Michigan Municipal League
Facebook for Community Communication Webinar
March 25, 2020

Speaker: Rachel Holland, Politics and Government Outreach, Facebook

Additional Resources
To follow up on some of the topics discussed in the webinar, Rachel Holland provided the following resources to help you build a first in class Facebook presence:

- **SETTING UP YOUR PAGE:** We built this resource for step-by-step instructions on setting up and optimizing your Government, Political, or Advocacy Page: [https://www.facebook.com/gpa/](https://www.facebook.com/gpa/). It also includes instructions on how to use many of the tools we discussed, and includes downloadable slides of the content we covered here: [https://www.facebook.com/gpa/more-resources](https://www.facebook.com/gpa/more-resources).

- **FACEBOOK PROTECT:** To learn more about and enroll in Facebook Protect, please visit: [https://www.facebook.com/gpa/facebook-protect](https://www.facebook.com/gpa/facebook-protect). Note, that you must be an Admin of a Page verified with a blue checkmark in order to begin this process.

- **ADS AUTHORIZATION:** If any of you are considering running ads about social issues, elections, or politics, I encourage you to start the ads authorizations process sooner than later, as it takes a couple weeks to complete. You can learn all about our recent updates to this process, how to become authorized to run these types of ads, as well as watch video tutorials here: [https://www.facebook.com/business/m/one-sheeters/ads-with-political-content-us](https://www.facebook.com/business/m/one-sheeters/ads-with-political-content-us). Remember that this policy does not exclusively apply to traditional campaign content, but also applies to any paid content related to social issues (public health, census, etc), legislation, or non-partisan election info as well.

- **SECURITY CHECKUP:** I encourage to all those who manage a government FB Page to perform a quick security checkup on your personal profiles by reviewing the options here: [www.fb.me/securitycheckup.com](http://www.fb.me/securitycheckup.com)

- **INSTAGRAM BEST PRACTICES:** Tips and tools for government partners available here: [www.about.instagram.com/politics](http://www.about.instagram.com/politics).

- Like our Page for inspiration on great content from other government Pages; and request to join our private Group for the latest product updates for government partners.

- **DEDICATED HELP PORTAL:** Government, politics, and advocacy organizations have access to an exclusive concierge team for help via [www.facebook.com/gpa/help](http://www.facebook.com/gpa/help). Please send all routine requests for FB & IG verifications, page merges, imposter reporting, rogue page assistance, and ads support through that Help Portal. If you still need assistance, you may email me at rachelholand@fb.com.

Page Verification

In order to have your Pages Verified with a Blue Checkmark, please email the url link to your page to the Help Portal alias listed above. Please note, that in order to be eligible for verification on Facebook, your Page must meet one of the following formats. If it does not, the request will be rejected.
For a campaign page, these are the guidelines:
- The Page name can't include an official title or abbreviation of a title, such as Senator or Rep.
- The Page name can't contain campaign slogans or other unnecessary words. Some examples include "For Congress" or "For America."
- The Page category must be Politician.

For an official’s Government Page, these are the guidelines:
- The name of the Page must include a government title and name, such as Senator John Doe or Sen. Jane Doe.
- The Page category must be Government Official.
- The About section must clearly state that this is a government Page. For example, "This is my official government Page for my office as Senator."

For a government organization’s Page, these are the guidelines:
- Facebook's Page name guidelines state that your Page name should not consist solely of generic terms, which include generic locations (City of Beverly Hills). They must specify a business or government affiliation.
  - You can manage a Page for an organization that represents a geographic location. For example, "New York City – Mayor's Office," and "City of Beverly Hills - Government" are acceptable Page names.
- You may also use a Page name that's different from the name of the organization as long as the name accurately reflects what the Page is about (ex: "Tourism Ireland" can have a Page named "Discover Ireland").
- Page category must accurately reflect that the organization is a “Government Organization”

***In order for law enforcement Pages to be eligible for verification, all Page Admins must have 2-factor authentication enabled.***

COVID-19 Resources

Our newsroom that’s being updated in real-time is a great resource for our many efforts aimed at helping people have what they need during this challenging time.

- **Facebook Local Alerts**
  - Local Alerts is a free tool that allows state and local government, public health agency and first responder Pages to broadcast essential updates to people in their community via Facebook by marking a page post as local alert, which sends out a notification to page followers who live in a community. With four out of five internet users actively engaging on Facebook each month in the US, this is a great tool to reach your communities in emergency situations. Eligible partners can sign up here: [https://www.facebook.com/help/publisher/216647253021605](https://www.facebook.com/help/publisher/216647253021605)

- **COVID-19 CrowdTangle Live Displays**
  - We have built CrowdTangle Live Displays so that you can track the latest COVID-19 content being shared on Facebook and Instagram in your state. Click here to see the live display in your state.

- **COVID-19 Information Center** – Accessible via Facebook’s News Feed
  - The COVID-19 Information Center that launched today will provide information and resources –from trusted health authorities– that will help people stay
healthy as they support their families and broader communities. This tool will be accessible at the top of News Feed.

Again, all government, politics, and advocacy organizations have access to an exclusive concierge team for help via www.facebook.com/gpa/help. Please send all routine requests for FB & IG verifications, page merges, imposter reporting, rogue page assistance, and ads support through that Help Portal. If you still need assistance, you may email me at rachelholand@fb.com.