

Facebook's Guide For Ministers and Members of Parliament

A guide for elected officials



[Facebook.com/CanadaGovPol](https://www.facebook.com/CanadaGovPol)

Engaging with your Constituents on Facebook

Facebook helps government officials reach the people who matter to them most.

From your Facebook Page you can engage with your constituents, share your personal story, and keep people up-to-date with what's happening in Canada.

Government & Politics



21 MILLION

MONTHLY ACTIVE PEOPLE IN CANADA



17 MILLION

MONTHLY ACTIVE PEOPLE ON
MOBILE IN CANADA



1 OUT OF 4

MOBILE MINUTES ARE SPENT
ON FACEBOOK *



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 individual.



Engaging & social

Build your community of supporters by asking your fans questions, answering theirs, and showing them that you are paying attention to their comments and concerns.



Timely & informative

Facebook is one of the largest sources of political news for the Canadian people, so be willing to break news and provide your fans with timely, topical updates.



Right people, right time, right message

Insights and advertising will help you reach the right people, and will help inform your creative decisions with actionable metrics.

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

- 7 Share candid photos and videos to highlight the personality of your organization and its leaders
- 7 Build credibility with fans, allowing you to speak authentically about issues that matter to you
- 7 If you can, avoid using the third person perspective in your posts in order to personalize your message



Use Facebook video

- 7 Uploading directly to Facebook is the best way to visually showcase video content
- 7 Facebook video allows you to view more detailed statistics in your page insights
- 7 By uploading natively, you make it easy for people to find old videos from your page



People love photos!

- 7 Photos are another way to visually share what's great about your organization
- 7 Stay away from images that are covered in text or aren't visually interesting
- 7 If you want to make a quick update, you can often increase reach and engagement by adding a tasteful and relevant photo

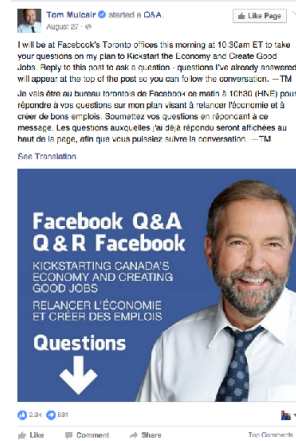


Engage your audience

Build your community of supporters by asking your fans questions, answering theirs, and showing them that you are paying attention to their comments and concerns.

Host a Facebook Q&A

- 7 Having a conversation with your fans shows them that you care about their input
- 7 Using the Facebook Q&A tool gives you time to craft great answers to important questions
- 7 Ranked comments help surface popular questions and move your responses to the top of the discussion



Go Live from Mentions app

- 7 Tell your story as it happens live: make an announcement, start a Q&A, or just show your followers what's happening
- 7 Watch a live broadcast together w/fans
- 7 Integrate Live into tele-townhalls and other events where fans can participate



Tag and engage with other public figures

- 7 Commenting on and engaging with other Pages puts your name in front of new audiences
- 7 When a Page tags another Page, the post might be seen by some of the people who like or follow the tagged Page
- 7 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 political news for the Canadian people, so be willing to break news and provide your fans with timely, topical updates.

Discuss current events

- 7 Facebook is a place where people come together to talk about holidays, birthdays, sports, and culture
- 7 Posting about current events connects your organization to the rest of the world, especially if you can creatively show how they relate to your mission



Break news on Facebook

- 7 People like using Facebook to let their friends know about important events around the world
- 7 Make sure that you take advantage of opportunities for viral reach when something newsworthy happens
- 7 Posting news quickly allows you to shape media narratives about you and what you care about



Quality long form content

- 7 Sometimes short posts aren't enough to tell a story or explain a complicated situation
- 7 Lengthy posts can lead to substantial discussion and help people understand complex issues
- 7 You can use use **Facebook Notes** to write longer posts; add a cover photo that represents what your note, caption and resize photos, and format your text into headers, quotes or bullets

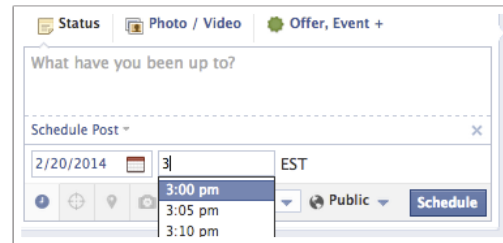


Build Meaningful & Lasting Relationships

Your fans are a community of supporters. You should join the conversation to engage them on the topics that matter to you.

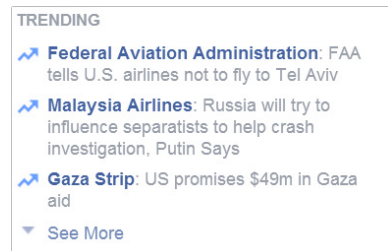
Post regularly to your Page

- 7 Post consistently and develop a content calendar of special dates and moments you want to highlight
- 7 Vary your content -- include photos, status updates, videos, and links -- so that you're giving people the opportunity to engage with content they like most



Join the public conversation

- 7 Use trending #hashtags to drive discussion within your community of fans
- 7 Follow the issues and topics that are trending to post relevant content



Respond to comments on your Page honestly and fairly

- 7 Include a comments policy in the About section of your Page to foster a constructive discourse
- 7 Responses to individual comments build trust over time and show that you are listening
- 7 Learn what content is and is not allowed on Facebook by reviewing Facebook's Community Standards



facebook.com/communitystandards

Right people, right time, right message

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

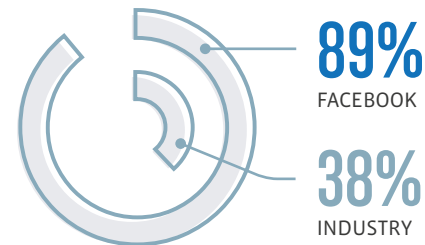
- 7 See metrics such as reach and engagement about the performance of your Page
- 7 Learn which posts resonate with your audience, as well as their key demographics
- 7 Optimize how you publish to reach more people



Target advertising to reach the people you want to reach

- 7 Demographic factors such as age, gender, location and more help you narrow your audience
- 7 Use your existing contact list to target custom or look-a-like audiences
- 7 Reach core constituencies with tailored messages

THE AVERAGE ONLINE REACH
FOR A NARROWLY TARGETED CAMPAIGN ¹



1. Source: Nielson OCR, August 2013

Optimize your advertisements to engage the most people

- 7 Facebook advertisements are optimized for your goals, such as clicks to your website or impressions on your content
- 7 Test creative such as copy or images to see what resonates with your audience
- 7 Use conversion pixels to help measure the granular results of the actions people take on your website when they engage with a Facebook ad



Getting started with Facebook

- 1 Secure your Profile:** Add login approvals and notifications to the Profiles that will manage your Page
- 2 Create a Page:** Go to facebook.com/pages/create and select your category ("Government Official" for a government Page, "Politician" for a campaign Page)
- 3 Edit Settings:** Once you've created your Page, go to the Edit Settings section at the top of the admin panel to edit admin, privacy, and comment settings and more
- 4 Establish your identity:** Pick a Profile Picture to represent you across Facebook and a creative cover photo for your Page
- 5 Market your Page with a custom URL:** Create a custom URL for your Page to include in offline marketing materials; consistency across social media platforms can help too
- 6 Start building your fanbase with who you know:** Invite your friends and contact list such as email addresses to Like your Page
- 7 Build your audience with Facebook advertising:** Go to facebook.com/ads/create to begin advertising from your Page
- 8 Start posting engaging content from your Page:** Develop a content schedule, engage with your early fans, and post regularly

Page Manager Policy: Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your , Facebook Page, the more you have, the higher the security risk.

Page Manager Roles: Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser or Analyst. And make sure to remove any employees as Page managers if they leave your business.

There are 5 different types of roles for people who manage Pages. Only an admin can change someone's role.

	ADMIN	EDITOR	MODERATOR	ADVERTISER	ANALYST
Manage Page roles & settings					
Edit the Page & add apps					
Create & delete posts as the Page					
Respond to & delete comments & posts to the Page					
Send messages as the Page					
Create ads					
View insights					
See who posted as the Page					

The table above outlines the 5 Page roles (across) and what they're able to do (down):

facebook.com/blueprint

With more than 34 eLearning modules, Facebook Blueprint will help you learn the skills you need to connect and reach the right people, at the right time, with the right message.

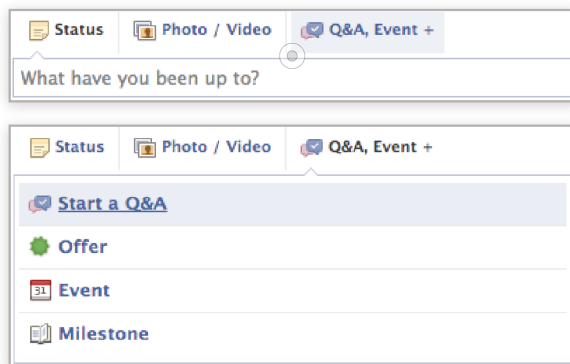
Facebook Q&A: an effective way to engage with your audience

What is a Facebook Q&A?

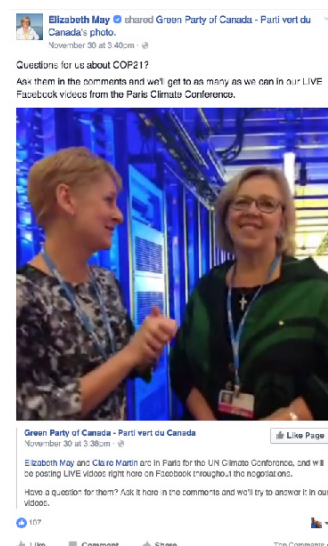
- ▶ A Facebook Q&A is an easy way for you to engage with your audience directly from your Page.
- ▶ Your audience will ask you questions in the comments below your Q&A post.
- ▶ Questions that you answer will appear higher in the comments so your audience knows you're listening.
- ▶ Automatic comment scrolling also ensures that you never miss your audience's questions.

How to start a Facebook Q&A

- ▶ **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.



- ▶ **Start the conversation.** Announce that you're starting a 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.
- ▶ **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.
- ▶ **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.



Mentions

What is Mentions?

- A better way for actors, athletes, journalists and other public figures to stay in touch with their followers and the people and topics they care about. Mentions is available to public figures who are verified on Facebook.
- Go Live- Tell your story as it happens with live video. Make an announcement, start a Q&A or just show your followers what's happening.
- Share Everywhere- Share updates across Facebook, Instagram and Twitter, all from one app.
- Connect with Followers-See what people are saying about you and the topics you're interested in.
- Stay in the Loop-Get posts from the people you follow and see trending stories in one place.



How do I get mentions?

1. Visit www.facebook.com/mentions and enter the phone number or e-mail address of the public figure(s) that will be using the app.
2. The public figure will receive a link to download the app via the phone or e-mail that you entered.
3. Open the app and follow the steps to log-in.



More Tips and Tricks

Facebook's global communications platform contains many tools to help you connect, share, and get the latest information as quickly as possible.

- **Optimise your website for sharing:** To drive powerful word-of-mouth traffic to your website and help grow your Facebook fan base, you can invite visitors to like your Facebook Page directly from your site. You can also invite them to share content from your website back on to Facebook to help spread your message. [Follow this simple checklist: https://developers.facebook.com/docs/plugins/checklist](https://developers.facebook.com/docs/plugins/checklist) to make sure your website is optimised for connecting and sharing on Facebook.
- **Direct Notifications:** If there are other Pages on Facebook from which you would like to receive updates as they're posted, you can turn on notifications for that Page. When you click "Like" on a Page, click again to choose the option to receive notifications every time they post.
- **Tagging a Page:** If you are visiting a local business in your electorate or hosting a joint event with a colleague, you can tag their Pages. This increases the likelihood that your post is reshared by them and helps drive traffic to both of your Pages. To tag a person or Page, type the "@" symbol and then start typing their name; pick the Page you want to tag from the dropdown menu that appears.
- **Pages to Watch: Compare Performance:** If at least 100 people like your Page, you can use the "Pages to Watch" feature to see, each week, the total number of people who like those Pages, the percentage increase or decrease of people who like the Page, the number of times the Page posted, and the amount of engagement the Page received.
- **Update Facebook on the go:** Whether you're using the Pages Manager app or the Mentions app, we make it as easy as possible to update your Page and engage with fans right from your phone. Learn more at facebook.com/mentions.
- **Embed Facebook posts and video on your website:** Once you discover a public post to embed on Facebook, you can add it to your website by following the steps below.
 - Click the drop down that appears at the top right corner of the post you want to embed.
 - Select "Embed Post" or "Embed Video" and copy and paste the code directly on your story page.

Stay informed about the latest

Check out facebook.com/marketing and facebook.com/business for the latest case studies and product updates

Get your questions answered

Go to facebook.com/help, and email Kevin Chan at kevinschan@fb.com for help

Top Ten Tips

- 1) **Establish your presence on Facebook**- work out how to setup a new page or convert a profile into a page.
- 2) **Complete your page**-Ensure you add a cover photo and profile photo. Use the Page's 'About' section to briefly describe your organization or position and include your website address.
- 3) **Be yourself** – make sure you strike an authentic tone. This is a people strategy, not a PR strategy.
- 4) **Adjust your settings**-Visit your Page's Admin Panel to edit page settings, set profanity filters, and set Page administration roles
- 5) **Have a policy**- Agree on content moderation tools, emergency response, and measurements of success. Consider adding a short statement on your Page's comment moderation policy to the 'About' section.
- 6) **Know your audience**- Use insights to understand when fans are online and what types of posts get the greatest engagement and reach (see page 11). Use the 'scheduled posts' feature to set dates for post publication (see page 15).
- 7) **Utilize Facebook videos** to get your message across.
- 8) **Use Facebook Mentions**- share live video and update your page from your phone when you're out and about.
- 9) **Promote your accounts**- You can reference your accounts in the materials you distribute (facebookbrand.com) Use 'social plugins' on your website to make it easier for people to like your Page and share content on Facebook. Consider using Facebook Ad tools to promote your page to non-fans and to promote Page posts in the News Feed. You can start creating ads here: www.facebook.com/ads/create
- 10) **Stay informed**-Look at case studies, standout examples, and best practices for new content ideas (see page 5). Keep tabs on these Pages by becoming a fan or adding them to your own Political Interest List.