Building your presence with Facebook Pages:

A guide for governments

Every day, millions of people all over the world visit Facebook to connect with friends and share what they love. This guide is designed to help governments make the most of Facebook Pages to tell their stories and build deep, lasting connections with their audience.
Introducing Facebook Pages

Facebook Pages help government organizations, agencies, and officials join the conversation, share their stories, and build a meaningful dialogue with their citizens and constituents.

Millions of people are already on Facebook sharing the things they care about with each other every day. In fact, more than 30 billion pieces of content (links, news, blog posts, notes, photos, etc.) are shared among friends each month. When you build a Page, you can:

- **Tell your story** in your own unique voice
- **Share rich content** including photos, video, and links
- **Create a dialogue** through posts and tools that allow people to share and engage with your message
- **Amplify your impact** when your supporters and followers share your content with their friends
- **Measure and optimize** your message by using Facebook Insights to understand your audience

This guide is designed to give you the knowledge you need to set your strategy, create your Page, build and grow your audience, and optimize your message.

Your audience is waiting.
Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy to establish an official presence on Facebook, provide updates on activities, connect with your constituents and citizens, and manage and optimize your Page.

The elements that establish your identity
Add a compelling profile picture that identifies your government organization and can be easily identified in Newsfeed posts.

Profile photo

Info Tab

The way you tell your story: Your Wall, The Publisher
Share photos, videos and ask questions to build a personal relationship with constituents and citizens.

The Publisher and The Wall

Photo strip

The way you administer your Page: Managing, permissions, assigning admins, insights
Control access to your Page, update relevant settings, and access helpful resources within the Page editor.

Manage permission & administrators

Insights

The way people connect with you and amplify your story: Like button, “Like, Comment, Share” within posts
When people Like your Page, their friends see this action in Newsfeed and can also connect to your Page. They can also like, comment, and share your posts.

Like button

Like, Comment, Share within posts
Build your Facebook Page

Your Facebook Page really comes to life when you engage your supporters and constituents. Remember, your message reaches a broader audience when people like, share, or comment on your posts. The average person on Facebook has over 130 friends - when they engage with your posts, their friends can see these interactions and connect with your Page. Here are steps to get started:

1. **Set your strategy**
   - **Know your story**
     What is your unique voice? Are you a local office or federal agency? How can you bring your story to life in a compelling, authentic, and personal way?
   - **Know your audience**
     Who do you serve? Who are your constituents? How will they want to connect with you? What content will be important to them: new programs or news announcements?
   - **Know your goals**
     What kind of relationship do you want to have with the people who connect to your Page? Will staff be assigned to update the Page? Defining and prioritizing your goals will help you create your Page posting strategy.

2. **Create your Page**
   To get started, visit facebook.com/page and follow the step-by-step instructions for creating a Page. If you are creating an official Page, select your name with your title. If you are creating a campaign Page, note that this Page name cannot be changed in the future to be used as your official Page. Next, follow this guide to begin making connections.
Develop your posting plan

People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook, as people share your updates with their friends.

a) Find your voice

Develop your agency’s voice. Be as conversational, personal, and authentic as you can be.

- **Identify the poster and speak in the first person in your posts** - citizens like being able to connect with a name and not just a faceless government agency.

- **Engage your supporters in a genuine, authentic way** - look for ways your agency can engage and take input from the citizens they serve.

- **Share photos and videos from events**. Graphics are great too, they help break down complex policy issues.

b) Create a conversation

Build a dialogue with your community on your Page.

- **Get people talking by asking questions** in your status updates about current issues and photos and encourage people to like or comment on what you share.

- **Respond personally to people who comment on your posts** - you don’t have to respond to every post but a little bit of interaction can go a long way.

- **Make your supporters the stars**. If someone posts something great on your Page, re-post it, respond personally, and thank them by name.

- **Post a comments policy on your Facebook Page** to outline acceptable behavior. The US Army’s comments policy is a great example.

While this is an open forum, it’s also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Posts will be removed if they violate the guidelines listed below.

- No graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.

- No solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

- No copyrighted or trademarked images or graphics. Imagery posted on the Facebook wall should be owned by the user.

- No comments or photos that suggest or encourage illegal activity.

- No documents of any kind should be posted on this page.

- You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
c) Offer a rich experience

Bring your story to life with rich content that captures your message and engages your audience.

**Some tips:**

- Use photos and videos. Visuals are always more compelling than text, post pictures of events and record videos exclusively for your Facebook audience.
- Create Facebook Events to highlight your events and announcements. Encourage your audience to attend and invite their friends.
- Share links to breaking news or media about your government organization or agency.
- Celebrate your milestones. For example, once you reach a significant number of Likes, post a video thanking your audience and encouraging them to share your Page with their friends.
- Write Notes to share more in-depth thoughts on the news of the day and the issues you are working on.

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d) Share exclusive content

Post items on Facebook that people can’t find anywhere else.

**Some tips:**

- Take the time to post directly to your Facebook Page; re-posting press releases or auto-posting from other sources can be a turn-off. Instead, post your reaction to current events directly as a status message.
- Schedule regular posts on specific topics, like a weekly post that highlights a “government employee of the week” or a chat session where you’ll answer questions directly from citizens.
- Bring your community behind the scenes – post backstage pictures from events or meetings. Mobile uploads allow you to post in real time.
- Livestream your events so citizens who couldn’t attend in person can still do so virtually and ask questions.
- Connect with specific groups of citizens. Use the targeted publishing feature to share relevant posts with people in a specific location (e.g. a city within your state) or who speak a certain language.

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**It's easy to update your Page with your mobile device, here's how:**

- Use the Facebook app on your smartphone
- Add your mobile phone number to your Page to text posts directly to your Page
- Visit facebook.com on your mobile browser
- Use email to upload photos or status updates

Access more information about mobile features for Pages within the Mobile tab in your Page editor.
Grow your audience

1 Start with who you know

Grow your Facebook Page by reaching out to your existing community.

Some tips:

- Do you have a website or other ways you connect with your citizens? Ask them to join you on Facebook and Like your Page to stay in touch.
- Use your existing email lists to promote your Page and begin building your connections.
- Use the Contact Importer within your Page editor to notify your contacts to Like your Page for regular updates. If you have less than 5,000 people connected to your Page, you can upload documents with up to 5,000 contacts. Contacts will receive a notification that the requesting admin has invited them to connect with the Page.

2 Leverage your existing assets

Make your Facebook Page a core part of your online and offline presence.

Some tips:

- Add a Like box and Like/Recommend buttons to your website so visitors can view your updates and share your content with friends through Newsfeed. Visit facebook.com/plugins to learn more.
- Once 25 people Like your Page, visit facebook.com/username to select a custom URL. Share your custom URL so your supporters can easily find and Like your Page. Promote your Page at rallies or public events.
- Install the Facebook comments plug in on your website or news items so visitors can comment on those items and also share those comments with their friends on Facebook.

3 Cross-promote to reach more people

Some tips:

- Partner with other agencies to create co-promotions and encourage viral sharing.
- Tag another politician or agency in a post on your Page, and your post will appear on their wall and will be shared with their community.
Measure and refine

1 Use Insights to optimize performance

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

Some tips:

- See how fast your Page is growing by visiting facebook.com/insights or selecting Insights when viewing your Page. You can also see which countries/cities have the largest number of people who like your Page. The next time you are discussing an issue that impacts people in that location, let them know.
- View feedback (likes and comments) on each individual post to better understand what content your community finds most appealing.
- Download the Facebook Insights Guide for an in-depth look at the best ways to use the free tools available to you on Facebook.

2 Apps

Add custom apps to enhance engagement.

Some tips:

- Use Facebook apps (photos, events, links and notes) to create content that can be shared easily. This content can go viral quickly as they attract more likes and comments interactions, which then spread to friends of your supporters, attracting new supporters.
- Work with a developer to create specialized content exclusively for people who like your Page as a way to reward them and also as a way to grow your community.
- Create a welcome landing page tab that encourages people to Like your Page. Set this landing page as the default tab for people who don't yet Like your Page to entice them to connect.
3 Promote with Facebook Ads & Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and drive new fans. Visit facebook.com/sponsoredstories to take advantage of Sponsored Stories, a paid way to amplify actions. Stories are served to friends of people who have liked your Page or your content. Be sure to verify the rules of your organization before using ads or sponsored stories to promote your Page. You can amplify your Page and posts via several options:

**Some tips:**

- **Page Post Story:** more of your supporters will see your most recent Page post.
- **Page Like Story:** when someone Likes your Page, friends of your supporters will learn about your Page.
- **Post Like Story:** when a supporter Likes your post, their friends will see the content.

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**Resources**

For more detailed information on creating your Page or marketing on Facebook in general, visit Facebook.com/FacebookPages.

- **Creating your page**
  https://www.facebook.com/page
- **FAQ for Facebook Pages**
  https://www.facebook.com/help/?topic=pages
- **Terms and Guidelines**
  https://www.facebook.com/terms_pages.php
- **Reporting IP Infringement on Pages**
  https://www.facebook.com/copyright.php
- **Social Plugins**
  https://developers.facebook.com/docs/plugins/
- **Page Insights guide:**
  http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf
- **Government on Facebook:**
  facebook.com/government
- **US Politics on Facebook:**
  facebook.com/uspolitics
- **Congress on Facebook:**
  facebook.com/congress

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Now you have the tools and knowledge you need to make the most of your Facebook business Page. So start connecting with your citizens and constituents today!
Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

1. **Don't be boring.** Just because you're a government organization doesn't mean you have to be boring. Create fun, engaging conversations with clear calls-to-action and encourage people to like and share your posts.

2. **Offer historical content.** Post photos and videos that share the history of your agency or your mission.

3. **Thank those who support and engage with you.**

4. **Be timely and topical with your information.** Government information can often be time sensitive and critical.

5. **Post bi-lingual content.** You can use the language targeting feature on Pages or just include multiple languages in your post to reach the widest possible audience.