a political organization (such as a political party or other political advocacy group), select Political Organization

If you already have a Page but are not in the correct category, you can change this by following [these instructions](#).



## CREATE AND OPTIMIZE YOUR FACEBOOK PAGE

### 3. Add a name for your Page

Your Page name will be seen across Facebook in News Feed, search and other surfaces. We recommend following these naming guidelines depending on what your Page represents:

- If you are running for office, your Page name should simply be your name (e.g., “Samantha Weber”)
- If you are an elected official, your Page should include your title (e.g., “Mayor Samantha Weber”)
- If your Page represents the government of a geographic or political district, make sure it includes the word “government” (e.g., City of Wartham Government)
- If your Page otherwise represents an organization, the name of the organization or how it is commonly referenced should be the Page name

### 4. Choose your profile and cover photos

For your profile photo, you could use your logo. Remember that this can appear small in most places.

For your cover photo, you can choose an image or video. Use high-quality imagery that is visually appealing and looks good on both desktop and mobile devices. [Learn more.](#)

### 5. Optimize your Page

#### GIVE YOUR PAGE A CUSTOM URL

We recommend that your Facebook Page URL/username match your other online accounts if possible to make it easier for people to remember.

## EDIT YOUR PAGE SETTINGS

Click on Settings to adjust a number of options that will help you optimize your Page. For example:

- **Profanity and keyword filters:** You can block certain words from appearing on your Page by using the profanity filter and Page moderation tools
- **Comment ranking:** Turn on comment ranking so that comments with the most likes or replies, as well as comments from verified profiles and Pages, will appear first
- **Messaging:** People increasingly want to communicate through private messaging because it is fast and convenient. Page admins can turn messaging on or off, set up welcome greetings, instant replies and more.
- **Review your Page tabs:** Add, remove or reorder the tabs and sections that appear on the left hand side and the middle of your Page to create the best possible experience for people visiting your Page

## PROMOTE YOUR PAGE

Once you have adjusted your settings, it's time to [invite people to like your Page](#). Consider commenting on and engaging with other Pages to get your name in front of new audiences: When a Page tags another Page, the post might be seen by some of the people who like or follow the tagged Page.

 [Learn more about optimizing your Page](#)

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**Note:** Elected officials in some jurisdictions are required by law to have two Facebook presences (one for campaign activity and another for government activity). You should always comply with all applicable laws and regulations when it comes to political activity on Facebook and Instagram.

# 04 Manage your Facebook Page

There are multiple ways you can access your Page, including:

1. By clicking the arrow in the top right of any page on Facebook and selecting Manage Pages
2. In the left column of your homepage under Favorites, you could add it to your Favorites list during setup
3. In the left column under Pages (if you're an admin for more than one Page, you may need to click "More" to see all your Page links)
4. By navigating to the Page from the Facebook mobile app, or from the Pages Manager mobile app. [Learn more.](#)
5. If you use Business Manager to manage your Page, go to [business.facebook.com/settings/pages/](https://business.facebook.com/settings/pages/)

## Page Manager policy

Have clear rules about the number of people who can manage your Page. We recommend you have two Page admins to ensure backup in case you're unable to access to your Page. While more managers can help you move faster, the more you have, the higher the security risk.

## Page Manager roles

Under the business settings tab in Business Manager, you can control who has access to your Facebook information and what actions people can take (for example: Creating ads or publishing content). Learn more about [Page roles](#).

## Understanding News Feed

The first thing people see when they log into Facebook is their News Feed, a personalized stream of stories, recommendations and news from the people, news sources, artists, businesses and any other organizations they've connected to on Facebook. Part of optimizing your presence on Facebook is understanding how News Feed works. Learn more about [News Feed ranking](#).



[Learn more about managing your Page](#)

# 05 Post content

**Posting is easy**—just start typing where it says “Write a post...” You can share anything you think people will be interested in—maybe you’re launching your campaign, opening a new office or starting a new initiative. Your Page is also the place to celebrate big moments, launches and anniversaries. All your posts are visible on your Page and may show up in News Feed.



Here are some tips for using posts to connect with your community.

## **Highlight important announcements**

To proactively inform and educate your community, consider creating an announcement post on your Facebook Page.

## **Pin key posts**

You can [pin important announcements](#) to the top of your Facebook Page for ease of viewing.

## **Share frequently and consistently**

Your community wants to hear from you. Join the conversations already happening, start new ones and engage people on the topics that matter to both you and them. Post consistently and develop a content calendar of special dates and moments you want to highlight.

If you’re new to creating content for Facebook, aim to post 2–3 times per week. Once you’ve mastered the basics, you’ll want to post at least daily to maintain a connection with your community via their News Feeds. During important periods, like times of crisis or leading up to Election Day, aim to post multiple times a day.

# 06 Foster community

When posting, think about how you can foster community by not just sharing content, but truly interacting with people and inspiring trust using Facebook products. Here are some tips to consider:

## Be authentic

- Share candid photos and videos that highlight your and/or your organization’s personality, what you’re up to and what you care about
- Build credibility with your community by giving them access to moments they might not otherwise see
- Personalize your message—avoid using the third-person perspective and instead speak with “we” to represent the organization

## Be informative

People are talking about current events on Facebook, so provide those following you with timely, topical updates. One way of doing this is adding popular hashtags to your posts, so your audience can follow the wider conversation on the topic in real time. Another interesting way of keeping your audience informed is [creating Groups](#) to provide space for discussion and debate. [Pages are also able to join groups](#) and participate in group discussions, all in the Page voice that is representative of their organization.

By joining Groups, Pages can enrich and contribute to group discussions by engaging with members, sharing relevant content, announcements and events and by serving as subject matter experts on shared community interests.

[Learn more about Groups](#)



## Be interactive

Interact with constituents, voters and supporters by asking them questions, answering theirs and showing them you are paying attention to their concerns. Consider connecting directly with your community using [Messenger](#) or going [Live on Facebook](#). Think about telling your story creatively with [Facebook or Instagram Stories](#). You could also [host a Watch Party](#), [Virtual Event](#) or [go live with someone else on Instagram](#). For example, you could go live with a fellow government official to make a big announcement or host a debate. You may also choose to inspire trust by responding directly to messages.

You may also want to consider [Live Producer](#) to create higher quality, more interactive livestreams.

[Learn more about fostering community on Facebook](#)

# 07 Be creative

Any situation can be approached with a creative mindset. Here are some examples of how you could use Facebook products to be creative in your news, updates and activities.

➤ See how other government, political and advocacy organizations have been using Facebook in our Creative Gallery.

## Planning your campaign announcement

Live stream the announcement and post the text of the announcement as a status update. Take your community behind the scenes with exclusive photos and videos before and after your announcement.

## Sharing urgent or timely information

Use Facebook Live to reach people quickly. Put any critical information in a comment and pin it to the top so that it's the first comment your followers see. For example, you may want to announce the signing of a new bill, or provide important information to communities that can help them stay safe during a crisis.

## Rolling out a new policy

Plan a Q&A and include other stakeholders and policy experts to both ask and answer questions.

## Touring your community

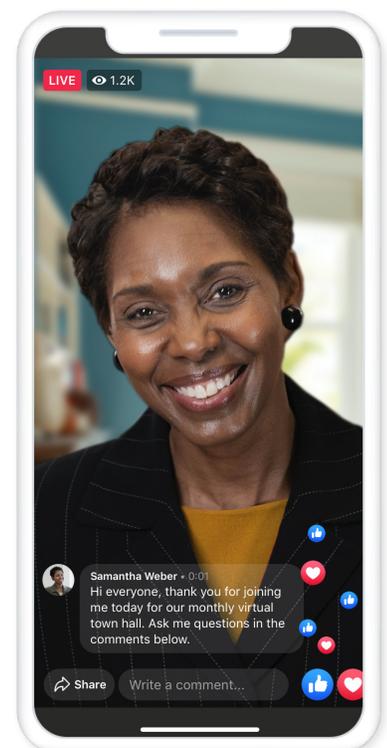
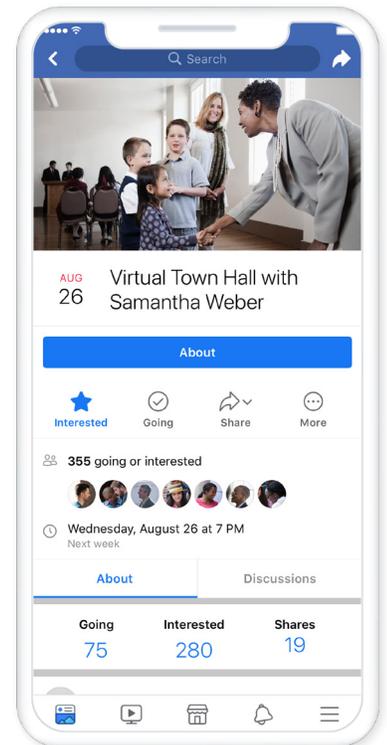
Upload photos, videos and Stories from popular and interesting local spots. Tag the Facebook Pages of places you visit and encourage them to share your posts as well.

## Hosting a virtual event—e.g., launching a new department

Create a Facebook event and share updates before and during the event for attendees. If this is a regularly occurring event, you can select a recurring frequency (such as daily, weekly or custom). On the day of the event, go Live on your event page.

## Building lists of supporters

Drive your followers to a mobile-friendly petition or survey on your website.



# 08 Useful tools

Whether you're running for office, represent a community or organization or are advocating for a policy or issue you care about, there are a variety of tools you can use to help you achieve those goals.

## Tools for creation

People consume content differently from one another. While some enjoy watching videos, others may prefer scrolling through a carousel or looking at static images. Some may like doing all of these. Because of this, we see that multi-asset campaigns drive better brand metrics, including:<sup>2</sup>

**1.2X** better ad recall and top-of-mind awareness

**1.3X** better message association

**1.9X** better brand affinity

**1.8X** better familiarity

Our creative tools, such as [Video](#), [Stories](#), [Frames](#), [Creator Studio](#) and more, will help you create multi-asset campaigns that resonate with your audience.

[Learn more about our creative tools](#)

## Tools for building community

We understand that building trust with your community matters to you. From [being responsive to comments](#) on your Page to [creating a dedicated Group](#) for direct engagement, there are a number of ways in which you can strengthen your relationship with your audience.

[Learn more about how you could use our tools to build community](#)



<sup>2</sup> Facebook internal meta-analysis of 3000k Brand Lift studies analyzed from Aug of 2017 to Sept 2018.

# 09 Amplifying your message with advertising

Facebook ads can help you reach new people who may be interested in your campaign or organization. Before you begin, please review our [ad policies](#)\* that provide guidance on what types of ad content are allowed. Familiarizing yourself with the policies can help you adhere to them and avoid disapprovals later.

## Common disapprovals include:

- The use of personal attributes
- Adult content
- Sensational content
- Brand usage in ads

[>](#) Learn more about our advertising policies

## Ad authorization and disclaimers\*\*

Ads about social issues, elections or politics require authorization and disclaimers. To get authorized, go to [facebook.com/id](https://facebook.com/id) and do the following in order to run ads with political content.



\*Credit, Employment or Housing campaigns have some limited or unavailable audience targeting options. Read more about ad categories [here](#).

\*\*Rules may vary depending on your geographic location. Learn more about our ad authorization process [here](#).

# 10 Using Business Manager

[Business Manager](#) is a central hub to help you manage your accounts.

Business Manager is designed to reflect the hierarchy of an organization's leadership, assets and relationships on Facebook. Having a Business Manager will allow you to professionally manage Facebook ads, Page content, data sources, agency partnerships as well as roles and permissions in one secure place.

[Explore our full suite of advertising resources](#)

## WHAT SHOULD I KNOW WHEN CREATING A BUSINESS MANAGER FOR THE FIRST TIME?

[Read this blog about Business Manager for Government, Politics and Advocacy.](#)

For further practical guidance, we recommend taking [this free, 15-minute Blueprint course on how to set up Business Manager.](#)





As you inspire, serve and build your community, we're here to help.

Visit [facebook.com/gpa](https://facebook.com/gpa) to learn more.