



Facebook Guide for State Legislators





Facebook helps elected officials and governments reach and engage the people who matter most to them.

Getting Started	2
Setting up your Facebook Page	2
Managing your Facebook Page	2
Security tips	2
Understanding News Feed	3
Building a best-in-class Facebook presence	4
Authentic and visual content	5
Engage your audience	6
Timely and informative content	7
Consistent and meaningful connections	8
Key Features & Tools	9
How to manage your Facebook presence on the go	9
The Basics of Facebook Video	10
Broadcasting Live Video on Facebook	11
Hosting a Q&A with your fans	13
Insights and Measurement	14
Advertising on Facebook	15
Easy content ideas: How to use Facebook when you're ...	16
More Tips and Tricks	16

Facebook at a glance



211 MILLION

monthly active people in the U.S.



195 MILLION

monthly active people on mobile



1 OUT OF EVERY 5

mobile minutes are spent on Facebook



100 MILLION HOURS

of video watched every day on Facebook

Your Facebook toolkit



politics.fb.com

All of the latest tools, best practices, and case studies for politics and government.

facebook.com/blueprint

Online training sessions to help you and your team become Facebook experts.

facebook.com/safety

Keep your personal account and your public presence secure.

facebook.com/govtpolitics

Great content and best practices from around the world.

Getting Started

Setting up your Facebook Page

When you're ready to begin building your public presence on Facebook, log in and follow these steps:

1. **Create a Page:** Go to facebook.com/pages/create/ and select a category ("Government Official" for a government Page, "Politician" for a campaign); your Page name should just be your name, or your name and title
 2. **Establish your identity:** Add a profile picture and a creative cover photo for your Page
 3. **Give your Page a custom URL:** A shorter, custom URL will make it easier for people to find your Page
 4. **Fill out the 'About' tab:** Click 'About,' and add your "current office" or what you are "currently running for"
 5. **Edit Settings:** Click 'Settings' to add other Page admins, set up keyword filters and message settings, and more
 6. **Highlight your policy goals:** Click 'Issues,' and add your positions on the issues you and your voters care about. See politics.fb.com/issues
 7. **Start building your fan base:** Invite your contacts to Like your Page, put your URL on business cards and in emails, and add social plugins to your website
 8. **Start posting engaging content:** Develop a content schedule, engage with your fans, and post regularly
-

Managing your Facebook Page

We recommend having at least two people to manage your Page. Please remember to add real accounts – fake or shared accounts are against our terms of service, and can be disabled.

Page Manager Policy: Have clear rules about the number of people who can manage your Page. While more managers can help you move more quickly, the more you have, the higher the security risk.

Page Manager Roles: Ensure that each Page manager is

assigned the correct role based on what their job requires: Admin (at least two), Editor, Moderator, Advertiser, Analyst, or Live Contributor. And make sure to remove any employees as Page managers if they leave your operation.


Learn more here: facebook.com/help/pageroles

Safety Basics

Our global teams work 24 hours a day, 7 days a week, to review things you report and remove anything that violates our Community Standards. Follow these tips to protect your Facebook Page. For more information check out facebook.com/help/security and facebook.com/communitystandards.

Fake Accounts: Facebook is based on authentic identities. We believe this promotes greater accountability, respect, and a safer experience for everyone. We remove fake and impersonation accounts when we become aware of them.

To report an account pretending to be you:

1. Go to the profile of the fake account
2. Click  on the cover photo and select Report
3. Follow the on-screen instructions for fake accounts to file a report

Page Moderation: While you can't disable comments on your Page's posts, you can hide or delete individual comments. You can also proactively moderate comments and posts from visitors by blocking words and turning on the profanity filter for your Page. When people include a word you've blocked in a post or comment on your Page, it'll be automatically marked as spam.

To block words:

1. Click Settings at the top of your Page
2. From General, click Page Moderation
3. Type the words you want to block, separated by commas. You'll need to add both the singular and plural forms of the word you want to block.
4. Click Save Changes

Profanity Filter: You can block different degrees of profanity from appearing on your Page. We determine what to block by using the most commonly reported words and phrases marked offensive by the community.

To turn on the profanity filter:

1. Click Settings at the top of your Page
2. From General, click Profanity Filter
3. Select Medium or Strong
4. Click Save Changes

Understanding News Feed

The first thing people see when they log into Facebook is their News Feed. News Feed is a place where people can keep up with friends, family and the world around them. It's a personalized stream of stories, recommendations and news from the people, news sources, artists and businesses they've connected to on Facebook.

How does News Feed work?

Each person builds up their own personal experience by connecting to friends, family and businesses that they care about. Our mission is to show people the stories that matter to them, so we order stories based on how interesting we believe they are to individuals. We know we don't always get it right, so we provide tools – like News Feed preferences – for people to actively shape and improve their experience.

How are stories ordered?

Who you've decided to friend and connect with, whom you tend to interact with and what kinds of content you tend to like and comment on are the most influential inputs into what you see in your News Feed. We measure

how likely you are to want to see each story based on the stories you've interacted with previously.

To try and do even better, we've started a program where we have people rate their News Feed and provide us information on what they like and don't like to see, and why. This program helps us identify the kind of content that you might not want to like, comment or click on but still are interested in seeing in your News Feed. We survey thousands of people about News Feed every week to understand where we could do better and will continue to listen to people's feedback to identify areas of News Feed ranking that we can improve.

Learn more



We want to make sure everyone has access to the information they need to understand how News Feed works, so we publish a blog that outlines any major update to News Feed.

To learn more about News Feed, visit

newsroom.fb.com/news/category/news-feed-fyi

Visit our Help Center to learn more about Privacy tools

facebook.com/help/privacybasics

Learn more about advertisement preferences here

facebook.com/about/ads

Building a best-in-class Facebook presence

Setting up your Facebook Page

Earlier we outlined how the Facebook News Feed is a personalized stream of content from the people, news sources, artists and businesses they connect with on Facebook. In the pages ahead, we'll look at several things you can do to create content that people are more likely to be interested in – specifically, stories that are:

Authentic & visual

Facebook is where people connect with friends, family and things they care about. One of the best ways to connect with fans is to show who you are and what you care about as an individual

Engaging & social

Build your community of supporters by asking your fans questions, answering theirs, and showing them that you are paying attention to their concerns

Timely & informative

Facebook is one of the largest sources of political news for the American people so be willing to make news and provide your fans with timely, topical updates

Consistent & meaningful

Your fans want to hear from you. Join the conversations already happening, start new ones, and engage people on the topics that matter both to you and them



AUTHENTICITY



ENGAGEMENT



TIMELINESS

Authentic and visual content

Facebook is where people connect with friends, family, and things they care about. One of the best ways to connect with fans is to show who you are and what you care about as an individual.

Go behind the scenes

- ➔ Share candid photos and videos that highlight your personality, what you're up to, and what you care about
- ➔ Build credibility with fans by giving them access to moments they might not otherwise see
- ➔ Personalize your message – avoid using the third person perspective



Tell your story in photos

- ➔ Photos are another way to visually share who you are and what you care about
- ➔ Stay away from images that are covered in text or difficult to understand on a mobile screen
- ➔ If you want to make a quick update, you can often increase reach and engagement by adding a tasteful and relevant photo



Share your story with Facebook video

- ➔ Uploading your videos directly to Facebook is the best way to showcase your video content
- ➔ You don't need a studio – film moments right from your phone
- ➔ Your page insights provide detailed info on Facebook videos, including audience retention
- ➔ See page 10 for more info

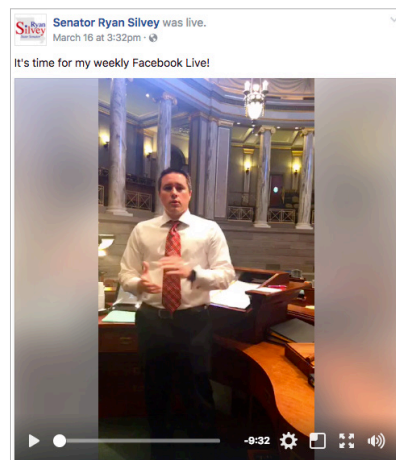


Engage your audience

Build your community of supporters by asking your fans questions, answering theirs, and showing them that you are paying attention to their concerns.

Go Live on Facebook

- ➔ Tell your story as it happens live: make an announcement, start a live Q&A, or just show your followers what's happening
- ➔ Watch a live broadcast together with fans
- ➔ Integrate Live into tele-townhalls and other events where fans can participate
- ➔ See pages 11 & 12 for more info



Host a Facebook Q&A

- ➔ Using the Facebook Q&A tool gives you time to craft great answer to important questions
- ➔ Reply directly to each comment, and feel free to add links for more information and context
- ➔ Ranked comments help surface popular questions and move your responses to the top of the discussion
- ➔ See page 13 for more info



Tag and engage with other public figures

- ➔ Commenting on and engaging with other Pages puts 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
- ➔ Ask other public figures to engage with you—asking a question on your Q&A, sharing your content, or participating in your Live video

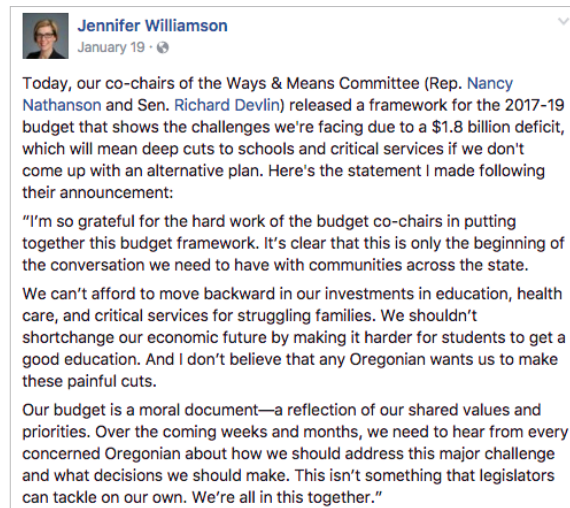


Timely and informative content

Facebook is one of the largest sources of political news for the American people, so be willing to make news and provide your fans with timely, topical updates.

Discuss current events

- ➔ Follow the issues, hash tags, and topics that are trending to participate in the discussion
- ➔ Use the “see what your constituents are posting about” module and post about articles your voters are sharing
- ➔ Verified public figures can use the Mentions app to follow and engage in the public conversations about them (see facebook.com/mentions)



Break news on Facebook

- ➔ People like using Facebook to discuss important events around the world
- ➔ When something newsworthy happens, address it in an original post and provide context for your fans
- ➔ Posting news quickly can help get your message out and shape media narratives



Consistent and meaningful connections

Your fans want to hear from you. Join the conversations already happening, start new ones, and engage people on the topics that matter both to you and them.

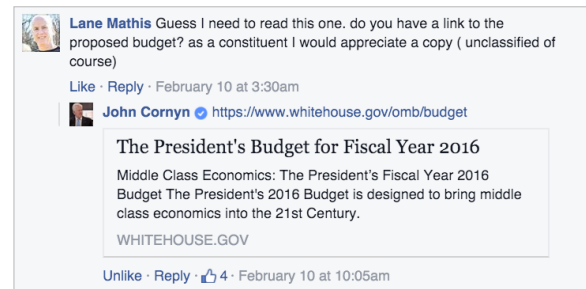
Post Regularly to your Page

- ➔ Post consistently – try to post at least once per day – and develop a content calendar of special dates and moments you want to highlight
- ➔ Vary your content- include photos, status updates, videos, links – so that you're giving people the opportunity to engage with content they like most

Type	Average Reach	Average Engagement
Status	81,634	5,453 4,053
Video	58,490	5,869 2,053
Link	56,391	2,787 1,192
Shared Video	54,911	3,833 935
Photo	52,109	4,178 2,160
Note	16,958	490 837

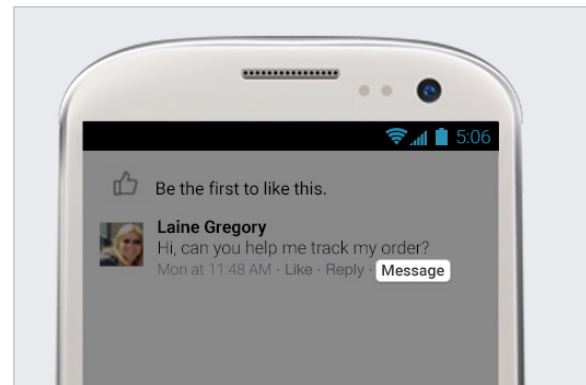
Respond to comments on your Page honestly and fairly

- ➔ Include a comments policy in the About section of your Page to foster a constructive discourse
- ➔ Responses to individual comments build trust over time and show that you are listening
- ➔ Learn what content is and is not allowed on Facebook by reviewing Facebook's Community Standards



Reply to messages for that personal touch

- ➔ Pages can privately reply to comments on their posts by simply clicking, 'Message' next to the comment
- ➔ If you allow people to send messages to your Page, be sure to respond to them
- ➔ Add a 'Greeting' and turn on 'Instant Replies' in your Page settings to make sure that every message sent to your Page gets a good response



Key Features & Tools

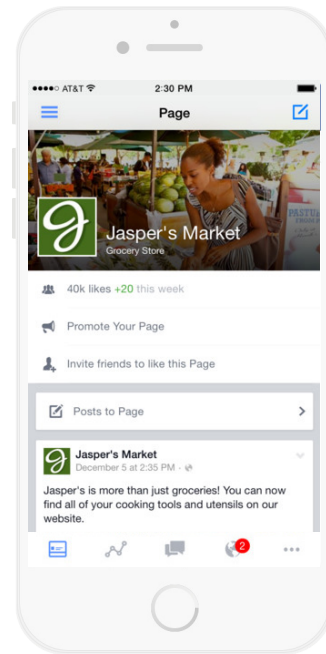
How to manage your Facebook presence on the go

In addition to the features in the main Facebook app, we provide other mobile apps that can help you easily manage your Facebook Page right from your phone.

Pages Manager

Anyone who manages your Page can download and use the Pages Manager app for iOS or Android. The Pages Manager app makes it easy for you to:

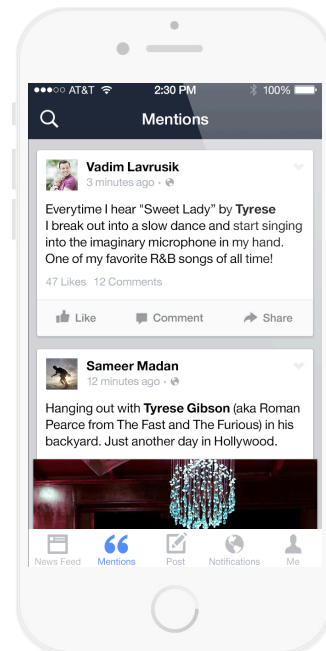
- ➔ Update your Page: Regularly update your Page, reply to your fans' messages and posts, receive notifications and more.
- ➔ Access multiple Pages: You can access and manage up to 50 Pages from the app.
- ➔ Monitor your engagement: Review your Page Insights and understand how your posts are performing.
- ➔ Learn more here: facebook.com/business/a/page/pages-manager-app



Mentions

Government official and Politician Pages that are verified with our blue badge can use the Mentions app for iOS and Android. Mentions can help you:

- ➔ Connect with Followers: See what people are saying about you and the topics you're interested in.
- ➔ Stay in the Loop: Get posts from the people you follow and see trending stories in one place.
- ➔ Share Everywhere: Share updates across Facebook, Instagram and Twitter.
- ➔ Tip: Turn to Page 11 to learn more about how you can stream live video using the Facebook, Pages Manager, and Mentions apps.
- ➔ Learn more here: facebook.com/mentions



The Basics of Facebook Video

People watch millions of hours of video every day on Facebook. The easiest way to capture some of their attention is to pick up your smart phone and start filming.

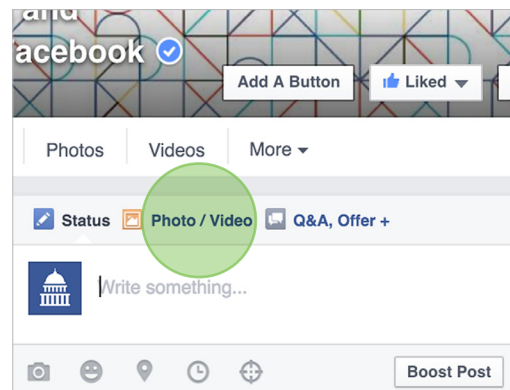
Directions for uploading from a mobile phone

- ➔ From the Facebook app, go to your Page and click **Photo**; from the Pages Manager app, click the **Video** button; from the Mentions app, click **Post**, then select **Video**
- ➔ Select a video from your camera roll or click to film a video with your camera
- ➔ Click Done
- ➔ Enter a description and any additional information (location, etc.)
- ➔ From the Facebook and Pages Manager apps, click **Publish**; from the Mentions app, click **Post**



Directions for uploading from a desktop computer

- ➔ Click **Photo/Video** at the top of your Page's Timeline
- ➔ Click **Upload Photos/Video**
- ➔ Select a video from your computer
- ➔ Enter an optional description, **Video Title**, & more
- ➔ Select a thumbnail by clicking the arrows on the preview or click **Add Custom Thumbnail**
- ➔ Add an optional Call to Action (ex: Watch More) with a link that people can click at the end of the video
- ➔ Click **Publish**



Quick Tips



You can upload almost all types of video files, but we recommend using MP4.

Your video must be less than 240 minutes long but can be up to 10 GB.

Automatically generate captions after uploading your video, or upload an optional SRT file; this will help you communicate your message even when the sound is off.

Facebook tests show that adding captions to video ads increase view time by an average of 12%. Automated captions for ads are available through Power Editor.

Include high impact visuals early in the video – 65% of people who watch the first three seconds of a video will watch for at least ten seconds, and 45% continue watching for thirty seconds.

Broadcasting Live Video on Facebook

Sometimes the best way to engage your fans is to bring them along with you – for an important event, an interview or Q&A, or simply to show them what your day is like.

The basics of Facebook Live

- ➔ You can broadcast live video to any verified Page from the Facebook or Pages Manager apps, or through the Mentions app for public figures.
- ➔ You may broadcast in portrait or landscape by turning your phone vertically or horizontally before you go Live.

Directions for going Live

- ➔ From the Facebook, Pages Manager, or Mentions app, tap 'Post' or 'Publish,' then tap the Live Video button.
- ➔ Add a description for your broadcast (tag any relevant Pages!) and tap the 'Go Live' button when you're ready. You'll get a 3,2,1 countdown.
- ➔ Your video will automatically appear on your Page and in News Feed for your fans to tune in.
- ➔ During your broadcast, you'll see how many viewers you have and can respond to comments live. You can also hide comments or switch the front and back cameras of your phone.
- ➔ End your broadcast when you're done by tapping on the 'Finish' button.
- ➔ Your video is automatically saved to your Page for fans to view later. You can remove it at any time, just like any other post.



Quick Tips



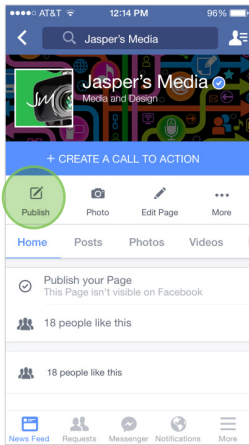
Put your phone in 'Do Not Disturb' to prevent interruptions while recording.

Make sure you have a strong WiFi or 4G connection. If your connection is weak, the 'Go Live' button will be grayed out.

Attach your iPhone to a tripod for long events or steady shots. Connect an audio source to your phone - even a simple lav mic - to improve the sound for your fans.

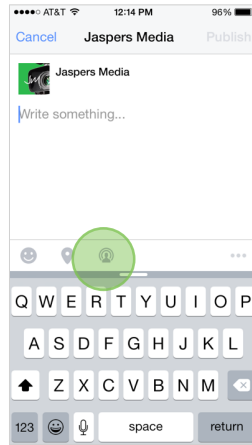
Broadcasting for a longer duration can give followers time to discover and share your video while live.

How to Publish with Facebook Live



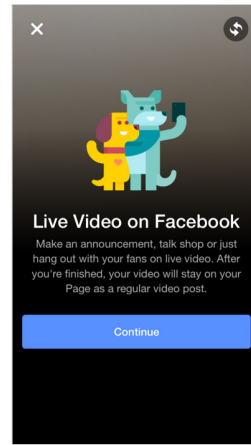
1

From your Facebook Page select **"Publish"**



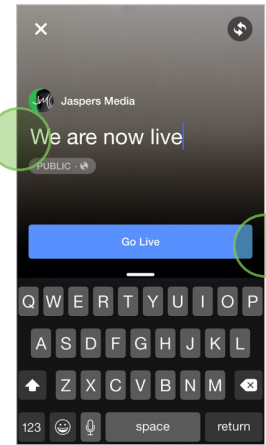
2

Start a Live Video by selecting the **"Live Button"**



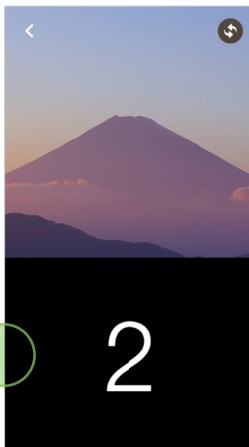
3

Select **"Continue"** to begin setup of a Live Post



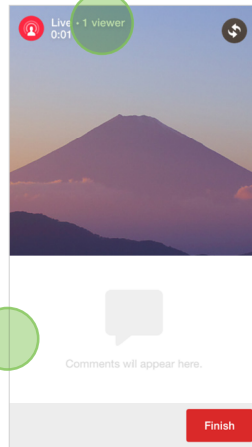
4

Add a description for your broadcast and tap the **"Go Live"** button when you're ready



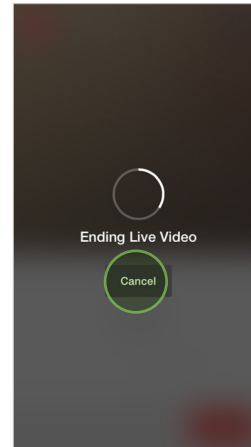
5

Standby to go live with a **3, 2, 1 Countdown**



6

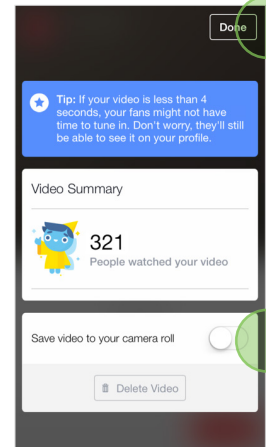
During the broadcast, you can see how many **viewers** you have and respond to **comments** live



7

After finishing your live broadcast, wait for the video to process.

Go back to the live video by typing **cancel**



8

Select **"Done"** to complete your broadcast.

Save the video to your camera roll for post production needs

Hosting a Q&A with your constituents

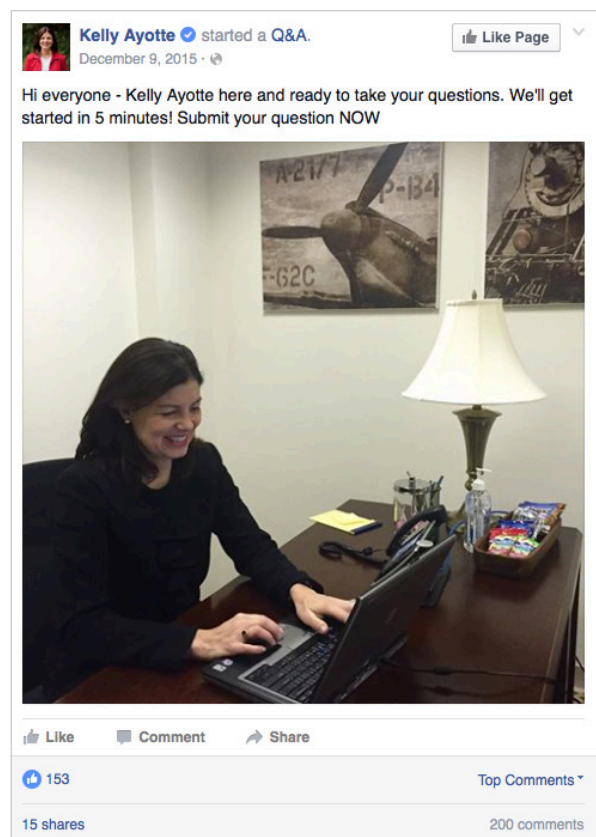
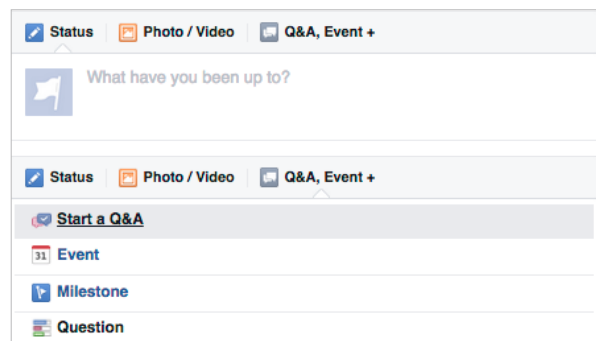
The Facebook Q&A tool makes it easy to take questions from your constituents and respond to their comments.

The basics of a Facebook Q&A

- ➔ Your audience will ask you questions in the comments below your Q&A post.
- ➔ Questions that you answer will appear higher in the comments so your audience knows you're listening.

How to start a Facebook Q&A

- ➔ Pick a Time. You can host a Facebook Q&A anytime on your Facebook Page. To get started, just click the Q&A icon in the share menu at the top of your Timeline and then click "Start a Q&A" from the dropdown menu.
- ➔ Start the conversation. Announce that you're starting a Q&A and add a photo to personalize your message. You can also call for questions on a specific topic or leave the Q&A completely open for your audience to ask anything.
- ➔ Answer Questions! Audience questions will appear in the comments below your Q&A post. To answer questions, simply reply to the audience comments. Answer as many or as few questions that you like- the duration and pace of the Q&A is totally up to you.
- ➔ Moderate your Facebook Q&A. Page admins are able to moderate Q&As just like any other post on Facebook and they can remove comments or ban participants.

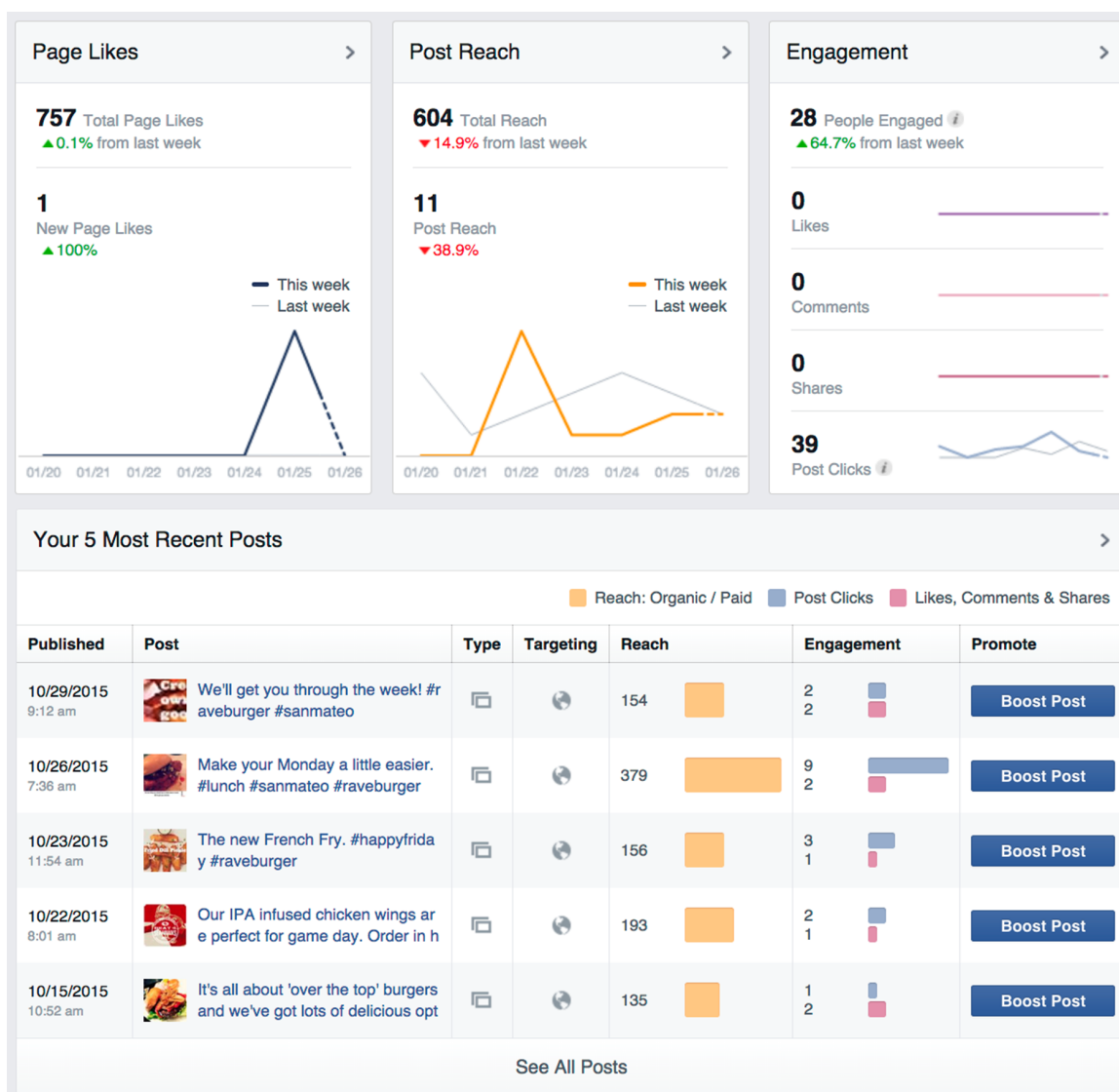


Insights and measurement

Insights and advertising will help you reach the right people, and will help inform your creative decisions with actionable metrics

Measure your success with Page Insights

- ➔ Metrics such as reach and engagement will show you how well your Page is performing
- ➔ Learn which posts and post types (videos, photos, etc.) resonate with your audience
- ➔ Optimize how you publish to engage more people
- ➔ Learn more at: facebook.com/facebookmedia/get-started/page-insights



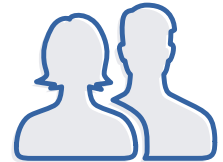
Advertising on Facebook

Facebook ads help you build email lists and activate supporters. Want to get started? Here's how:

1. Create a Business Manager

Our Business Manager helps organize ad accounts, pages, and the people who work on them

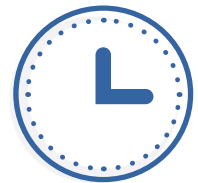
- ➔ Does your page already have a Business Manager? If so, ask an admin to invite you. If not, head to business.facebook.com and click “Get Started”
- ➔ Initially, you'll need to be logged into your personal Facebook account for authentication purposes. However, Business Manager will be connected to your work email address, which you'll input in the set-up process.
- ➔ Learn more about Business Manager:
facebook.com/business/help/businessmanager



2. Create an Ad Account

An ad account will enable you to run ads from your page.

- ➔ Before creating an ad account, add a credit card in Business Manager by clicking “Settings” (in the top left corner) and then “Payment Methods” (in the left column).
- ➔ Now navigate to “Ad Accounts” (in the left column) and click “Add new Ad Account” (in the top right). If your page already has an ad account, you can claim it; if not, select “Create a new account.”



3. Create Ads

Create ads to reach your objectives and engage important audiences

- ➔ Once you've created an ad account, click “View Ad Account in Ads Manager.” In Ads Manager, click “Create Ad” and follow the instructions.
- ➔ Tips for political ads:
 - Looking to raise money, acquire emails, or collect petition signatures? Consider selecting “Increase conversions on your website” and use our Facebook pixel for best results: facebook.com/business/a/facebook-pixel
 - Use short text and a compelling image to capture your viewers' attention.



Easy content ideas: How to use Facebook when you're ...

- ➔ **Planning a major announcement?** Take your fans behind-the-scenes with exclusive photos and videos before and after; live stream the announcement; post the text of the announcement as a status update.
- ➔ **Responding to disaster?** Use Facebook Live to reach people quickly.
- ➔ **Rolling out a new policy?** Plan a Q&A, and include other stakeholders and policy experts to both ask and answer questions.
- ➔ **Touring your district?** Upload photos and videos from popular and interesting local spots in real-time; post a Note that recaps the trip.
- ➔ **Building lists of supporters?** Drive your fans and target audiences to a mobile-friendly petition or survey on your website.

More Tips and Tricks

Facebook provides you with a number of tools and features that can help you connect, share, and get the latest information as quickly as possible.

- ➔ **Optimize your website for sharing:** Make it easy for people to share content from your website on Facebook by following this simple checklist: developers.facebook.com/docs/sharing/best-practices
- ➔ **Use the proper image sizes:** Images associated with your website links should be 1200 x 630 pixels. See our ads guide for the proper image sizes associated with different ad forms: facebook.com/business/ads-guide/
- ➔ **Tag other Pages:** Tagging other Pages in your posts increases the likelihood that they'll re-share your post and helps drive traffic to both of your Pages. To tag a Page, type the "@" symbol and then start typing their name; pick the Page you want from the dropdown menu.
- ➔ **Use Pages to Watch:** If at least 100 people like your Page, you can use the "Pages to Watch" feature. Each week you'll see the number of people who like those Pages, the amount of engagement they received, and more.
- ➔ **Embed Facebook posts and video on your website:** Click the drop down arrow that appears in the top right corner of the post; select "Embed Post" or "Embed Video," and copy and paste the code directly on to your website.
- ➔ **Help supporters learn about events near them:** Fans and supporters who subscribe to your Events on Facebook will receive notifications when one is happening near them. Learn more at events.fb.com.
- ➔ **Organize staff and supporters with Facebook Groups:** Your staff could use a Group to share and comment on possible content; your campaign could organize Groups to communicate with volunteers and surrogates. Learn more at facebook.com/help/162866443847527/

Get your questions answered



Go to facebook.com/help

Email gov@fb.com for assistance or

Email NCSL Public Affairs at press-room@ncsl.org