



Inspiring Your Supporters and Building a Community

Learn about the ways advocacy groups can use Facebook apps and services to increase awareness of an issue, recruit and rally supporters and fundraise.

Contents

01	Introduction	03
02	Reach and engage supporters	04
	How News Feed works	04
	Disseminating your message	05
	Creative best practices	06
	Partner with influencers	07
03	Foster community	08
	Engaging with supporters	08
	Messaging	09
	Groups	10
	Events	11
04	Raise money for your cause	12
05	Amplify your message with advertising	13
	Get authorized to run ads	13
	Business Manager	14
	Building a campaign	14
	Buying recommendations	15
	Measurement solutions	15

01 Introduction

From raising money for important causes to championing legislative issues to galvanizing supporters to vote, advocacy groups play an important role in our communities.

Increasingly, your supporters want to hear from you online. In a 2018 global study from Accenture, 61% of respondents said they think nonprofits should use more digital technology.¹

And, as the situation evolves globally, people are increasingly going online to seek support and show solidarity. They're using familiar mediums like messaging to connect with loved ones. Many are joining new groups to find—and lend—a helping hand.²

Facebook can help you to reach and engage existing and new supporters for free through posting on News Feed, going Live, sharing Stories and more. Apps and services like Messenger, Groups and Events can help you foster real community. Our advertising tools are a powerful way to plug into your overall outreach strategy, helping you amplify your reach and further build your community.



61%

think nonprofits should use more digital technology¹



Facebook apps and technologies can help you meet your community where they are: online

Source: ¹ [“No Pressure No Diamonds: Getting Nonprofit Right in Today’s Digital Age”](#) by Accenture, February 2018.

² [“Staying Connected Through the Phases of Coronavirus \(COVID-19\)”](#) by FBIQ.

02 Reach and engage supporters

Facebook can help you to reach and engage existing and new supporters organically through posting on News Feed, going Live, sharing Stories and more.

How News Feed works

News Feed is the first thing people see when they open Facebook on a desktop computer or the Facebook mobile app. It is a personalized, ever-changing collection of photos, videos, links and updates from the friends, family, businesses, public figures and news sources people follow on Facebook. Our goal with News Feed is to show people the stories that matter most to them every time they visit Facebook.

Your News Feed is made up of stories from your friends, Pages you've chosen to follow and Groups you've joined. Ranking is the process we use to organize all of those stories, so that you can see the most relevant content at the top every time you open Facebook.

RANKING HAS FOUR ELEMENTS:

1. The available inventory of stories
2. The signals, or data points that can inform ranking decisions
3. The predictions we make, including how likely we think you are to comment on a story, share with a friend, etc.
4. A relevancy score for each story

TIPS FOR SHOWING UP IN NEWS FEED:

- Diversify the content type posted on your Page (photo, link, video, Live, text)
- Like and reply to comments on your own posts

GO DEEPER WITH THESE KEY RESOURCES

- [Help Center](#): How News Feed Works
- [Newsroom](#): Inside Feed
- [Video](#): News Feed Ranking in Three Minutes Flat
- [Blog](#): Demystifying News Feed

Disseminating your message

People expect to hear from the groups that represent the causes they care about. Posting on Facebook and Instagram can help you reach your supporters with your message for free.



Be authentic

One of the best ways to connect with your community is to show them what your organization stands for—authenticity is key.

- Share candid photos
- Give your supporters special access
- Personalize your message—use “we”



Share frequently and consistently

Post consistently and develop a content calendar of special dates, moments and events you want to highlight.

- If you're a beginner, aim to post 2–3 times a week
- If you've mastered the basics, post daily
- Leading up to and during key moments, post multiple times a day



Mix it up: Use various content types

Share a variety of post types and subjects to reach people in the various ways they like to be reached.

- **Video:** From uploading from your mobile device to sharing something more polished, videos can help you tell your story in a compelling way—and they automatically play as people scroll through their feed
- **Photos:** Casual candid, stunning photography and graphics with some text are all engaging ways to capture attention on mobile
- **Stories:** This immersive creative format disappears in 24 hours (unless saved) and can enable you to be authentic and share behind-the-scenes photos or videos
- **Long-form text:** Longer posts can be helpful for telling a story and providing content, and can lead to more substantial discussions with your supporters

LEARN MORE ABOUT DISSEMINATING YOUR MESSAGE

➤ [Facebook for Government, Politics and Advocacy website](#)

Creative best practices

In addition to mixing up your creative assets, there are some additional considerations.

PITCH, PLAY, PLUNGE

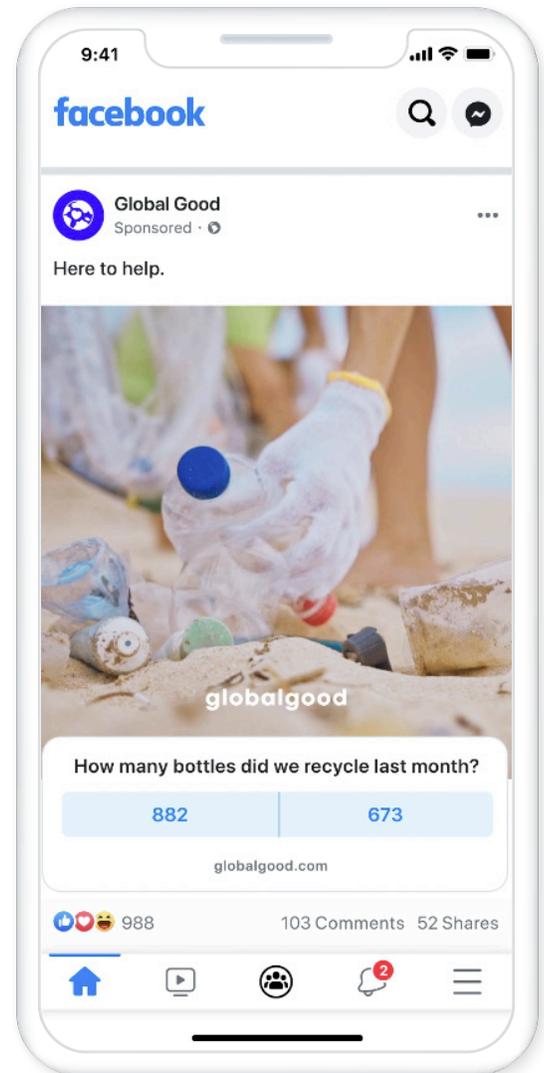
Mobile has changed the way ideas scale and engage people. Every time someone unlocks their phone, it's a personalized surprise and delight. What this means for your organization is that you have to work harder to capture the attention of your supporters. You can build your message to break through, and then reward those who are interested.

- **Pitch:** Lead with the most compelling essence of your idea. Use short, form video and static images on Feed, Stories and In-Stream.
- **Play:** Reward initial interest by encouraging light exploration with interactive content. Use medium length video, Instant Experience, Carousel, Live and AR filters across Stories, Feed and Messenger experiences.
- **Plunge:** Enable your most engaged audience to immerse themselves with longer form content. Use longer-form video, 360 video and Instant forms across Stories, Messenger experiences and IGTV.

BUILD FOR MOBILE

People consume content differently on mobile than on desktop, and mobile is where people are spending the most time on Facebook apps and services.

- Capture attention with fast paced, interesting video
- Front-load your main message to the thumbnail and opening screen



- Use vertical or square videos to take up the most space on a mobile device
- Keep videos to 15 seconds or less
- Design for sound off but delight with sound on

Partner with influencers

Beyond using your own Facebook or Instagram presence to share content through posts or ads, you may also choose to work with a content creator to produce branded content.

Branded content is a creator or publisher's content that features, or is influenced by, a business partner for an exchange or value. We want to ensure that people using our services understand when content they see is a result of a paid partnership.

- Creators include celebrities, influencers or public figures that post branded content
- Publishers include media companies and entities that post branded content
- Business partners include brands, advertisers, marketers or sponsors that sponsor branded content

US-based political organizations must also be authorized and creators must disclose any paid partnerships using our branded content tool.

LEARN MORE ABOUT PARTNERING WITH INFLUENCERS

- [Help Center: Branded content on Facebook](#)
- [Help Center: Branded content on Instagram](#)
- [Blog: Political branded content on Facebook and Instagram](#)



03 Foster community

Engaging with supporters

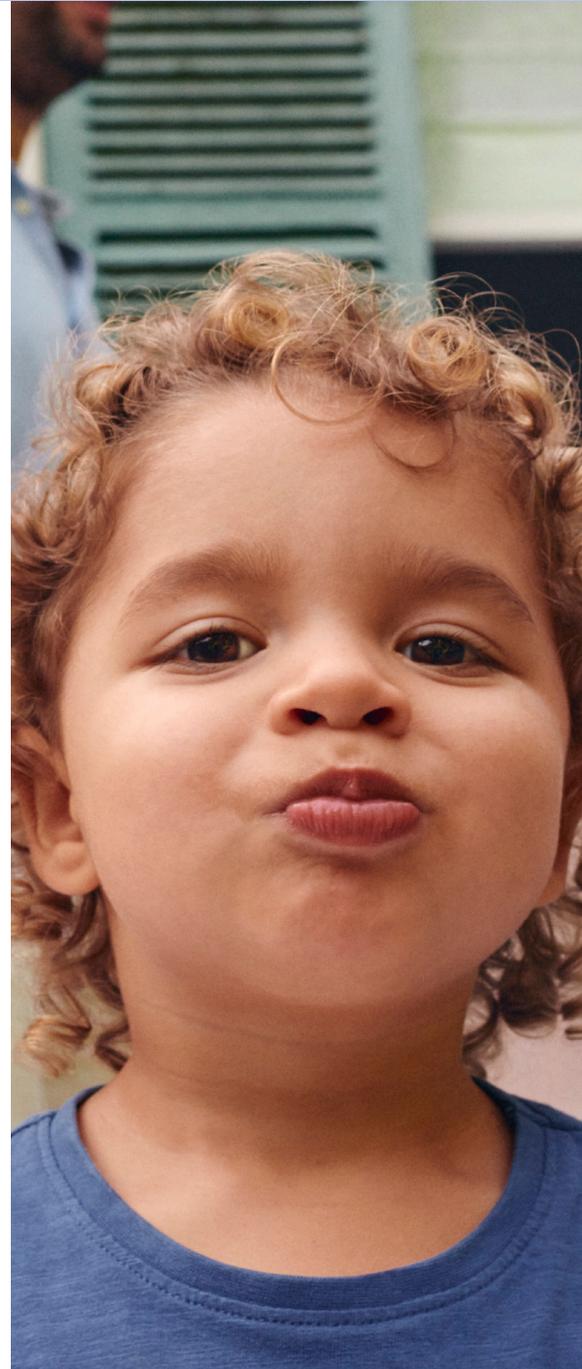
In addition to sharing content with your audience, you should aim to use Facebook products to foster community by truly interacting with people, engaging and replying to comments and going Live.

Promote meaningful conversations with your community, voters and supporters by asking them questions, answering theirs and showing them you are paying attention to their concerns.

- Regularly monitor your Page activity for comments and questions that need attention
- Like and reply to comments whenever possible. This is one of the thousand signals that can be used in ranking.
- Respond to comments on your Page honestly and fairly. Responses to individual comments build trust over time and show that you are listening.

Connect directly with your supporters with [Facebook Live](#) and [Instagram Live](#). [Live](#) allows real-time feedback from viewers and a chance for you to have an authentic conversation with your followers.

- Tell your story as it happens live: Make an announcements, start a live Q&A or just show your followers what's happening
- Interview people who might interest your followers
- Integrate Live into other events where fans can participate



Messaging

Messenger can inspire trust between you and your supporters and help make your Page feel more personal and direct.

- Turn on Page messaging for 1:1 communication and use a welcome greeting and instant reply to make sure people get a timely response
- If you've enabled messaging on your Page, be sure to respond to them
- You can create saved replies to quickly and easily respond to common questions
- Pages can choose to privately reply to comments on their posts by clicking Message next to the comment

Among people who regularly use a messaging app,

80%

of adults and

61%

of teens across the globe message every day⁴



64%

of people say that they would choose messaging over picking up the phone or sending an email⁵

LEARN MORE ABOUT MESSENGER

- [Blog: Messenger 101](#)
- [Blog: Create a Better Messenger Strategy through Automated Responses](#)
- [Blog: Leveraging Messenger Experiences to Build Community](#)

Source: 4 "Messages That Matter" by Greenberg, Inc., November 2018.
5 "Facebook Messaging Survey" by Nielsen, March 2016.

Groups

If you want to build even stronger ties among supporters and your community, spark meaningful conversations and encourage people to take action. Facebook Groups can be a powerful tool.

- Create a Facebook Group where your Page is the admin
- You might use a Group to organize people volunteering for your cause, local supporters of a new project or people interested in sharing their story with you
- Groups are a great way for your followers to get involved and for you to share content with your most loyal followers and supporters
- Be sure to choose the privacy setting most appropriate for your Group
- Get new Group members involved by welcoming them when they join and encourage participation by asking questions or using polls, tagging people and commenting on their posts and even going Live for Group members
- Host a Watch Party to watch any public video with your community

LEARN MORE ABOUT GROUPS

➤ [Blog: Using Facebook Groups to Connect with Constituents, Voters and Supporters](#)

➤ [Blog: Pages can now join Groups](#)



Events

You can use the Facebook Event tool to host virtual events and rally your supporters around a key moment—like Election Day or a call-to-action. Creating events from your Page is an easy way to drive more attendance at a virtual event you might be hosting or participating in.

You can create an event Page to act as a centralized Hub during the live event for people to find content, engage virtually with fellow supporters and be able to access the event on-demand.

LEARN MORE ABOUT EVENTS

- [Blog: Creating Virtual Events, Community and Experience on Facebook](#)
- [Help Center: Live Stream an Event on Facebook](#)



04 Raise money for your cause

Facebook Fundraisers

If you are a 501(c)(3) who has gone through the [approval process](#), you can use our fundraising tools to strengthen your community and grow your organization.

You can follow these best practices and start raising money for the causes you're most passionate about.

- **Develop a concise call-to-action** that tells your followers the exact problem you're facing, how you plan to solve it and what they can do to help
- **Make it easier to give.** Place [Donation Buttons](#) on your profile and within your call-to-action. You can even add a donate button to your [Facebook Live](#).
- You can use [Stories](#) and [stickers](#) to help others empathize with your cause and motivate them to take action
- **Promote peer-to-peer (P2P) fundraisers.** You can generate more peer-to-peer fundraisers for your organization by using the one-click fundraisers creation tool, and then using the [Reach Objective](#) to promote the post.

Other ways to raise money for your cause

If you are not a 501(c)(3), you can still raise money for your causes through organic feed posts using the donate call-to-action button and driving supporters to your website.

In addition, you might consider using lead ads to increase subscribers for an email marketing campaign.



05 Amplify your message with advertising

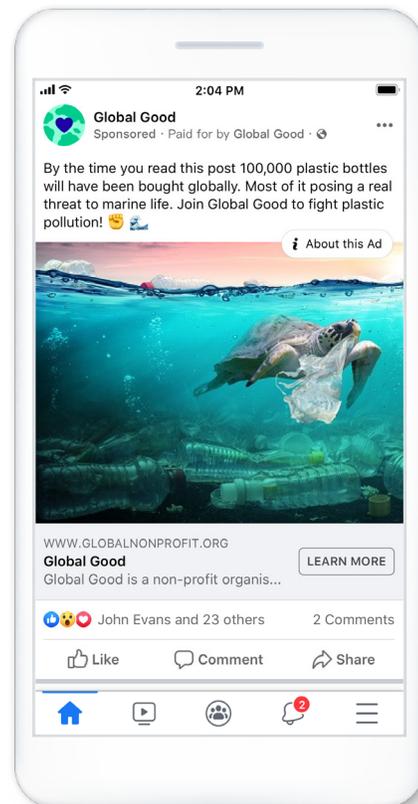
Get authorized to run ads

In addition to a strong organic presence, you may want to consider Facebook advertising to enable you to reach more of your community with important information. Consider the following tips to get the most out of your advertising campaign. Here is a quick checklist for ensuring you're ready to run ads on Facebook:

- [Personal Facebook account](#)
- [Facebook Page](#)
- [Advertiser access to Page](#)
- [Ad account](#)
- [Business Manager](#)
- [Payment method](#)
- [Authorization](#)
- [Approved disclaimer](#)

We are committed to securing our platforms and providing transparency during elections, and we've introduced tools that enable advertisers to provide more transparency to people. [Explore our efforts.](#)

If you think you may want to run Facebook or Instagram ads or boost posts now or at some point in the future, you may need to get authorized to run ads about social issues, elections or politics.



Follow these guides to get started:

- ① [Get authorized to run ads about social issues, elections or politics](#)
- ① [Manage disclaimers](#)

Every ad about social issues, elections or politics that runs on Facebook and Instagram is stored in a searchable Ad Library for seven years.

Business Manager

Business Manager helps advertisers integrate Facebook marketing efforts across their organization and with external partners. You can use this free platform to run and track your ads, manage assets such as your Pages and ad accounts and add an agency or marketing partner to help manage your organization.

Business Manager is a central place to manage your organization's advertising separate from your personal Facebook account. Facebook recommends the creation of a Business Manager to all advocacy entities.

LEARN MORE ABOUT BUSINESS MANAGER

➤ [Facebook for Government, Politics and Advocacy website](#)

Building a campaign

OBJECTIVES

You can only select one objective, so choose the one that aligns most closely with your real-world goals.

AUDIENCE

When targeting, keep your audience set as broad as possible for buying efficiencies. Depending on your campaign's goals, you can target your audience based on location, age and gender.*

PLACEMENTS

To maximize your budget and help show your ads to more people, we recommend using [Automatic Placements](#). This means that your ad will appear in more places—at the same cost to you.

*Credit, Employment or Housing campaigns have some limited or unavailable audience targeting options. Read more about ad categories [here](#).

Buying recommendations

Here are some key tips to bear in mind when buying ads:

BUYING TYPE

If your goal is a predictable reach and frequency at a predictable cost, use [Reach and Frequency](#) buying. Alternatively, if your goal is to achieve cost efficiencies, use Auction buying.

BUDGETING

We recommend using [Campaign Budget Optimization \(CBO\)](#) to make the most efficient use of your total budget. We also recommend using Lifetime Budgets, as opposed to Daily Budgets.

BIDDING

Use Automatic Bidding to allow Facebook to focus on spending your entire budget and get you the most results. However, if you want to achieve a specific cost goal, use Bid Control.

If you care more about spending your whole budget, we recommend the [lowest cost bid strategy](#). This bid strategy is best for spending your budget as efficiently as possible.

FREQUENCY

You may want your public service announcement to reach people more than once a week. In this case, adjust the frequency cap to increase ad recall of your announcements.

Measurement solutions

Measure the impact of your public service announcement using the following techniques:

A/B TESTING

If you are looking for a lighter-weight solution to test variables like creative or objective, [A/B testing](#) can help you quickly identify the best option based on the lowest cost results.

ADS MANAGER METRICS

The [Ads Manager](#) metrics you review will depend on your chosen objectives. Generally, for public service announcements, we recommend you review your reach, frequency and video views. If you used the Traffic objective and have the Facebook pixel placed on your website, you could review the amount of Landing Page views. If you used the Brand Awareness metric, you could review the estimated ad recall lift.

PIXEL

Install the [Facebook pixel](#) on your website to track your site visitors and to create an audience of supporters who have visited your site.

BRAND LIFT

If your goal is to measure the incremental impact of your ads on metrics like ad recall or message association, use our [Brand Lift](#) tool.*

*Using the Brand Lift tool will mean holding out a certain percentage of your audience, so you can gauge the real impact of the ad on your audience. As such, this may not always be the best solution. In addition, access may be limited to this tool based on organization political objectives. To use our Brand Lift tool, contact your Facebook representative or visit the [GPA Help Page](#).