



## **ABNY Census 2020 x FACEBOOK**

### **Using Facebook to Get Out the Count for the 2020 Census Takeaways**

Thank you for attending the “Using Facebook to Get Out the Count for the 2020 Census” webinar, presented by Facebook and hosted by ABNY Census 2020. Please find the complete recorded webinar [here](#), accessible anytime.

### **A few important takeaways as you begin or continue using Facebook to get out the count in your communities:**

#### **➤ Getting Your Message Out by Creating Quality Content**

- Think about how people are consuming your content, via desktops or phones, most people are accessing Facebook via mobile phones
- Creating great content is the way to be noticed, best practices include:
  - Interactive:
    - Engage your audience by using Q&A, featuring interview experts, highlighting what staff and volunteers are doing
    - Something as simple as liking and responding to people on posts, can increase engagement with content
    - Go live with volunteers as they conduct outreach activities such as phone and text banking
  - Authentic:
    - Share why you are committed to getting out the count
    - Share stories from people/communities who will be affected
    - Speak straight to camera and talk about the importance of the Census to the communities you serve
    - Share behind-the-scenes content of your team in action
  - Timely
    - Share Census deadlines, news updates, and how it affects your community
    - Address trending Census news, debunk myths or answer questions people might have in posts or through Facebook Live interactions
  - Consistent
    - Create a calendar for content, post regularly and every day
    - Facebook allows you to schedule content or you can use tools like Hootsuite

## ➤ What can you do on Facebook?

- Facebook Live
  - By going “live” you send a notification to all fans and followers of your groups which gets the attention of those who may not be regular users
  - People tend to watch live videos 3x the amount of time of scrolling through content and generate 10x the amount of comments
  - Powerful because people can give and receive immediate feedback
  - Ideas:
    - Behind-the-scenes content of your team at work
    - Hot topics related to the Census
    - Breaking news
    - Q&A with your communities
- Facebook Stories
  - Stays published for 24 hours so there is a lot more flexibility to be nimble in creating content and testing what resonates and what doesn't
  - Can also be linked to your Instagram stories
- Facebook Groups
  - Great way to engage people, organize and share information
  - You can invite people to join your group directly through Facebook or with a link
  - Ask questions, comment on posts, host private conversations with your group members
- Engaging your Census community
  - Use Facebook Messenger
    - Instant and personal communications with your community
    - Reach people privately in a “safe space”
  - Page Insights
    - Provides the best way to figure out if your content is working well
    - Pay attention to reach and post engagements
      - As your post engagements increase, other forms of engagement will increase as well

## ➤ Advertising on Facebook

- The Census falls under the political values and governance category
  - You must authorize your identity and create a disclaimer to run the ad
    - Step 1: confirm identity and location in U.S.
    - Step 2: create disclaimers and link ad accounts
    - Step 3: label and buy ads
    - Get started at [facebook.com/ID](https://facebook.com/ID)
  - Helps prevent bad actors around civic issues
- Facebook Ad Library

- You can search and see all Facebook ads that have run in the U.S. over the past 7 years
- Basic information on spend, demographics, and where the ads served
- Helpful to customize your ad strategy and content
- Reference the [Advertiser Transparency Checklist](#)

➤ **Facebook ads can help you Get Out the Count**

- Boosting posts vs. running ads
  - Boosting
    - Essentially creating an ad
    - Quick and easy
    - Can create directly from your page
    - Fewer customization options
- Campaign Structure
  - Identify audience
    - Location, demographic, interest, custom, lookalike
    - Geographic targeting, you can target people in a location in different ways, think about your neighborhood and community
  - Choose an ad objective
    - Awareness (tell people that the Census is happening)
    - Engagement (get people to spread the word)
    - Commitment (commit to participate)
    - Action (drive people to census.gov to the the Census online)
  - Set a budget
    - How much should I budget?
      - Reference and consider historical ad account data from the ad library, potential reach & estimated daily results, estimate number of results, estimated budget needed
  - Get creative
    - People spend on their phones 3hrs 35mins a day
    - Video accounts for 63% of all online traffic
    - Content is consumed in about ¼ of a second
    - Think mobile first when creating content
      - Vertical or square content for videos or posts
    - Capture attention
      - Use gifs or motion
      - Thumb-stopping content
    - 15 seconds or less
      - Do not run a video ad over 15 seconds
      - Makes more placements available to you, more places for your ad to run, leads to more cost efficient results
    - Front-load your main message

- Don't wait for a big reveal, say the most important thing first
- Design for sound off
  - Most people are looking at facebook on a sound off environment
  - Build text into your graphics; use an automated caption tool
- Resources for building great creative
  - [GPA Creative gallery](#)
  - [Video Creation Kit](#)
  - [Facebook Mobile Studio](#)

### **Additional Resources**

- [facebook.com/govtpolitics](https://www.facebook.com/govtpolitics)
- [facebook.com/gpa/help](https://www.facebook.com/gpa/help)
- [facebook.com/gpa](https://www.facebook.com/gpa)
- [fb.me/2fa](https://fb.me/2fa) (Two-Factor Authentication)
- [Creatives for the Count](#) (Census Bureau Open Innovation Lab project with memes, gifs, and publicly usable images)
- [ABNY Census 2020 Resources and Toolkits](#)
- [ABNY Census 2020 Pop Up Agency Facebook Group](#)