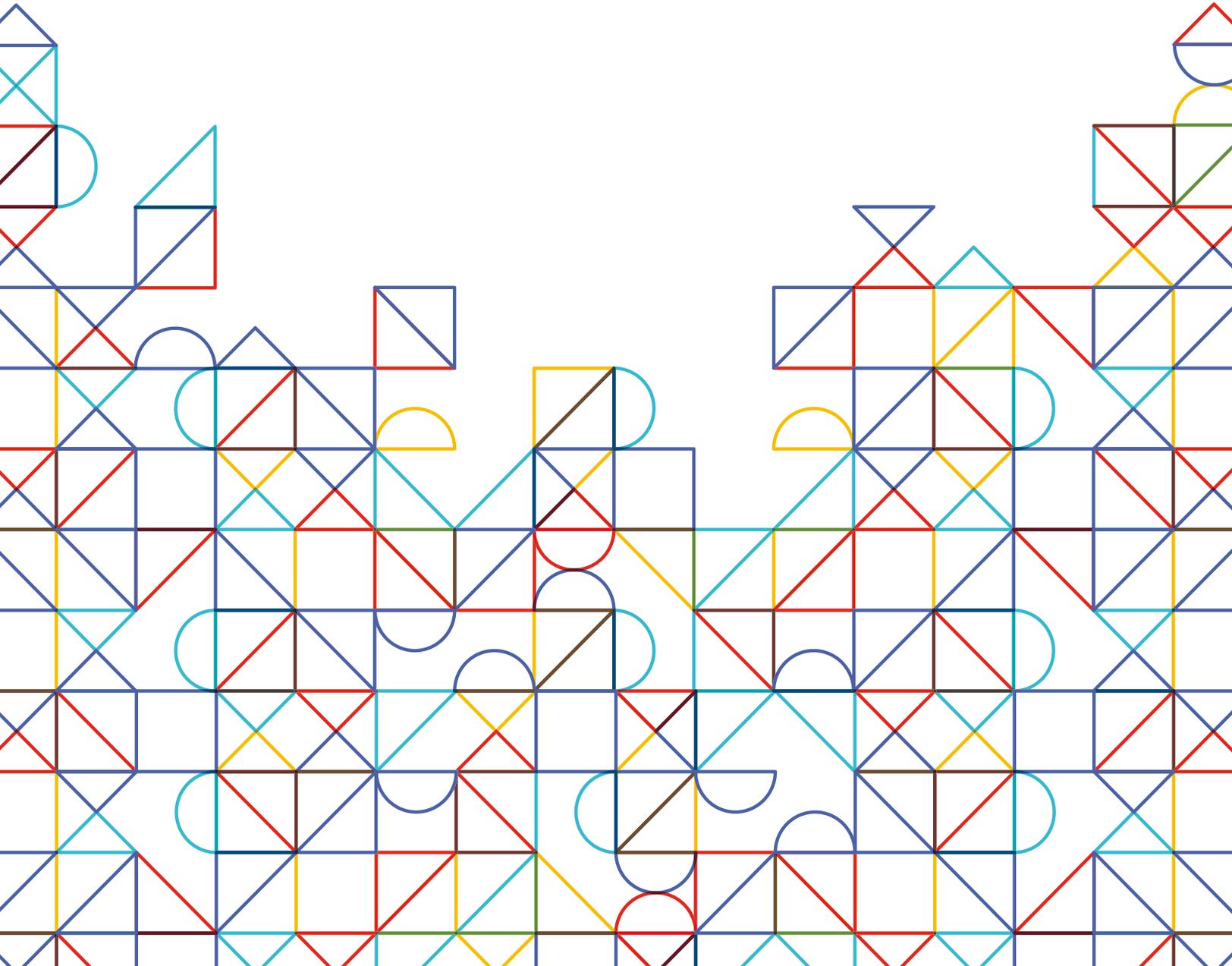




# Facebook Guide for Politics & Government





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

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# Facebook at a glance



**198 MILLION**

monthly active people in the U.S.



**179 MILLION**

monthly active people on mobile



**1 OUT EVERY 5**

mobile minutes are spent on Facebook



**100 MILLION HOURS**

of video watched every day on Facebook

## Your Facebook toolkit



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

Everything you and your team need to become Facebook experts.

**[facebook.com/politics](https://facebook.com/politics)**

All of the latest tools and case studies for politics and campaigns.

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

Keep your personal account and your public presence secure.

**[facebook.com/govtpolitics](https://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](https://facebook.com/pages/create) and select your category (“Government Official” for a government Page, “Politician” for a campaign)
2. **Establish your identity:** Pick a Profile Picture to represent you across Facebook and a creative cover photo for your Page
3. **Give your Page a custom URL:** Create a custom URL to include in offline materials; aim for consistency across social media platforms
4. **Edit Settings:** Click ‘Settings’ at the top of your Page to add other admins, set up keyword filters, change comment settings, and more
5. **Start building your fan base:** Invite your friends and email contact lists to Like your Page; put your URL on business cards and in emails, and add social plugins to your website
6. **Start posting engaging content from your Page:** Develop a content schedule, engage with your fans, and post regularly

---

## Managing your Facebook Page

We recommend having at least two admins on 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:** Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your, Facebook Page, the more you have, the higher the security risk.

**Page Manager Roles:** Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser or Analyst. And make sure to remove any employees as Page managers if they leave your business.

---

## Security tips

Use these tips and tricks to protect your Facebook Page. For more info, check out [facebook.com/help/security](https://facebook.com/help/security).

**Login Approvals:** Securing your account is an important step to securing your Page. Enable Login Approvals on any Facebook accounts-including employees’- that can manage your Page. Login Approvals is a security mechanism that requires you to enter a specific code when someone tries to log in to your account from an unrecognized device. For more information, visit [facebook.com/help/loginapprovals](https://facebook.com/help/loginapprovals)

**Secure your mobile devices:** Facebook relies on mobile phones for authentication, which means that securing your mobile phone is an important part of keeping your Facebook account and Page secure, too. Simple steps include using all the security features available on your mobile devices, like codes, PINs, and passwords.

## 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 to give updates on any major update to News Feed.

Visit our Help Center to learn more about Privacy tools  
[facebook.com/help/privacybasics](https://facebook.com/help/privacybasics)

Learn more about advertisement preferences here  
[facebook.com/about/ads](https://facebook.com/about/ads)

To learn more about News Feed, visit  
[newsroom.fb.com/news/category/news-feed-fyi](https://newsroom.fb.com/news/category/news-feed-fyi)

# Building a best-in-class Facebook

## 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

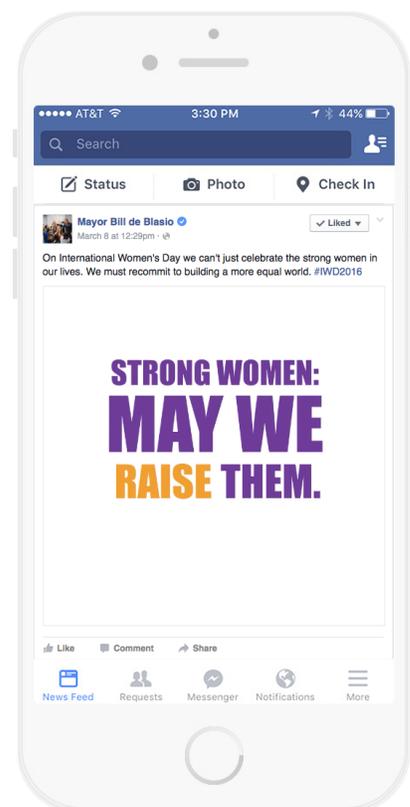
Your fans want to hear from you. Join the conversations already happening, start new ones, and engage people on the topics that matter both to you and them



AUTHENTICITY



ENGAGEMENT/LIVE



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.

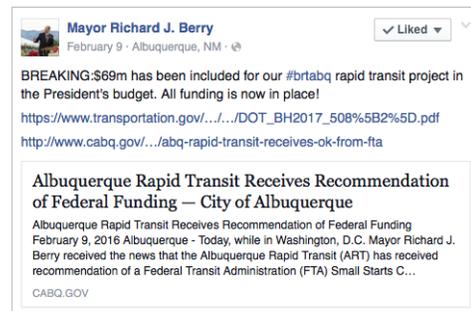
### Discuss current events

- ➔ Follow the issues and topics that are trending to post relevant content
- ➔ Use trending #hashtags to participate in discussions
- ➔ Verified public figures can use the Mentions app to follow and engage in the public conversations about them (see [facebook.com/mentions](https://www.facebook.com/mentions))



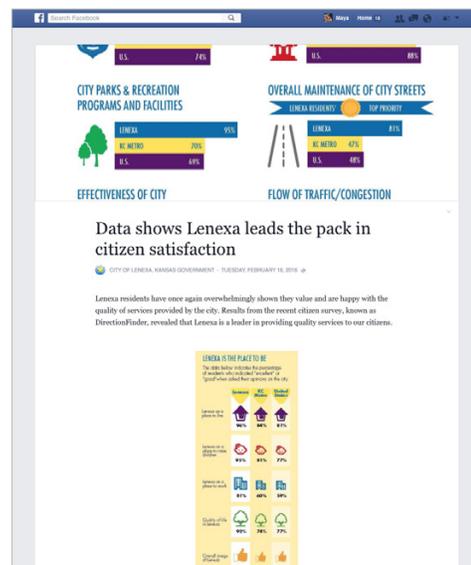
### Break news on Facebook

- ➔ 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 allows you to shape media narratives about and what you care about



### Write quality long form content

- ➔ Sometimes short posts aren't enough to tell a story or explain a complicated situation
- ➔ Thoughtful posts can lead to substantive discussions and help people understand complex issues
- ➔ Use Facebook Notes for longer creative pieces -- add a cover photo that represents your note, caption, and resize photos, and format your text into headers, quotes or bullets (see page 14 for more info)



## 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

**City of Wichita - Government** Thanks for sharing your comments. City officials value all feedback from the residents we serve. Your responses help us serve you better.  
Like · Reply · 2 · March 10 at 5:01pm  
View previous replies

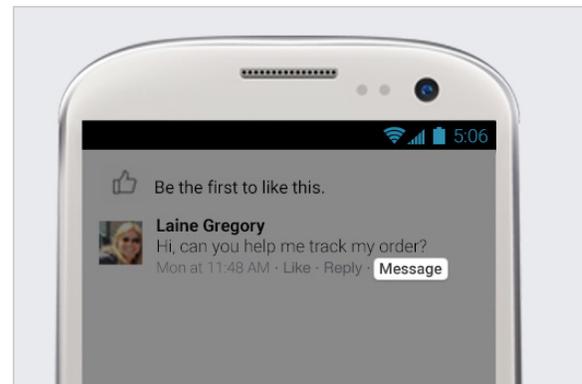
**City of Wichita - Government** Hi Deven Webster - it's under construction now and the work should be done by the summer of 2017.  
Like · Reply · March 11 at 7:41am  
View more replies

**Chris Erwin** Not to be overly negative but this video was a PR stunt. Serves the same purpose as the beautification projects around town which is to hide Wichita's problems, particularly poverty.  
I was disappointed to not hear anything that deals with the problem... See More  
Like · Reply · 11 · March 10 at 2:00pm · Edited  
View previous replies

**City of Wichita - Government** Chris Erwin, the City tries to balance 10-year, CIP spending in the core area with providing improvements to growing areas of Wichita. The Community Investments Plan which the

### 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
- ➔ 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

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## 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:

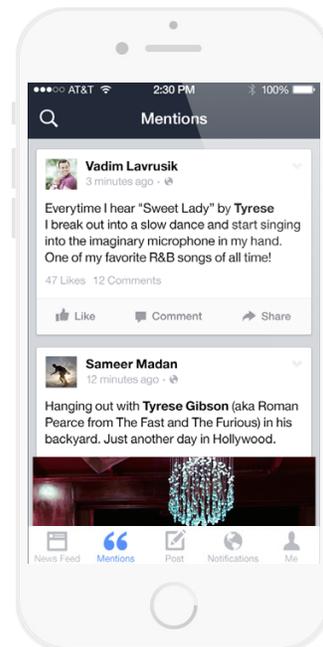
- ➔ Update your Page: Regularly update your Page, reply to your fans' messages and posts, receive notifications and more.
- ➔ Access multiple Pages: You can access and manage up to 50 Pages from the app.
- ➔ Monitor your engagement: Review your Page Insights and understand how your posts are performing.
- ➔ Learn more here: [facebook.com/business/a/page/pages-manager-app](https://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. 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 10 to learn more about how you can stream live video using the Facebook, Pages Manager, and Mentions apps.
- ➔ Learn more here: [facebook.com/mentions](https://facebook.com/mentions)



*Tip: Turn to Page 10 to learn more about how you can stream live video using the Facebook, Pages Manager, and Mentions apps.*

## 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.

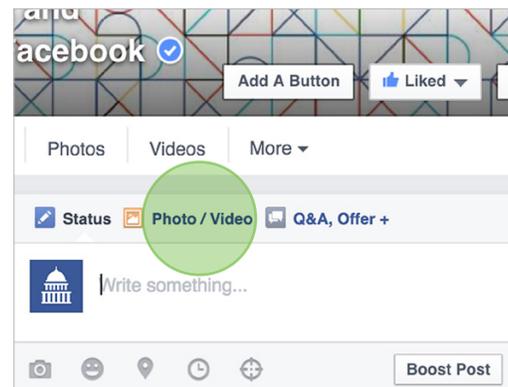
### Directions for uploading from a mobile phone

- ➔ 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 45 minutes long but can be up to 1.75 GB.

Add captions while uploading your video by including 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%. We will soon automatically add captions to video ads.

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.
- ➔ Live video broadcasts in square format, but your phone can be turned vertically or horizontally.

### 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 Airplane Mode to prevent interruptions while recording

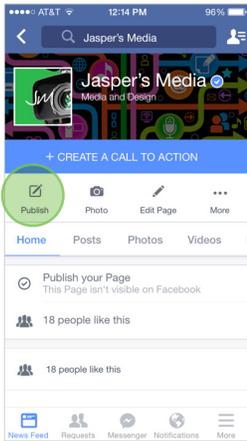
Recommended upload/download bandwidth for live video is 10 Mbps/10 Mbps; make sure you are on wi-fi or a strong cell signal.

Attach your iPhone to a tripod for long events or steady shots.

A shotgun microphone – or any audio setup that can be directed to a 3.5mm headphone jack – can improve the audio for your fans.

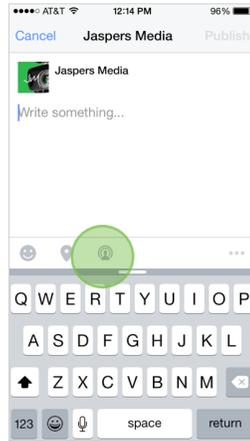
Live videos can broadcast for as long as 90 minutes.

# How to Publish with Facebook Live



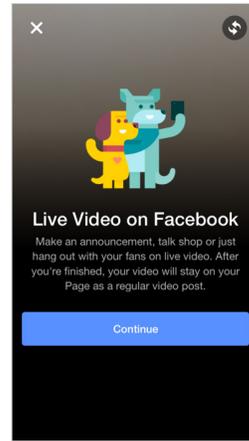
1

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



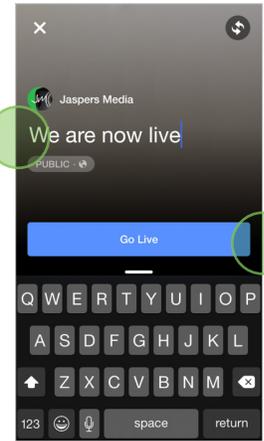
2

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



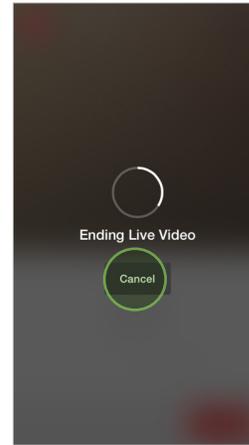
1

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



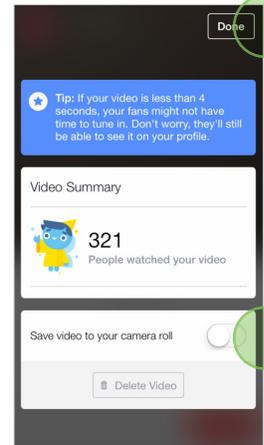
2

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



3

After finishing your live broadcast, wait for the video to process.  
Go back to the live video by typing **cancel**



4

Select "**Done**" to complete your broadcast.  
**Save** the video to your camera roll for post production needs

## Hosting a Q&A with your fans

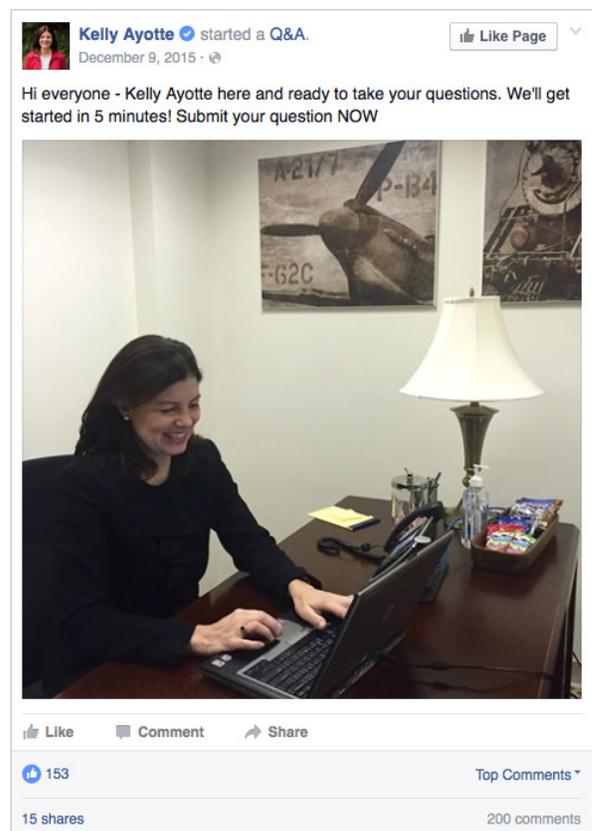
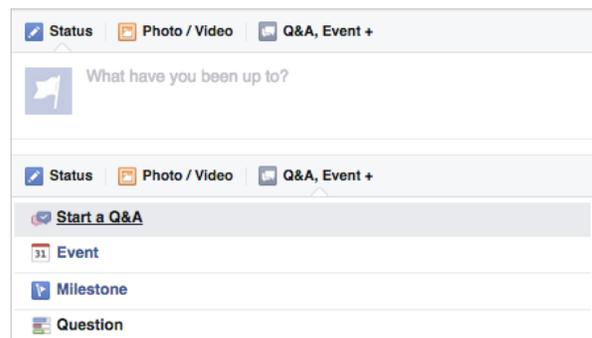
The Facebook Q&A tool makes it easy to take questions from your fans and respond to their comments.

### 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.



## Notes

Whether you have something important to tell the world or an experience you want to share with your fans, Facebook Notes are a great way to express yourself authentically with richness and depth.

### Get Started

Click the “Q+A, Event+” icon in the same menu at the top of your Timeline and then click “Note” from the drop down menu. On a profile, go to [facebook.com/notes](https://facebook.com/notes)

### Write a Catchy Title

Make sure your title is as compelling as possible. What are you posting about? Is there a fun way to sum it up and draw in your fans?

### Add a Cover Photo

Your Note’s cover photo is one of the first things your followers will see when they’re scrolling through News Feed- make it bold and eye catching.

### Share Authentic, Exclusive Content

Use your distinct and personal voice to connect with your fans. Give them an exclusive window into your life, your work, your passions, and your ideas

### Engage Your Audience

Ask your fans what they think and whether they have questions for you. Solicit ideas from them for what to write about next.

### Give Credit

Tag or link to other people and Pages who have inspired your Note and be sure to give credit to content sources.

#### CLARIFICATION REGARDING OPENING OF THE MARGARET HUNT HILL BRIDGE

February 24, 2012 at 5:58am

##### CLARIFICATION REGARDING OPENING OF THE MARGARET HUNT HILL BRIDGE

Thursday, Feb. 23, 2012

There has been much anticipation regarding the opening of the Margaret Hunt Hill Bridge to vehicular traffic. It was hoped that the bridge could open at the conclusion of the public celebrations on March 4, 2012. However, due to weather conditions, mainly much needed rain, portions of the construction will take a few more weeks than anticipated.

Although TXDOT could have opened portions of the bridge (access from Woodall Rodgers to North Beckley Avenue) on March 5, 2012, the City’s public safety officials have advised that due to lack of some signals and ramps not being completed at this time, there is the potential for motorists to be confused, which could lead to accidents and injury.

Therefore, the City will open the bridge when all components are fully functioning in a safe manner. The opening date is anticipated to be March 29, 2012.

Like Comment Share

## Note Ideas



- Make an announcement
- Support a cause
- Share a photo essay
- Policy or position papers, with visuals
- Set the record straight on an issue
- Write an open letter
- Sharing a letter that you sent or received
- Post the schedule of upcoming events
- Send your constituent newsletter
- Full text of remarks and speeches
- Share a story about your constituency or constituents
- Host a guest note on your page
- Mark a life or historical milestone in photos and words
- Reflect on a memorable moment from your past for a #tbt post

## Pages Messaging: new ways for people to connect

Increasingly people want to communicate through private messaging because it's fast and convenient. Page Admins can turn on and off messaging for their Page, but once you enable it, people will expect you to respond. So turn on messaging only when you can commit to responding to messages. If you'd like to do so:

- ➔ Click **Settings** at the top of your Page
- ➔ From General, click **Messages**
- ➔ Click to check or uncheck the box next to **Allow people to contact my Page privately by showing the Message** button
- ➔ Click **Save Changes**

### Write the way you'd speak to someone in person

Messaging is a direct and personal communication channel, so make sure your tone is friendly and respectful. And while Facebook messages don't have a character limit, we recommend keeping your messages short and to the point.

### Reply to comments privately with a message

Page admins are now able to reply to public comments with a private message, helping you to address private questions, comments, and requests more efficiently.

To reply privately to someone's comment, click the "Message" option, and a private message thread with the commenter will open. The message from your Page includes a link to the person's comment for reference.

### Turn on 'Instant Replies'

Instant Replies are messages sent automatically as your Page's first response to new messages. For example, you can use your Instant Reply message to provide people with more info about your campaign or to thank them for contacting you.

To turn on Instant Replies for your Page:

- ➔ Click **Settings** at the top of your Page
- ➔ Click Messaging in the left column
- ➔ Below Instant Replies, click to check the box next to Enable Instant Replies to quickly respond to initial messages
- ➔ Below Your Reply, enter your Instant Reply message
- ➔ Click Save

Learn more here: [facebook.com/business/news/pages-messaging-tips](https://facebook.com/business/news/pages-messaging-tips)

## 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](https://facebook.com/facebookmedia/get-started/page-insights)



---

### Target advertising to reach the people you want to reach

- ➔ Demographic factors such as age, gender, location and more help you narrow your audience
- ➔ Use your existing contact list to target custom or look-a-like audiences
- ➔ Reach core constituencies with tailored messages
- ➔ Learn more at: [facebook.com/politics](https://facebook.com/politics)



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### Optimize you advertisements to engage the most people

- ➔ Facebook advertisements are optimized for your goals such as clicks to your website, video views, or engagements with your content
- ➔ Test different copy and images to see what resonates with your audience
- ➔ Use the Facebook pixel to help measure the results of the actions people take on your website after they engage with a Facebook ad: [facebook.com/business/a/facebook-pixel](https://facebook.com/business/a/facebook-pixel)



# Advertising on Facebook

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Facebook ads help campaigns and political organizations build email lists, raise money and activate supporters. Want to get started? Here's how:

## 1. Create a Business Manager

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

- ➔ Does your campaign or organization already have a Business Manager? If so, ask an admin to invite you. If not, head to [business.facebook.com](https://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/113163272211510](https://facebook.com/business/help/113163272211510)



## 2. Create an Ad Account

An ad account will enable your campaign or organization 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 campaign or organization 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

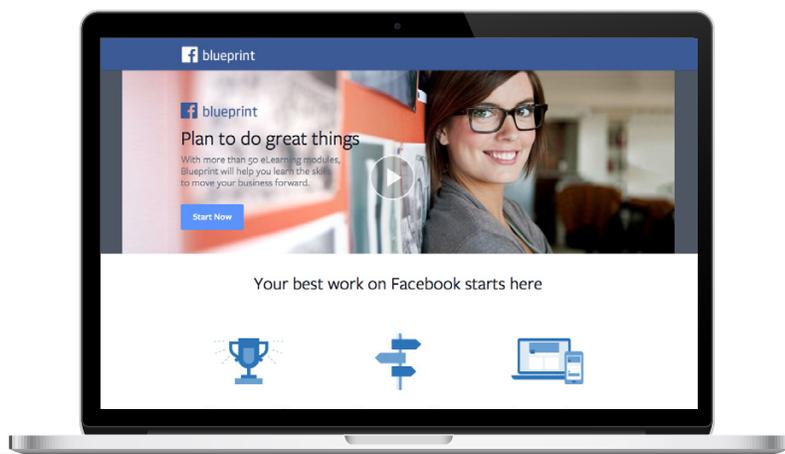
- ➔ Once you've created an ad account, click “View Ad Account in Ads Manager.” In Ads Manager, click “Create Ad” and follow the instructions.
- ➔ Tips for political ads:
  - Looking to raise money, acquire emails, or collect petition signatures? Consider selecting “Increase conversions on your website”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



# Facebook.com/blueprint

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Brush up on the basics or learn the most advanced opportunities possible with Facebook advertising by spending some time on Blueprint, our new online training site.



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

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- ➔ **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

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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](https://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/](https://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](https://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/](https://facebook.com/help/162866443847527/)

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## Get your questions answered



Go to [facebook.com/help](https://facebook.com/help), or email Crystal Patterson [crystalp@fb.com](mailto:crystalp@fb.com) and Don Seymour [dseymour@fb.com](mailto:dseymour@fb.com) for assistance