



Digital Diplomacy on Facebook





Facebook helps the diplomatic community reach, connect,
and engage the people who matter most to them.

The job description of diplomats has dramatically changed in recent years. While the ultimate goal of representing and protecting a nation's interests abroad remains unaltered, the efforts needed to achieve this go well beyond an officer's traditional area of work. Embassies are fostering mutual trust and constructive relationships between governments not only through official bilateral channels and international multilateral organizations, but by building strong networks and tapping into local communities in the host country—or even creating new communities around common interests.

We now live in a world where relations between countries are no longer state-centric but composed of multiple actors: power has shifted from states to networks. Diplomatic work is no longer limited to cultural, financial, social, public, economic, or political verticals. There is a brand new kind of diplomacy that encompasses all of them, one which practitioners must adequately embrace and understand to be successful: Digital Diplomacy.

This shift has also made one thing very clear, Facebook plays an important role in this new age of Digital Diplomacy. Facebook provides a window into Foreign Ministries, Embassies, and the diplomatic world that did not previously exist. We give diplomats an opportunity to showcase their work and their countries—from its economic strengths to its natural beauty—and speak directly with people of different backgrounds.

In this guide, we will demonstrate why Facebook is the ideal place to leverage soft power resources and inspire respect and affinity on the part of your public through your country's cultural assets, political ideas, and policies.

Facebook at a glance



2.1 BILLION

monthly active people around the world



1.4 BILLION

daily active users



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 campaigns.

FACEBOOK.COM/BLUEPRINT

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

FACEBOOK.COM/HELP/SECURITY

Keep your personal account and your public presence secure.

FACEBOOK.COM/GOVTPOLITICS

Great content and best practices from around the world.

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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 categories (“Government Organization”); your Page name should be one that stands the test of time. Be consistent with Page names If you are creating multiple pages for various elements of your embassy or ministry. This will ensure that your Pages are “on brand” together.
- 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,’ add a brief description of your Page and purpose. Add “Under category, add “Consulate and Embassy”
- ⑤ Edit Settings: Click ‘Settings’ to add other Page admins, set up keyword filters and message settings, and more
- ⑥ 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
- ⑦ Start posting engaging content: Develop a content schedule, engage with your fans, and post regularly

The image consists of two side-by-side screenshots of the Facebook Page setup interface. The left screenshot shows the 'About' tab with sections for 'GENERAL' (Category: Consulate & Embassy, Name: Test, Username: Create Page @username), 'BUSINESS INFO' (Edit Start date, Edit business types), 'CONTACT INFO' (+ Enter phone number, Test, + Enter email, + Enter website, Edit Other Accounts), and 'TEAM MEMBERS' (These people manage the Test Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page). The right screenshot shows the 'Edit your details' dialog with tabs for 'General', 'Contact', 'Location', and 'Hours'. Under 'General', the 'Categories' field is set to 'Consulate & Embassy'. Under 'Contact', there is a checkbox for 'This page has a website' which is checked. Under 'Location', there is a checkbox for 'Has a street address' which is checked, and a map showing a location in Africa.

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, and Live Contributor. And make sure to remove any employees as Page managers if they leave your operation.

The table below outlines the 6 Page roles (across) and what they're able to do (down):

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create + delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓
Send messages as the Page	✓	✓	✓			
Respond to + delete comments + posts to the Page	✓	✓	✓			
Remove + ban people from the Page	✓	✓	✓			
Create ads, promotions or boosted posts	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

LEARN MORE HERE: facebook.com/help/323502271070625

Getting Started ...CONTINUED

SECURITY TIPS

Follow these tips to protect your Facebook Page. For more info, check out facebook.com/help/security

Two-Factor Authentication

Securing your account will help secure 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. Enable Login Approvals on any Facebook accounts that can manage your Page. For more information, visit 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.

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

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 institution. You want to personalize your page as much as possible.

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 news for the global community 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

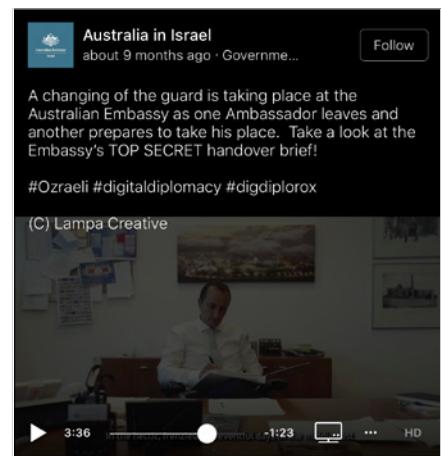
- ⇒ Photos are another way to visually share who you are and what you care about
- ⇒ If you want to make a quick update, you can often increase reach and engagement by adding a tasteful and relevant photo
- ⇒ Stay away from images that are covered in text or difficult to understand on a mobile screen



SHARE YOUR STORY WITH FACEBOOK VIDEO

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

See page 16 for more info



Building a best-in-class Facebook presence ...*CONTINUED*

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, or show your followers what's happening
- Use Facebook Live to give your fans access to behind the scenes and candid moments
- Integrate Live into announcements and other events where fans can watch and participate

See page 17 for more info



HOST A FACEBOOK LIVE Q&A

- Host a conversation with your fans using Facebook Live
- Before your live, create a post announcing when you will host your Q&A, topics that will be discussed, and ask fans to leave questions in the comments section.
- During your live, source your questions from the comments section and reply directly to them during your live

See page 17 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 news, 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



BREAK NEWS ON FACEBOOK

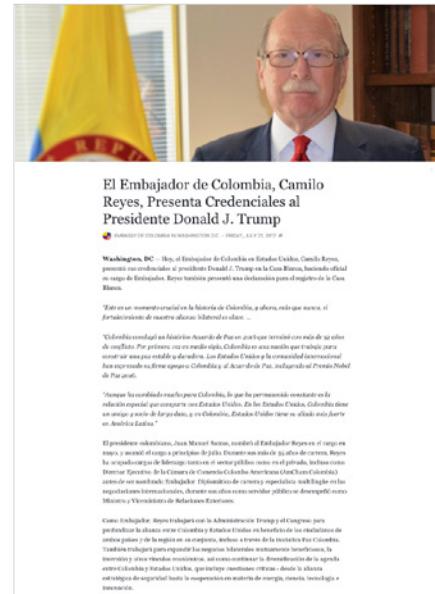
- People like using Facebook to discuss important events around the world
- When something newsworthy happens, address it in an original post and provide context for your fans
- Posting news quickly can help get your message out and shape media narratives



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
- You can build a note from something you already have. If you have already drafted a press release or created a blog post, repurpose it and post it as a Note.
- Use Facebook Notes for longer creative pieces -- add a cover photo that represents your note's caption, and resize photos; and format your text into headers, quotes or bullets

See page 20 for more info



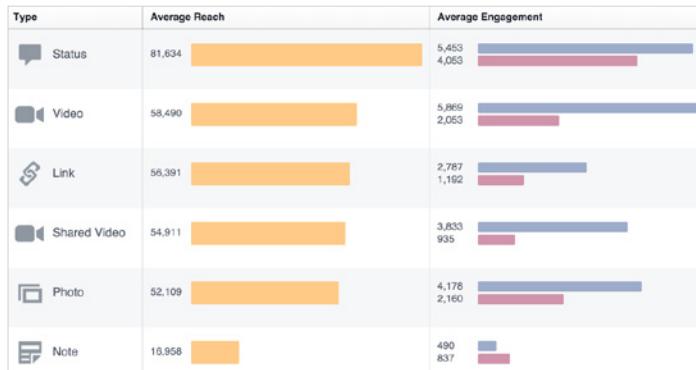
Building a best-in-class Facebook presence ...*CONTINUED*

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



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 facebook.com/communitystandards

 **Claus Ladefoged**
If our daughter, who is born in the US and have American citizenship decides to move back to USA. Can my wife and I then join her, and also get permanent residency (and later perhaps Green Card) in the US?
Is that related to our daughter's age?
Friday at 7:34 AM · Like · Reply · 1

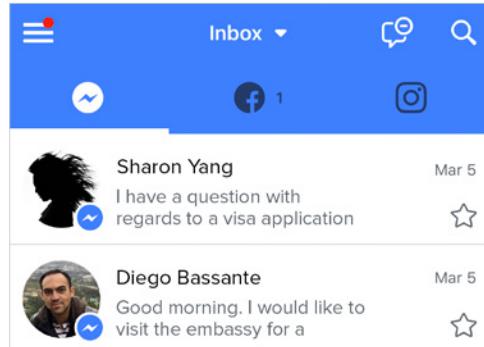
[View previous replies...](#)

 **U.S. Embassy Denmark** 
Immigrant visas are not handled her at the Embassy in Copenhagen. Therefore, we kindly refer you to the U.S. Embassy in Stockholm for further questions and details about which supporting documents are needed together with an application. <https://se.usembassy.gov/visas/inmigrant-visas/>

REPLY TO MESSAGES FOR THAT PERSONAL TOUCH

- ➲ 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

See page 21 for more info



Key Features & Tools

HOW TO MANAGE YOUR FACEBOOK PRESENCE ON THE GO

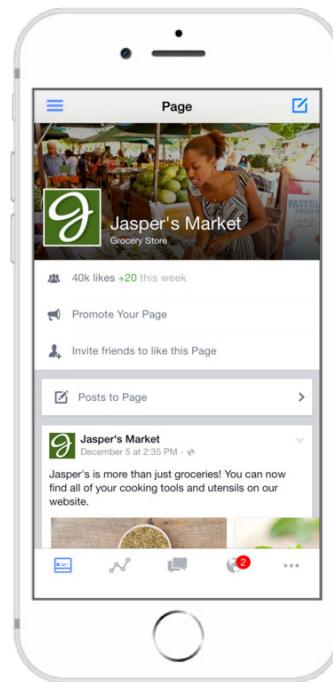
In addition to the features in the main Facebook app, we provide other mobile apps that can help you easily manage your Facebook Page right from your phone.

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:

- ➊ Update your Page: Regularly update your Page, reply to your fans' messages and posts, receive notifications and more.
- ➋ Access multiple Pages: You can access and manage up to 50 Pages from the app.
- ➌ 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

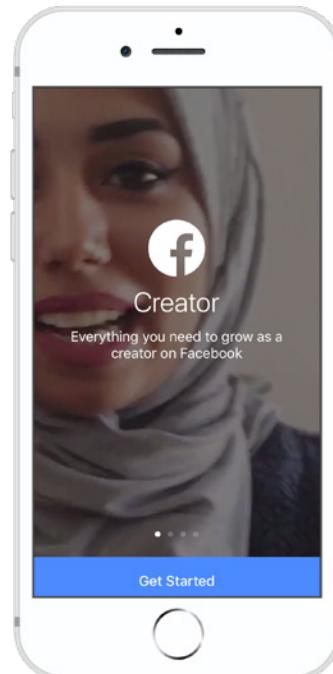


CREATOR

Pages can also use the Creator app for iOS to manage a page. Creator is a one stop shop to help manage your Facebook presence. Get exclusive creative tools, a community tab with which compiles comments from Facebook and Instagram and messages from Messenger, mobile insights, and much more.

- ➊ Stay in the Loop: Get posts from the people you follow and see trending stories and insights in one place.
- ➋ Share Everywhere: Share updates across Facebook, Instagram and Twitter.

Tip: Turn to Page 17 to learn more about how you can stream live video using the Facebook, Pages Manager, and Creator apps. Learn more here: facebook.com/creators



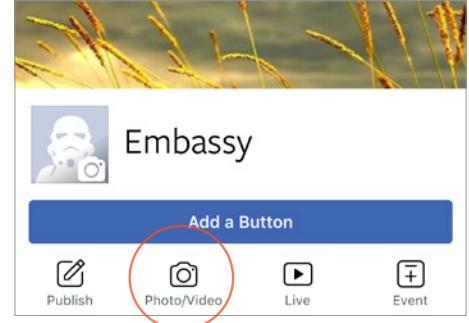
Key Features & Tools ...*CONTINUED*

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.

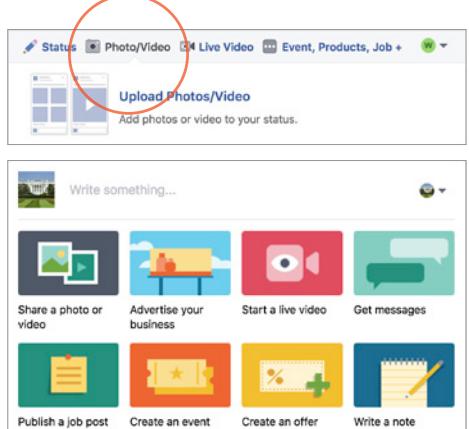
DIRECTIONS FOR UPLOADING FROM A MOBILE PHONE

- From the Facebook app, go to your Page and click **Publish** then **Photo/Video**
- Select a video from your camera roll or click the camera icon 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**



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**
- Click **Publish**
- After publishing your video, click **Generate** to add captions.



Quick Tips



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

Your video must be less than 60 minutes long but can be up to 2.3 GB.

Add captions to your video. 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 on our platform!

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

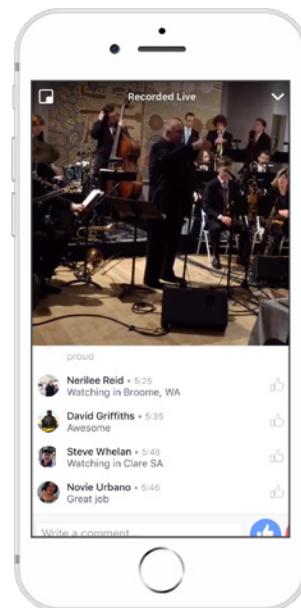
Sometimes the best way to engage your fans is to bring them along with you – for an important event, an interview or Q&A, or simply to show them what your day is like.

THE BASICS OF FACEBOOK LIVE

- You can broadcast live video to any verified Page from the Facebook or Pages Manager apps, or through the Creators app for public figures.
- Live video displays in portrait or landscape. Pick an orientation before you begin your broadcast.

DIRECTIONS FOR GOING LIVE

- From the Facebook, Pages Manager, or Creators app, tap **Publish** or **+**, 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.
- When your live concludes, you can save the live video to your device.



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.

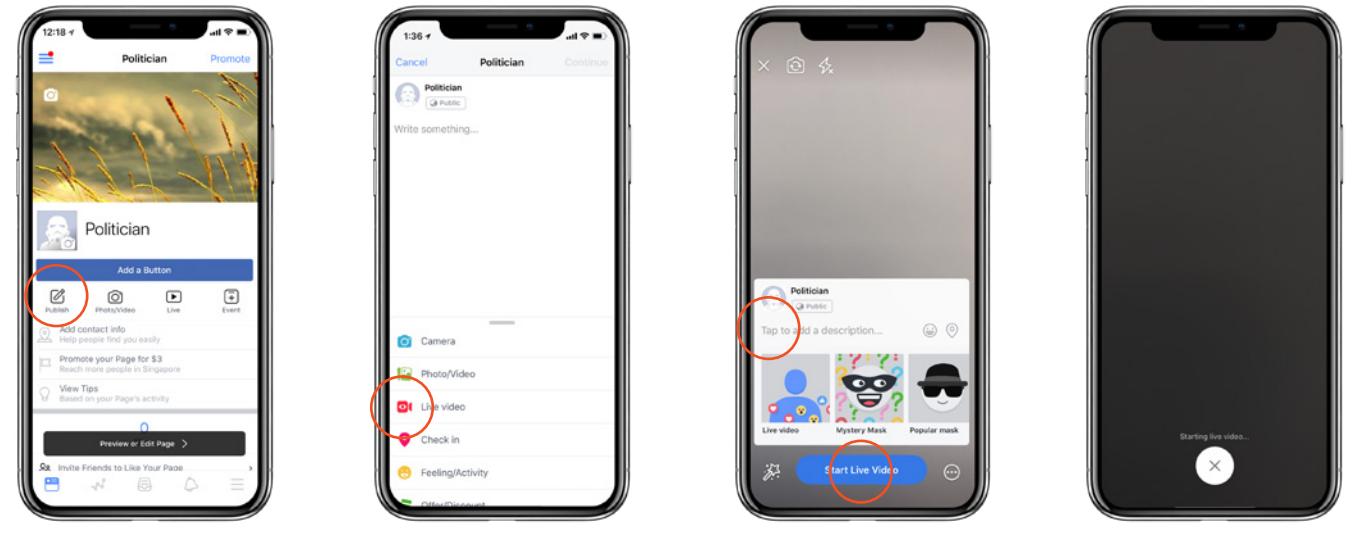
Attach your mobile phone to a tripod for long events or steady shots. Connect an audio source to your phone - even a simple lav mic - to improve the sound for your fans.

Broadcast for a duration (10 minutes - 4 hours) that allows fans time to discover and share your video while live.

Key Features & Tools

...CONTINUED

HOW TO PUBLISH WITH FACEBOOK LIVE



1

From your Facebook Page select **Publish**

2

Start a Live Video by selecting **Live Video**

3

Add a description for your broadcast and tap the **Start Live Video** button

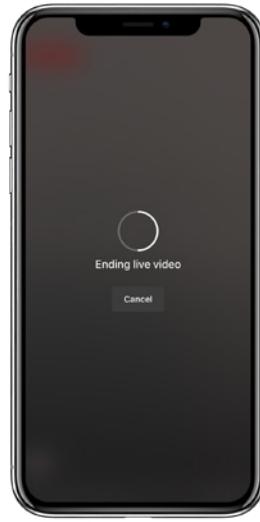
4

Standby to go live



5

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



6

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



7

Select **Post** to post your broadcast on your page. Save the video to your camera roll for post production needs

HOSTING A FACEBOOK LIVE Q&A WITH YOUR FANS

The Facebook Live Q&A tool makes it easy to take questions from your fans and respond to their comments. Your page must be given approval to use this tool, please email us if you would like the Q&A feature.

THE BASICS OF A FACEBOOK LIVE Q&A

- ➊ Your audience will ask you questions by leaving them in the comments during your live Q&A post.
- ➋ Questions that you answer will appear higher in the comments so your audience knows you're listening.

HOW TO START A FACEBOOK LIVE Q&A

➊ 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.

➋ Start the Conversation

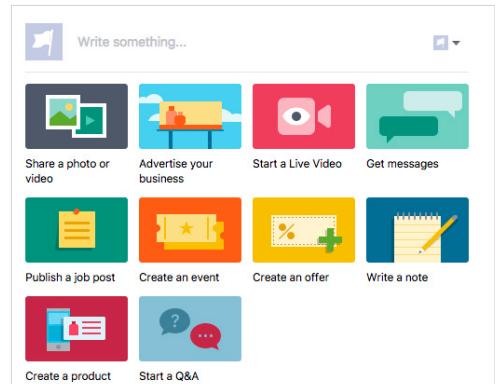
Announce that you are scheduling a Facebook Live Q&A and add a photo to personalize your message. You can also call for questions on a specific topic or leave the Q&A completely open for your audience to ask anything.

➌ 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.

➍ 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.



Key Features & Tools ...*CONTINUED*

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

From your desktop, click the “Event, Product+” icon in the same menu at the top of your Timeline and then click “Write a note” from the drop down menu.

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.



Thanks, Dad.

A Tribute To My Father And Our Veterans

• 43 BUSH • WEDNESDAY NOVEMBER 1, 2018

My father is a true American hero. Not that he would ever think that, much less say it. And now he's likely annoyed at me for saying it out loud.

But on the day we honor all veterans for their service to our country, it's long past time for me to talk about George H.W. Bush and how incredibly proud I am he is my Dad.

Like most kids, I was largely unaware of anything about my Dad's life that took place before I arrived in it. He was the guy who was great at building things, and reading bedtime stories, putting burgers on the grill, and tossing around a baseball in the backyard. During my teen-age years, he at times was slightly annoying. He set and enforced curfews, had occasional negative opinions about the way I dressed and my lack of haircuts, and more than once rolled his eyes at my strong views on current events.



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

PAGE MESSAGING: NEW WAYS FOR PEOPLE TO CONNECT

People increasingly 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:

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

BASIC FEATURES OF PAGE MESSAGING

There are several basic features of Page messaging: the welcome greeting is seen by visitors when they open a thread with you; instant replies (see below) are sent automatically as your Page's response to a new message; and saved replies can be used to craft answers to common questions in advance.

REPLY TO COMMENTS PRIVATELY WITH A MESSAGE

With Page messaging, you also have the ability to reply privately to public comments on your posts — whether it's a person inquiring about volunteer activity, a constituent looking for assistance, and more.

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.

TO TURN ON 'INSTANT REPLIES'

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

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.

LEARN MORE HERE: facebook.com/business/learn/facebook-tips-messaging-for-page-admins

Key Features & Tools ...*CONTINUED*

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



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: politics.fb.com/blueprint



OPTIMIZE YOUR 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



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
- ➔ Bring your pages to life: Create mockups for ads, share them with anyone and experience your ads as though its live: facebook.com/ads/creativehub
- ➔ Learn how to create ads for the mobile: The mobile phone houses everything you need, from a brilliant camera, to a ton of easy to use apps that empower you to make world class advertising. Learn more at facebook.com/business/e/mobile_studio
- ➔ 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.
- ➔ 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 embassy could organize Groups to communicate with volunteers and surrogates. Learn more at facebook.com/help/162866443847527

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

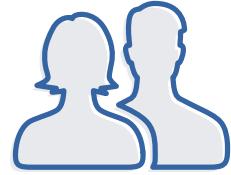
- ➔ Planning a major announcement? Take your fans behind-the-scenes with exclusive photos and videos before and after; live stream the announcement; post the text of the announcement as a status update.
- ➔ Responding to disaster? Use Facebook Live to reach people quickly.
- ➔ Rolling out a new policy? Plan a Q&A, and include other stakeholders and policy experts to both ask and answer questions.
- ➔ Touring your country? 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.

Advertising on Facebook

Facebook ads help campaigns and political organisations 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 organisation already have a Business Manager? If so, ask an admin to invite you. If not, head to business.facebook.com and click **Get Started**
 - ⇒ 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
-

4. CREATE AN AD ACCOUNT

An ad account will enable your campaign or organisation 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 organisation already has an ad account, you can claim it; if not, select **Create a new account**.
-

3. CREATE ADS

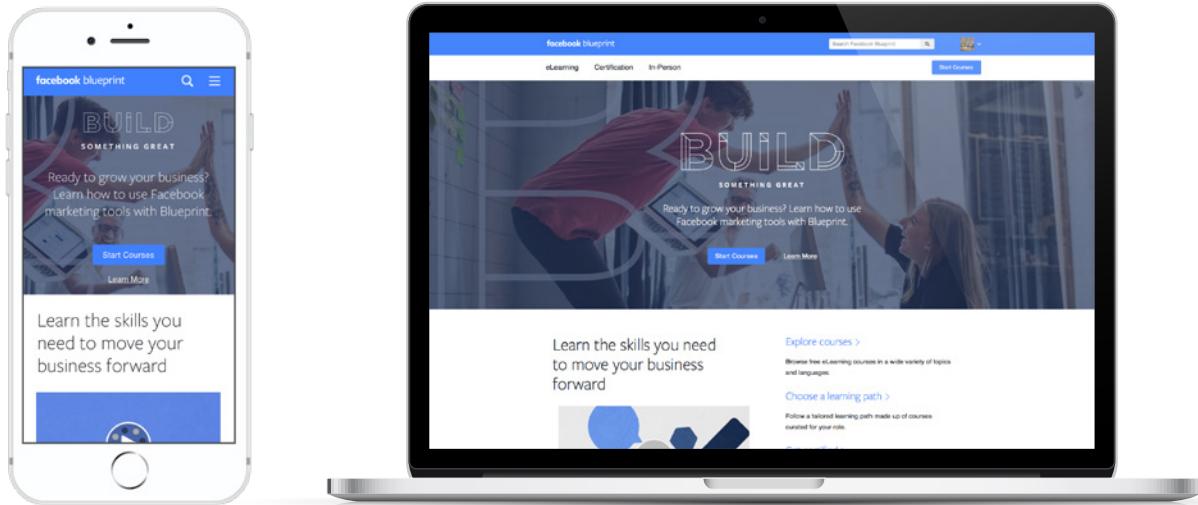
Create ads to reach your objectives and engage important audiences



- ⇒ 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.

Facebook.com/blueprint

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.



Get your questions answered



Go to facebook.com/help or email us at digitaldiplomacy@fb.com

