FACEBOOK BEST PRACTICES

*For users already familiar with basic usage of Facebook*

Facebook is a powerful organizing tool that can allow you to reach your most personal and trusted network. To help maximize this tool, below are four time-tested Facebook practices. As always there are exceptions to some rules, but this guide will help you shape our narrative within your personal network.

**1. Keep it short.** Remember that your content is competing for attention in a fast-moving and crowded newsfeed.

**2. Visual storytelling with photos.** A strong, well-framed photo from one of your events, edited with free mobile photo apps (Instagram, Facebook Camera, etc.) can inspire and express ideas in ways words cannot.

**3. How much is too much?** We never want to be like the person that posts 5 times in an hour. Doing so would risk turning off supporters and ruin your engagement scores. Posting 1-2 times per day at optimal times is sufficient (post-lunchtime around 12-1 PM, mid-afternoon around 2-5 PM, and early evening around 7-9). In the buildup to days of action, you will want to increase posting frequency with event links.

Paired with a great image, status copy that is short, simple, and clear is consumed the easiest and will help you stand out in the crowd.

**4. Facebook events.** Facebook events are a great way to bring in new people we wouldn’t ordinarily capture through official OFA email and BarackObama.com. Use this tool with moderation to avoid spamming people.

Tips for Facebook events:

* Be sure to include a photo in the BarackObama.com event description in the FB event details. (Don’t worry if people do not RSVP on BarackObama.com—you will capture their data when they come to the event.)
* Make the actual event host a moderator on the Facebook event page, encourage hosts and their guests to invite their friends and write posts on the page.
* During the event, encourage attendees to post their photos and comments to the event page.
* Ask hosts to recap their event by posting an album or a short summary to the event page.