



**HOW TO
USE FACEBOOK FOR
SUCCESSFUL ADVOCACY**



FACEBOOK IS A GREAT SOCIAL MEDIUM FOR GETTING YOUR MESSAGE OUT.



PRO-TIP: Just because you have a Facebook page doesn't mean you are getting the job done. Building your followers and then activating them is the key.

TARGET YOUR AUDIENCE

- Facebook offers many ways to build a target audience.
- Match your known supporters to build a "look-alike" audience.
- Test with various segments, including Facebook's audiences, to find your sweet spot.

COMPELLING CONTENT

- You must have a good message to build an audience.
- And you must deliver it in an engaging way.
- You may need different messages for different audience segments.
- Realize that you likely have to spend money for your content to reach people.

BUILD YOUR AUDIENCE

- This requires hard work. You can't just turn it on and put it on autopilot.
- Building an audience requires someone who is paying attention and optimizing your messages.

ACTIVATION IS A THREE-STEP PROCESS

- Awareness ... educating your audience while you are building it.
- Persuasion ... turning your audience into true believers.
- Activation ... making your audience activists.

ACTIVATE YOUR AUDIENCE

- Likes aren't enough ... no one cares how many likes you have.
- Move your audience to a platform that facilitates "click to email" or "click to phone."

STAY IN TOUCH

- Keep your audience engaged with fresh content and updates.
- Remember that there is a lot of competition for interest so, if you let your content get stale, you will lose all the hard work you did to build your audience.
- A good social media strategy is truly "social." It means interacting with your followers and keeping them engaged.

REMEMBER: Building "likes" on Facebook isn't a strategy in itself. Unless you do something to activate your followers, it is a missed opportunity ... and a waste of money and time.

