



Level 2: Mastering Facebook

Course Outline

- Introduction
- Mastering Facebook
- (More) Advertising on Facebook
- Mastering Twitter
- Mastering Content
- Master Class

Today's Agenda

- Level One Review
- Business Manager
- Facebook Pixel
- Chat Bots
- Analytics
- Custom Audiences
- Q&A

Join the Closed Facebook Group:

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

Online Resources

The slide deck for this session is available online at www.libertydigital.net/digital-activism/

- 1. Click the "Level One" button in the "Access Your Classroom Materials" section.
- 2. Click on the module you wish to access from the list.
- 3. You will need to either log in or register:
 - a. If this is your first time on the site, you will need to register. Begin by entering your authorization code under the Digital Activism Registration section, click "Apply" and then click "Next." Complete the registration process by entering your name, email, username, and password. You will be redirected to a login screen.
 - b. If you are already registered, you may or may not be logged in. Simply enter your username and password that you created in the registration step.

This content is only available to members. Please log in or register:

Username or Email Address	.1
Password	
🗌 Remember Me	
Log In	

If you have an authorization code, you can register for membership using the following form:

Digital Activism Registration	
Step 1 of 2	
50%	
Authorization Code *	
	Next

Ask Me Anything

The Digital Activism page contains a web form that allows you to ask questions and suggest topics. I'll use these questions to customize upcoming training sessions and/or online webinars and livestreams.

Ask Me Anything
Have a question you need answered in an upcomin class? Want to see something particular demonstra
in a webinar or livestream? Use this form to let me
so I can build it into the program.

ming strated	Email *	8		
me know	First name		Last name	
	What's your question? *			
	Want to subscribe?	ble		

Digital Activism Facebook Group

You are invited to join the Candidate Boot Camp Digital Activism closed group on Facebook. We share news and content and there are other members available to share tips and answer questions.

Note: This is a non-partisan group with members from around the world (mostly the U.S.).

- 1. In the Facebook search bar, type "digital activism"
- 2. Filter the results by clicking the "Groups" tab on the top
- 3. Click the "+ Join" button to request admission to the group

Closed Facebo		🕼 Jun Home 🚉 🚳 🦺 🚱
All Posts Proof	Pieces ViteOS Pages Places Groups Apps	Events Links English (US) - Españdi - Português (Brasil) + - Prangels (France) - Douten Princy - Torras - Advertising - Ad Choices D- Cookies - Alors -
Closed groups MEMBERSHIP Ang group Priends groups	Active Music Digital + Join	Facebook © 2018
My groups	Digital Islamic Studies, Activism, and Advocacy + Join II members Digital activism S members	
	Digital Activism for a Change (DAFAC) + Join 38 members	
	NTITLEL Untitled Digital Activism Forum + Join 61 members	
	Active Lifestyle Digital Marketers + Join 2 members Digital activism + Join 4 Join	

Review

Summary: Profiles, Pages, and Groups					
	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		

Going Live: Why?

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

Messenger: Going Live (Mobile)	Messenger: Going Live (Desktop)
Posting as Candidate Boo. NEXT	Page Mox Netflications Indights Deblithing Tool Setting Help- Posts Video Ubrary Viewe Indights Viewe Indights
Camers Add Photo/Video OL Go Live Publish Job Post Cet Messages Cet Messages	Sound Collection 💮 🔤 🔤 👘 white our Basic Training course is all Job Differio Jobs Job Applications

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Events	
NH Americans for Prosperity Volunteer Center added 🛃 … an event.	(Use Eventbrite)
REGISTRATION ON EVENTBRITE REQUIRED: https://www.eventbrite.com/e/the-granite-foundation-of-libe	
Two Hundred and Forty Six years ago, a group of toggers from the small town of Weare, New Hangwite took the Initial corparized action against thritish tryanny 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 cam See More	
AMERICANS FOR PROSPERITY NEW HAMPSHIRE	
APR Pine Tree Riot Celebration Today 6:30 PM - 217 Colby Rd, Weare, N_ * Interested	
🖒 Like 📿 Comment 🔗 Share 😹 Buffer	

Newsfeed Summary

- Organic is hard and getting harder
- Engagement is the key to success
- Avoid "baiting"

Mistakes to Avoid – Don't...

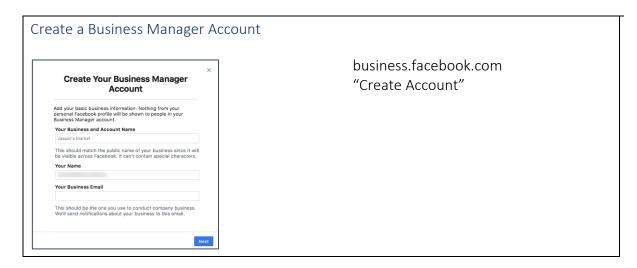
- Give away traffic
- Send traffic to home page
- Fly blind
- Make your net too big
- Pay for likes
- Talk about yourself (too much)

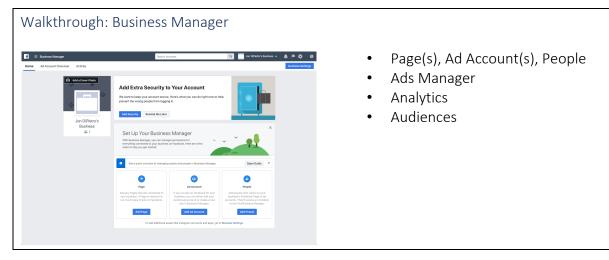
- Post when you're angry
- Feed the trolls
- Buy likes or followers
- Do the follow/unfollow dance
- Try to be everywhere
- Be a salesman
- Automate too much

Business Manager

Do you need business manager?

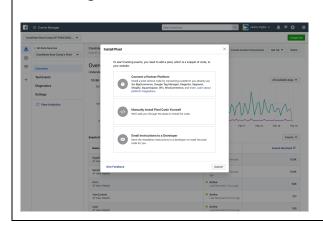
- More than one ad account
- Access other pages or ad accounts
- More security
- Separate business from personal





Facebook Pixel

Walkthrough: Facebook Pixel



- Install on website
- Viewing events
- Sharing

Chat Bots

at Up Customer Chat	×	 Works on Page
LUNCOME Choose you of status largauge. The default largauge will not etc. in provement will all appear socie the code has been deployed Togethan (USB = Content of the socie o		 Can be installed on website No automation

MobileMonkey				Help 📢	•	MobileMonkey, Manychat
CBC - DEFAULT	Dialogues 💿	🔒 Text	📾 Image 🛛 Form 🍘 🖗 Quick question 🖉 GIF	More	•	Automated workflows
	BOT BASICS Welcome Dialogue The feat research areased and and and and and and and and and an		Welcome Dialogue	See what this Dialogue looks like in Facebook Messenger by sending it just to you!	•	
Q&A	Default Dialogue		image 💼 🔺	Test Dialogue Unk	•	Analytics
	Main Menu			Q&A ⊕ ^	•	Marketing automation
	Q. Search Dialogues		*	Create Q&A for this Dialogue by clicking the '+' icon above.		-
	FOLDERS	\odot	CANDIDATE			 Messenger ads
	 Default Folder 					
	+ Add Dialogue					 Comment guards
	> Getting Started					
	> Free Resources		Text 🗊 🔨			 Chat blasts
	> Products					
	> Q&A		Thanks for messaging! Feel free to type a question or select from one of the following:			
			Getting Started Started			
			Pres Resources 💼 1			
			Products			

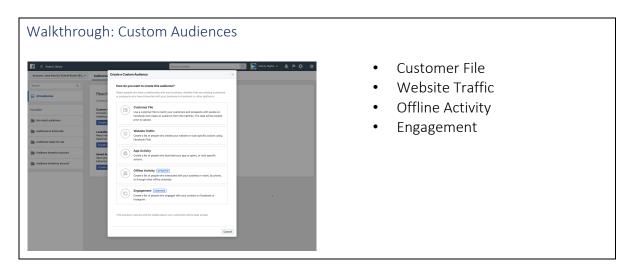
Analytics



Custom Audiences

Asset Library		iogsiv k ⊭ ¢ 0	Custom
A functionary A funct	in an existing to addresse you althoutly cared plots. You can count a closabile addresse alth you frage, conversion (which or erg of your earling Calaxie Addresse. Standbordse and thangelegistics for early result. (Doose your derangegistics, Interest, and end than blots and addresse.)		Lookalike Saved

Custom Audience Examples & Ideas				
Туре	Examples			
Customer File	Supporters Sign Locations Email Subscribers Event Attendees Donors * Voter Lists			
Website Traffic	Website Visitors Page Visits (Issues)			
Engagement	Watched a Video Interacted with Page			



Constituent Journey: Summary

Constituent Stage	Social Cycle	Call(s) to Action	Ad Set Audience(s)
Awareness	Listen	Read this article Watch this video	Affinity/Saved Lookalike
	Engage	Read this article Watch this video	Affinity/Saved Lookalike
Engagement	Engage	Like, Share, Comment	Affinity/Saved, Lookalike Retargeting Fans
Conversion	Engage	Join Me Subscribe Sign Up	Custom Retargeting Fans
Excitement	Network	Learn More Tell Me What You Think	Custom Retargeting Fans
Ascension	Sell	Vote for me Donate Volunteer	Custom Retargeting
Advocacy	Sell	Share my message Host a house party or event	Custom Retargeting

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Campaign Timeline

