**The Best Facebook Practices**

***For Users Already Familiar with Basic Usage of Facebook***

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

* **Keep it short.** Remember that your content is competing for attention in a fast-moving and crowded newsfeed.
* **Visual storytelling with photos.** A strong, well-framed photo edited with free mobile photo apps (Instagram, Facebook Camera, etc.) can inspire and express ideas in ways words cannot. This is key: Tag people in the photos to help spread the word.
* **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 ruining 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.
* When 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.
* **Facebook events.** Facebook events are a great way to bring in new people who would not ordinarily be connected 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 Facebook 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 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.