



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:

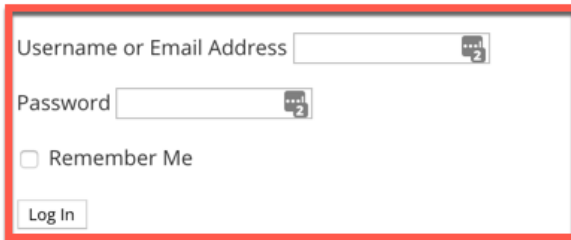
<https://www.facebook.com/groups/digital.activism/>

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:

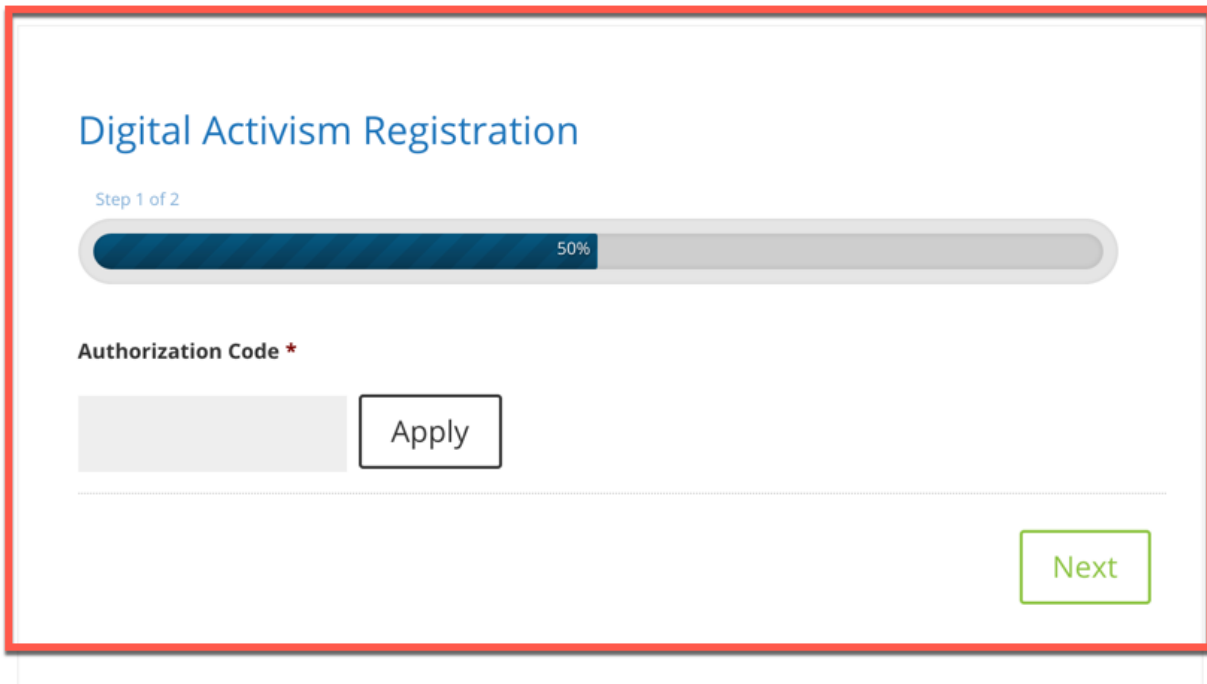


Username or Email Address

Password

Remember Me

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 *

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 upcoming class? Want to see something particular demonstrated in a webinar or livestream? Use this form to let me know so I can build it into the program.

Email *

First name Last name

What's your question? *

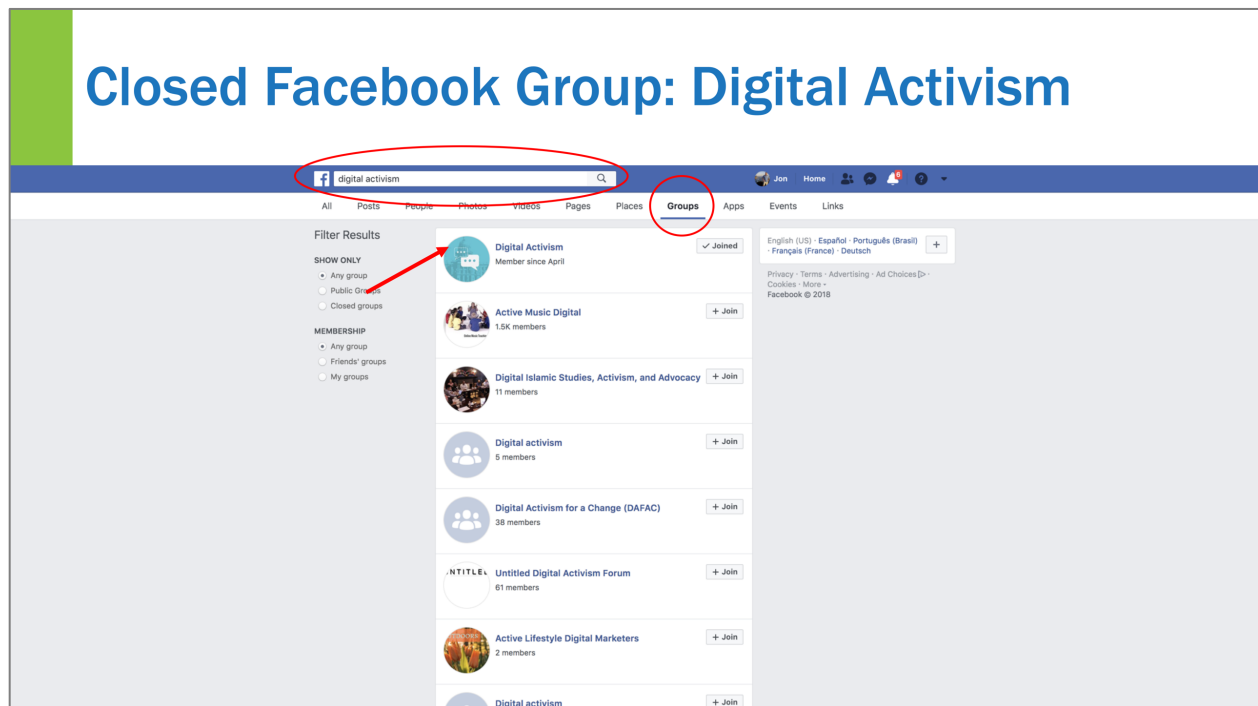
Want to subscribe?
 Yes, let me know when new content is available

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



Review

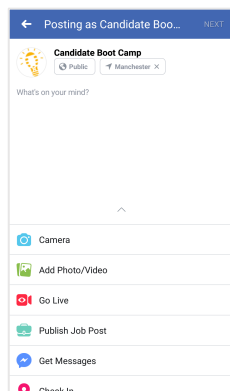
Summary: Profiles, Pages, and Groups

	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

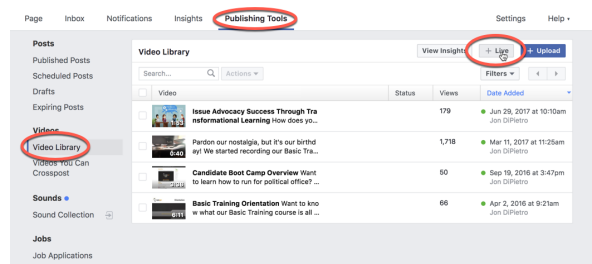
Going Live: Why?

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

Messenger: Going Live (Mobile)



Messenger: Going Live (Desktop)



Going Live: Why?

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Events



(Use Eventbrite)

Newsfeed Summary

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

Mistakes to Avoid – Don't...

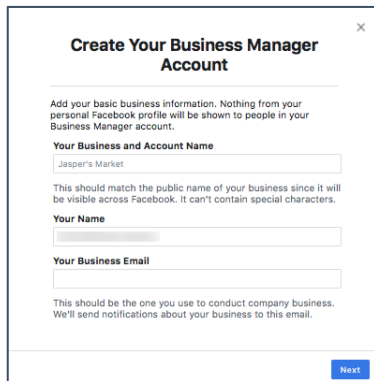
- Give away traffic
- Send traffic to home page
- Fly blind
- Make your net too big
- Pay for likes
- Talk about yourself (too much)
- Post when you're angry
- Feed the trolls
- Buy likes or followers
- Do the follow/unfollow dance
- Try to be everywhere
- Be a salesman
- Automate too much

Business Manager

Do you need business manager?

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

Create a Business Manager Account



Create Your Business Manager Account

Add your basic business information. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

Your Business and Account Name

Jasper's Market

This should match the public name of your business since it will be visible across Facebook. It can't contain special characters.

Your Name

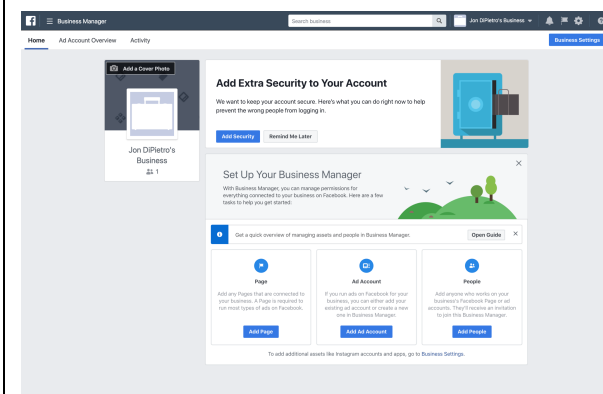
Your Business Email

This should be the one you use to conduct company business. We'll send notifications about your business to this email.

[Next](#)

business.facebook.com
"Create Account"

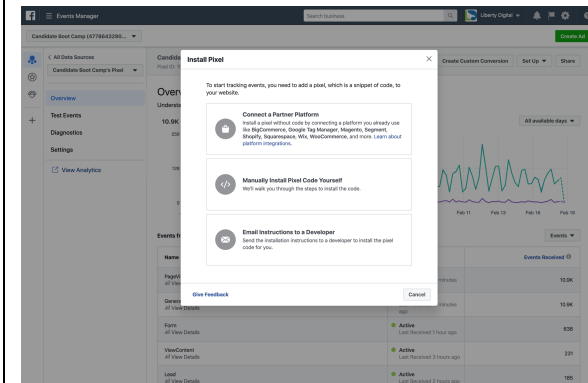
Walkthrough: Business Manager



- Page(s), Ad Account(s), People
- Ads Manager
- Analytics
- Audiences

Facebook Pixel

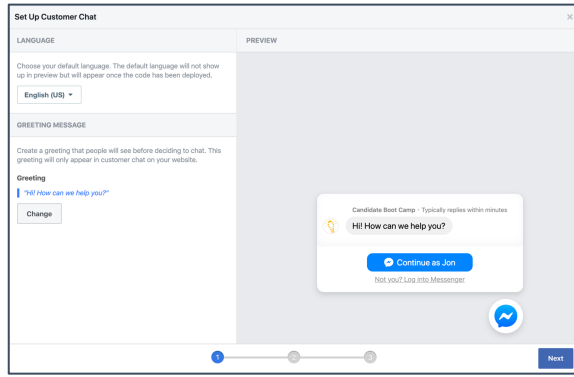
Walkthrough: Facebook Pixel



- Install on website
- Viewing events
- Sharing

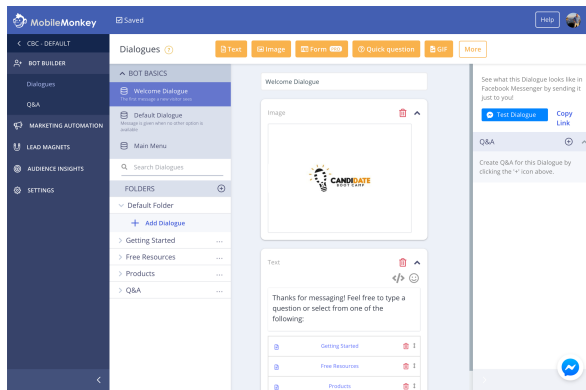
Chat Bots

Facebook Chat



- Works on Page
- Can be installed on website
- No automation

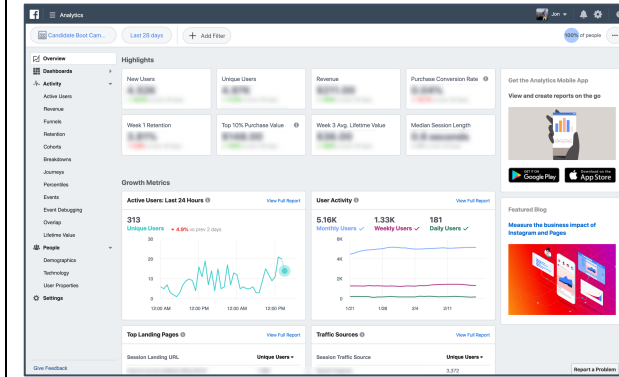
Walkthrough: Chatbot (MobileMonkey)



- MobileMonkey, Manychat
- Automated workflows
- Analytics
- Marketing automation
 - Messenger ads
 - Comment guards
 - Chat blasts

Analytics

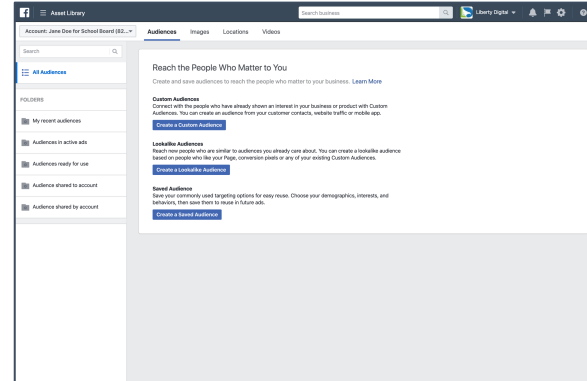
Walkthrough: Analytics



- Activity
- People

Custom Audiences

Audience Types

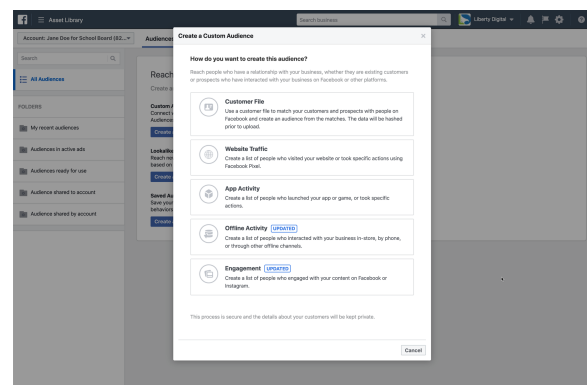


- Custom
- Lookalike
- Saved

Custom Audience Examples & Ideas

Type	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

Walkthrough: Custom Audiences



- Customer File
- Website Traffic
- Offline Activity
- Engagement

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

Campaign Timeline

