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
Agenda

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

• Crowdsource RSVPs to your event
• Make your event invitation mobile friendly
• Boost event to promote attendance
Use Messenger to:

• Set welcome greetings, instant replies
• Build a Messenger subscriber list
• Broadcast important messages to your subscribers
Use Facebook and IG stories to:

- Have fun and show personality
- Go behind the scenes
- Use interactive stickers to invite engagement from fans
You can use Insights to:

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

<table>
<thead>
<tr>
<th>INVENTORY</th>
<th>SIGNALS</th>
<th>PREDICTIONS</th>
<th>SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>What content has been posted by your friends and publisher?</td>
<td>When was it posted?</td>
<td>How likely are you to engage with this content?</td>
<td>A number that represents how interested we think you’ll be in this post.</td>
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<td>What type of device are you using?</td>
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<td>How fast is your internet connection?</td>
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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

2020 US ELECTION
Voting Information Center
Up-to-date info and official resources to help you prepare for the election

Silver Spring, Maryland

Make Sure You're Registered to Vote
Register to vote, or check to be sure your registration is correct and still active.

Register to Vote
Check Voter Registration

Voting by Mail
All registered voters in Maryland can vote

Election Info and Voting Resources
Get info about the 2020 US Election you can share with your friends.

Register to Vote
Register to vote, or check to be sure your registration is correct and still active.

Register
Check Registration

Facebook company
RESOURCES
Resources

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

Crystal Patterson
crystalpatterson@fb.com
Questions?
National Voter Registration Day

THANK YOU!