



5 WAYS TO USE FACEBOOK IF YOU'RE A GRASSROOTS CAMPAIGNER



1 CREATE AN ENGAGING FACEBOOK GROUP OR PAGE

Once you've created a Facebook account, you can create a Facebook Page, which is a public webpage specifically created for your campaign. People can "like" your page and get updates on your campaign.

Facebook Page

Pages are good for sharing specific information related to the campaign

Facebook Groups

Facebook Groups are good for more interactive campaigns.



2 WRITE AN ATTENTION GRABBING FACEBOOK POST

A Facebook 'Post' is a paragraph of writing that you publish through your Page or Group. You want to write something that will catch people's attention while staying honest and 'on point'. If people enjoyed your post, they will click 'Like' and maybe 'Share'. You want to aim for as many 'Likes' and 'Shares' as possible

- INCLUDE CALLS-TO-ACTION AND MAKE IT TIME SENSITIVE
- USE AN IMAGE
- KEEP IT SHORT AND USE NUMBERS
- TAG OTHERS
- HASHTAGS ARE ESSENTIAL
- ASK QUESTIONS AND GET PEOPLE TO SHARE THEIR STORIES.
- BE RESPONSIVE



3 SPREAD YOUR MESSAGE ON FACEBOOK

Boosted Posts

If you have some budget you can pay for a Boosted Post. You can choose the location, age and interests of your audience or you can choose to share the post with people who have liked your page and their friends.

Join Similar Groups

Join other Facebook Groups that are either geographically close or cover similar topics to your campaign. Post regularly in them about your petition.

Message Similar Pages

Private Message similar campaign Pages to ask if they could share your petition or post.



4 BUILD MOMENTUM BY ORGANISING A FACEBOOK ACTION

Social media actions are coordinated tweets, posts or comments on Twitter and Facebook that target decision makers.

You could ask all of your supporters to leave Facebook comments on a relevant Facebook Event. Or you could create a hashtag and ask your supporters to Tweet their MPs about a particular issue, on a particular date.



5 SHARE AN EVENT ON FACEBOOK LIVE

Facebook Live allows you to stream live video to your followers. These videos are then available on your page to watch back later

How?

Download the Facebook Pages Manager app in order to stream live video to your Page. Tell your followers that you will be going Live in advance. Stay Live for at least 10 minutes

Why?

Because it's a fun way to engage people with your event and campaign. On average, users comment over 10 times more on live videos than regular videos. Live videos rank higher than any other type of content in the news feed.