

How will Facebook help me?

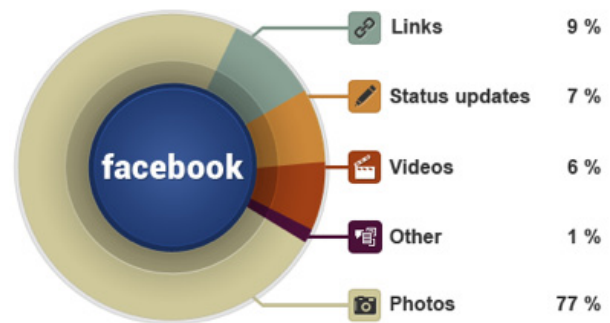
Facebook is the largest social media network in the world with over one billion monthly active users. It is a social utility that connects people across the world and allows them to share their lives through text and images.

As conservatives, we want to reach people where they are. Facebook will enable you to interact with an enormous demographic, both in your area and across the nation. It's an invaluable way to connect with supporters in real time. You've heard the saying: "It's not official 'til it's Facebook official." As a political candidate or activist, it is invaluable to establish yourself as an authority on Facebook.

Build a Successful Page:

Map out a plan. Create a Facebook page for yourself as a candidate, or for your cause as an activist:

1. Scattergories, categories: When creating a page you'll be prompted to categorize it. As a candidate, you'll want to choose the "Artist, Brand, Public Figure" option, and as an activist group, choose "Company, Organization, or Institution".
2. Pick a domain name: Keep it easy to type and remember so people can easily find and follow you.
3. Plan your info box: This is where people will go to see who you are and what you stand for. As a candidate, write a little about yourself, what got you started in politics, why you are running, and your main platform. For activists this part is important because you'll need to concisely convey your role to people who are interested in your issue.
4. Integrate: Do you have a Twitter account? An RSS feed for your blog? A YouTube channel? Pinterest? Connect your Facebook page with your other sites and social networks!



Most Shared Post Types

Data Range: December 1, 2012 - December 7, 2012



Best content to post:

You want people to like your posts and share them on their walls. People are most likely to share content that includes tips, warnings, inspirational quotes, relevant news items, amusing memes, and offers. Here are the best ways to post that content:

Photos: Photos are shared more than any other content on Facebook. Hands down. As a candidate, include pictures of you and your family, your volunteers, and your events or fundraisers: anything that's happening now. As an activist, think Instagram pictures. Anything that's cool enough to snap a picture of (that applies to your cause), post it online with a quick description.

Other images: Infographics and memes are as much a part of Facebook as relationship status updates. Research shows that people are more apt to remember information when it's accompanied with a graphic. Note that Facebook added a new guideline at the beginning of 2013 stating that images in promoted posts can't contain more than 20% text. This isn't a hard and fast rule, but something to keep in mind as you strive to produce sharable images.

Links: Post links to news sources that you find interesting, or blogs and articles that support your campaign or cause. Include a status message that grips the reader. Pull out a pertinent quote, lead with a question, or write a quick message as to why you found the article interesting. Note that status updates with 80 words are currently shared the most.

Video: Have a YouTube account? Ran across an interesting video? Always accompany a clip with a relevant status as a hook.

Text: Sometimes a simple, heartfelt status update is just what you want. You can be more casual and personable on Facebook but your content must still be productive and pointed. Tastelessness and inappropriate statuses or comments are a no no.

Questions: Posting a poll allows your fans to provide feedback and gives you an opportunity to let them know that you care about what's important to them.



8 best ways to stand out as a top conservative on Facebook:

1. Do YOU like it? Only post content that you personally would like and share. If you are hesitant to share it on your own page, then maybe you need to rework the post or go for a more relevant idea.

2. Use Milestones. this is basically a status that you want to highlight in your career or campaign. It will appear across your entire timeline. For activists, fill up the Milestones feature with landmark events relating to the cause you are involved in. This educates your audience on the basic facts of your issue or cause, while also producing good content for your page.

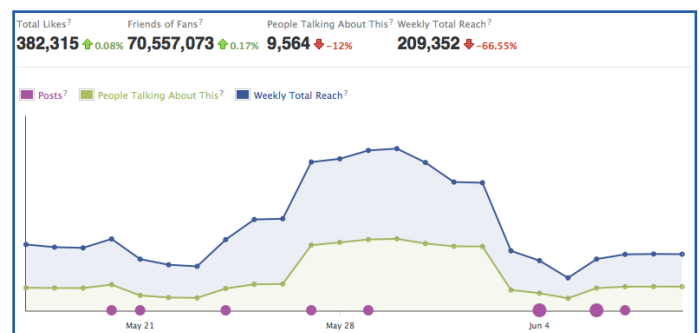
3. Give them power. Allow your fans to post to your page. It's the perfect opportunity for you to interact with them on a personal level.

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4. Learn to share. If you decide to team up with businesses or other organizations, promote them on your page by posting and tagging, and ask them to do the same for you. This is a great way to expand your followers and gain exposure.

5. Be professional. Choose a profile picture and timeline cover picture that communicates who you are in a professional way (whether it's an actual picture or logo).

6. Post regularly. Have a team of people take turns posting. Strategically time your posts. We find that 3:00pm (ET) works best for us. If a post doesn't succeed it may be because it was poorly timed (2:00 a.m.? Not so much.) Experiment but don't be too hard on yourself. Learn from your mistakes.



7. Pay attention to analytics. Use a third-party listening tool such as Social Mention or Hootsuite or simply review Facebook Insights, the built-in analytics reporting data. Making your page work for you will take some supervision, but this is vital in knowing what works and what doesn't.

8. Learn from the best. Do your research and peruse popular facebook pages, both in your field of interest and outside of it. Know what your competition is doing and do it better. The fact that you're reading this guide shows that you're taking the time to educate yourself. Good job! Keep this up and you're already well on your way to success.

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