

## Facebook

### What Is It

Facebook is a global social networking platform that allows users to stay connected with friends and family, as well as interact with brands and organizations (Pages). Facebook's primary interface is the newsfeed, which shows highlighted updates from friends and pages. People interact with each other and with pages primarily through the Like, Comment, and Share functions. Liking is a one-click action and is the easiest interaction for users. Commenting and sharing require a bit more investment by the user. All of these interactions allow for the content to 'spread' -- when someone interacts with a post, that interaction is often shared with the user's friends (e.g. "Dave liked this post by Organization A").

### Who Uses It

As one of the most popular social networking sites, Facebook is used by a wide range of people across all demographics. Facebook touts 1.35 billion monthly active users, with nearly 1.12 billion monthly active users via mobile. 82% of active users are from outside the U.S. and Canada.

Learn more about country-specific Facebook statistics here:

<http://www.socialbakers.com/statistics/facebook/>

### Resources to Maintain a Presence

#### *Staff Time*

Plan on dedicating at least 5-10 hours per week to page management -- which includes looking for content to post, creating/modifying graphics to post, moderating comments, and reading incoming messages.

#### *Money*

Facebook uses computerized formula to decide what posts from your page will be shown to your fans. **Not all posts are shown to all of your supporters.** To reach the most supporters with a post, you will need to "promote" or "boost" a post with an advertising budget. Even a small advertising budget (~\$5 US per post) can significantly improve the visibility and engagement of a post.

#### *Expertise*

A successful presence on Facebook requires frequent posts with content that is engaging and easy to share. Basic graphic design skills are very valuable for Facebook page management, as image-based posts are often the most engaging.

### Uses in an Advocacy Setting

#### *Grassroots*

Facebook is a valuable tool for growing grassroots supporters, informing the public about your issue, and mobilizing supporters to take action. By using targeted promoted posts, you can recruit new supporters and also spread awareness of your campaign/issue.

One of the most valuable uses for Facebook is to provide your supporters with updates about your campaign and to give them easy actions to participate in and share. Petitions and other low-bar actions such as “share this” are often the best performing content.

### *Grasstops*

Facebook campaigns that generate a lot of engagement can be effective for showing the media, community leaders, and decision-makers that your campaign has support and interest from the public. Generally, however, Facebook is more useful for directly engaging with your grassroots supporters.