



Welcome! The webinar will begin shortly

Please use the Q&A box to ask today's featured speaker questions about using Facebook for voter registration success.

This webinar is being recorded. The video, slides, and referenced resources will be sent out next week and posted on our website.



National Voter Registration Day

Tuesday, September 22, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



Webinar: Using Facebook for Voter Registration Success

Agenda

- National Voter Registration Day update
- Resources and support from the team at National Voter Registration Day
- Facebook

Using
facebook
for Voter
Registration
Success





National Voter Registration Day 2020

September 22, 2020!

- Our goal: biggest National Voter Registration Day ever!
- 80+ Premier Partners; 2,400+ community partners
- Navigating the new normal
 - Webinars
 - Training resources



Our Speaker



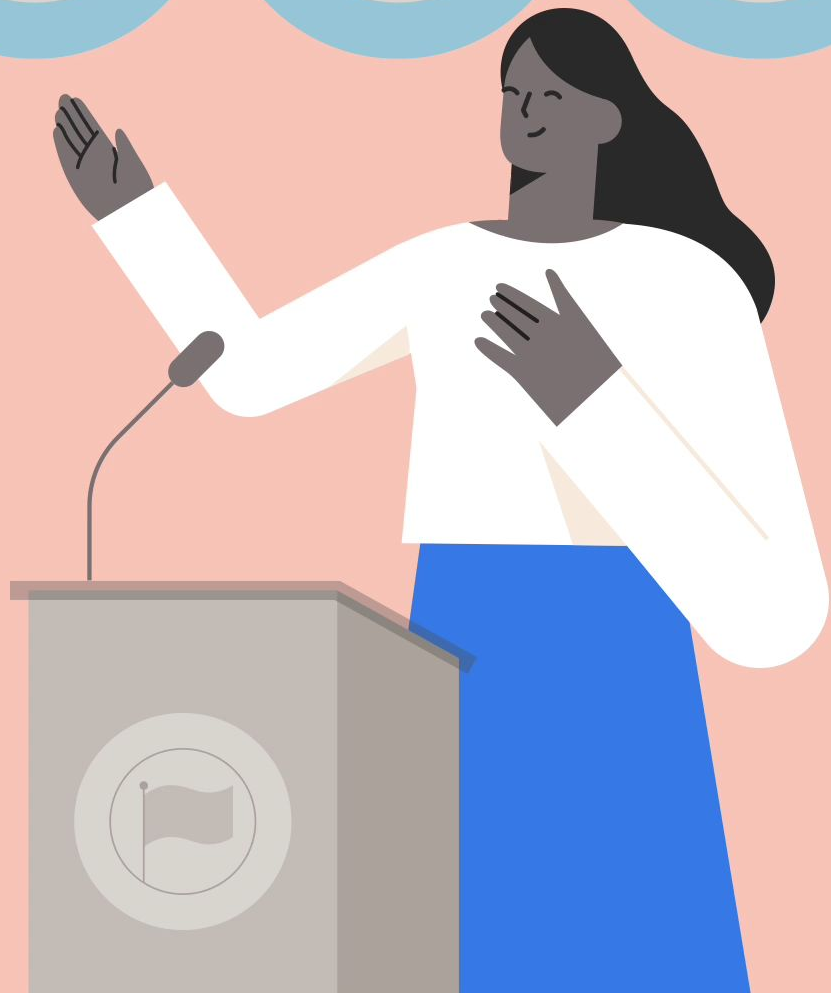
Crystal Patterson

Global and Civic Partnerships

Facebook

Beyond the Like: Success on Facebook

FACEBOOK



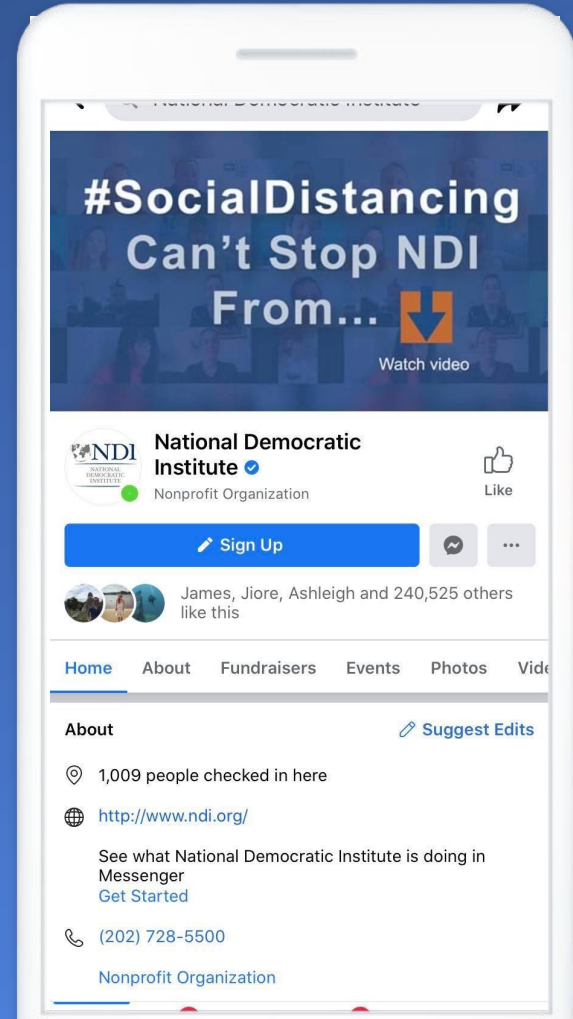
THE BASICS

MOBILE-FIRST CONTENT

90% of discovery happens on mobile

Optimize for mobile

- Vertical images and video
- Video subtitles
- Simple graphics

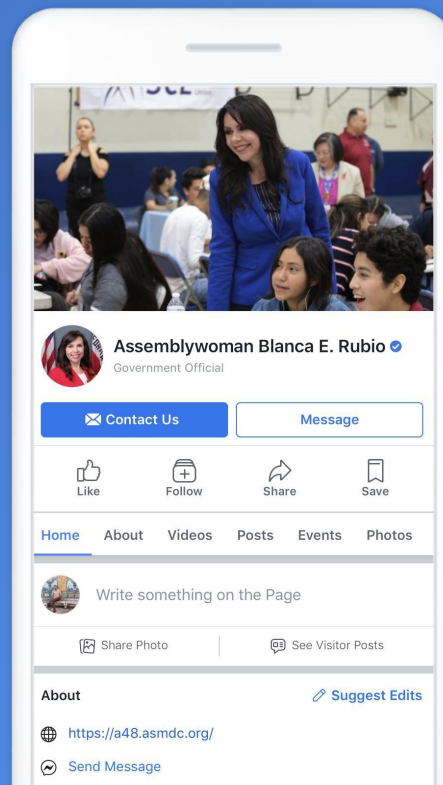


PAGE VS. PROFILE

PROFILE



PAGE



PAGE VS. PROFILE

The benefits of Pages

Have an unlimited number of likes and followers

Use Page Insights to see how your posts are performing

Invite multiple people to manage your Page

Have access to tools for candidates and governments, like Town Hall

Run advertisements

ENSURE PAGE SECURITY

Page admins must have verified, secure accounts

**Set strong
passwords**

fb.me/securitycheckup



**Two-factor
authentication**

fb.me/2fa



MANAGING A PAGE

from a real profile helps
keep your account safe



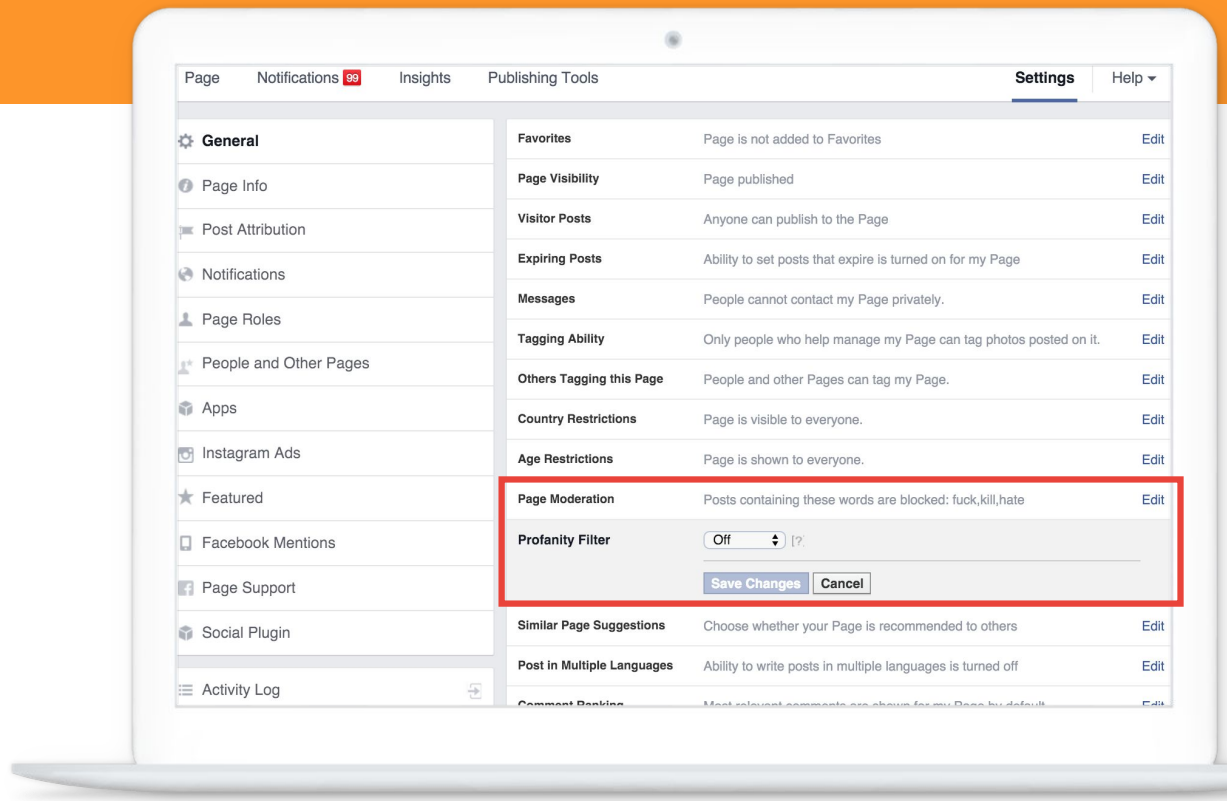
TOOLS FOR YOU



Comment Moderation

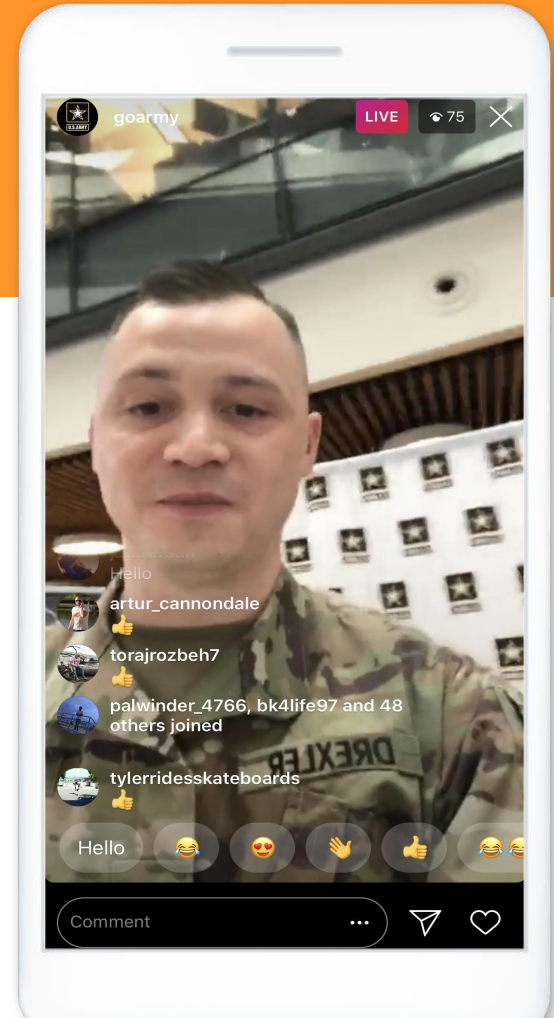
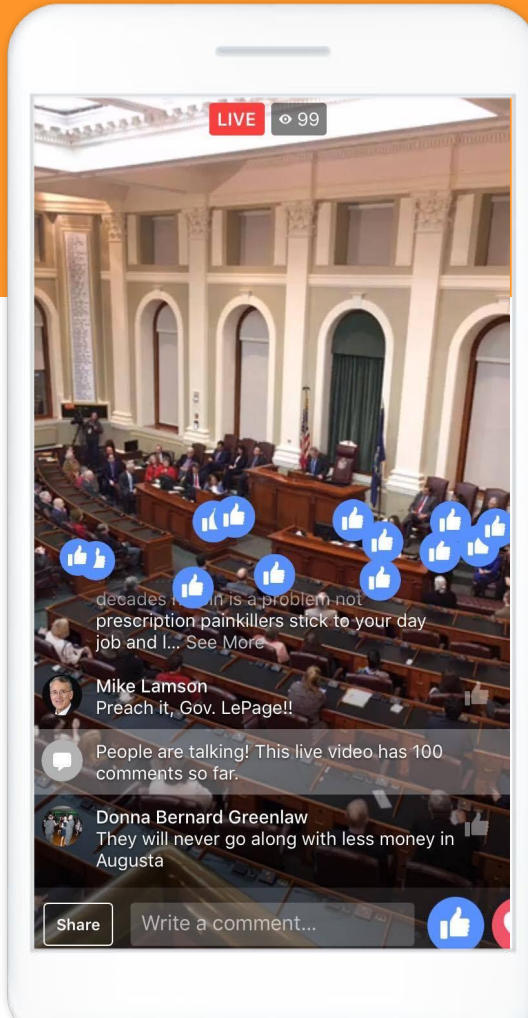
Tools for Trolls:

- Profanity Filter
- Page Moderation
- Comment policy



Live Video

- Broadcast from the Facebook mobile app
- Notifications go out to engaged fans
- 10x the comments while Live



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



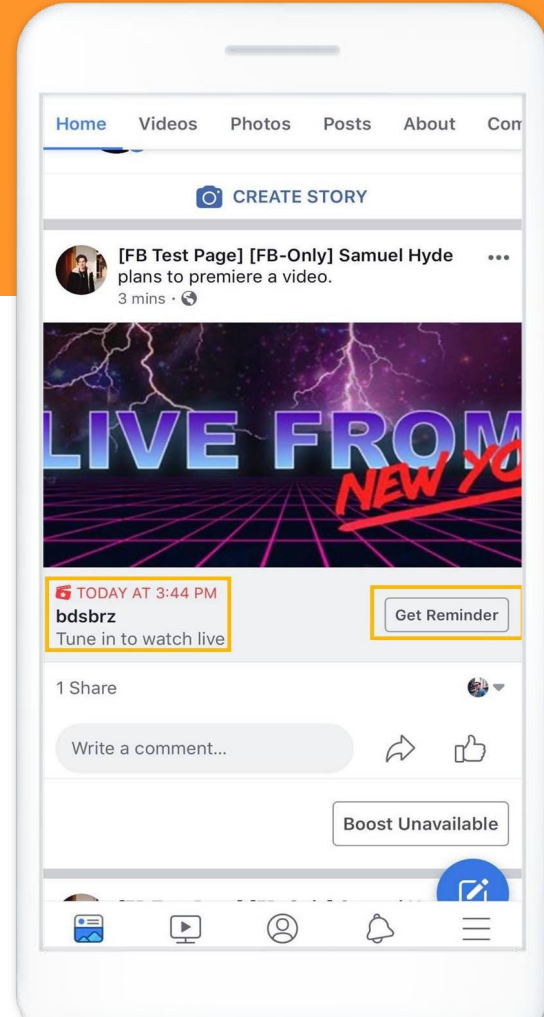
Interview

Bring a friend/colleague/expert into the conversation

Live Premieres

Schedule and debut on-demand videos as Live moments

- Fans can opt-in to notifications
- Build excitement and engagement
- Video is broadcast live with a Premiere badge



Live Premieres

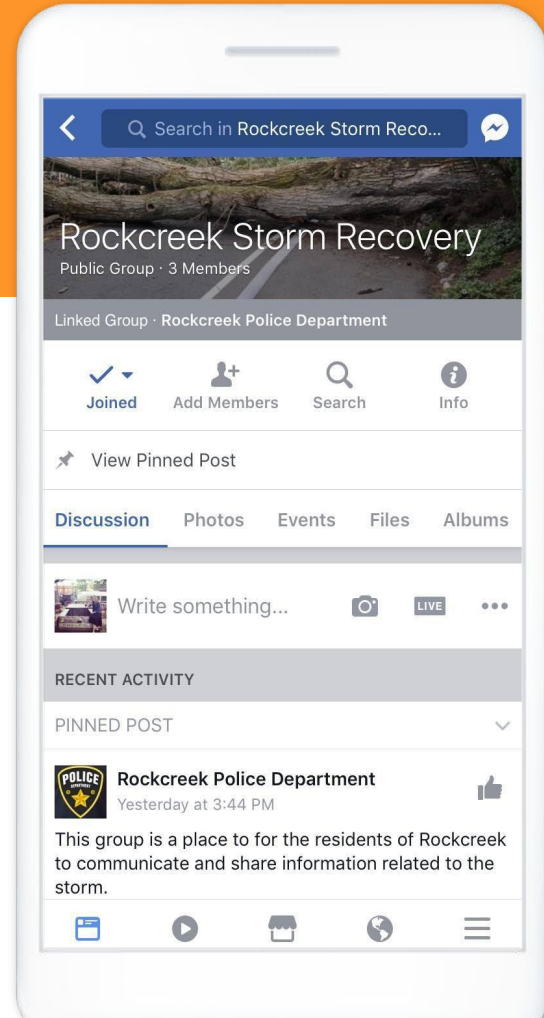
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Groups for Pages

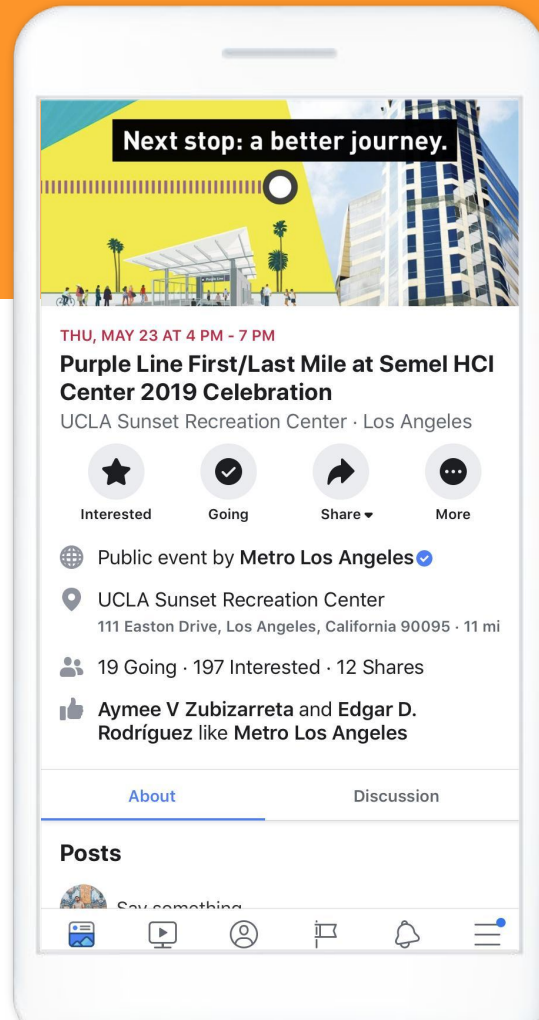
- Page can post, administer, and engage in groups they create
- These groups foster community and drive discussion
- Use cases: disaster response, volunteer and event organizing, policy discussion



Events

Use the events tool to:

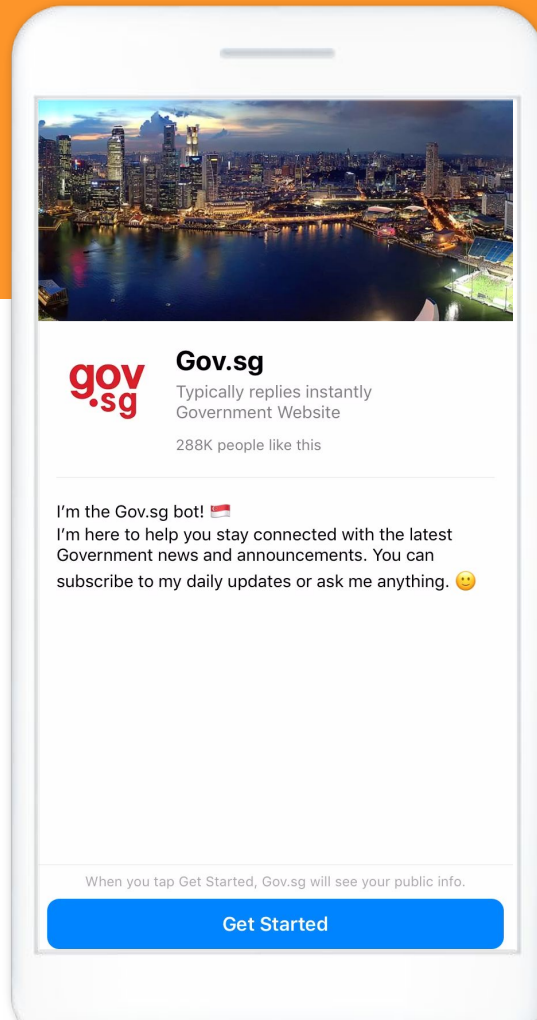
- Crowdsourcing RSVPs to your event
- Make your event invitation mobile friendly
- Boost event to promote attendance



Messenger

Use Messenger to:

- Set welcome greetings, instant replies
- Build a Messenger subscriber list
- Broadcast important messages to your subscribers



Stories

Use Facebook and IG stories to:

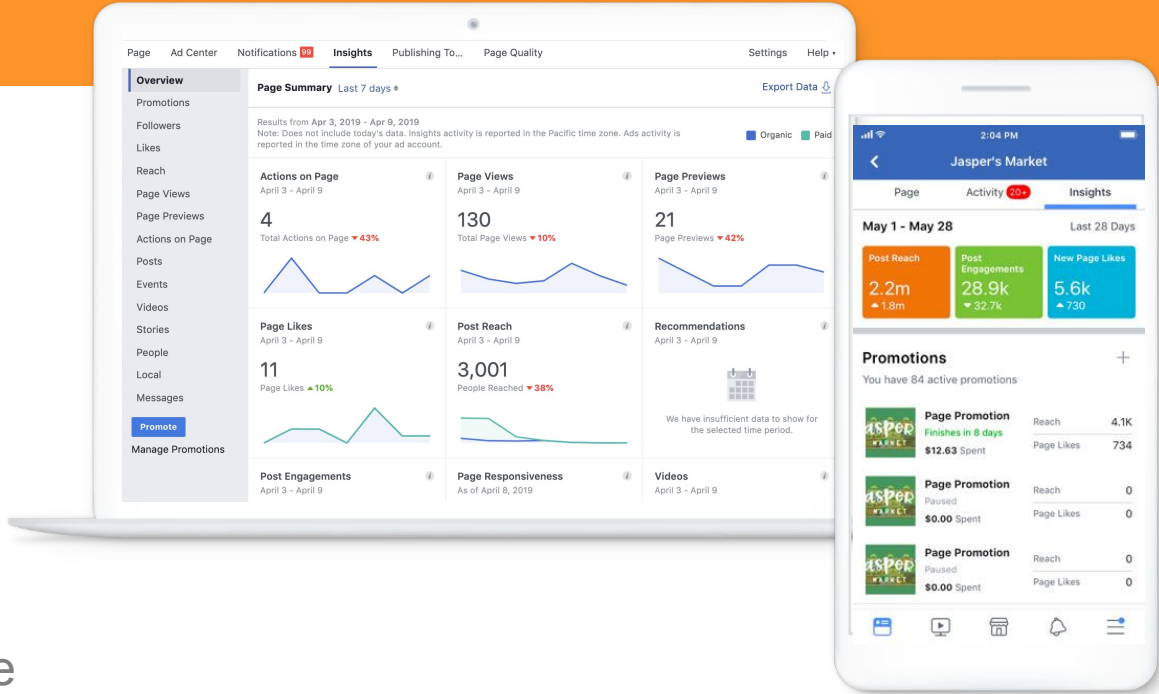
- Have fun and show personality
- Go behind the scenes
- Use interactive stickers to invite engagement from fans



FACEBOOK INSIGHTS

You can use Insights to:

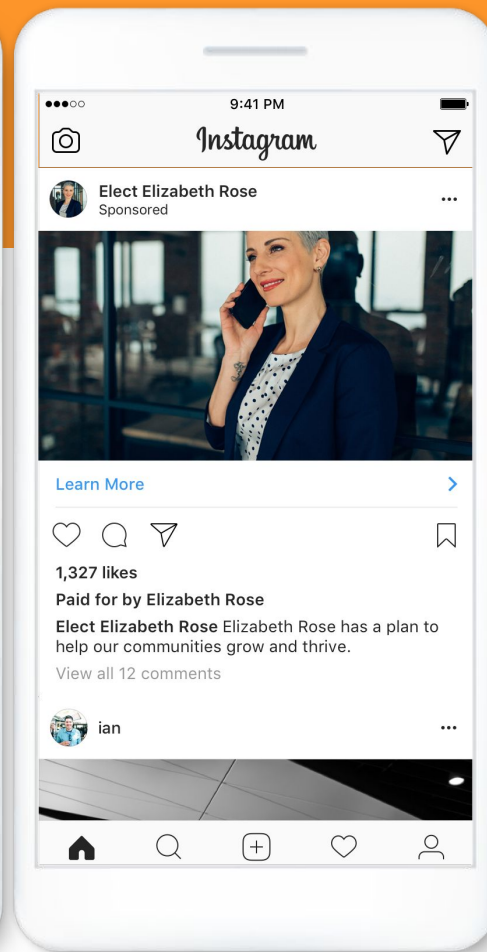
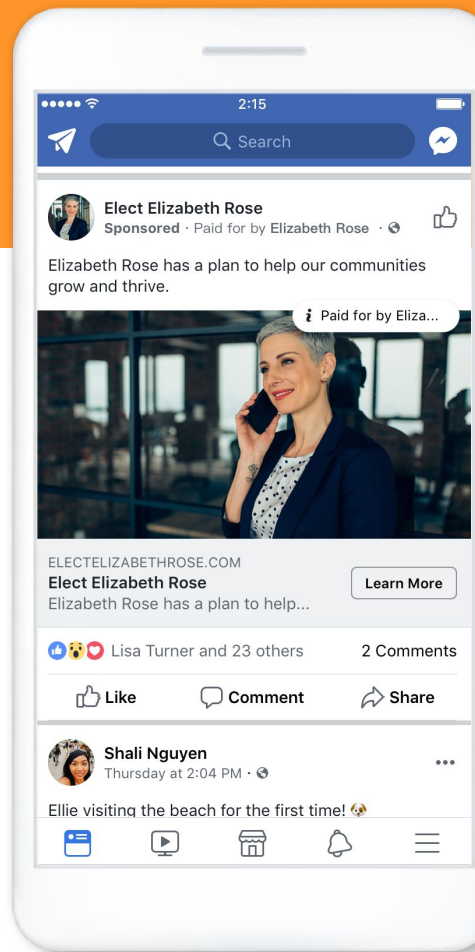
- Track your posts' performance
- View demographic about audience
- Learn What post types perform best on your Page



FACEBOOK ADS

Use Facebook and IG ads to:

- List build
- Grow brand awareness
- Reach more people with your message



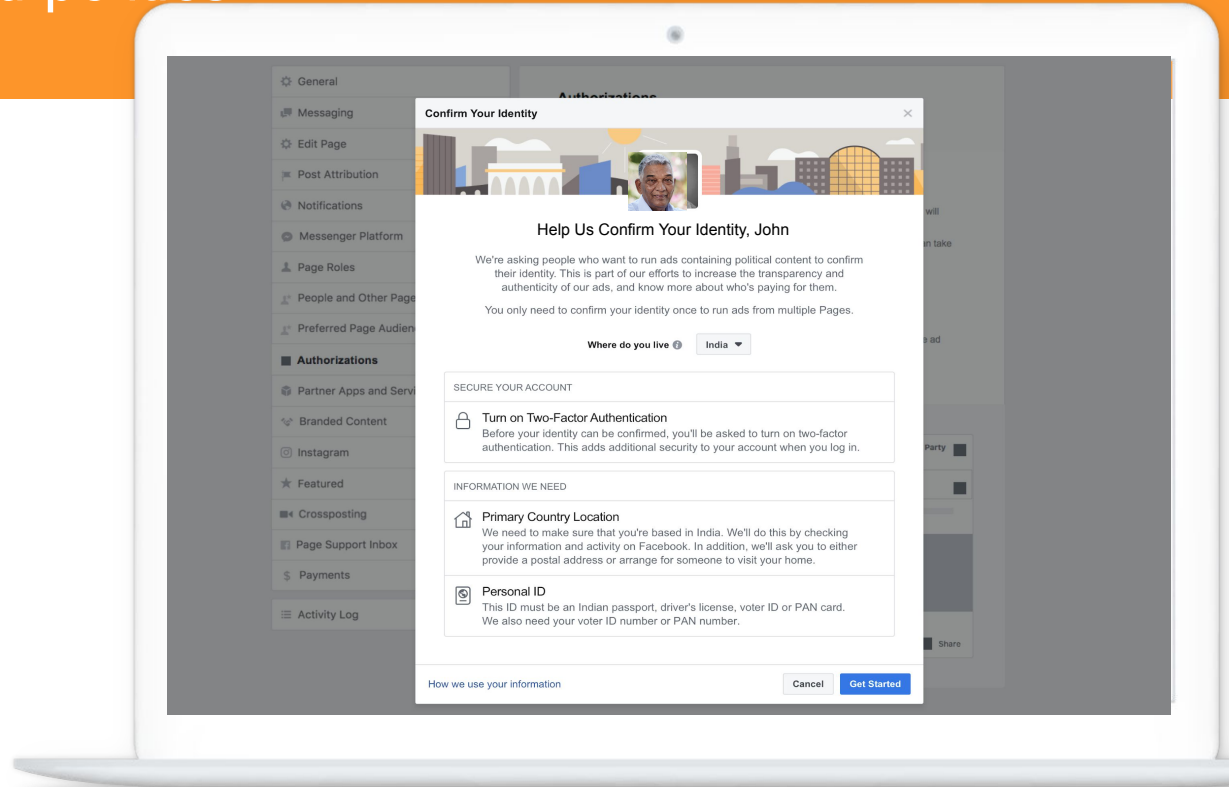
GETTING AUTHORIZED

Running ads about social issues, elections, and politics

To get authorized:

- Verify your identity
- Confirm your location
- Set a disclaimer

Page-> Settings->
Authorizations



Content Strategy



Let's create some content.



How does News Feed prioritize which content to show people?

INVENTORY

What content has been posted by your friends and publisher?

SIGNALS

When was it posted?

What type of device are you using?

How fast is your internet connection?

PREDICTIONS

How likely are you to engage with this content?

SCORE

A number that represents how interested we think you'll be in this post.

Three main signals

WHO POSTED IT

The friends, family, news sources, businesses and public figures you interact with most

INTERACTIONS WITH THE POSTS

Posts that have a lot of likes, reactions, comments, and shares



TYPE OF CONTENT

We prioritize the types of posts people interact with most, whether it's photos, videos or links

WHAT MAKES GREAT CONTENT?



AUTHENTIC



INTERACTIVE



TIMELY



CONSISTENT

CONTENT THAT WORKS IS...



AUTHENTIC

- Make the Page feel personal
- Connect your work to your community
- Go behind the scenes
- Keep it simple—post right from your phone



CONTENT THAT WORKS IS...



INTERACTIVE

- Answer questions from constituents
- Go Live
- Like and reply to comments
- Tag other pages

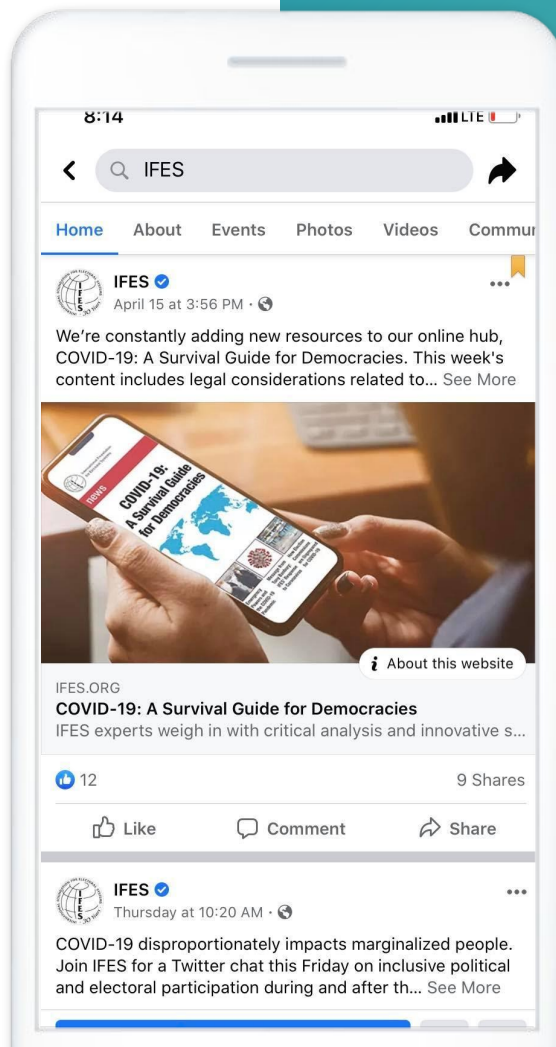


CONTENT THAT WORKS IS...



TIMELY

- Discuss hot topics
- Break news
- Write quality long-form content



CONTENT THAT WORKS IS...

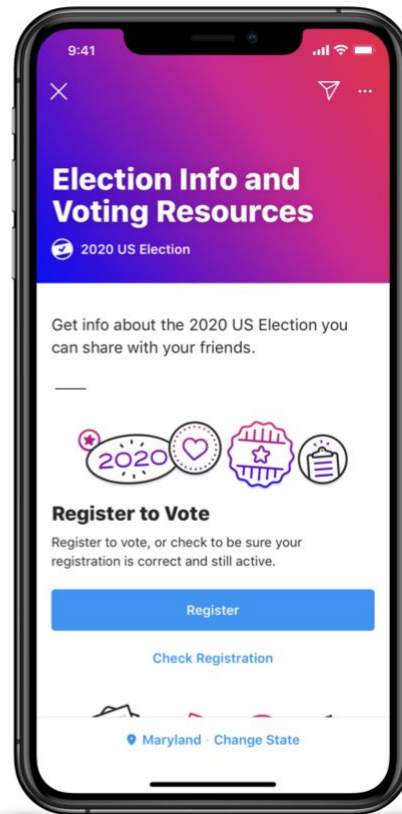
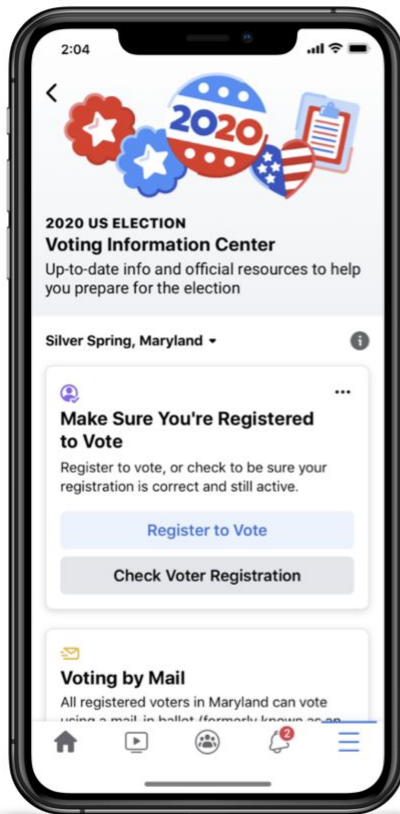


CONSISTENT & VARIED

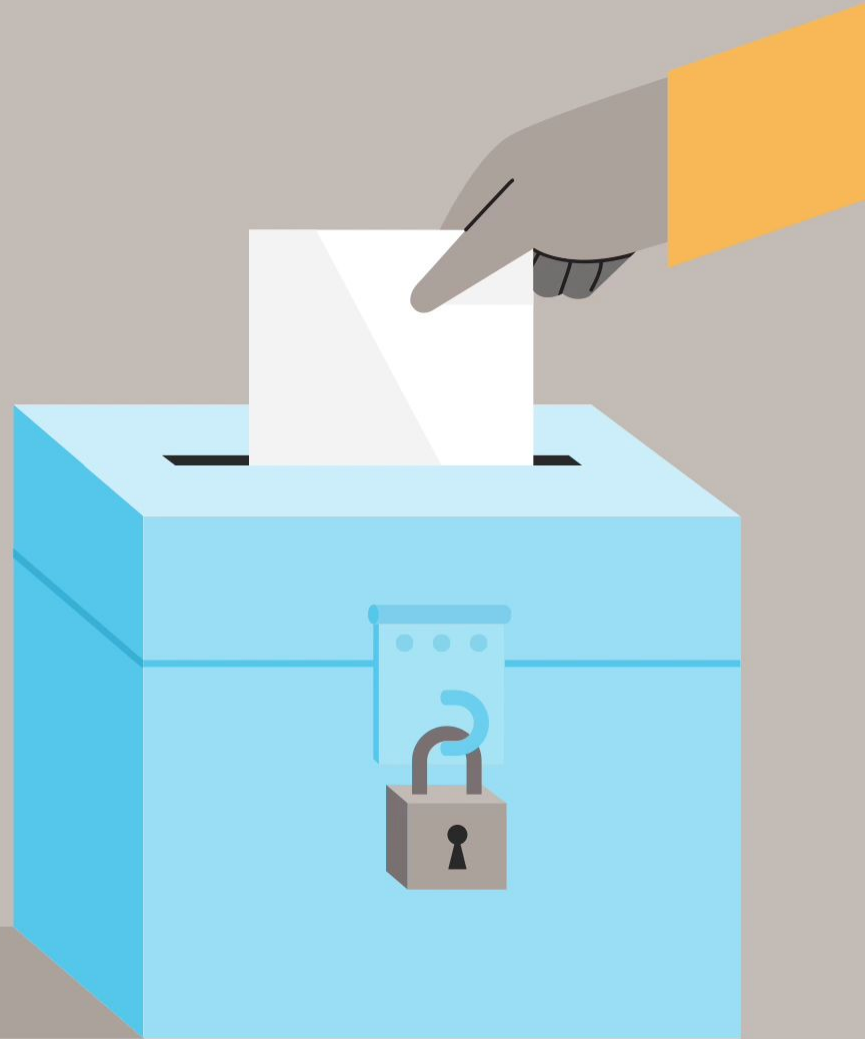
- Develop a content calendar
- Post regularly, aim for daily
- Use a variety of post types



Voting Information Center



RESOURCES

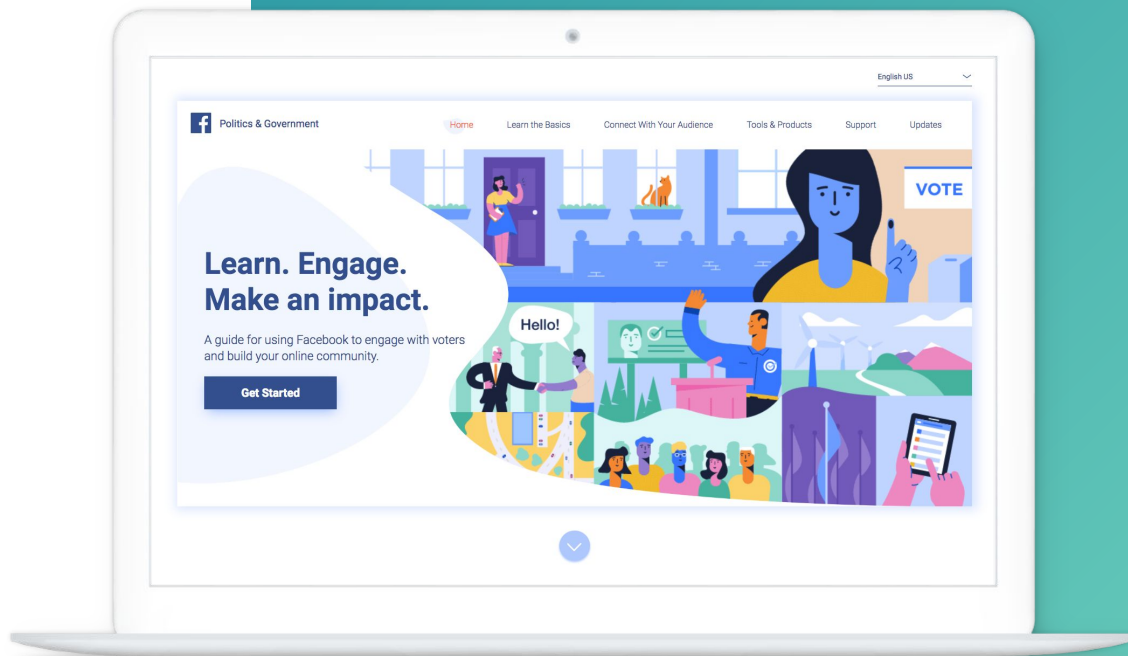


Resources

- politics.fb.com
- fb.com/govtpolitics
- fb.com/blueprint
- fb.me/securitycheckup
- fb.com/safety

Crystal Patterson

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Questions?





National Voter Registration Day

THANK YOU!