

# Facebook for Community Communication

Politics & Government Outreach  
Government, Politics & Advocacy

25 March 2020

FACEBOOK

FACEBOOK



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U.S. Politics & Government Outreach

# Agenda

1. COVID-19: What Facebook is doing to help
2. Facebook basics & News Feed
3. Content best practices
4. Tips & tools
5. Transparency & ads updates
6. Q&A

# 01 COVID-19: What Facebook is doing to help

In response to the coronavirus pandemic, Facebook is supporting the global public health community's work to keep people safe and informed on Facebook and Instagram

**1. Making sure everyone has accurate information**

Connecting people to accurate information, helpful resources  
Providing credible information, supporting health authorities

**2. Stopping misinformation and harmful content**

Limiting misinformation and harmful content  
Banning ads for medical face masks, hand sanitizer, COVID-19 testing kits, and surface disinfecting wipes  
Prohibiting exploitative tactics in ads  
Removing misinformation related to COVID-19

**3. Supporting global health experts and relief efforts**

Supporting global health organizations with free ads  
Empowering partners with data and tools  
Working closely with industry partners on response efforts

**4. Supporting local governments, communities and businesses**

Keeping our people and our platform safe  
Helping people stay connected using WhatsApp

# COVID-19 Information Resource Center

- Local Alerts will be surfaced at the top.
- Real-time updates from local and national health authorities and global organizations such as the World Health Organization, as well as helpful articles, videos and posts about social distancing and preventing the spread of COVID-19.
- Users will see features to help them connect with local groups and ask for or offer help within their community.



# Community Standards & Coronavirus

+ Fighting voter suppression and voter interference, including banning paid ads that suggest voting is useless or advise people not to vote

+ IPOCs (aka War Rooms) for rapid, real time decisions with 40 XFN teams

+ Misrepresentation of the dates, locations, times and methods for voting or voter registration (e.g. “Vote by text!”)

+ Misrepresentation of who can vote, qualifications for voting, whether a vote will be counted and what information and/or materials must be provided in order to vote (e.g. “If you voted in the primary, your vote in the general election won’t count.”); and threats of violence relating to voting, voter registration or the outcome of an election

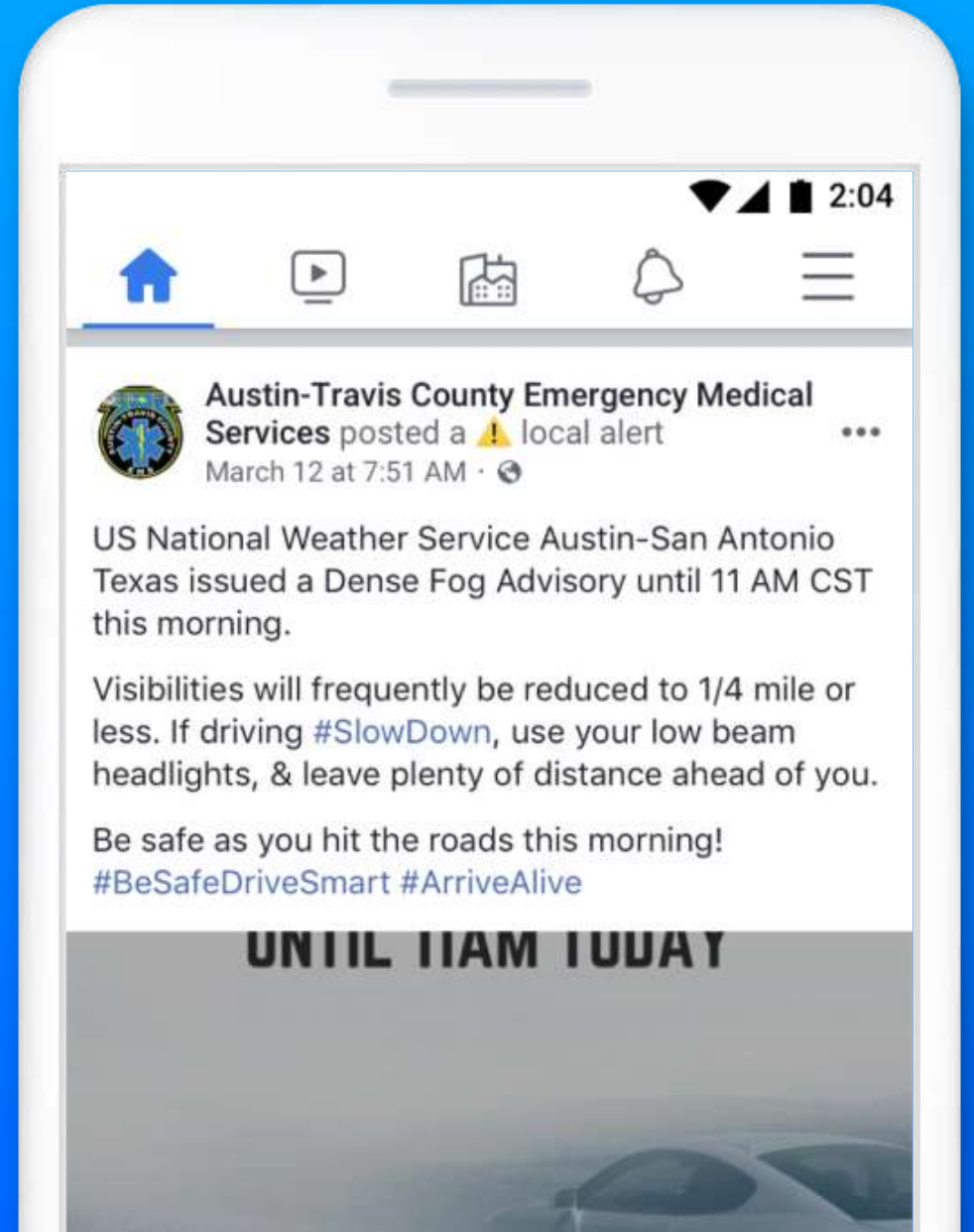
+ Covid-19 and coronavirus content has now been added to our voter intimidation policies (e.g. “The election is cancelled due to the pandemic.”)

## Expanding Local Alerts

Local Alerts have been leveraged by state and local first responders and municipal governments across the US to send urgent, need-to-know messages since early 2018.

Local Alerts can be valuable levers for Facebook's local-level response to the COVID-19 pandemic.

+ As of March 2020, Local Alerts is now available to all local government, public health agency and first responder Pages

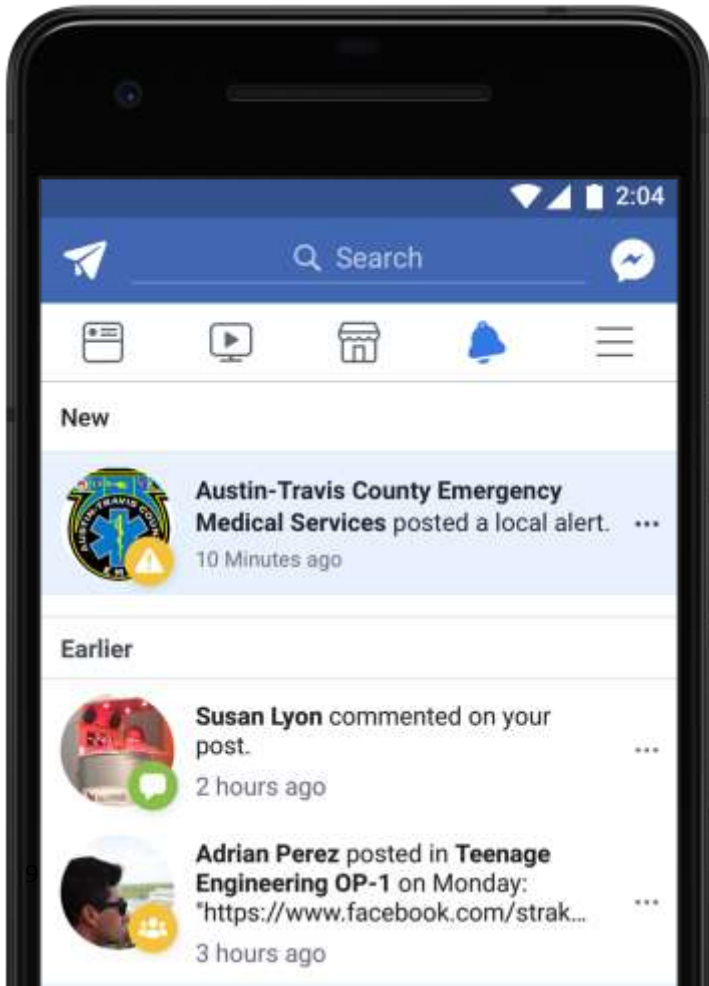




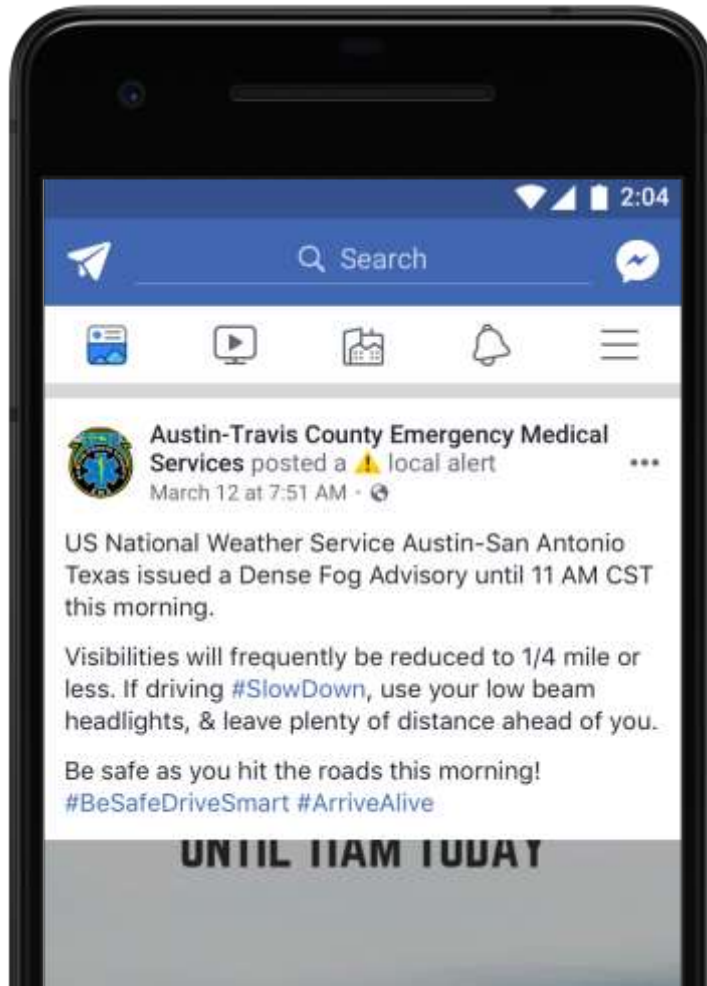
# LOCAL ALERTS

Facebook users receive local alerts via notifications, in News Feed, and in Today In

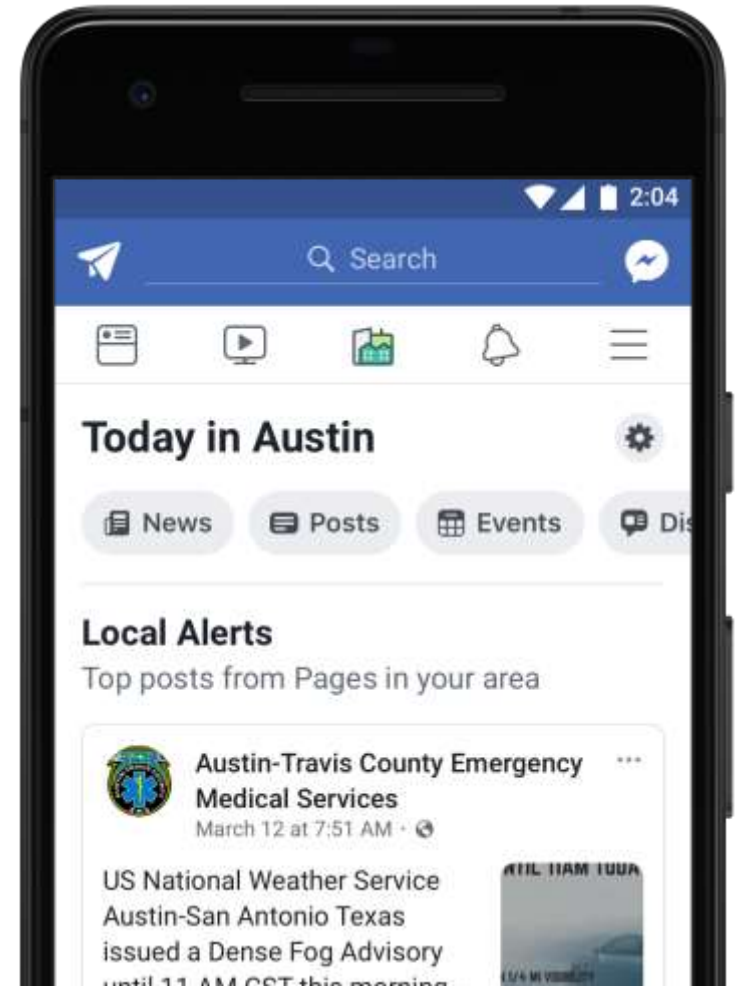
## NOTIFICATIONS



## NEWS FEED



## TODAY IN



# Workplace for Government & First Responders

Stay connected to your organization while working remotely

- Video Calling
- Instant Messaging
- Information Sharing
- Safety Check
- Desktop & mobile friendly
- As easy as Facebook to use

# Facebook Community in US

Constituents at scale

 **220M**

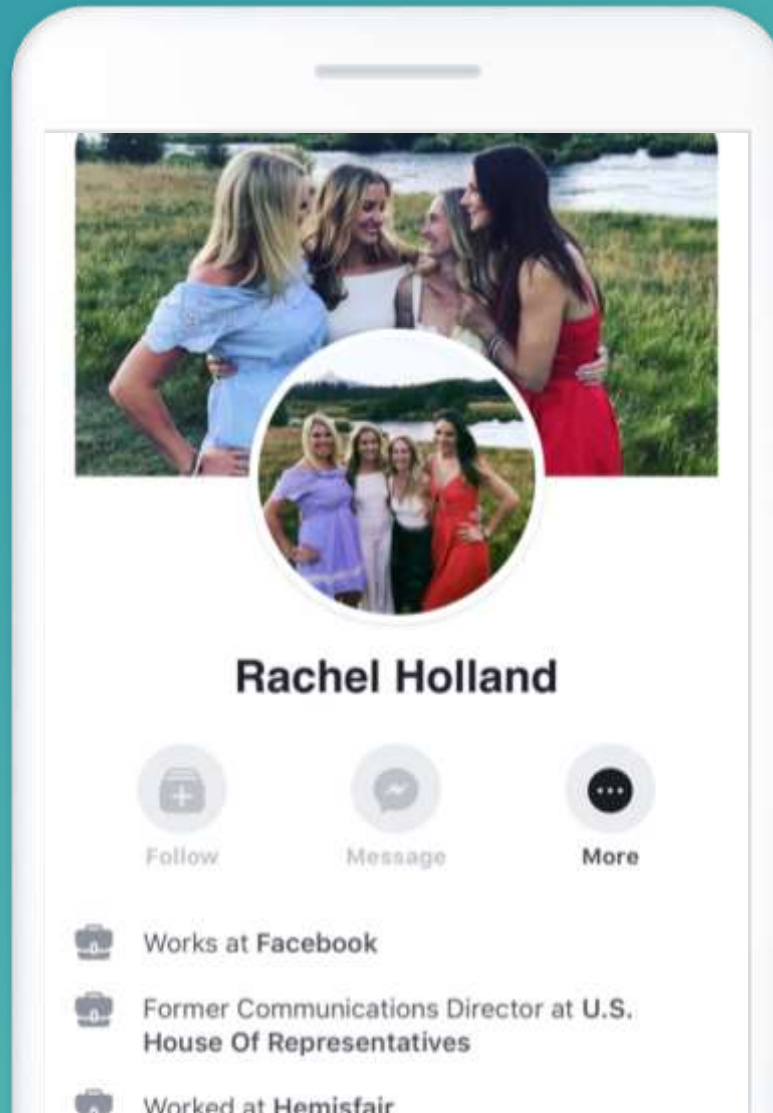
**(4 out of every 5  
internet users)**

# 02 Basics & News Feed

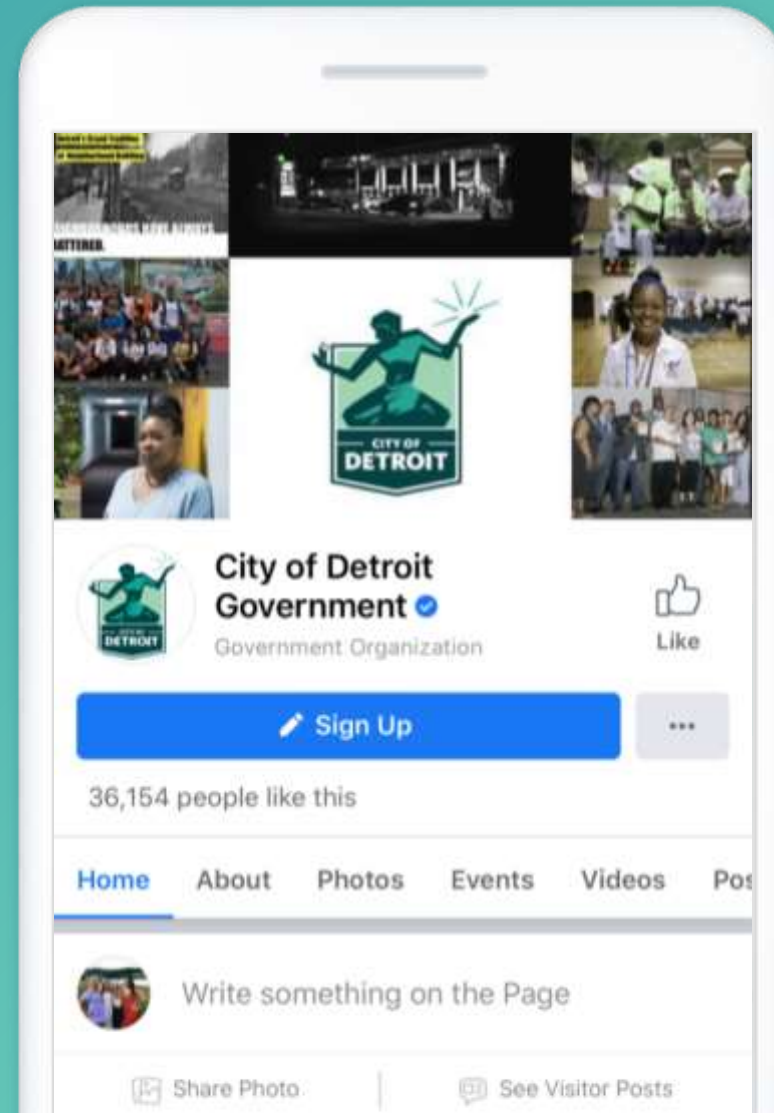
# PAGE VS. PROFILE

Extend your reach with a Facebook Page

PROFILE



PAGE



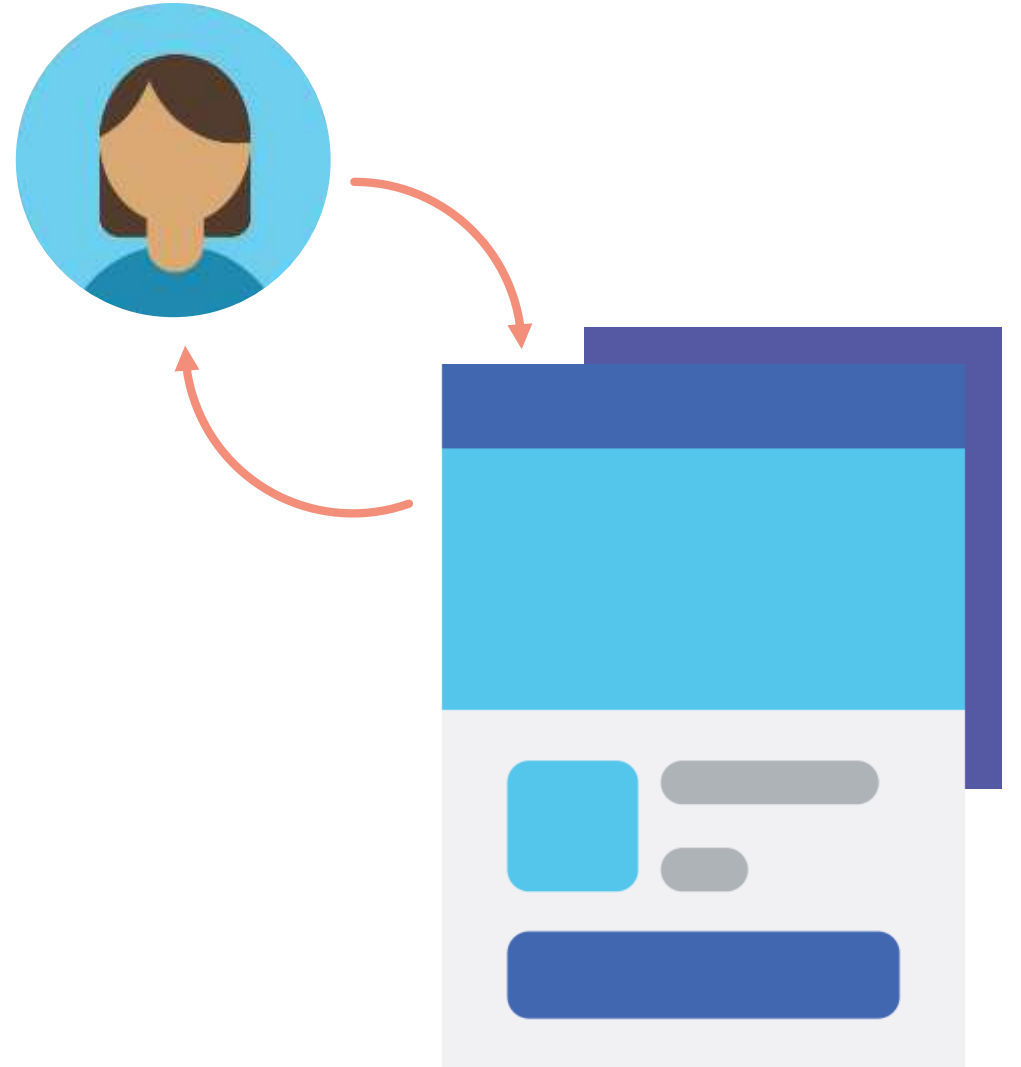
# PAGE VERIFICATION

- Optimizes search
- Shows your authenticity
- Requirements: Content posted, profile and cover photo
- Eligible formats:
  - Category: Government Organization; Name must indicate it is the government entity not only the municipal location
  - Category: Politician or Political Candidate; Name cannot include title or additional words
  - Category: Government Official; Name must include title



# MANAGING A PAGE

from a real profile helps  
keep your account safe



# 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)



# FACEBOOK PROTECT

## Proactive Security Sweeping for Your Accounts

### Who is it for?

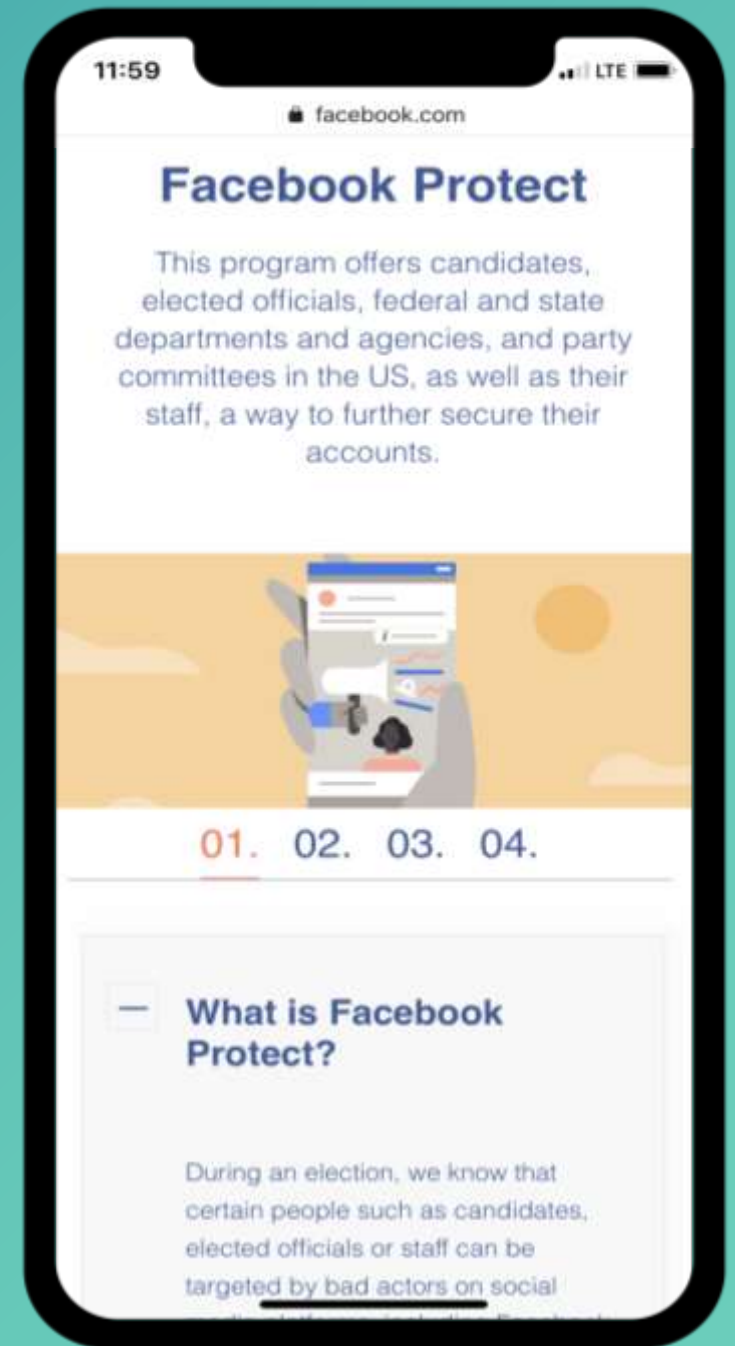
Candidates, elected officials, government departments and agencies, party committees, and staff

### What does it do?

- (1) Helps you adopt stronger account security protections, like two-factor authentication
- (2) Monitors for potential hacking threats

**Enrollment:** [facebook.com/gpa/facebook-protect](https://facebook.com/gpa/facebook-protect)

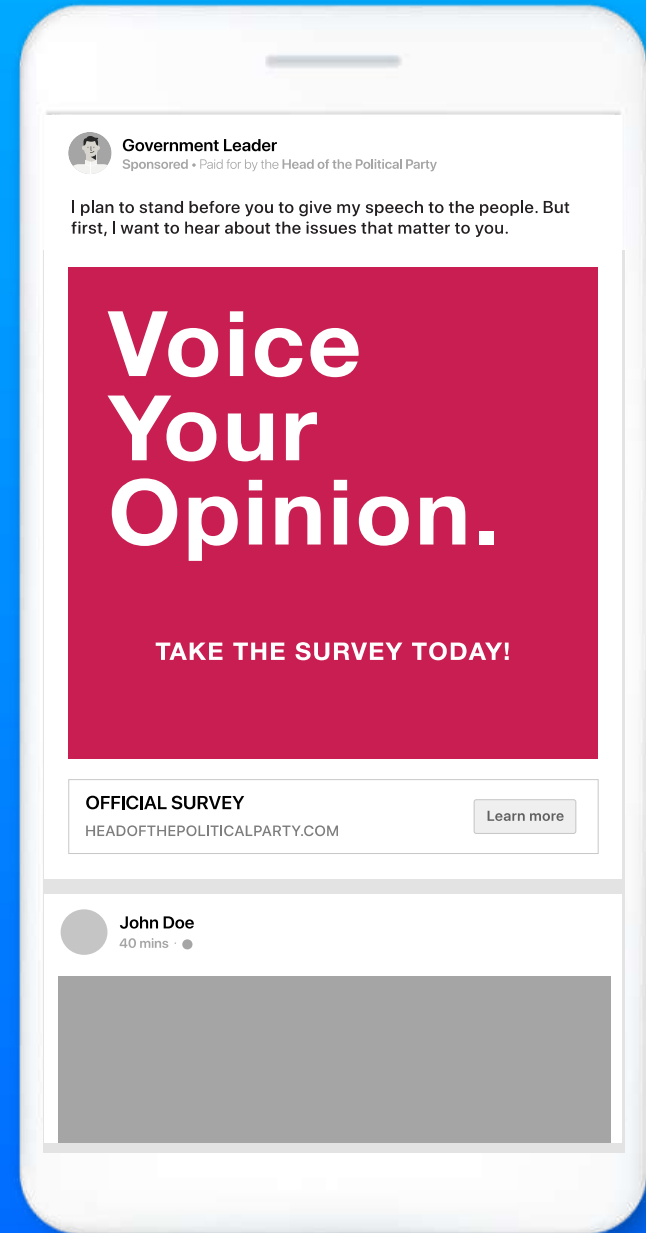
**NOTE: YOUR PAGE MUST BE BLUE-BADGE VERIFIED TO PARTICIPATE**



# MOBILE-FIRST CONTENT

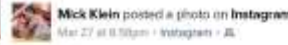
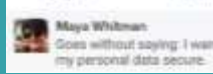
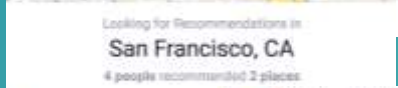
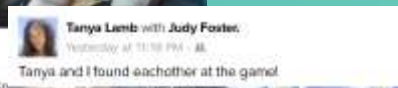
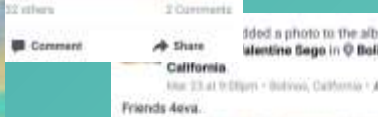
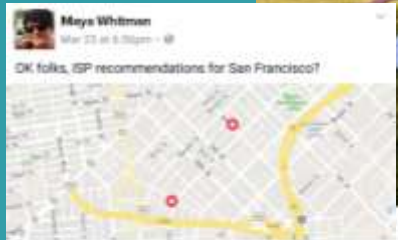
90% of discovery happens on mobile

- Vertical images and video
- Video subtitles
- Simple graphics



How does  
Newsfeed work?







# Who posted it

Frequency of posts from publisher

Average time spent on content

Overall engagement that a post already has

Previous negative feedback on author

# Engagement



Jonathan Rye updated his profile picture.

March 17 at 7:03 PM · 🌐



👍❤️👹 166

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share

# When it's posted

Friend tags

A recent comment from a friend

# Story type

Completeness of page profile

Posted from a friend or page

How informative the post is

Likelihood to click

Likelihood to spend time with story

Likelihood to like, comment, and share



Jonathan Rye updated his profile picture.  
March 17 at 7:03 PM · 🌐

1.4



👍❤️👤 166

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share

Likelihood you'll find informative

Likelihood this is clickbait

Likelihood it violates FB policies





Jonathan Rye updated his profile picture.

March 17 at 7:03 PM · 🌐



1.4

👍❤️👹 166

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share



Hazel Jao added 11 new photos to album:  
Surfing Mexico.

2 hrs · 🌐



0.7

👍 7

3 Comments

👍 Like

💬 Comment



Donny Rago posted a photo on Instagram —  
with Ayo Luner and Suzy Visco at Mission Dolores Park.

Yesterday at 10:00 PM · Instagram · 🌐

when the weather is this nice you really can't stay inside.



1.2

👍❤️👹 16

4 Comments 3 Shares

👍 Like

💬 Comment

➦ Share



**Jonathan Rye** updated his profile picture.

March 17 at 7:03 PM · €



1.4

👍❤️👏 165

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share



**Donny Rago** posted a photo on **Instagram** — with **Ayo Luner** and **Suzy Visko** at **Mission Dolores Park**.

Yesterday at 10:00 PM · Instagram · 👤

when the weather is this nice you really can't stay inside.



1.2



# 03 Best Practices

# WHAT MAKES GREAT CONTENT?



INTERACTIVE



AUTHENTIC



TIMELY



FREQUENT &

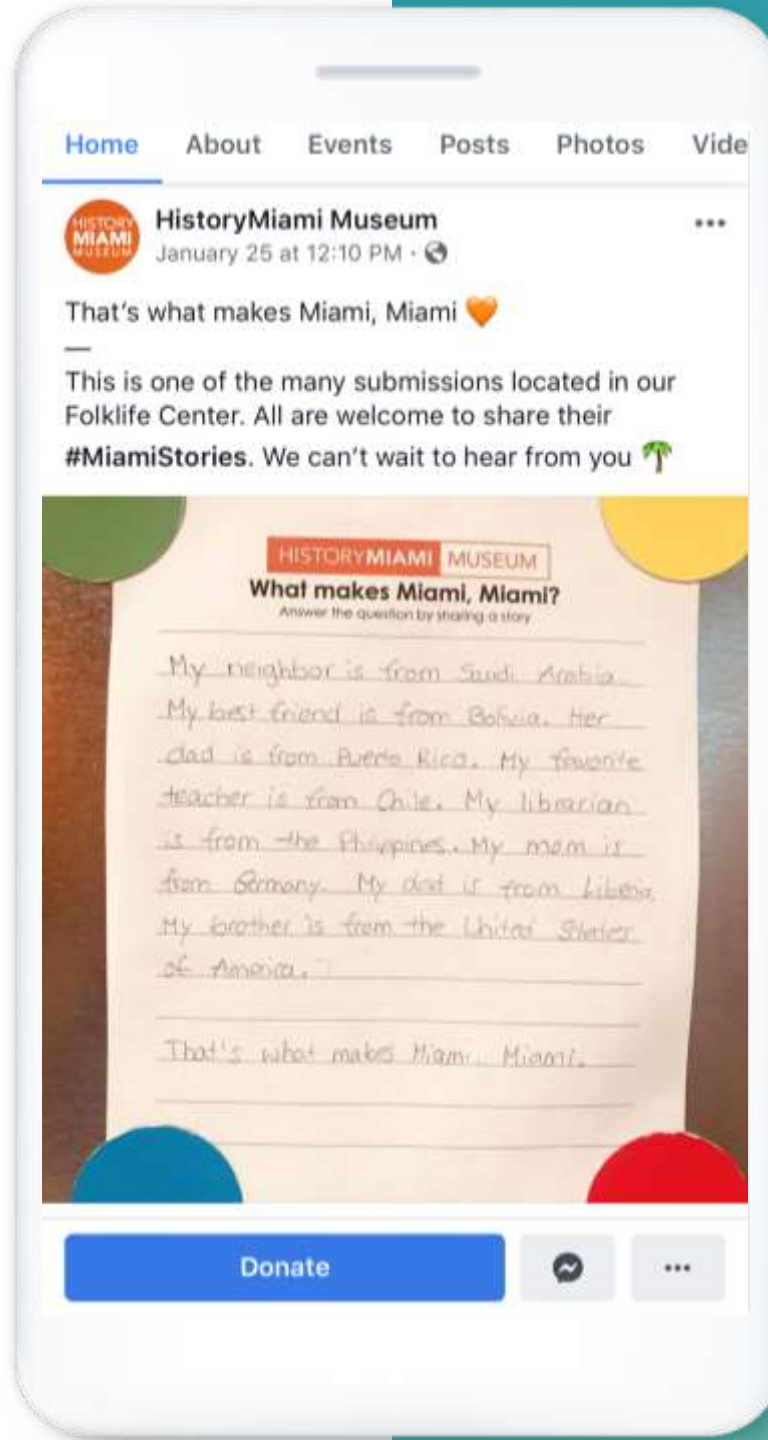
# CONTENT THAT WORKS IS...



## 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

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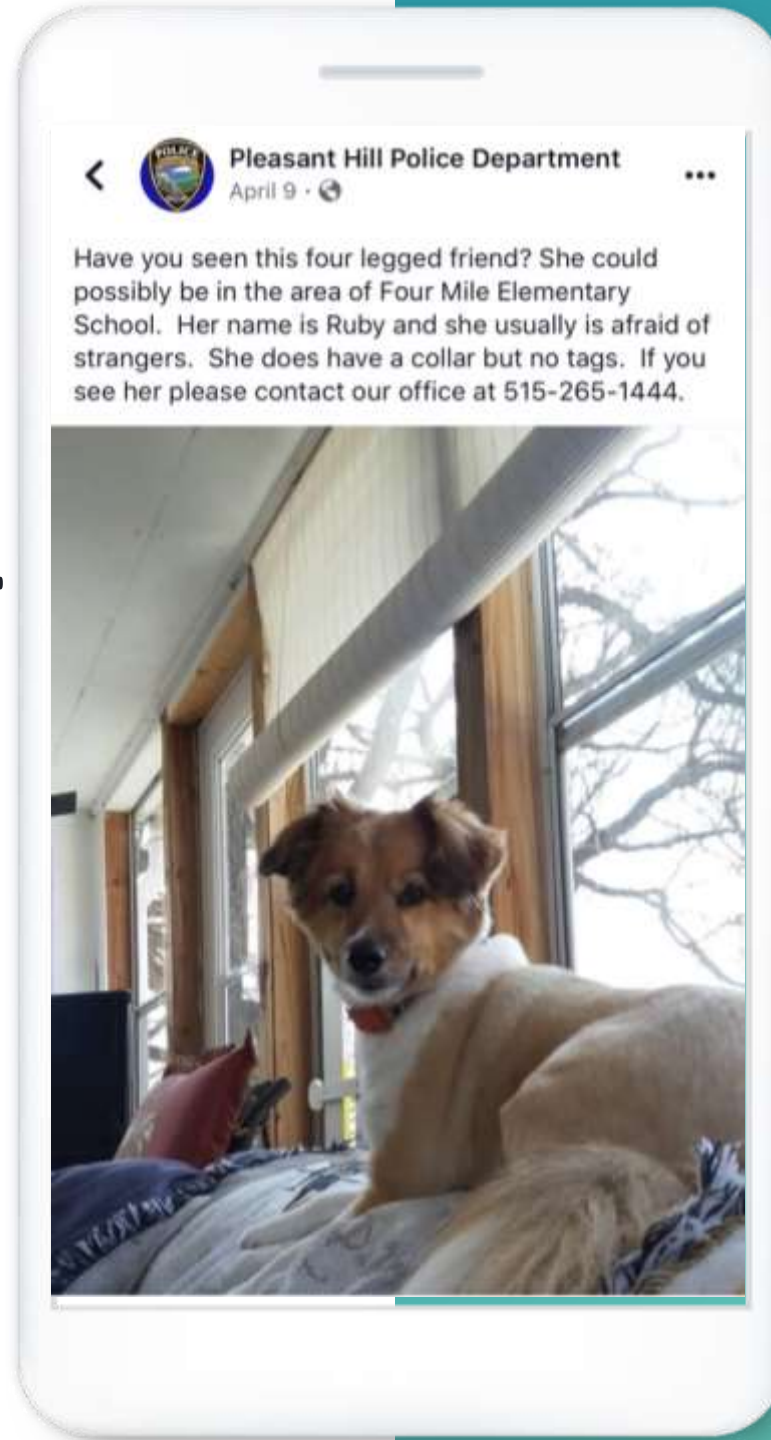


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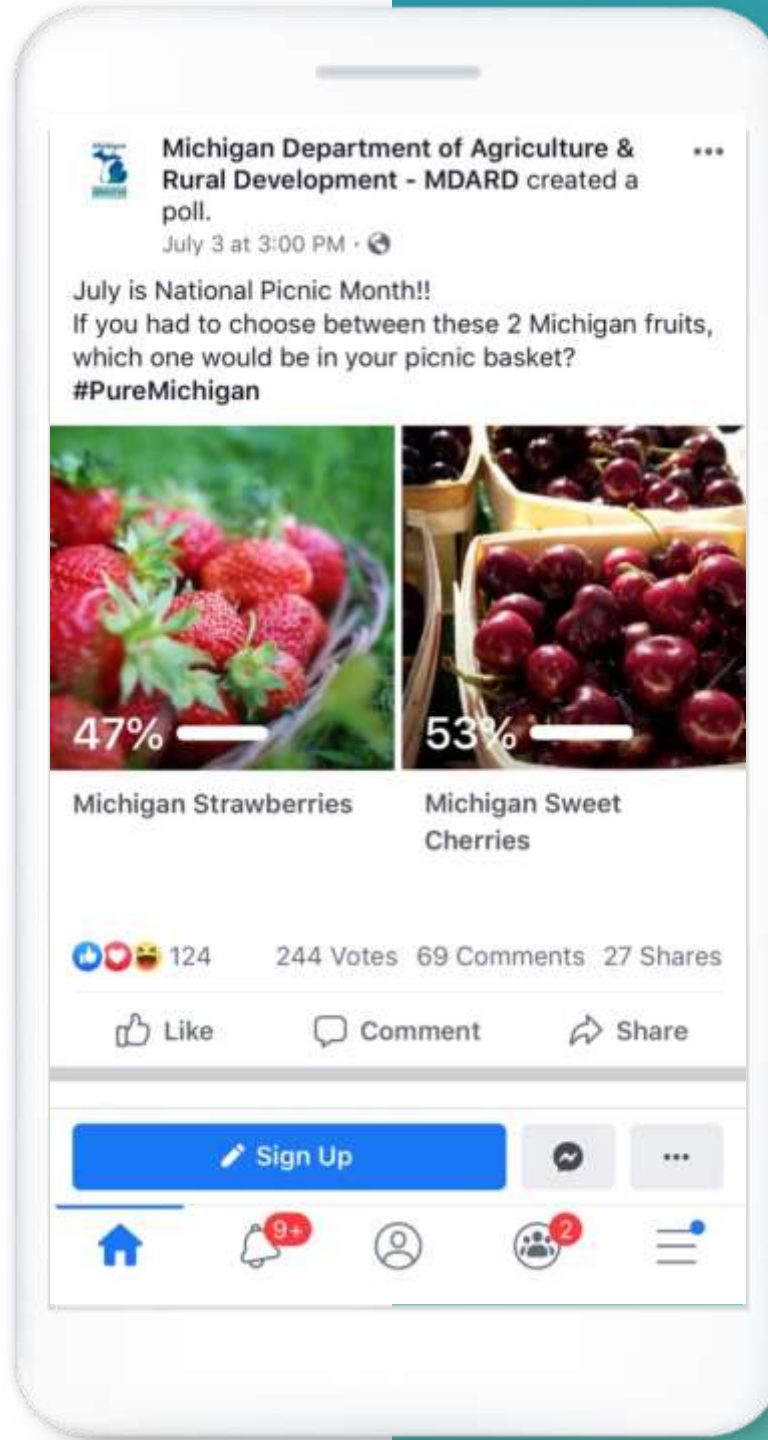
# CONTENT THAT WORKS IS...



## Interactive

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

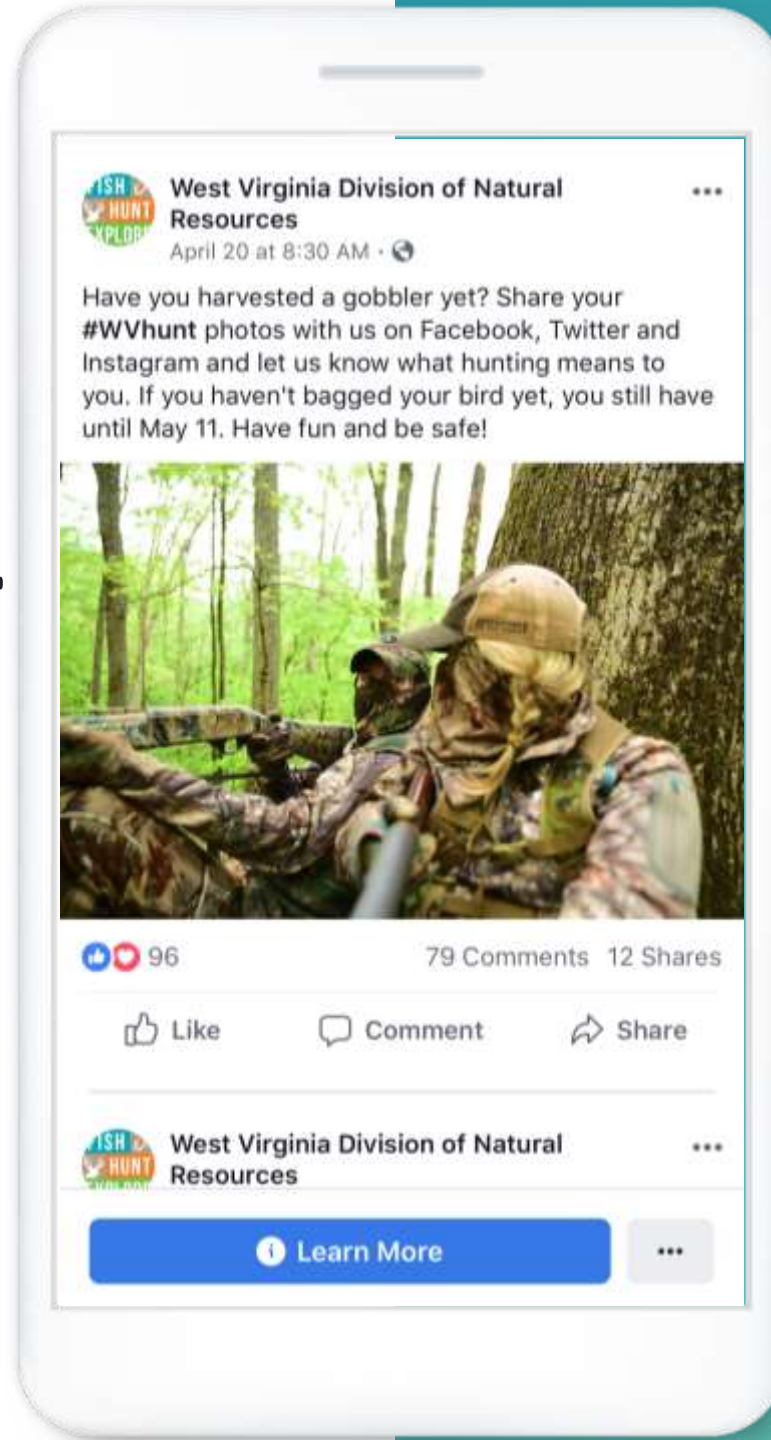
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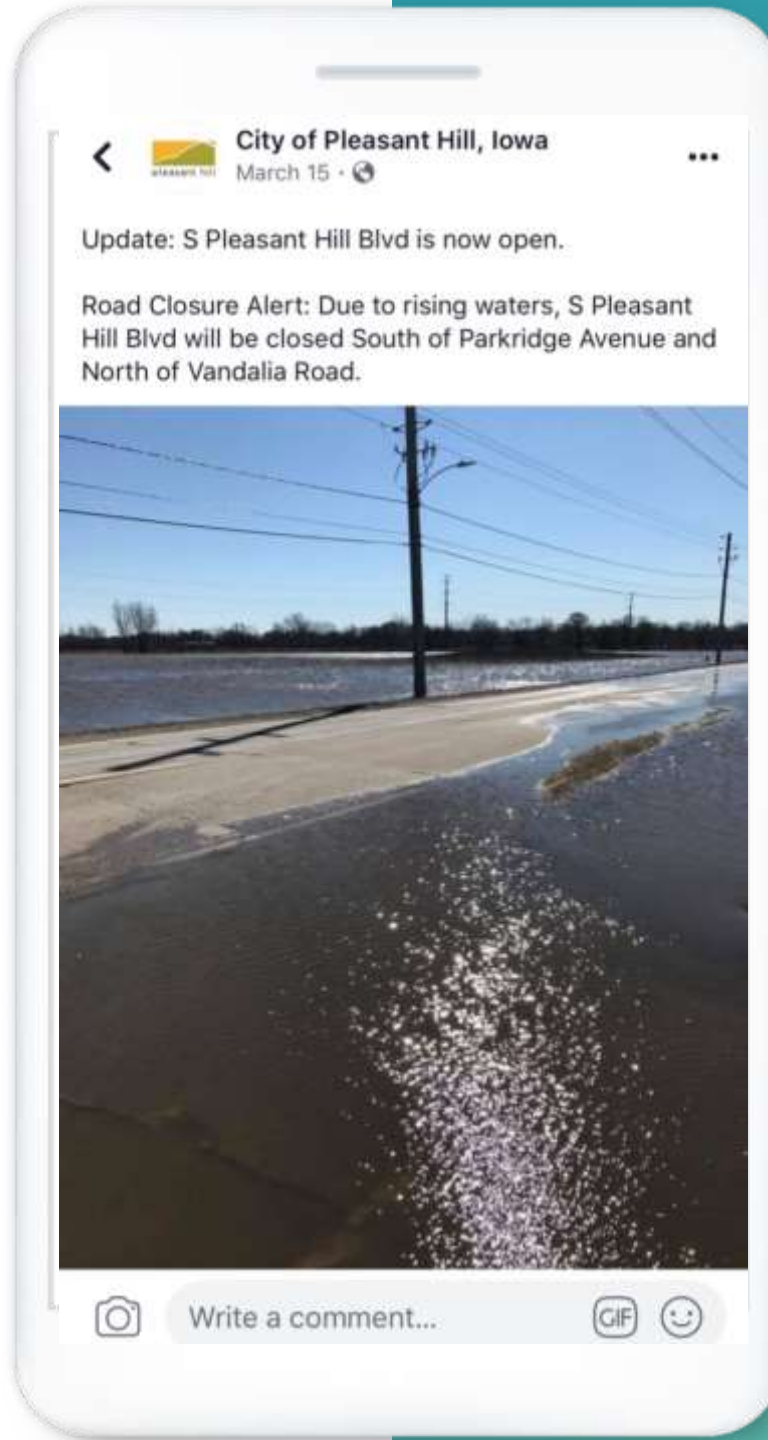
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## Interactive

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# CONTENT THAT WORKS IS...



## Timely

- Break news
- Announce deadlines
- Weigh in to popular topics

# CONTENT THAT WORKS IS...



## Timely

- Break news
- Announce deadlines
- Weigh in to popular topics

# CONTENT THAT WORKS IS...



## Frequent & Varied

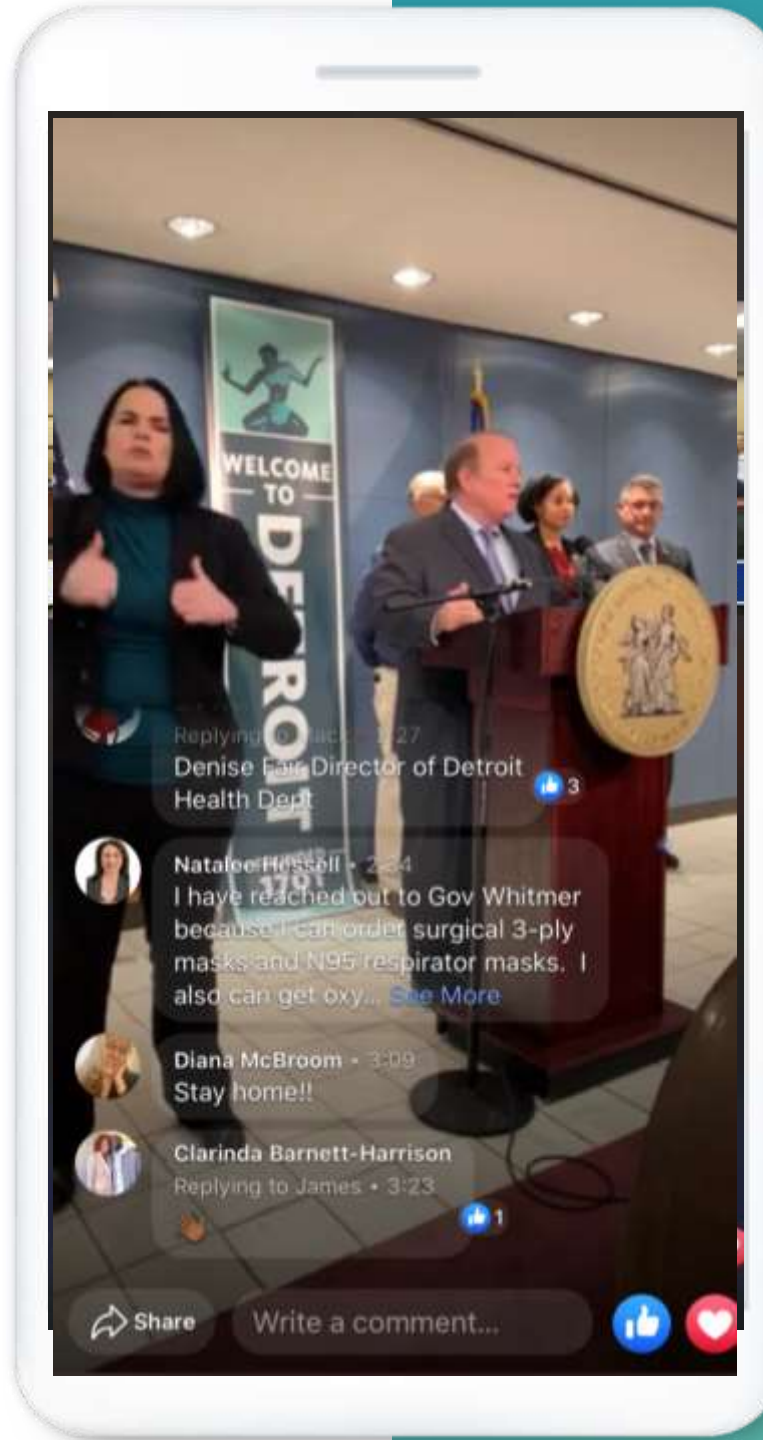
- Develop a content calendar
- Post regularly, aim for daily
- Use a variety of post types

# FACEBOOK LIVE & STORIES





# FACEBOOK LIVE



- Broadcast from any Facebook mobile app
- Send notifications to engaged fans
- 10x the engagement
- Viewers watch 3x longer

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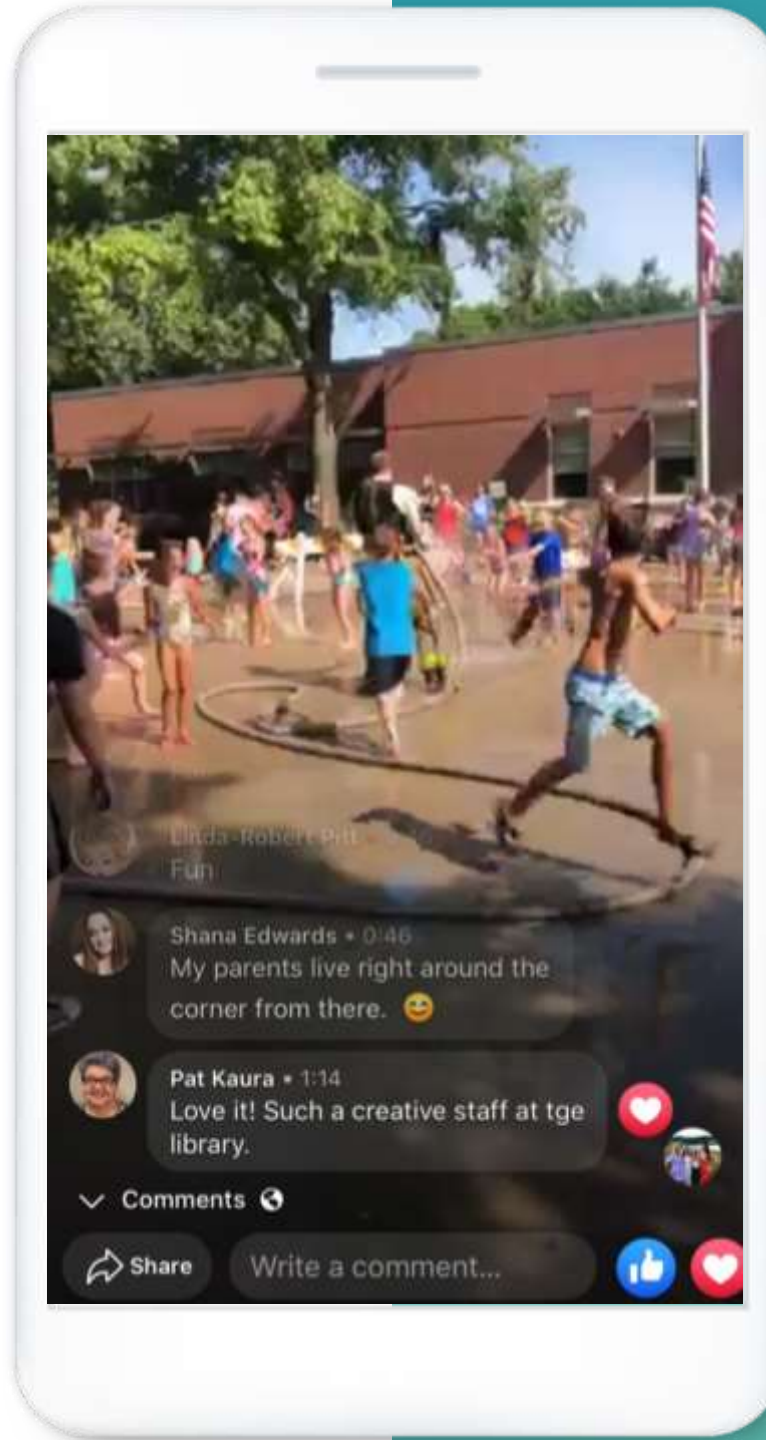
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# FACEBOOK LIVE



- Broadcast from any Facebook mobile app
- Send notifications to engaged fans
- 10x the engagement
- Viewers watch 3x longer

# 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

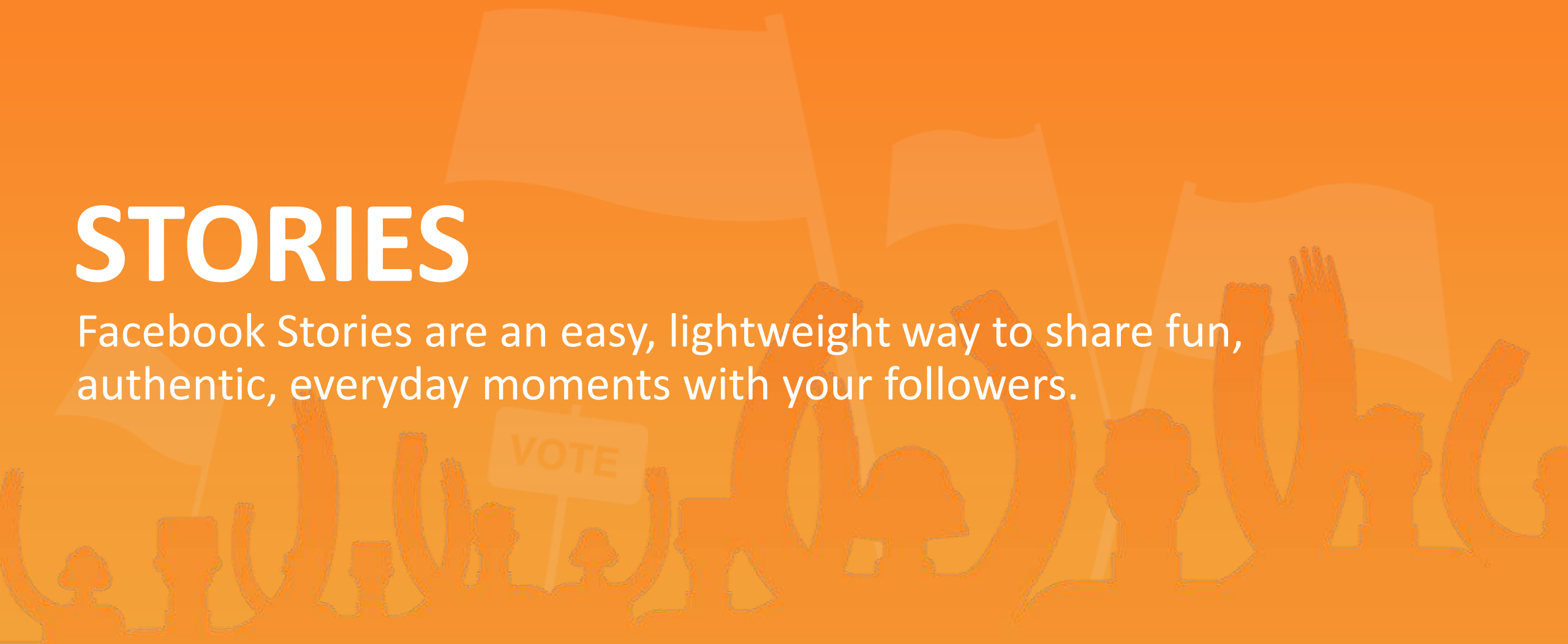


## Interview

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.



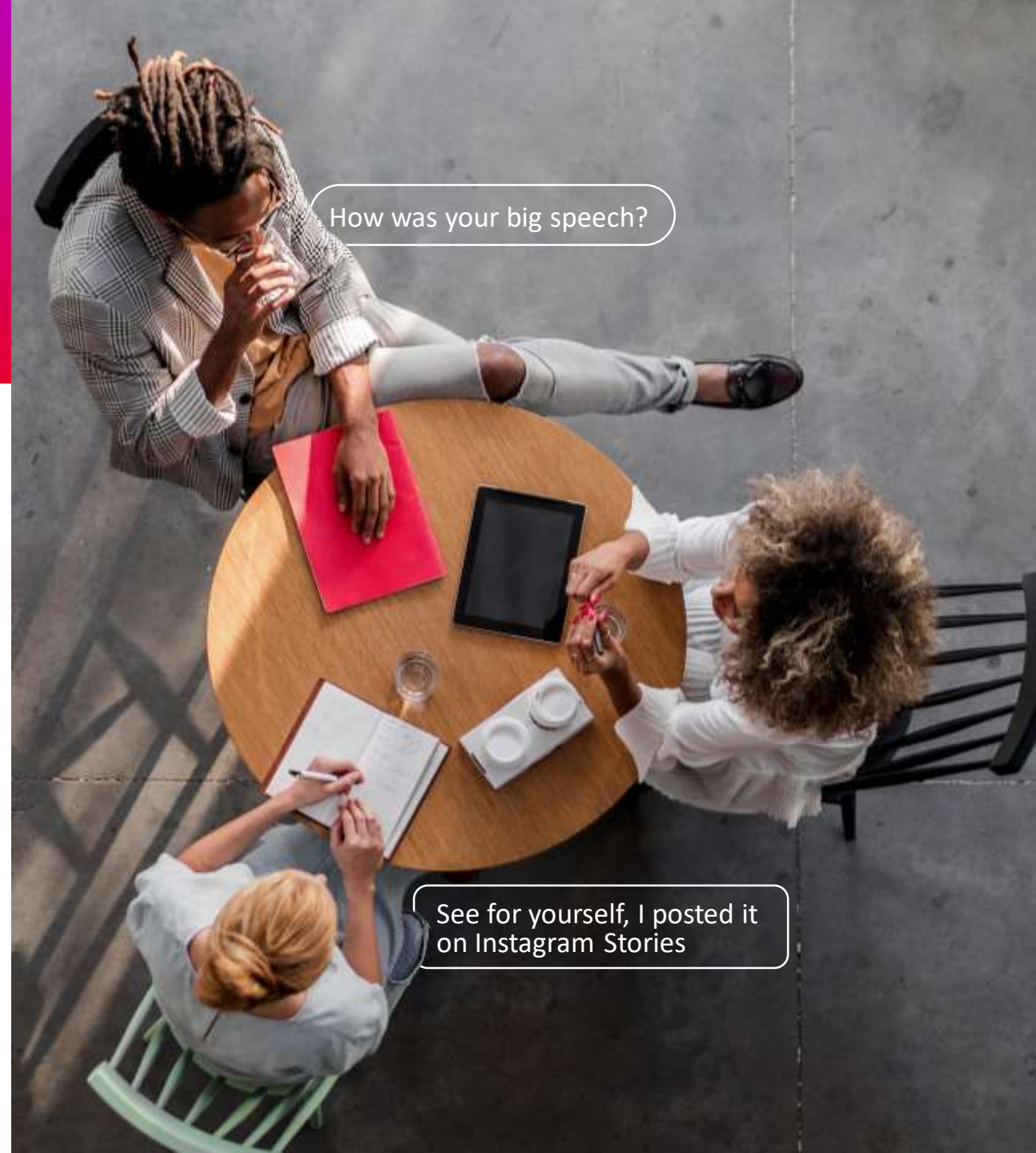
# INSTAGRAM STORIES

## 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



How was your big speech?

See for yourself, I posted it on Instagram Stories



# FACEBOOK STORIES

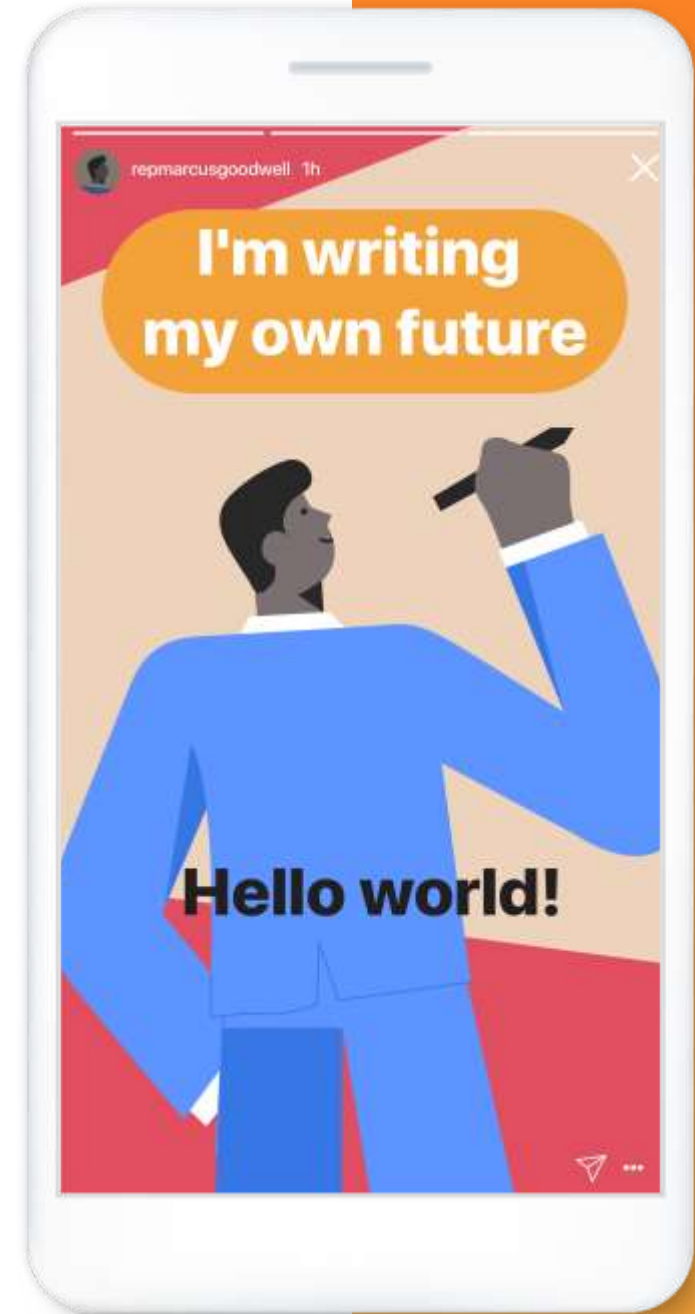
Share multiple photos and videos as part of a visual collection at the top of News Feed

## 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



# WHY PEOPLE LOVE STORIES



Full Screen



Playful



Ephemeral



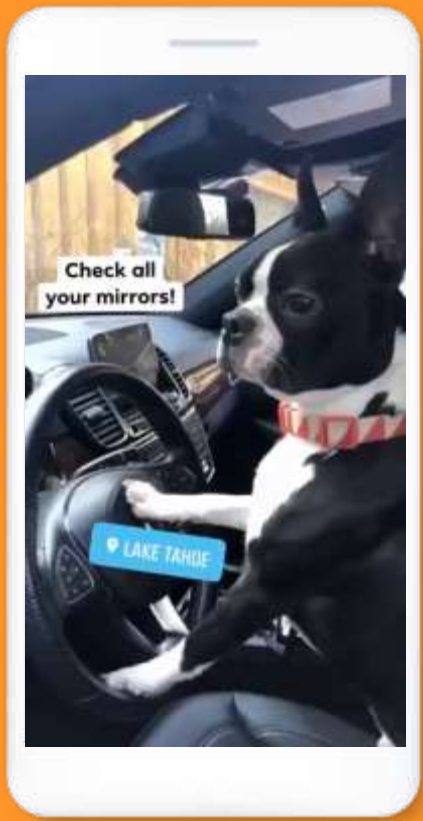
Authentic



Short Form



Interactive





# TEXT

When you share a photo or video to your story on Facebook, you can text to give more information about anything you're sharing.

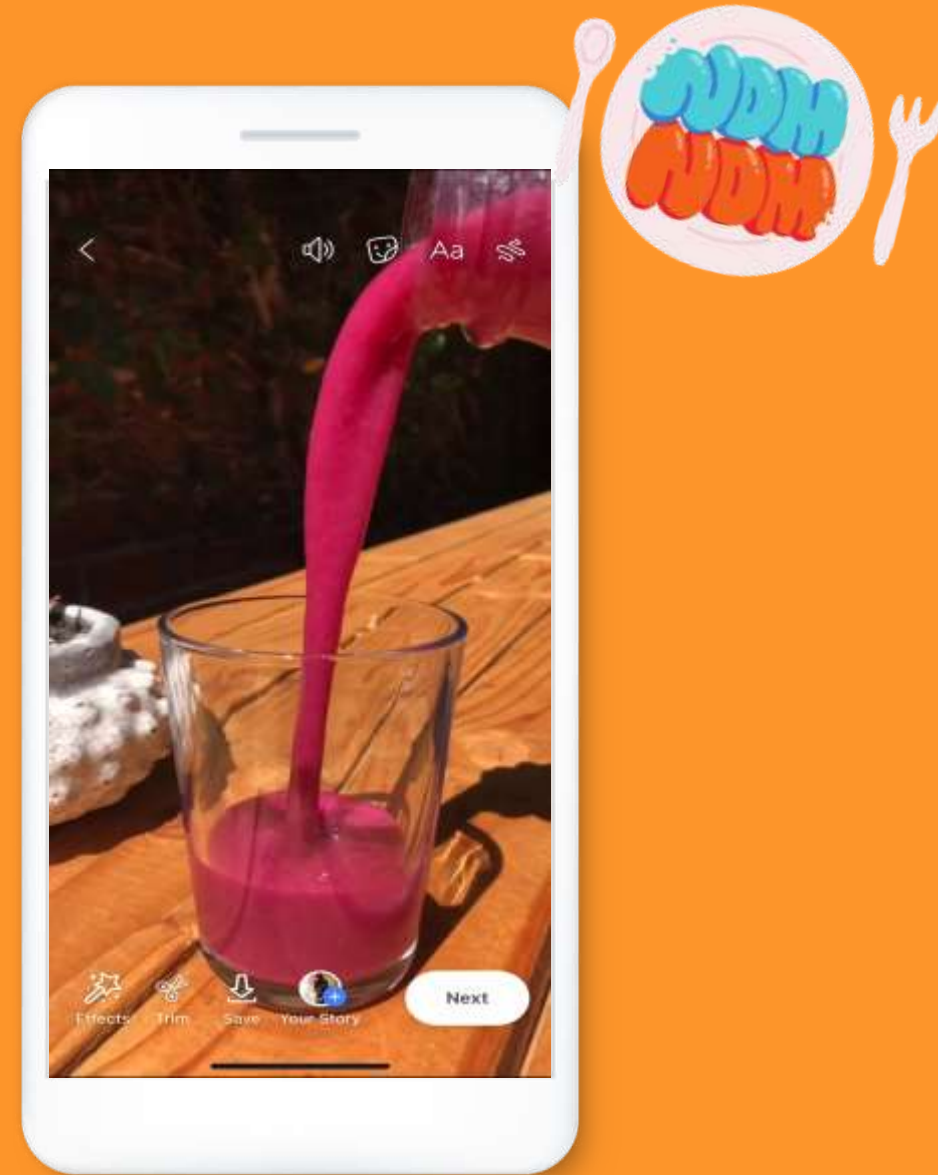
**Fresh**

FRESH

*Fresh*

**Fresh**

***Fresh***



# STICKERS

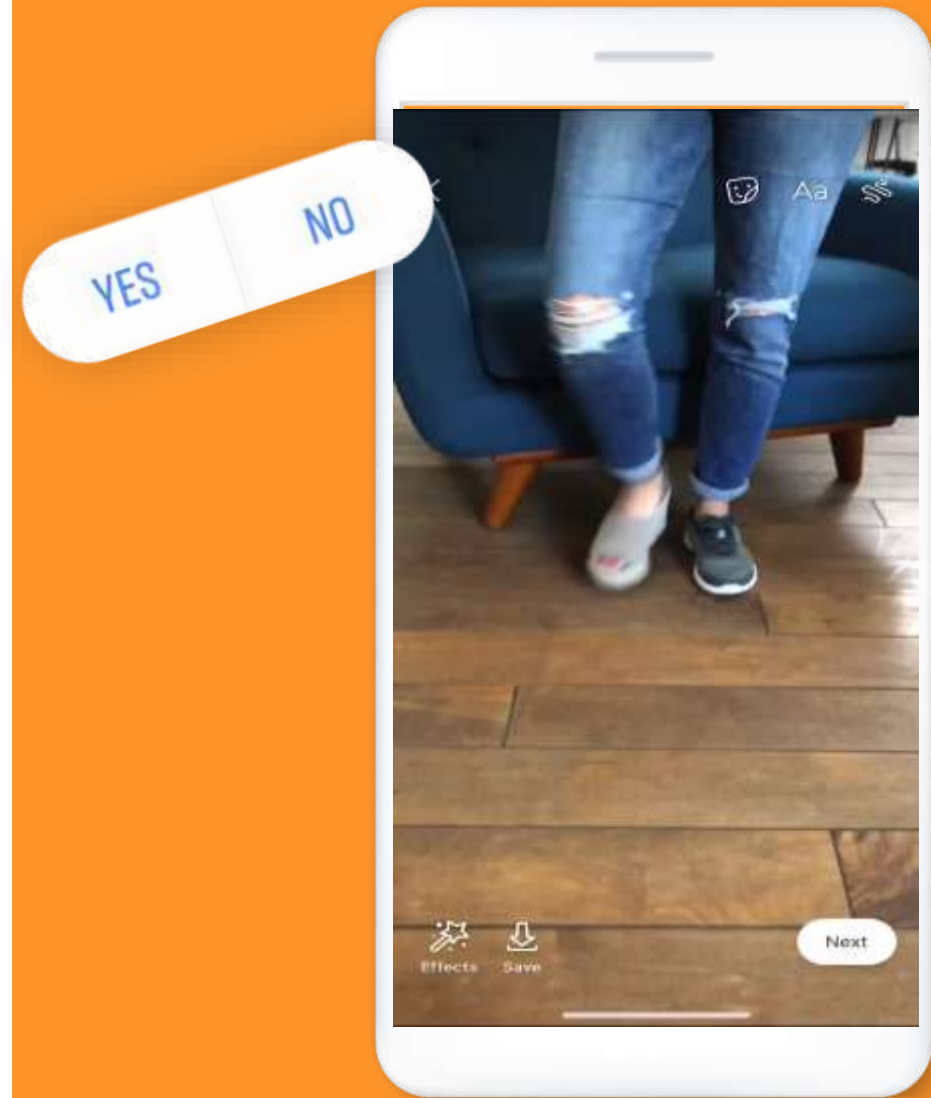
When you share a photo or video to your story on Facebook, you can add stickers to express yourself in unique ways. You can add music, polls, locations, feelings and other information to your story using stickers.



# POLLS

People can respond to your poll by tapping an option you've provided. When someone selects an answer, they can see real-time results of your poll.

When you view your story and swipe up, you can see how many votes each option received and how each person voted.

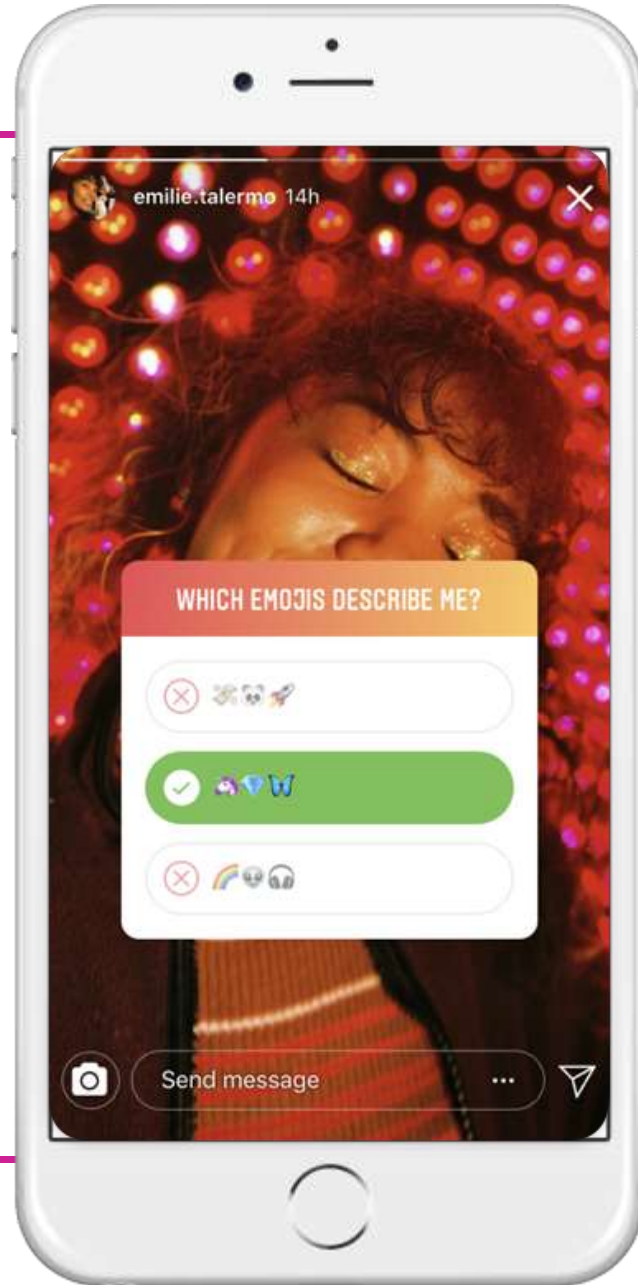




QUIZES



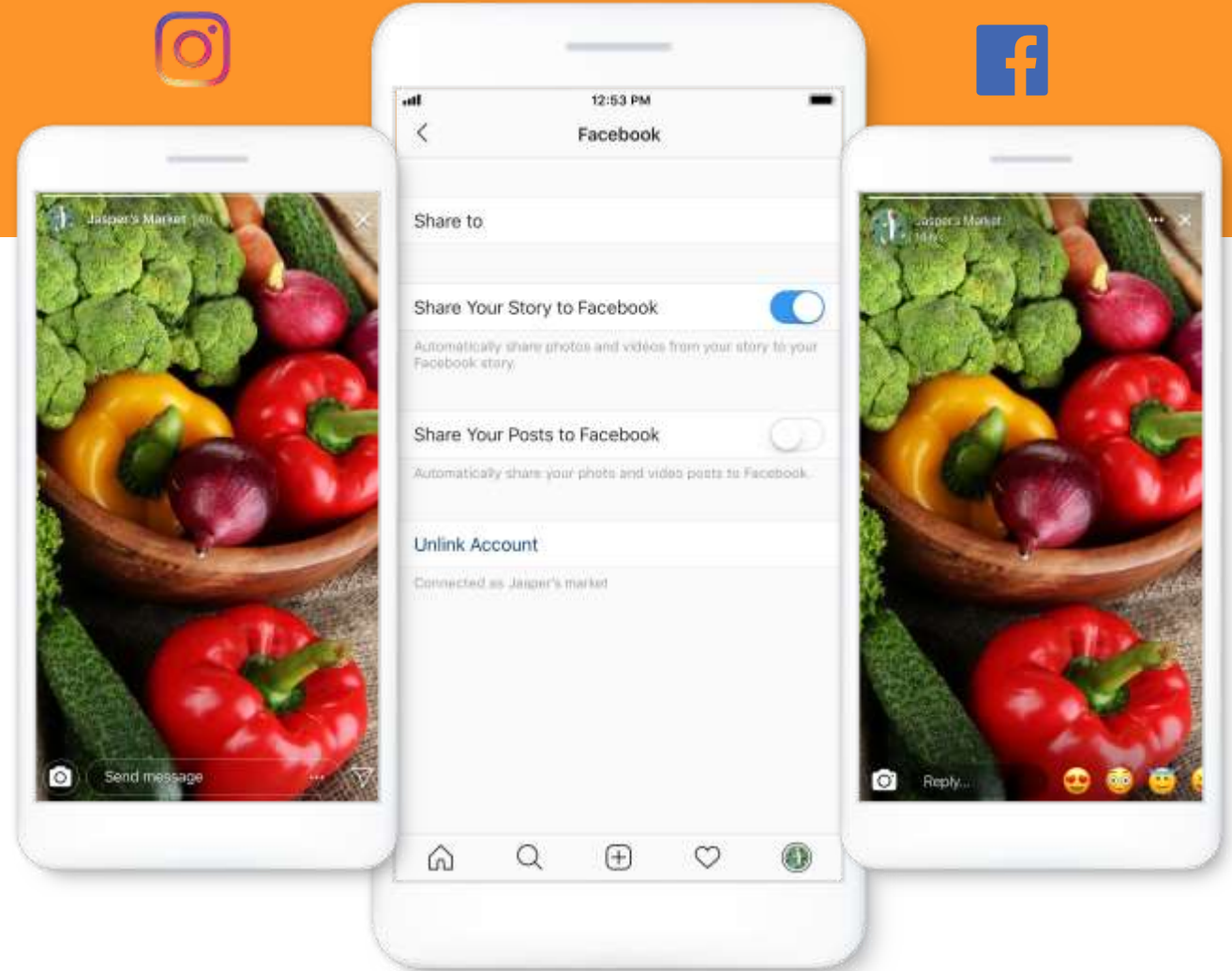
NEW!



FRESHMAN LEVEL

# CROSS POST

Cross-post Stories across platforms for increased reach & distribution

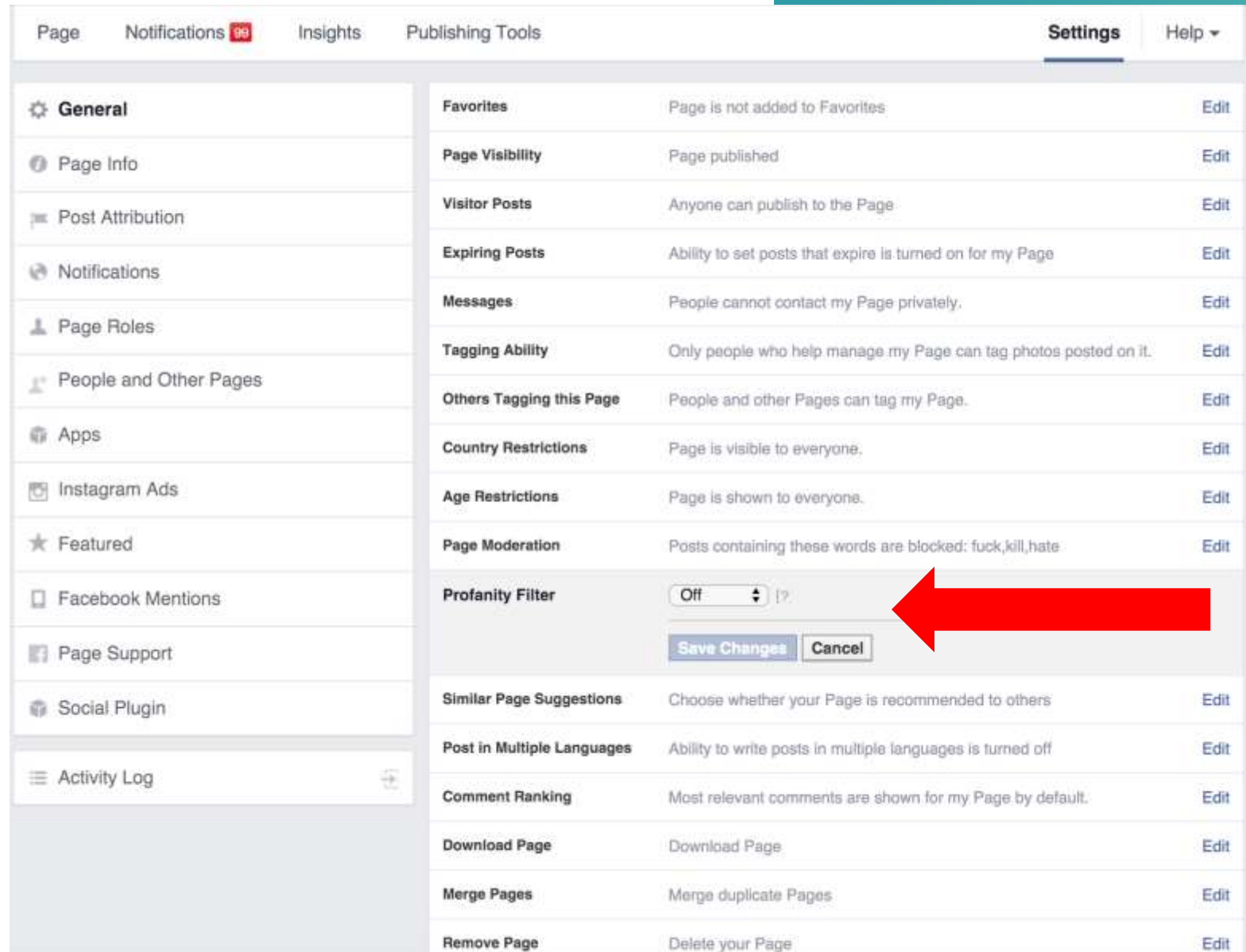




# 04 Tips & Tools

# COMMENT MODERATION

- Comment Policy
- Profanity Filter
- Page Moderation

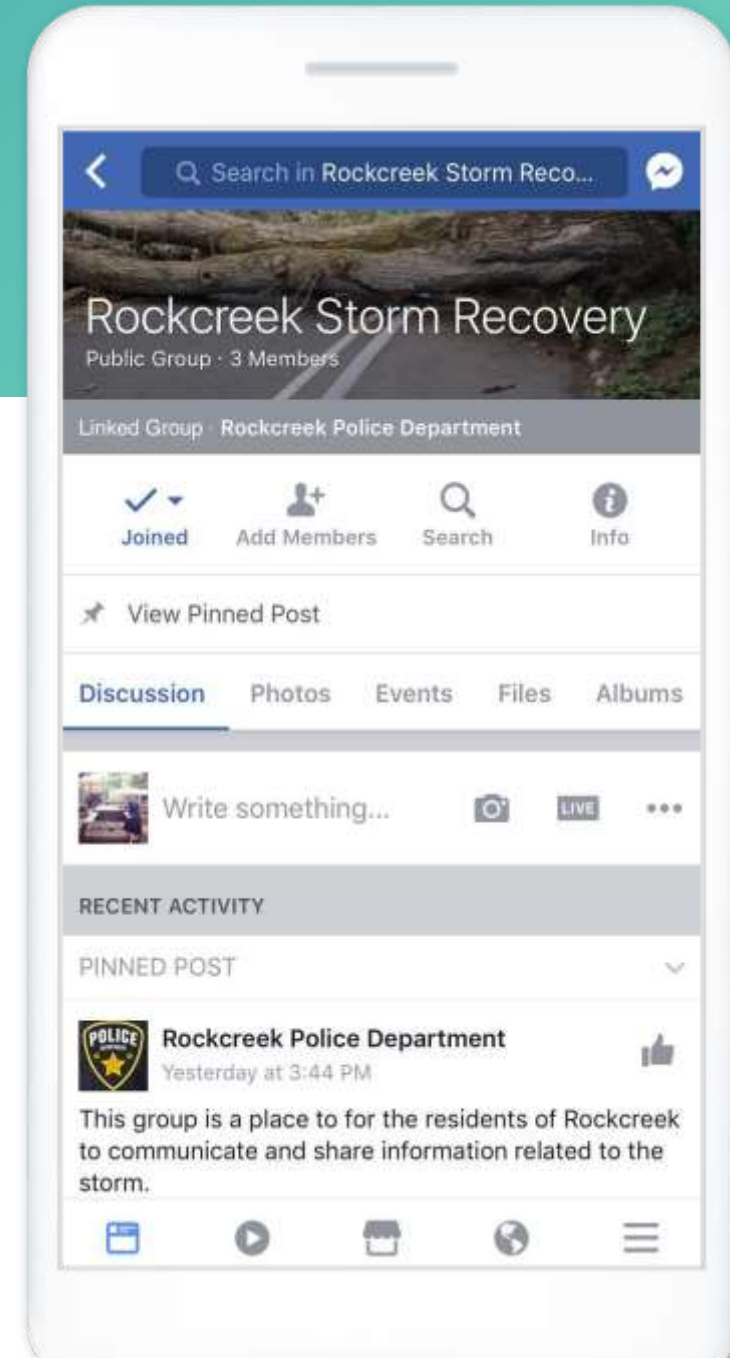


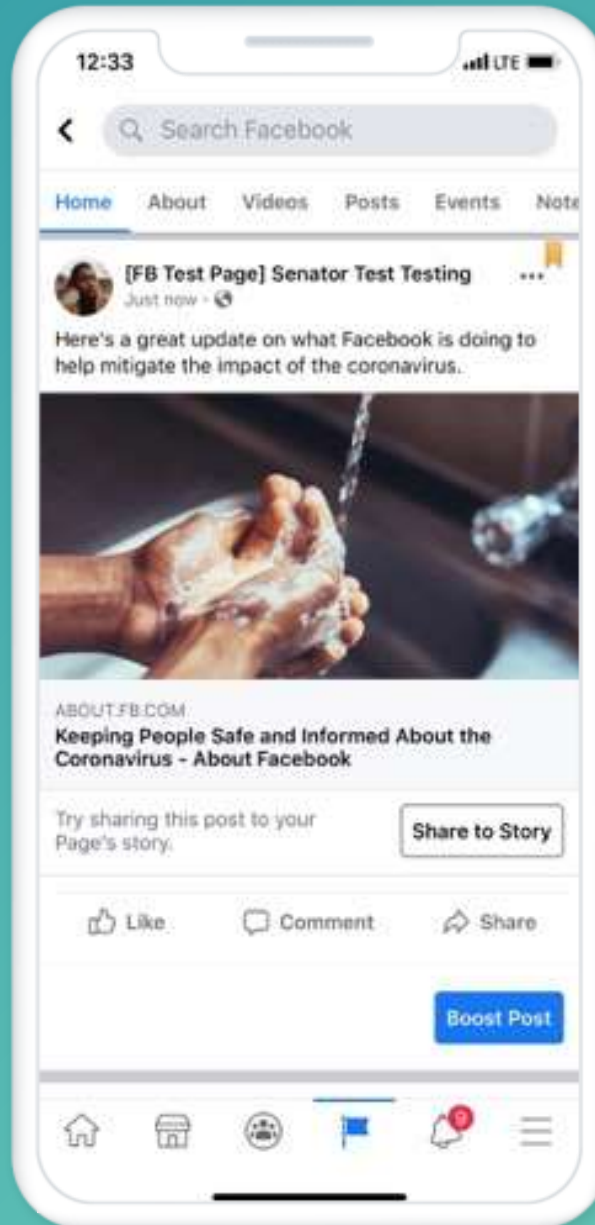
The screenshot displays the Facebook Page Settings interface. The 'Settings' tab is selected at the top right. On the left, a sidebar lists various settings categories, including 'General', 'Page Info', 'Post Attribution', 'Notifications', 'Page Roles', 'People and Other Pages', 'Apps', 'Instagram Ads', 'Featured', 'Facebook Mentions', 'Page Support', 'Social Plugin', and 'Activity Log'. The main content area shows a list of settings. The 'Profanity Filter' setting is highlighted, showing it is currently set to 'Off'. A large red arrow points to the 'Off' dropdown menu. Below the dropdown are 'Save Changes' and 'Cancel' buttons. Other settings visible include 'Page Moderation' (with a list of blocked words: fuck, kill, hate), 'Page Visibility', 'Visitor Posts', 'Expiring Posts', 'Messages', 'Tagging Ability', 'Others Tagging this Page', 'Country Restrictions', 'Age Restrictions', 'Similar Page Suggestions', 'Post in Multiple Languages', 'Comment Ranking', 'Download Page', 'Merge Pages', and 'Remove Page'.

Setting	Value	Action
General		
Page Info		
Post Attribution		
Notifications		
Page Roles		
People and Other Pages		
Apps		
Instagram Ads		
Featured		
Facebook Mentions		
Page Support		
Social Plugin		
Activity Log		
Favorites	Page is not added to Favorites	Edit
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page	Edit
Expiring Posts	Ability to set posts that expire is turned on for my Page	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	Posts containing these words are blocked: fuck,kill,hate	Edit
Profanity Filter	Off [?]	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

# Groups for Pages

- Page can post, administer, and engage in groups they create
- These groups foster community and drive discussion
- Use cases: disaster response, volunteer and event organizing, policy discussion





# Pinned Posts

# 05 Transparency & Ads Updates



# PAGE PUBLISHING AUTHORIZATION

## Accountability for High-Reach Pages

### Who is it for?

Admins of Pages with a potential high-reach to continue posting as their Page

### To get Authorized

- (1) Enable two-factor authentication on your Profile
- (2) Confirm your identity
- (3) Confirm your location or turn on Location Services on your mobile device

**You can revisit your authorization status at any point by going to Identity Confirmation in General Account Settings.**

# Political & Issue Ad Transparency

Authorization required to run political and issue ads

Unprecedented level of transparency

A laptop screen displaying the "Ad Details" page for a Facebook ad by Elizabeth Rose. The ad content includes a photo of Elizabeth Rose on a phone, the text "Elizabeth Rose has a plan to help our communities grow and thrive.", and a "Sign Up" button with the URL VOTEELIZABETHROSE.COM.AU. The right-hand side of the screen shows analytics for the ad.

### Ad Details

Elizabeth Rose  
Sponsored • Paid for by Elizabeth Rose

Elizabeth Rose has a plan to help our communities grow and thrive.

**Vote voice matters**  
VOTEELIZABETHROSE.COM.AU

**Sign Up**

#### Data About This Ad

- Active  
Started running on June 25, 2019

1K - 5K Impressions	\$100 Money spent (AUD)
------------------------	----------------------------

#### Who saw this ad

##### Age and Gender

Gender	Percentage
Men	10%
Women	27%
Unknown	3%

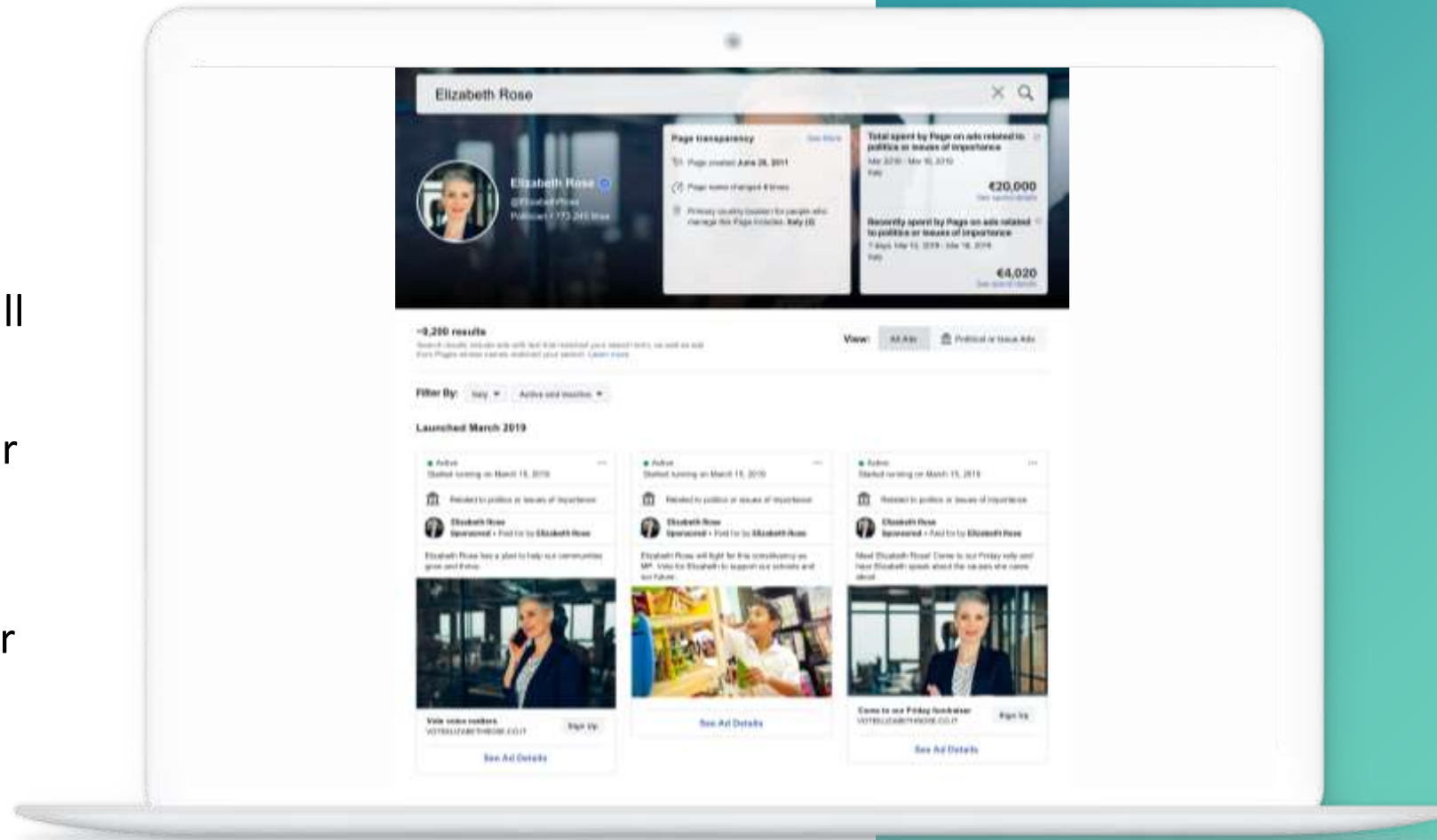
**About the disclaimer**  
When an advertiser categorizes their ad as being about social issues, elections or politics, they are required to disclose who paid for the ad. [Learn more](#)

# THE AD LIBRARY

## Searchable Database

[facebook.com/adlibrary](https://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



# US Ads Authorization Process



## STEP 1

Confirm identity and location in US

Set up two-factor authentication

Submit US ID for verification

Receive letter in the mail and enter code to verify your location in the US



## STEP 2

Create disclaimers and link ad accounts

Set up "Paid for by" disclaimer

**All US advertisers will need to supply more information about their organization to create disclaimers. If they do not provide this by mid-October, their ads will be paused.**

Link disclaimers to ad account



## STEP 3

Buying and labeling ads

Ads marked as about social issues, elections or politics are entered into the Ad Library for seven years

Facebook proactively detects and reactively reviews if ads are about such topics. If ads are missing disclaimers, they will be made public in the Ad Library.

# Confirmed Page Owner

Pages who run ads about social issues, elections, or politics will be required to designate a Page Owner and reconfirm their identity.

- You may designate your Paid for By disclaimer as your Page Owner
- If you have not set up a Page Owner by Feb. 8, your ads will be paused

## Assign Page Owner

A Page Owner is an organization that has gone through Facebook's verification process and confirmed ownership of a Page. Follow these steps to assign a Page owner.



### Assign a Confirmed Page Owner

Designate one of your verified Business Manager accounts or a disclaimer to be listed as the owner of your Page.

Assign

### Information that will be displayed to the public on the transparency card

#### Organization Name

City, State, ZIP, Country

Organization Phone

[Preview transparency card](#)

### Show names of Confirmed Page Partners

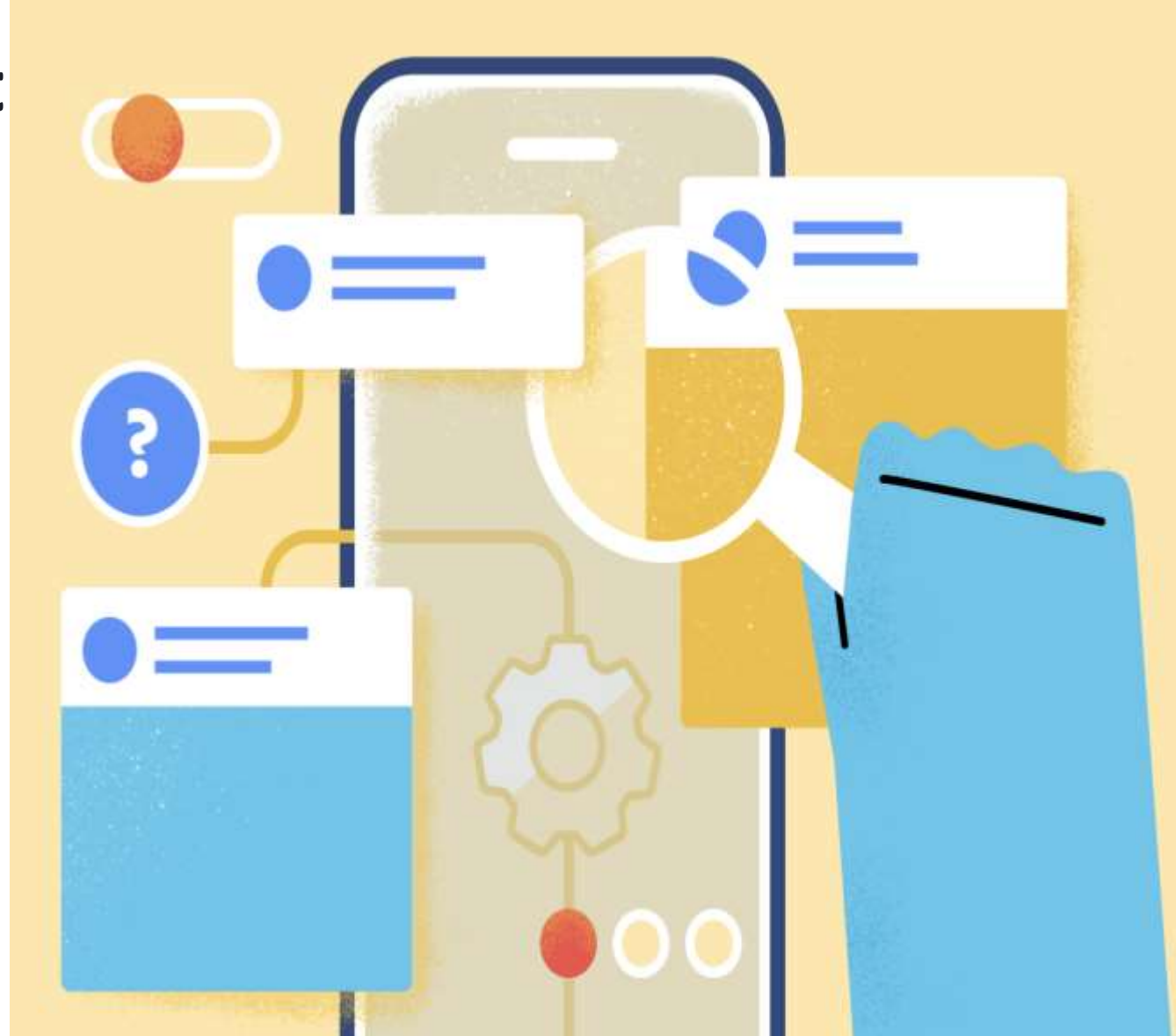


Business Managers that are also partners on this Page will appear here if they have completed business verification.



# What can Facebook's support team help you with?

- Operations requests about ads, Facebook, and Instagram
- Questions about products and advertising tools
- Troubleshooting technical issues
- Page name request
- Merges
- Account disputes



**Need Help?**

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

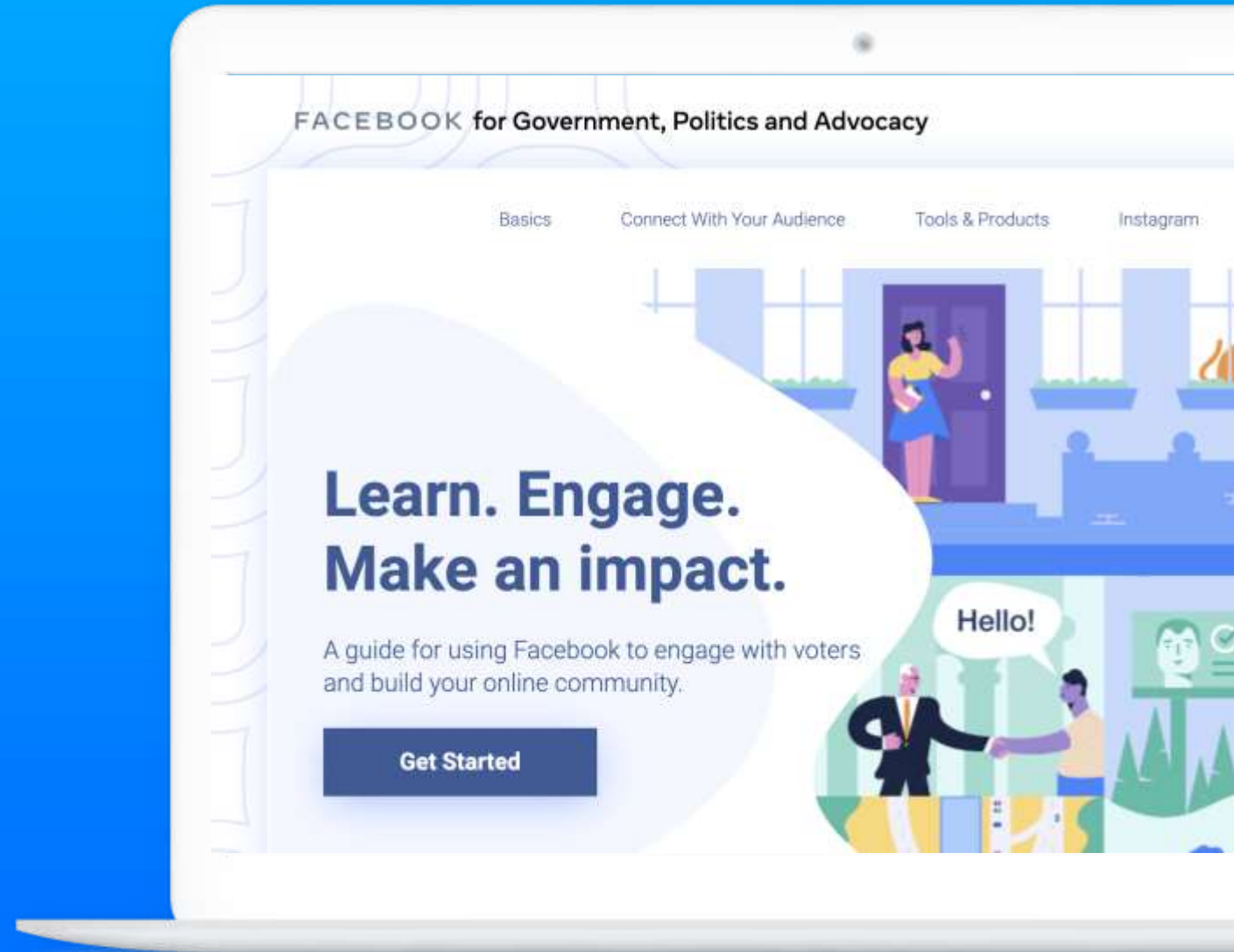
# RESOURCES

**FB Best Practices:**  
[facebook.com/gpa](https://facebook.com/gpa)

**IG Best Practices:**  
[about.instagram.com/politics](https://about.instagram.com/politics)

**Help:**  
[facebook.com/gpa/help](https://facebook.com/gpa/help)

**GPA FB Page:**  
[facebook.com/govtpolitics](https://facebook.com/govtpolitics)



# Questions?

FACEBOOK