

# LEVERAGING FACEBOOK & INSTAGRAM FOR ADVOCACY

October 23, 2017

Presenter:

Nick DeSarno



Public Affairs Council

# TODAY'S AGENDA

- 
- Why is Facebook so important?
  - How can I advertise on Facebook?
  - How can I use Facebook for advocacy?
  - What tools can help me?
  - Where is Facebook headed?
  - Q&A and Open Discussion

# WHY IS FACEBOOK SO IMPORTANT FOR ADVOCACY?

*Facebook and Instagram are still the most popular media channels worldwide.*

2 Billion active monthly users worldwide

209 Million Americans access Facebook every month (78% of internet users)

163 Americans, come back every day

1 out of every 5 minutes spent on a mobile phone is on Facebook

100,000,000 hours of video are watched every day on Facebook

# WHY IS FACEBOOK SO IMPORTANT

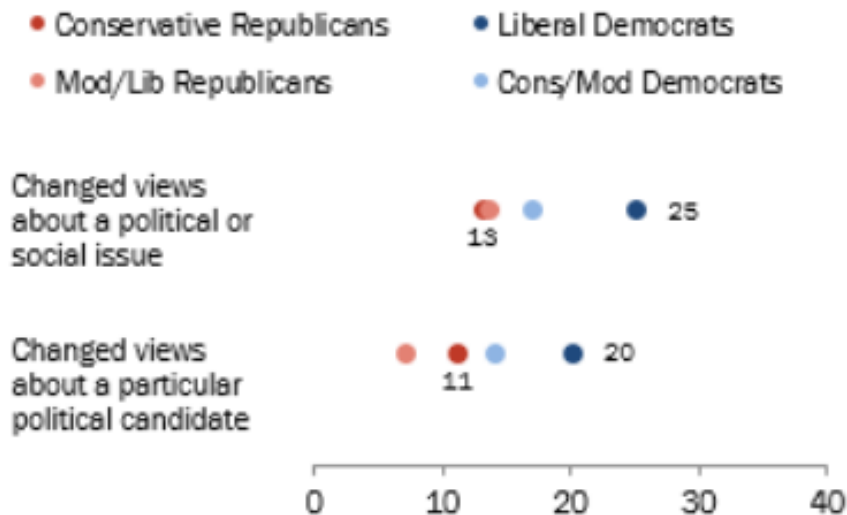


# WHY IS FACEBOOK SO IMPORTANT FOR ADVOCACY?

## *Social Media Can Influence Real People*

### Liberal Democrats more likely to say they've modified views on an issue because of social media

*% of social media users who have done the following because of something they saw on social media*



Source: Survey conducted July 12-August 08, 2016.

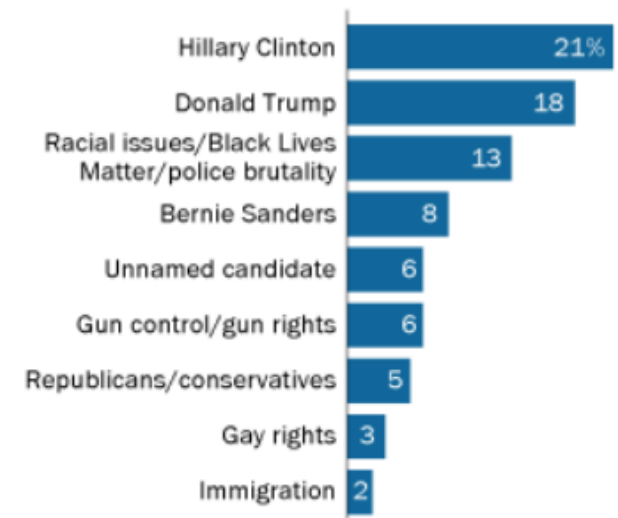
PEW RESEARCH CENTER

### When social media changes minds

*20% of social media users have changed their views on a political or social issue based on something they saw on social media*



*When asked to describe a recent instance, these are some issues they mentioned:*



Note: Unclassifiable responses and those mentioned by fewer than 2% of respondents are not included here.

Source: Survey conducted July 12-Aug. 8, 2016.

PEW RESEARCH CENTER

# WHY IS FACEBOOK SO IMPORTANT FOR ADVOCACY?

## *Social Media Is More Than Cat Gifs*

Which of the following do you use for obtaining news?

Percent of respondents in each group

	High schoolers	College students	Young professionals	35+
Facebook	60	55	69	49
Twitter	39	51	41	23
Reddit	38	41	39	35
Instagram	25	22	26	20
Snapchat	22	25	16	10

Data: Adobe Media and Entertainment Generations Report; Chart: Lazaro Gamio / Axios

# WHY IS FACEBOOK SO IMPORTANT FOR ADVOCACY?

*Online behavior can drive offline action*



Success Story

## Fueling political passion with video

The national trade association used video ads to influence the North Carolina Senate race by increasing awareness of one candidate's history of raising taxes, resulting in a 10.4-point lift in awareness.

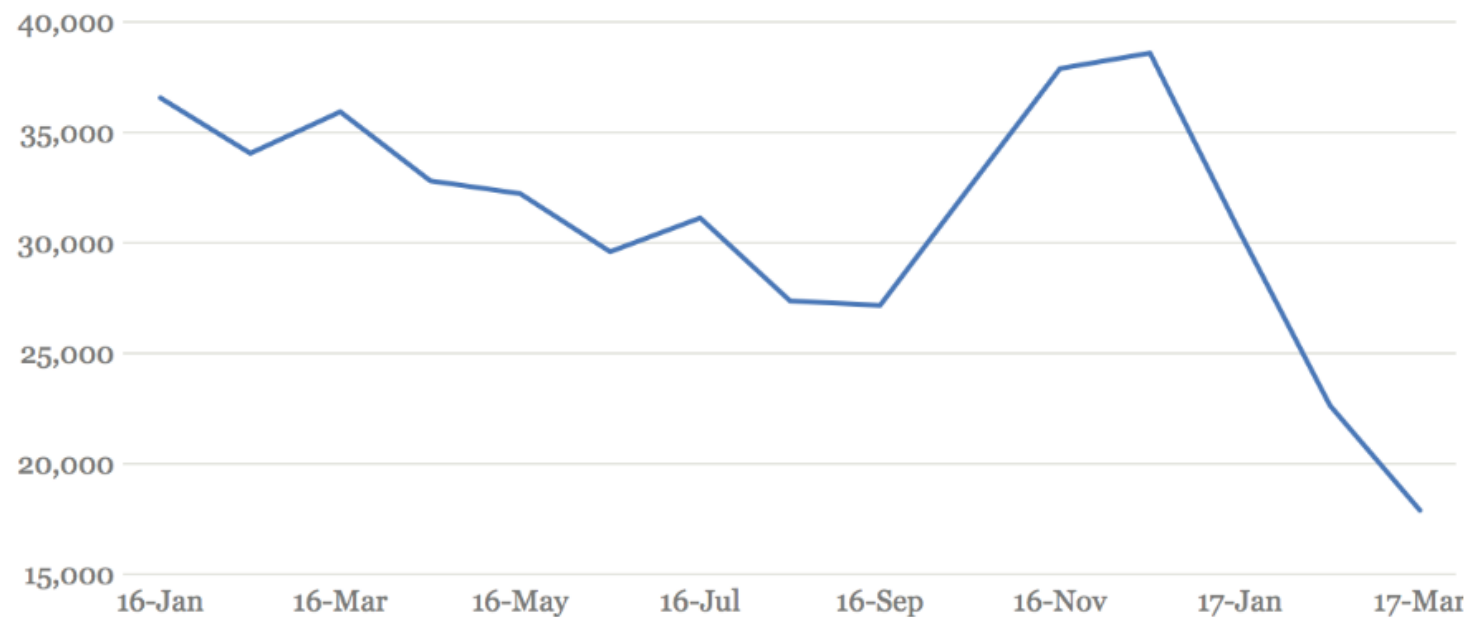
<https://www.facebook.com/business/success/associated-builders-and-contractors#>

# REACHING YOUR AUDIENCE ON FACEBOOK

*Facebook continually adjusts their algorithms*

## Median Facebook organic post reach

Expressed by month, January 2016 to March 2017.



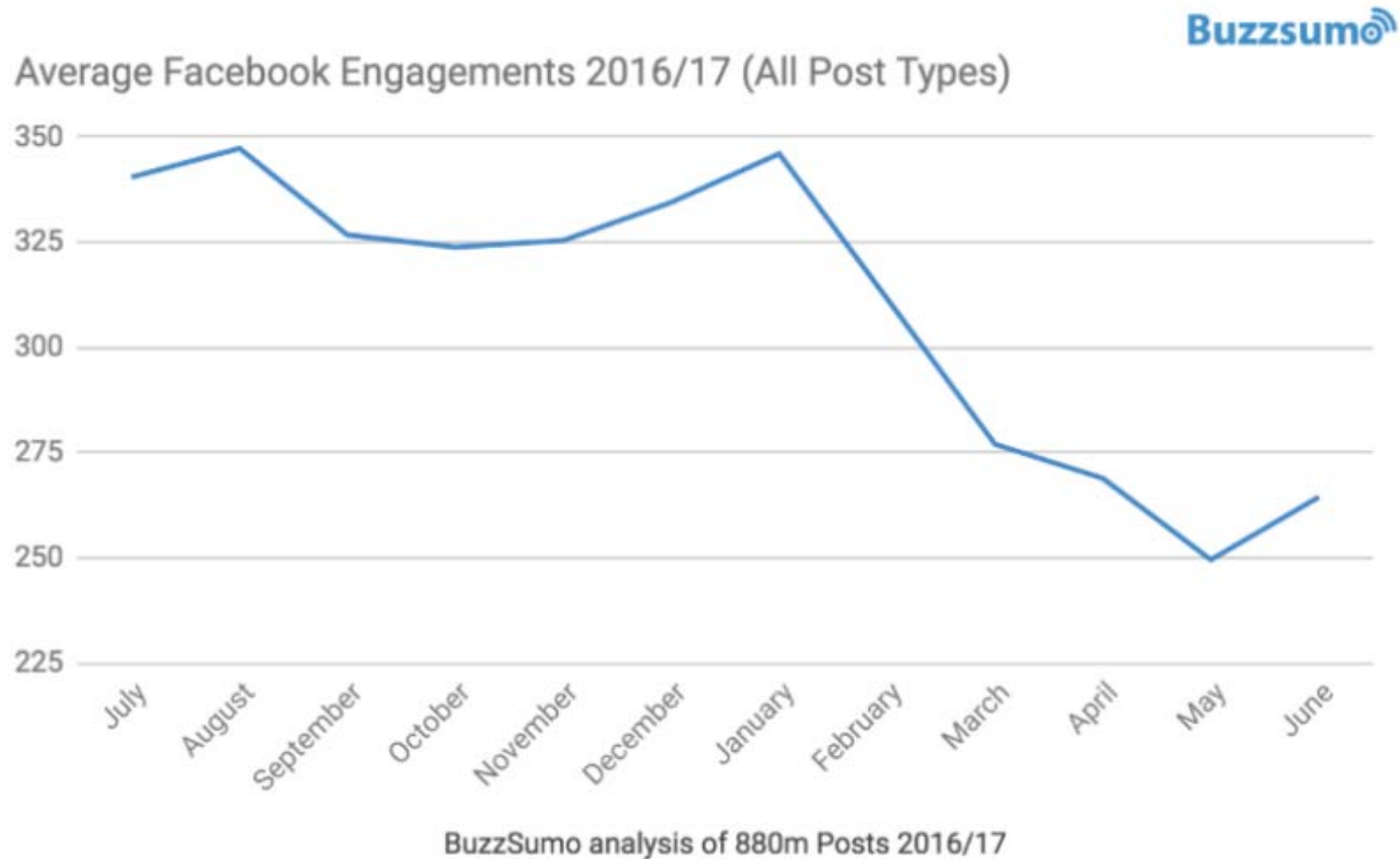
SOURCE: FACEBOOK INSIGHTS

Chicago Tribune



# REACHING YOUR AUDIENCE IS NOW HARDER

*Facebook continually adjusts their algorithms*



The company's research examined 100 million Facebook videos for a smaller comparable subset.

# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Why Use Digital Advertising for Public Affairs?*

**TOP**



**Reasons to Use  
Advertising for  
Public Affairs**

1. Gain New Supporters/ Advocates
2. Increase Awareness About a Policy Issue/  
Thought Leadership
3. Persuade Policymakers and Re-frame the  
Debate
4. Increased Engagement with Employees,  
Members or Current Advocate
5. Extend Earned Media Reach

# REACHING YOUR AUDIENCE IS NOW HARDER

*Advertising can help you break through on Facebook*

Boosting or promoting content vs. advertising campaigns

The importance of the dark post

Refining your audience

Testing your message



# HOW CAN I TARGET ON FACEBOOK ADVERTISING

*There are hundreds of data points on Facebook*

## Demographics:

- Age
- Gender
- Education Level
- Occupation
- Location
- Career Level
- Income

## Political Characteristics:

- Party Affiliation
- Voter Registration
- Voter Propensity

## Advocacy Characteristics:

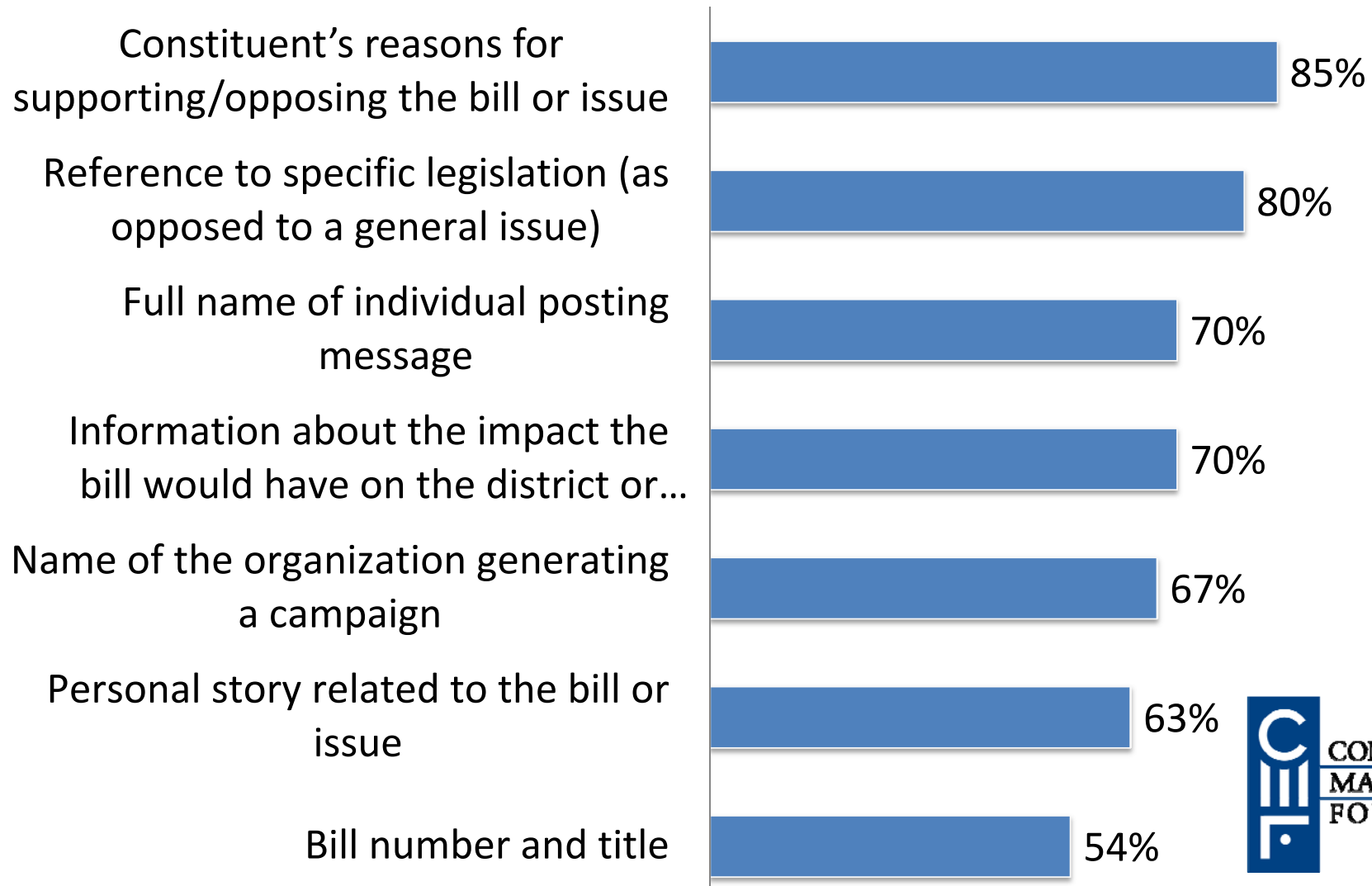
- Group Memberships
- Political and Non-Profit Donor History
- Interests
- Values
- Political Ideology

## Importing Additional Data:

- Email addresses
- Employee or membership information

# FACEBOOK FOR ADVOCACY

*What does Congress find helpful:*



# USING SOCIAL MEDIA FOR ADVOCACY

## *TIPS FOR COMMUNICATING WITH CONGRESS:*

1. Find the correct social media account. Members often have two accounts, a campaign account and a legislative one.

### Members of Congress

A public list by CSPAN



Tweets from members of Congress.

MEMBERS

563

SUBSCRIBERS

6,024

The screenshot shows a Facebook interface. At the top is a dark blue navigation bar with the Facebook logo, a search bar, and user profile information for 'Nick'. Below this is a 'Town Hall' section with a blue icon of a classical building. The main content area is divided into three columns. The left column contains a sidebar with 'Nick DeSarno', 'News Feed', 'Messenger', and 'SHORTCUTS' including 'Public Affairs Council'. The middle column is titled 'Your Representatives' and includes a 'Follow All' button. It contains the text 'We found 13 of your representatives on Facebook.' The right column is titled 'Town Hall Settings' and includes a 'Voting Reminders' section with an 'On' toggle switch.

# USING SOCIAL MEDIA FOR ADVOCACY

## *TIPS FOR COMMUNICATING WITH CONGRESS:*

2. Follow first before you jump into the conversation. Come prepared with facts just like you do when you come to Washington, D.C.



**Cory Booker**  @CoryBooker · Apr 19

Take another look. I'm an original cosponsor of the bill, contributing significant parts.

**Ellen** @EllynThomps

Sen Warren, Sanders, Merkley & Franken pushing for a comprehensive bill to reform health care. Where's @CoryBooker?  
[act.credoaction.com/sign/franken\\_b...](https://act.credoaction.com/sign/franken_b...)

 27

 109

 584

# USING SOCIAL MEDIA FOR ADVOCACY

## *TIPS FOR COMMUNICATING WITH CONGRESS:*

3. Try to include a picture or connect your comment to a larger campaign by using a hashtag.



**Senator John Thune** ✓  
@SenJohnThune

Pleasure meeting with Michael and Caitlin, med school students from South Dakota and members of @AOAforDOs. #DODay17



Speak Now For Kids Retweeted



**Kelly Wolfe** @kfwolfe · 22h

Thanks @alfranken for your support of Medicaid, children's health and giant bear hugs! #SpeakNowforKids @childrensmn



6

23





# USING SOCIAL MEDIA FOR ADVOCACY

## *TIPS FOR COMMUNICATING WITH CONGRESS:*

4. Use social media to further the relationship or humanize your issue.



# FACEBOOK FOR ADVOCACY

## *Connecting with your lawmakers on the platform*

Ensure you have the right lawmaker's account

Understand where you are driving messages too

Identify your supporters as part of a larger effort

Follow-up and reach out to the office



Congressman Don Beyer ✓  
@RepDonBeyer

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Public Affairs Council


# FACEBOOK FOR ADVOCACY

## *Different calls-to-action*



**Society for Human Resource Management (SHRM)**  
May 18 at 5:30pm · 🌐

Catch the "Understanding DOL's New Overtime Rule" webcast tomorrow (May 19) at 2 p.m. ET / 11 a.m. PT. Michael Eastman of the law firm NT Lakis will lead this special program analyzing the complex rule from the DOL and its implications for employers. He'll also answer audience questions on how to prepare for implementation.

Register here:



**Understanding DOL's New Overtime Rule**  
EVENT.ON24.COM

 Like  Comment

**Stopping NYC Horse Abuse** added 86 new photos to the album: Hey Liam Neeson - REAL MEN Have Compassion for Animals.  
March 11, 2014 · 🌐  Like Page

On Sunday, Liam Neeson demanded that animal hero Mayor Bill de Blasio "Man up and meet face to face at the stables". We animal advocates know that a REAL man has compassion for animals. We asked our supporters to submit photos of their own real men, and the response has been fantastic! Submit your own photo at [info@nyclass.org](mailto:info@nyclass.org)! Stand up to Liam Neeson by adding your name here -->> <http://wefb.it/E36174>



# NEW TOOLS FOR ADVOCACY

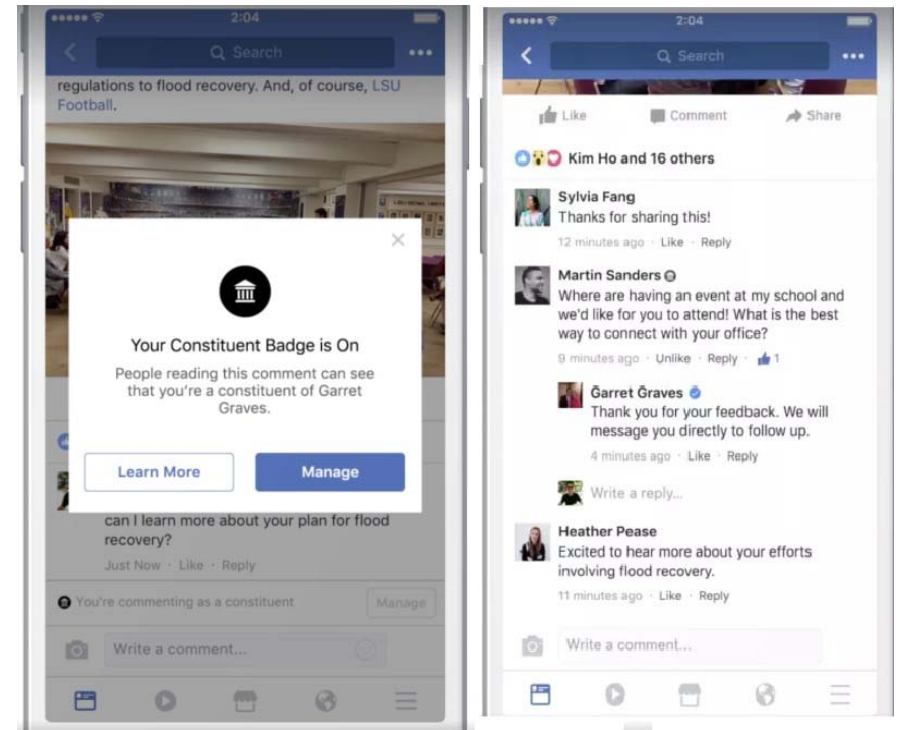
## *Facebook Town Hall Feature*

Finding your lawmakers at all levels

Constituent badging

Allow the legislators to see what is popular in the district

Gives legislators access to data about their constituents





# NEW TOOLS FOR ADVOCACY

## *Other tools for Facebook*



**Facebook's Tips for Causes and Nonprofits:**

<https://www.facebook.com/facebookmedia/best-practices/tips-for-causes-and-nonprofits>

**10 Tips for Using Video Publisher Tools on Facebook**

<https://media.fb.com/2015/12/11/10-tips-for-using-video-publisher-tools-on-facebook/>

**How to Schedule Facebook Posts to Save Time**

<https://blog.hootsuite.com/how-to-schedule-facebook-posts/>

**Creating Facebook Canvas ads: step-by-step guide**

<https://thedigiterati.com/creating-facebook-canvas-ads-step-by-step-guide/>

**9 Best Tools to Manage Social Media Posts**

<https://www.postplanner.com/blog/9-best-tools-to-manage-social-media-posts/>

# SOCIAL MEDIA ADVOCACY BEYOND FACEBOOK

## *INSTAGRAM*

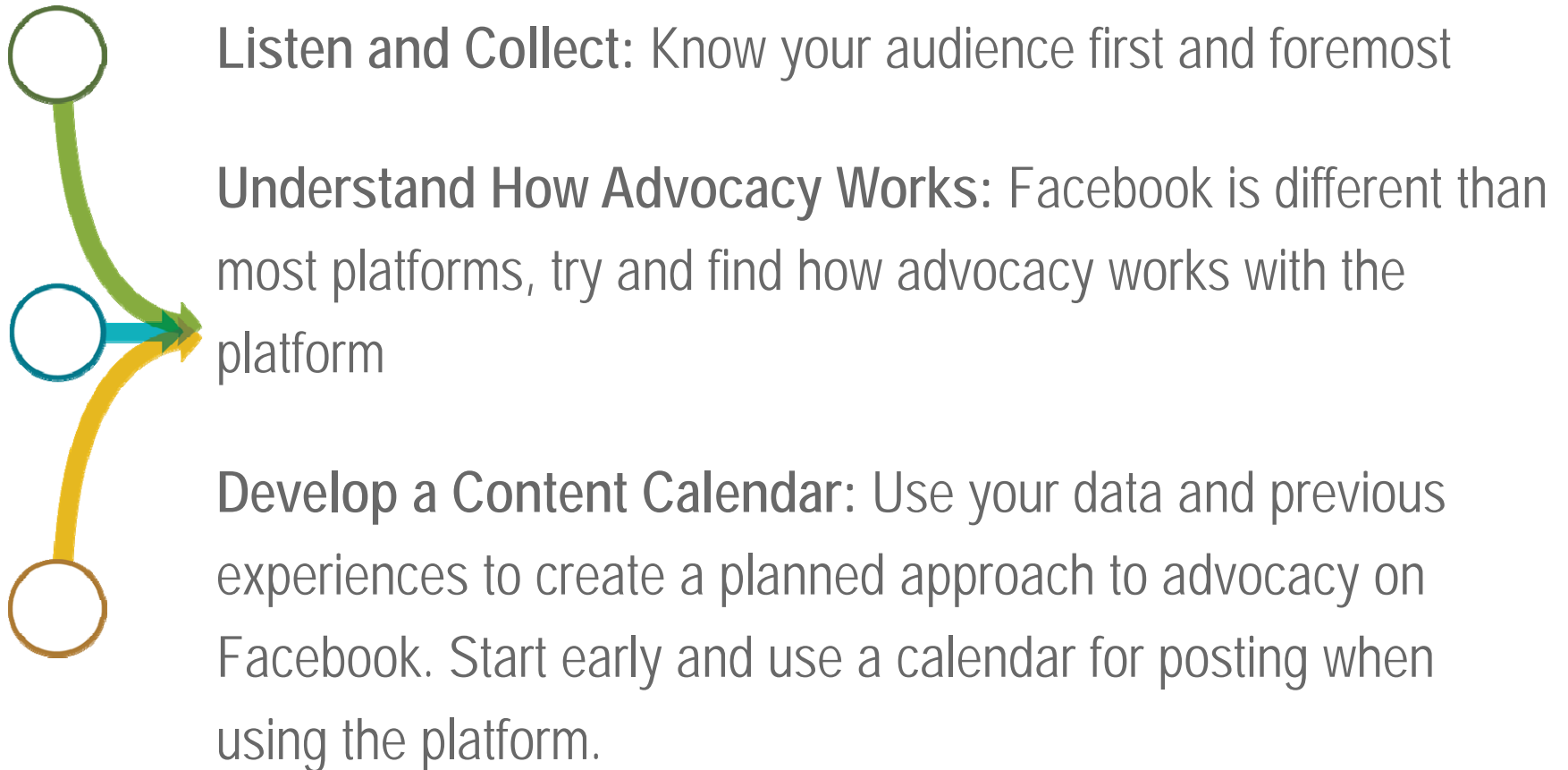
Over 300 members of Congress are on Instagram but engagement is low compared to other platforms and comments cannot be restricted.

Remains popular with several members who manage their own account.



# FACEBOOK TAKEAWAYS

## *Key Takeaways*



# QUESTIONS AND DISCUSSION



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