



Digital Activism

Part 2: Mastering Facebook

candidatebootcamp.com

Course Outline

- Introduction
- **Mastering Facebook**
- Advertising on Facebook
- Mastering Twitter
- Content Essentials
- Digital Toolbox

Today's Agenda

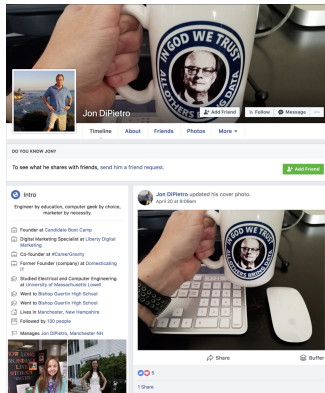
- Profiles, Pages, and Groups
- Facebook Live
- Facebook Messenger
- Facebook Events
- The News Feed
- Common Mistakes
- How to Use This Stuff
- Q&A

Join the Closed Facebook Group:

<https://www.facebook.com/groups/digital.activism/>

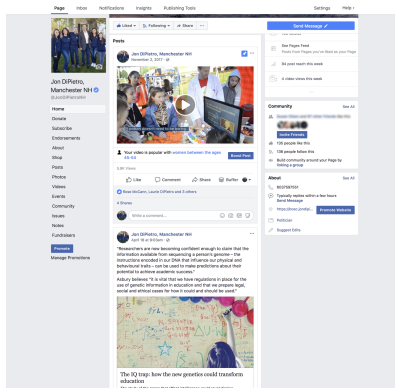
Get Your Mind Right

Profiles



- 1 person = 1 profile
- Privacy controls
- Friend limit (5,000)
- Messenger & Facebook live

Pages

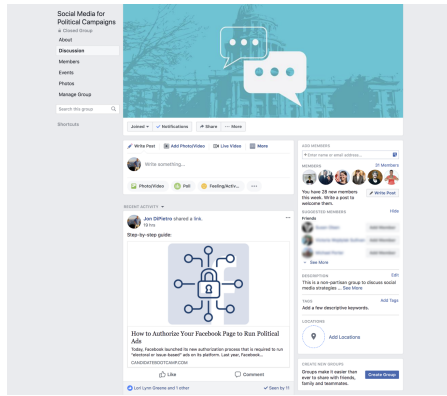


- 1 person = ∞ pages
- Public
- No fan limit
- Messenger & Facebook live
- Can be Verified & Authorized
- Connects with ad accounts

Profiles & Pages: Tips

- Use proper image sizes
- Complete every relevant field
- Provide contact information
- Use keywords
- Add links
- Look approachable

Groups



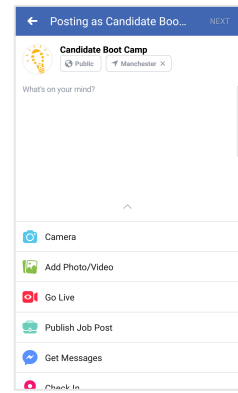
- 1 person = ∞ groups
- Public, closed, secret
- No member limit
- Facebook Live
- Limited sharing

Summary

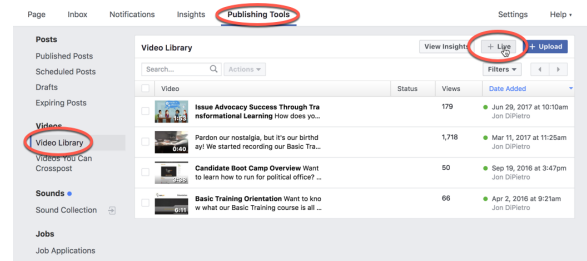
	Profile	Page	Group
Quantity	1	Unlimited	Unlimited
Privacy	Selective	Public	Selective
Limitations	5,000 friends	Unlimited	Unlimited
Messenger	Yes	Yes	No
Live	Yes	Yes	Yes
Advertise	No	Yes	No
Audience Reach	Moderate	Low	High
Verification	No	Yes	No
Authorization	No	Yes	No
Notifications	No	Yes	Yes

Facebook Live

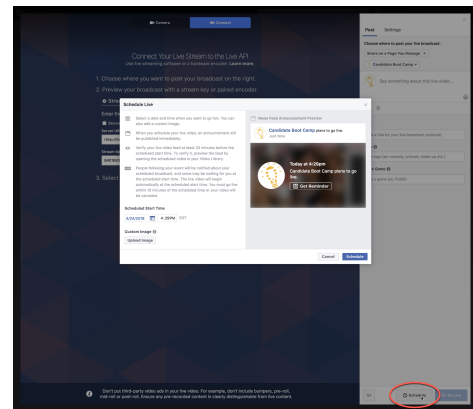
Going Live (Mobile)



Going Live (Desktop)



Going Live (Desktop)

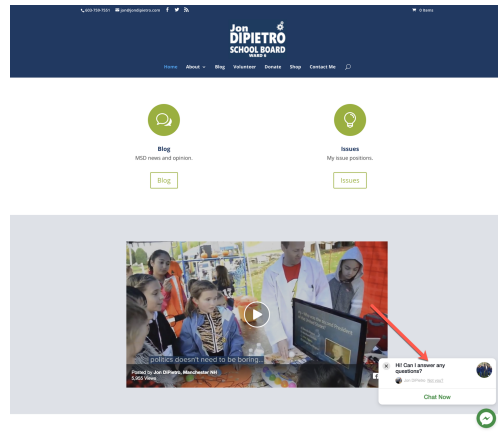
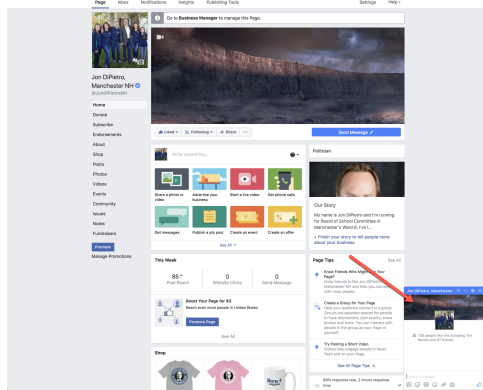


Going Live – Why?

- Facebook loves video
- Facebook loves LIVE video
- Facebook loves engagement
- Benefits:
 - Notifications (“Candidate Boot Camp is Live”)
 - Extended organic reach
 - Conversational
 - Evergreen

Messenger

On Pages and Websites



Setup

Advanced Messaging Features

Advanced messaging features require an additional review step by the Messenger team for approval.

Subscription Messaging

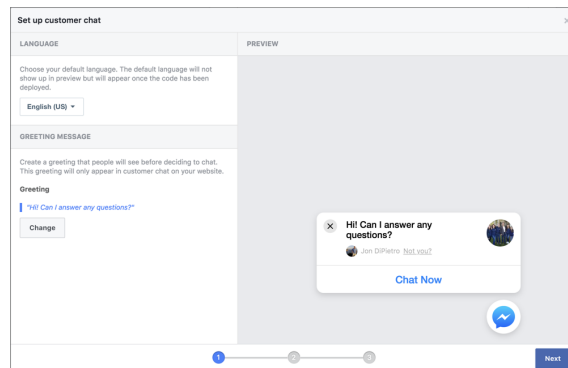
This allows your Page to send non-promotional content on a recurring basis through the Messenger platform.

Request

Customer Chat Plugin

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

Set Up




Events

Events

Chris Pappas for Congress added an event.
April 20 at 1:43pm · 🌐

Join us to knock doors with Chris Pappas in Exeter!



MAY 5 Exeter Canvass Kick-off
Sat 11 AM · Water Street Bookstore · Exeter
Keith likes this place


Like Comment Share Buffer

NH Americans for Prosperity Volunteer Center added an event.
April 23 at 10:45am · 🌐

REGISTRATION ON EVENTBRITE REQUIRED:
<https://www.eventbrite.com/e/the-granite-foundation-of-libe...>

Two Hundred and Forty Six years ago, a group of 1600ers from the small town of Weare, New Hampshire took the initial organized action against British tyranny in the eventual war for America's independence. This small act of resistance created a chain reaction across New England and the other colonies powered by the principles of freedom and liberty.

The Pine Tree Riot, as it came... See More



APR 26 Pine Tree Riot Celebration
Today 6:30 PM · 217 Colby Rd, Weare, N...
Interested

Like Comment Share Buffer

Use Eventbrite

- Order Options
- Invite & Promote
- Add to Facebook
- Email Invitations
- Discount & Access Codes
- Widgets
- Tracking Links
- Affiliate Programs
- Social Stream
- Analyze

Add your event to Facebook

CONNECT WITH FACEBOOK

Note: Clicking this button will not automatically publish this event to your Business/Organization Page (not your Facebook profile) and will not update your Facebook profile without your explicit permission.

Event Details

FACEBOOK EVENT NAME: Jazzanova - Budgetary Plans Suite

DATE/TIME: Wednesday, October 4, 2017 from 7:00 PM to 10:00 PM EDT

FACEBOOK PAGE: Jazzanova

FACEBOOK EVENT CATEGORY: Entertainment: Music

Event Tickets

Ticket Name	Price	Facebook will display buyer total
Advance GA / \$17.99	\$17.99	\$19.97
GA / \$19.99	\$19.99	\$22.08
Jazzlover Special VIP / \$29.99	\$29.99	\$32.63

PRIVACY

I agree not to send email marketing to attendees who purchase a ticket through Facebook, unless I already had the attendee's email in my database

ADD TO FACEBOOK

The News Feed

Organic vs. Paid

Dear candidates (both D and R), You all say that you want volunteers and to engage the public but yet on almost all of your websites and most facebook pages there is no telephone number to contact you. Email only or follow on social media but not engage directly. I am trying to book each of you to speak to 19 NH radio stations covering our State and hundreds of thousand of voters and yet I have to search for your contact info. What about the regular person who just wants to volunteer or go door knocking for YOU? I will give you some free campaign advice: don't make it hard for your supporters to find you, please. Thank you. That ends my rant of the day.



TENOR

Like Comment Share Buffer

Edwards for New Hampshire
Sponsored · 🌐

I am encouraged and humbled by the continued growth of our campaign. Our grassroots team expands every single day! Come join team Edwards and share your endorsement with us!



Edwards for New Hampshire | Endorse
Eddie Edwards is a Republican candidate for U.S House of Representatives for New Hampshire's 1st Congressional District.

EDWARDSFORNH.COM [Sign Up](#)

Organic vs. Paid

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement	Profile
04/02/2018	[Image]	US	1.7K	406	24	Edwards for New Hampshire
04/02/2018	[Image]	US	361	74	4	Edwards for New Hampshire
04/13/2018	[Image]	US	3K	814	48	Edwards for New Hampshire
04/13/2018	[Image]	US	1K	26	1	Edwards for New Hampshire
04/13/2018	[Image]	US	1.5K	205	5	Edwards for New Hampshire
04/13/2018	[Image]	US	1.5K	466	66	Edwards for New Hampshire
04/02/2018	[Image]	US	113	21	1	Edwards for New Hampshire
04/04/2018	[Image]	US	342	26	1	Edwards for New Hampshire
04/02/2018	[Image]	US	1.5K	426	177	Edwards for New Hampshire
04/02/2018	[Image]	US	1.5K	159	8	Edwards for New Hampshire
04/02/2018	[Image]	US	343	35	1	Edwards for New Hampshire
03/02/2018	[Image]	US	1.5K	307	52	Edwards for New Hampshire
02/20/2018	[Image]	US	1.5K	35	1	Edwards for New Hampshire
03/02/2018	[Image]	US	1.5K	127	8	Edwards for New Hampshire
03/20/2018	[Image]	US	603	11	1	Edwards for New Hampshire

Engagement

Top 3 Organic Boosts:

1. Engagement
2. Engagement
3. Engagement

- MORE
 - Long comments
 - Shares
 - Reactions
- LESS
 - Views
 - Clicks

Engagement

Manchester Information
5 hrs · 🌐

MPD Release Details Of Purse Snatching
83 Year-Old Woman with 10 Year-Old Granddaughter Robbed in Driveway
Manchester Police responded to a Wilson Street address at 1:25 p.m. yesterday for an unarmed robbery involving an elderly woman and her ten year-old granddaughter. The victim parked her car in the Wilson Street driveway when an unknown male ran up to her and forcefully grabbed her purse, which contained cash, credit cards and bank information...
[See More](#)



👍❤️🗨️ 30 42 Comments 14 Shares

👍 Like 🗨️ Comment ➦ Share 📄 Buffer

Alderman Will Stewart
1 hr · 🌐

Kudos to [Jessica DeBurro](#) and other residents of the Wellington Hill and Fox Hollow neighborhoods for organizing an Earth Day neighborhood cleanup this past Sunday. This is what building community is all about!



👍❤️🗨️ Tim Baines and 7 others

👍 Like 🗨️ Comment ➦ Share 📄 Buffer

Common Mistakes

Giving Away Traffic

Maura Sullivan for NH
Yesterday at 10:03am · 🌐

Active shooter training should not have to be a part of a middle school routine. This not normal- and underscores the urgent need for #guncontrol legislation to be passed. Grateful to students of all ages who keep walking out and reminding us that this is not okay. #nh01 #nhpolitics



About this article
Just a drill: Active shooter training this week at Hooksett middle school
The Hooksett Police Department is conducting active shooter training exercises at David R. Cawley Middle School this week.
WMUR.COM

Like Comment Share Buffer

Sending Traffic to Home Pages



Flying Blind

JEANND SHAHEEN
U.S. SENATOR

Home News Press Releases About Jeanne Contact

Shahen, Whitehouse Send Letters to Major Banks Requesting Information on Russian Oligarchs
Taken Following The Trump Administration's Publication of Russian "Oligarchs List"

APRIL 26, 2018

(Washington, DC)—U.S. Senators Jeanne Shaheen (D-NH), a member of the Senate Foreign Relations and Armed Services committees, and Sheldon Whitehouse (D-RI), the Senate Judiciary and Finance committees, recently sent letters to eight major American and European financial institutions requesting details on any actions taken following the Trump administration's publication of the so-called "Oligarchs List," a list of wealthy Russians with close ties to the Kremlin.

The senators sent letters to Bank of America, JPMorgan Chase, Citibank, Barclays, Deutsche Bank, UBS, HSBC, and Credit Suisse, and read in part: "The voting overwhelmingly to require the creation of the so-called 'Oligarchs List.' Congress signaled its strong bipartisan intent to gain a better understanding of these people and their relationships with senior Russian political figures... we feel that the January 2018 report ('Oligarchs List') and not just sanctions designations alone, should guide banks and help to detect and deter the exploitation of our financial system by Russian oligarchs and senior political figures, some of whom may have engaged in acts of corruption and the privatization of state-owned assets in a way which unjustly benefited state officials or their family members, or other sanctionable conduct."

The letters, addressed to the CEOs of these banks, go on to request the following information:

- Whether said financial institution conducted any review in the last five years to determine whether any accounts, loans issued or financial services performed by any individual on the Oligarchs List, or on behalf of anyone on the list;
- If so, who performed the review and how was the review conducted?
- If financial services, accounts or loans were discovered during such a review, what follow-up action was taken?
- If no such review has been performed, what is your financial institution doing to identify individuals named in the Oligarchs List?

Senator Shaheen has led efforts in the Senate to harden American institutions and infrastructure against

No Facebook pixel!

Making Your Net Too Big



Poor Visuals



Paying for Likes



Talking About Yourself

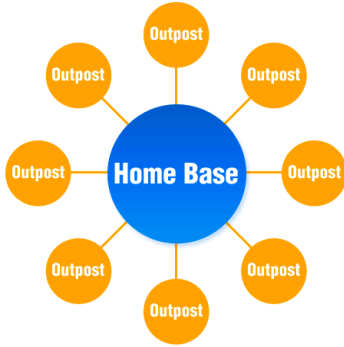


Don't...

- Post when you're angry
- Feed the trolls
- Buy likes or followers
- Do the follow/unfollow dance
- Try to be everywhere
- Be a salesman
- Automate too much

How to Use This Stuff (a.k.a. Examples)

Home Base and Outlets



Good Messaging:

Inform
Entertain
Inspire

Inform, Entertain, Inspire

Inform



Entertain



Inspire



Listening: Manage Reputation

Barbara Cartier Shaw
April 23 at 1:12pm

I have been informed that people are receiving phone calls regarding Marsy's law, CACR 22 and stating that I am supporting it and asking them to call you. This is not true. I have not authorized anyone to speak in my behalf nor am I supporting the bill as written. Tried to reach the number and it was a poll of some sort. If I want to talk to any of you, I would make my own calls. Aggravating....

Like Comment Share Buffer

Senator Linda Greenstein
December 11, 2017 · 49

We're beginning to wind down in the current legislative session, the 217th. The Senate Law and Public Safety Committee, which I chair, was convened for one of our final meetings. In the foreground is Vice Chairman Pat Diegan, D-Middlesex. Beside him is Alison Accetola, committee aide for the Senate Majority. The 218th Legislature begins January 9, though we still got some work to do before then.



Like Comment Share Buffer

1 Share

Virginia Anne I am disappointed in your vote on S558. The SC report is not factual. Also in using Monmouth County BPCA as the model you are aware they bring puppies in from other states to increase their revenue. While healthier dogs in shelters like AHS Newark are ... See More

Like Reply 1 like 1 edited

Listening: Identify Gaps

Jimmy Lehoux
March 9

An open letter to fellow parents and guardians of the Manchester school community.

(This letter has not been endorsed by the Manchester school district nor has it been endorsed by any other member I serve with on the school board.)

With all the news regarding the safety of our schools and the demand for gun control, there seems to be a movement, by some unknown group, to stage a walkout from classes in protest.... [See More](#)

Like Comment Share Buffer

Rose McCann, Patrice Benard and 74 others

8 Shares

[View previous comments \(68 comments\)](#)

Ross Terrio shared a link.
March 13

<http://www.unionleader.com/.../Manchester-school-board-sends-...>



Manchester school board sends \$168m budget request to mayor | New Hampshire

The Manchester school board voted Monday night to send a tax cap budget request of \$168.2 million for Fiscal Year 2019 to Mayor Joyce Craig. UNIONLEADER.COM


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2 Shares

Write a comment...

Influencing: Awareness

Jon DiPietro, Manchester NH
November 2, 2017 · 6



636 people reached

Boost Post

5.9K Views

Chris Pappas for Congress
Yesterday at 11:08am · 6

I believe workers shouldn't have to make the tough choice between caring for themselves or a sick relative and losing out on a day's work. That's why I'm a strong supporter of creating a system of paid family and medical leave, here in New Hampshire and across the country.



1.3K Views

Like Comment Share Buffer

Influencing: Engagement

Will Stewart
April 16 at 12:45pm

This morning I spoke with staffer from the Planning & Community Development Department who informed me that Z1 Express has filed an appeal in Superior Court, but that the City has not yet received a copy of the motion.


The staffer said he does not expect any vote/action to be taken on the site plan proposal this week due in light of the pending court hearing. The matter is on the agenda, he said, as the Planning Board must acknowledge that applicant has waived his right to have a decision made within 65 days of submittal of the application.

4 12 Comments Seen by 116

Like Comment

John A Burt
April 24 at 8:06am · 🌐

Would you join me in voting YES for Frank Edelblut to be NH Commissioner of all NH Departments?
Especially in Fish and Game, HHS, Liquor and DES.
Commissioner Edelblut just cut 21% of the jobs at the state's Vocational Rehabilitation Bureau. Other commissioners would never dare to do the right thing. This move is the right thing.



Edelblut: 20 jobs to be cut from Vocational Rehab Bureau to curb millions in overspending | New Hampshire
CONCORD — The Department of Education is reorganizing the state's Vocational Rehabilitation Bureau to deal with millions in overspending dating back to at least...
UNIONLEADER.COM


Like Comment Share Buffer 🌐

👍 🗣️ 📄 📌 🌐 and 53 others

Influence: Drive Traffic

Senator Jeanne Shaheen
21 hrs · 🌐

I joined with Senator Whitehouse to send letters to 8 major American and European banks requesting details on any actions taken following the Trump admin's publication of the so-called "Oligarchs List," a list of wealthy Russians with close ties to the Kremlin. More here -- J.S.



Shaheen, Whitehouse Send Letters to Major Banks Requesting Details on Action Taken Following The Trump Administration's Publication of Russian...


SHAHEEN.SENATE.GOV

Like Comment Share Buffer 🌐

Sierra Club
21 hrs · 🌐

Right now, a tri-national team of negotiators is working feverishly to bring us a new North American Free Trade Agreement, or NAFTA. Their goal is to renegotiate the controversial trade deal before major elections for all three member states: Canada's provincial elections in June, Mexico's presidential election in July, and U.S. congressional midterms in November.

This means that as soon as early May, we could have a NAFTA 2.0—one that would go to Congress for an up-or-down vote while its GOP majority is still intact...




Should We Fear a New NAFTA?
Spoiler: Yes, it could be terrible for the climate
SIERRACLUB.ORG

Like Comment Share Buffer 🌐

Networking: Earn Media Mentions

"She wrote that when she pressed the telemarketer, "she read the script to me, assured me he (the state representative) had employed her to ask people to call him and dictated his number to me."
Waiz wrote that after the telemarketer told her again that the legislator had employed her, she called the legislator — whose name she chose not to disclose — and "he assured me he had done nothing of the sort, had not asked anyone to do anything on his behalf and was unhappy someone was representing that he had employed someone to garner calls to him."
"I don't know how many of us are being targeted with this tactic, but I personally am taken aback that the supporters of this law have stooped to such misrepresentation."



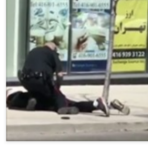
NH Primary Source: House members 'bombarded' with Marsy's Law calls
New Hampshire House members have been inundated with telephone calls over the past week, ever since Marsy's Law for New Hampshire — a proposed...

WMUR.COM

Like Comment

Manchester Ink Link
12 mins · 🌐

Sen. Lou D'Allesandro is up on The Soapbox today, reflecting on the professionalism of a Canadian constable during a tense situation that could have gone terribly wrong.



Courage in Canada | Manchester Ink Link
This was a terrible situation and it called for a person to exercise restraint and perform his duty to protect. What a story and what pride for his fellow officers and the country as a whole.
MANCHESTERINKLINK.COM

Like Comment Share Buffer 🌐

🌐 Write a comment... 📷 📄 📌 🌐

Networking: Develop Partnerships

Citizens for Responsible Energy Solutions
April 6 at 10:52am · 🌐

Rep. Tom Reed visited Candor Central and Renovus Solar to speak about their 8-acre their #solar modules projected to save 100% of the school district's annual energy consumption & over \$3 million savings for tax payers. Read more: <http://bit.ly/2EqCqoe>



Like Comment Share Buffer

School Choice for New Hampshire
April 20 at 11:49am · 🌐

We've been sharing families' stories recently. Share your story with us, either as a video or in writing! We can publish it on our website or on our YouTube channel, as appropriate. Let us know how much educational opportunities mean to "your" family!




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Sell: Gain Supporters

Kathi Costello Hanson shared a link.
March 28 at 8:47pm · Manchester

I used the new Manchester Connect app to report the huge pothole at the manhole cover near the first Wellington Hill entrance. It was filled in just over 24 hours. I learned about the app in Will Stewart's newsletter. It's a great app and is not hard to use.



Will Stewart Alderman

Spring in Ward 2
Congratulations to Smyth Road School students Marley Oates, Tania Mann, and Sean Venator for leading the Pledge of Allegiance at the March 12 Board of School Committee meeting. The students are seen here with Ward 2 School...

Will Stewart and 13 others · 3 Comments · Seen by 108

Like Comment

Shemia Fagan
April 21 at 10:09pm · 🌐

Wise words from my newest endorser, Centennial School Board Member Gloria Ngezaho!

"I'm really, super excited to be endorsing Shemia because ONE she stands for what I believe in and TWO she's the only person that's actually come to visit... that speaks volumes" #StandwithShemia #TeamFagan



868 Views

Like Comment Share Buffer

Sell: Recruit Volunteers & Donors

Edwards for New Hampshire
Sponsored · 🌐

I am encouraged and humbled by the continued growth of our campaign. Our grassroots team expands every single day! Come join team Edwards and share your endorsement with us!



Edwards for New Hampshire | Endorse

Eddie Edwards is a Republican candidate for U.S House of Representatives for New Hampshire's 1st Congressional District.

EDWARDSFORNH.COM [Sign Up](#)

Senator Andy Sanborn
April 16 at 11:27am · 🌐

Grassroots supporters will always make up the backbone of my campaign but I would like to thank everyone who took the time to contribute to our campaign this last quarter (including the gentleman who gave 504!). I am proud to say 92% of our contributors are from NH!

Thanks to them we outlasted our opponents and have an over 3x financial advantage going into the primary. We are ready to win in November! Join the team today!

http://wmur.com/_/nh-primary-source-republican-sa...79823819...



NH Primary Source: Republican Sanborn loans US House campaign \$250K, reports nearly \$500K on hand

With a personal loan of \$250,000 to his own campaign and contributions of \$100,000, Republican Andy Sanborn's congressional campaign ended the first...

WMUR.COM [Learn More](#)

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Next Class: Facebook Advertising

- Page Authorization
- Ad Accounts
- Tools Overview
- Anatomy of an Ad Campaign
- Campaign Objectives
- Audience Targeting
- Ad Types
- Examples