

FACEBOOK

WELCOME

Meet the speaker



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Asia-Pacific

Facebook: Noudhy Valdryno

Instagram: @valdryno

A low-angle shot looking up at several people's hands reaching towards the center of the frame. The hands are silhouetted against a bright, slightly blurred background of trees and sky. The overall mood is one of collective effort and community.

FACEBOOK MISSION

Give people the power to
build community and bring
the world closer together

Government organisations play an important role across the world and we're committed to building products and tools that allow you to build community and help keep people safe and informed.



Bringing the world closer together

Bringing the world closer together

Approximately

3 billion

people actively use Facebook, Instagram, WhatsApp or Messenger each month

700 million

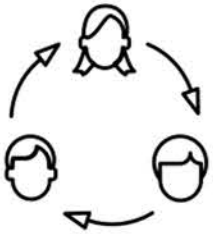
daily actives participating on video calls across Messenger and WhatsApp

800 million

daily actives engaging with live-streams on Facebook and Instagram

Supporting Local Governments, Communities and Businesses Solutions for Responding to Coronavirus (COVID-19)

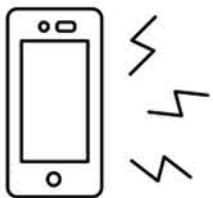
Helping People Stay Connected



We've **doubled** the size of WhatsApp group calls from **4 to 8 people** and launched **Messenger Rooms**



Messaging volume **increased by more than 50%** in areas hardest hit by the virus. Voice and video more than **doubled** across Messenger & WhatsApp

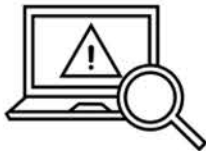


In March, time spent in group video calling **increased by more than 1000%**

Assisting Public Health Response



2 billion+ people have seen the COVID-19 information center



40 million false information warnings were seen across our platform, reducing false content views by **95%**



Partnered with Carnegie Mellon to run a **widespread symptoms survey** across Facebook

Helping Economic Recovery



Created a **\$100 million** grant program to help **30,000 small businesses**



Invested **\$100 million** to support the news industry: \$25m for local news organizations and \$75m for marketing



Launched **3 new products** to help businesses adapt: Gift Cards, Fundraisers for Businesses, and Temporary Service Information

CASE STUDY

Ministry of Health - Indonesia

Using WhatsApp to register people for
COVID-19 vaccinations.

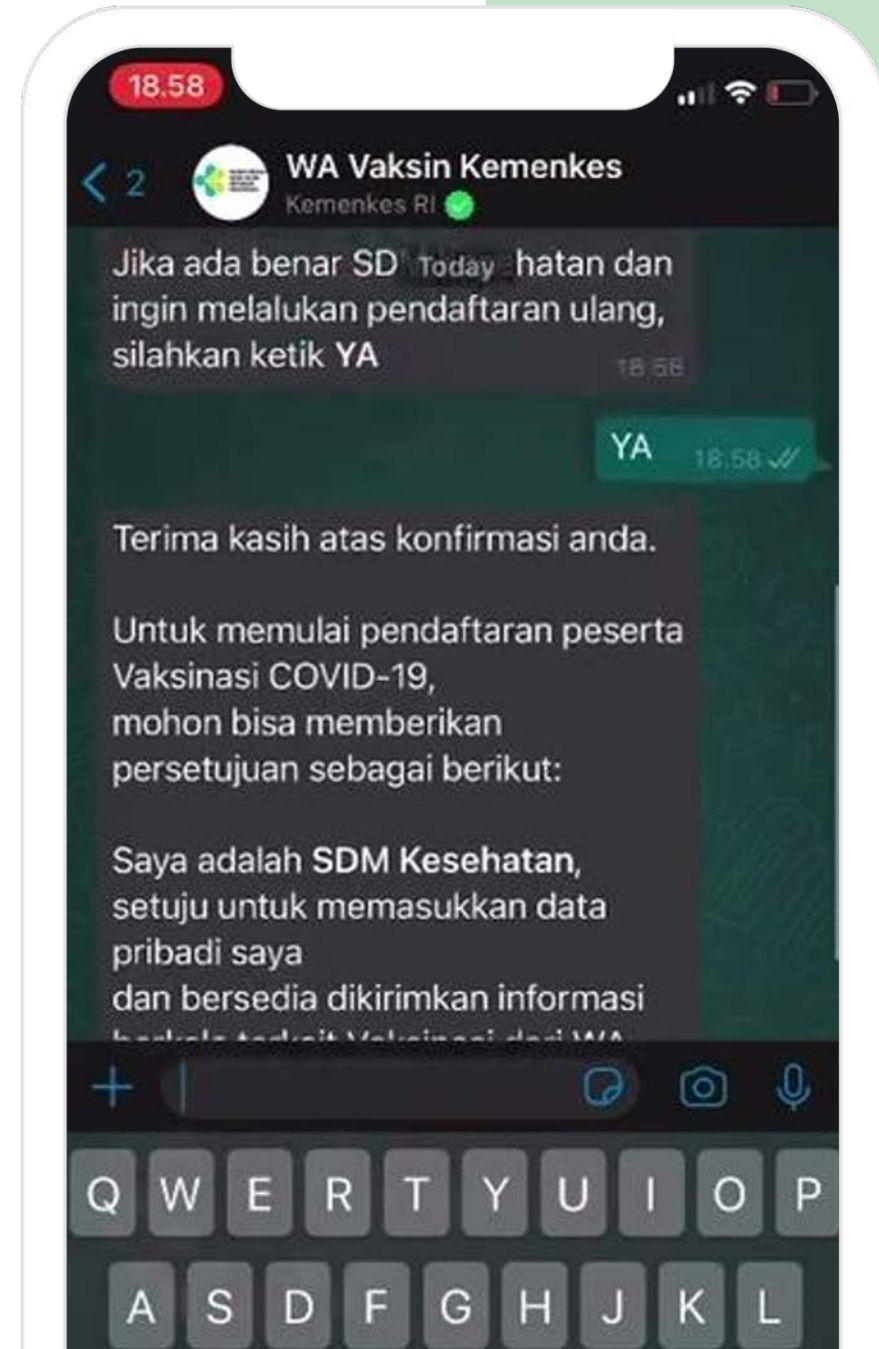
5

Days

500K

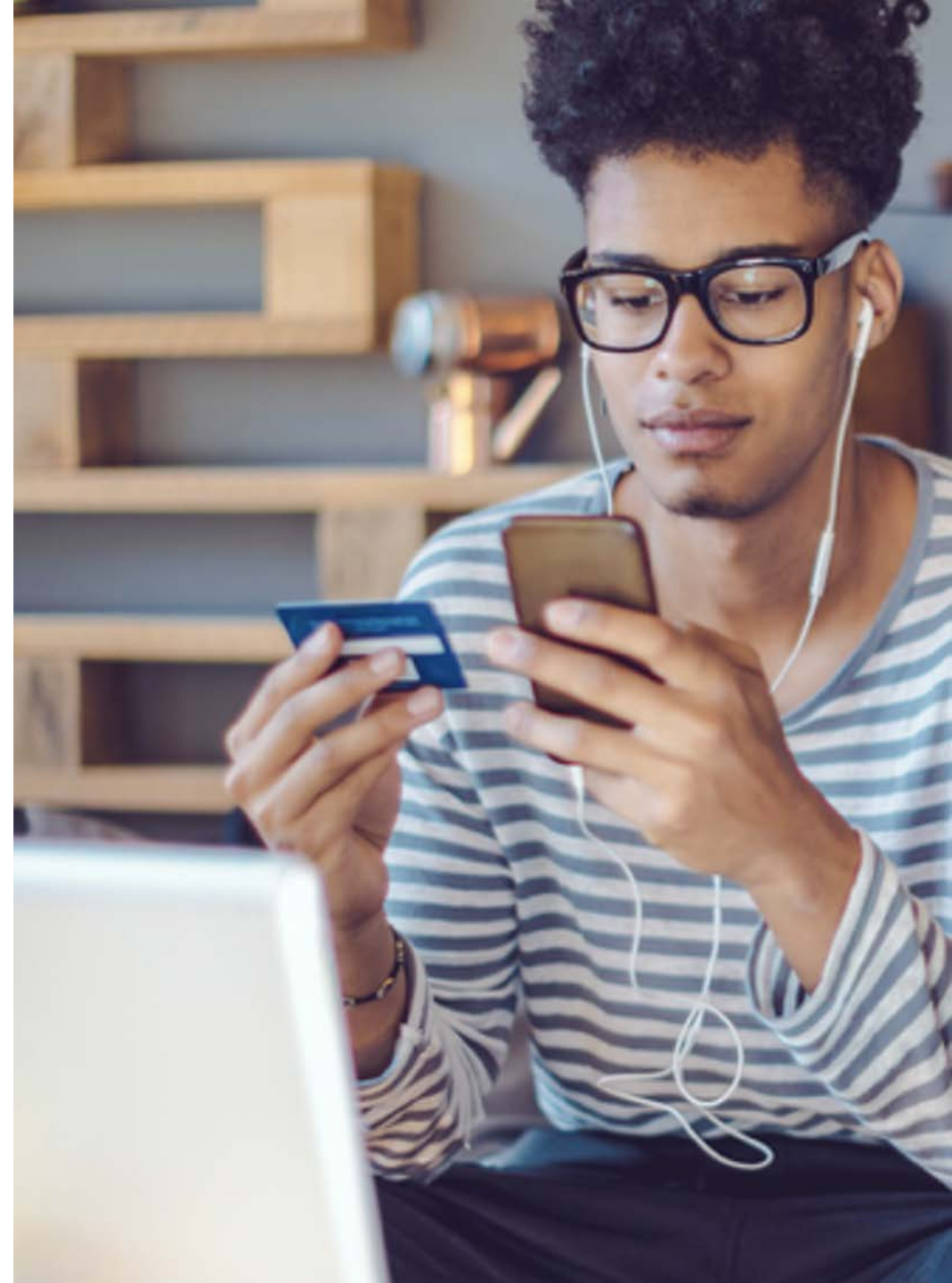
healthcare workers
registered for vaccinations

Source: [Case Study: Ministry of Health, Indonesia](#)



The desire to stay connected is rapidly changing behaviors

- More time on their smartphone: **70%**
- More news coverage: **67%**
- More shows/films on streaming services: **51%**
- More time messaging: **45%**
- More time on social media: **45%**
- More time on computer/video games: **36%**



They're coming together **LIVE** for real-time experiences

Globally

3 in 4

are interested in Live streams of events that are cancelled or postponed

We've seen Facebook Live viewers in the US increase up to

50%

in a month



Keeping Your Community Safe and Informed

How organizations can use Facebook
products to build community and
raise awareness around important
issues



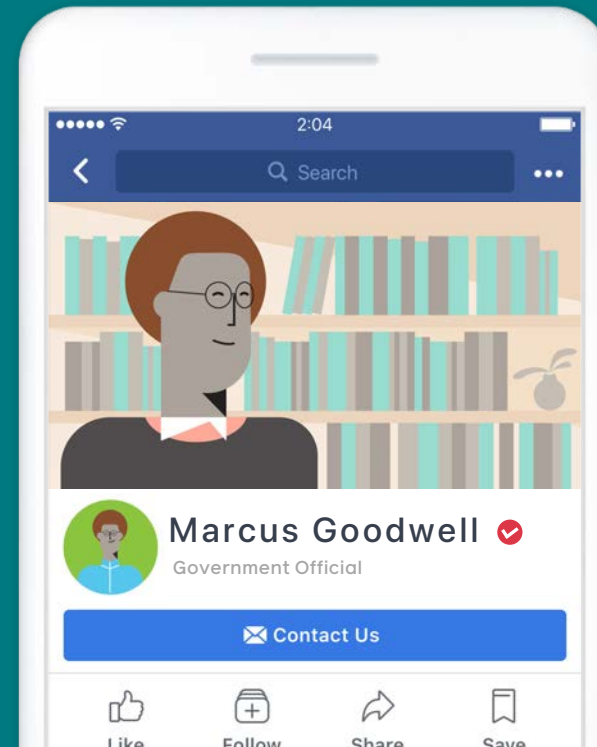
Page vs. Profile

Extend your reach with a Facebook Page

PROFILE



PAGE



Ensure Page security

Page admins must have verified, secure accounts



**Set strong
passwords**

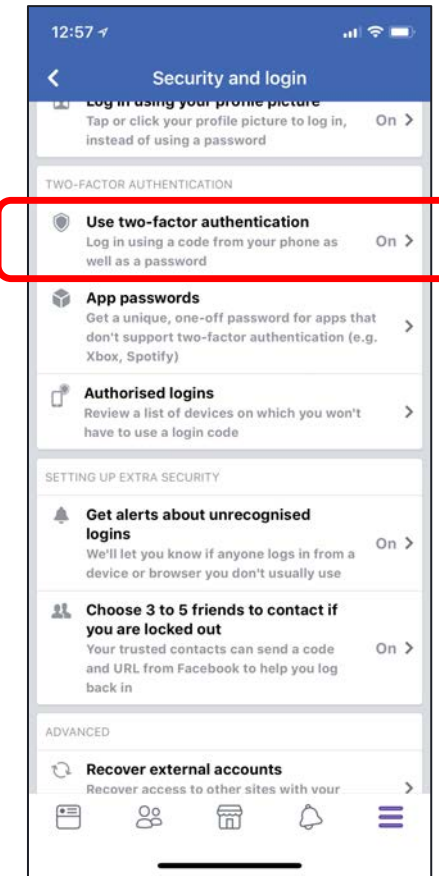
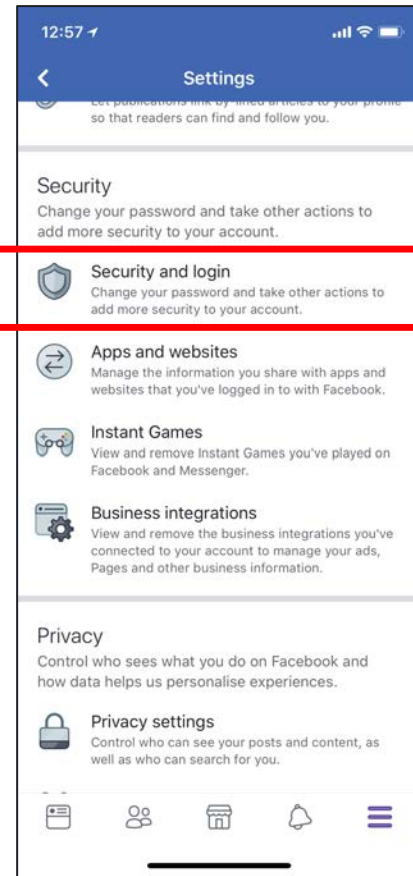
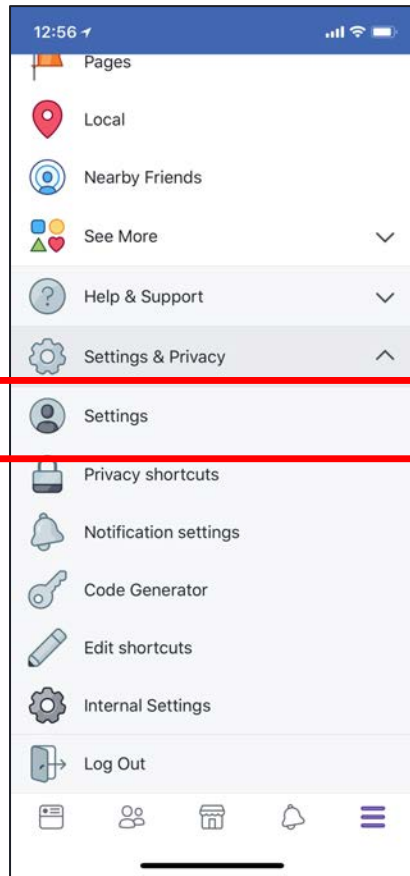
fb.me/securitycheckup



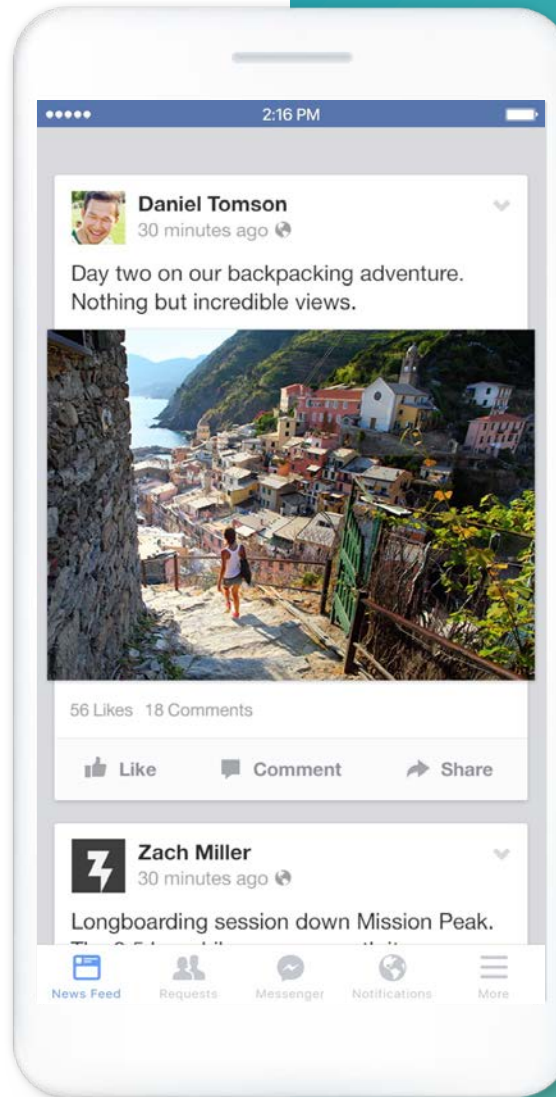
**Two-factor
authentication**

fb.me/2fa

Two-factor authentication



Newsfeed



So how do we
organize all of this
content?



The goal of News Feed is to show people the stories that matter to them most

By showing people posts with the most relevant stories to them first, we hope to create the best, personalized experience for everyone using Facebook

How does News Feed prioritize which stories to show people?

Frequency of posts from publisher

Person sharing a link over Messenger

Average time spent on content

Multiple replies to people's comments on a video

Engagement



When it's posted

Commenting on or liking a person's photos or status update

Story type

Completeness of page profile

Engagement with a publisher post shared by a friend

How informative the post is



**CONNECT WITH
YOUR AUDIENCE**

“Wow, Italy is so beautiful!”


Text



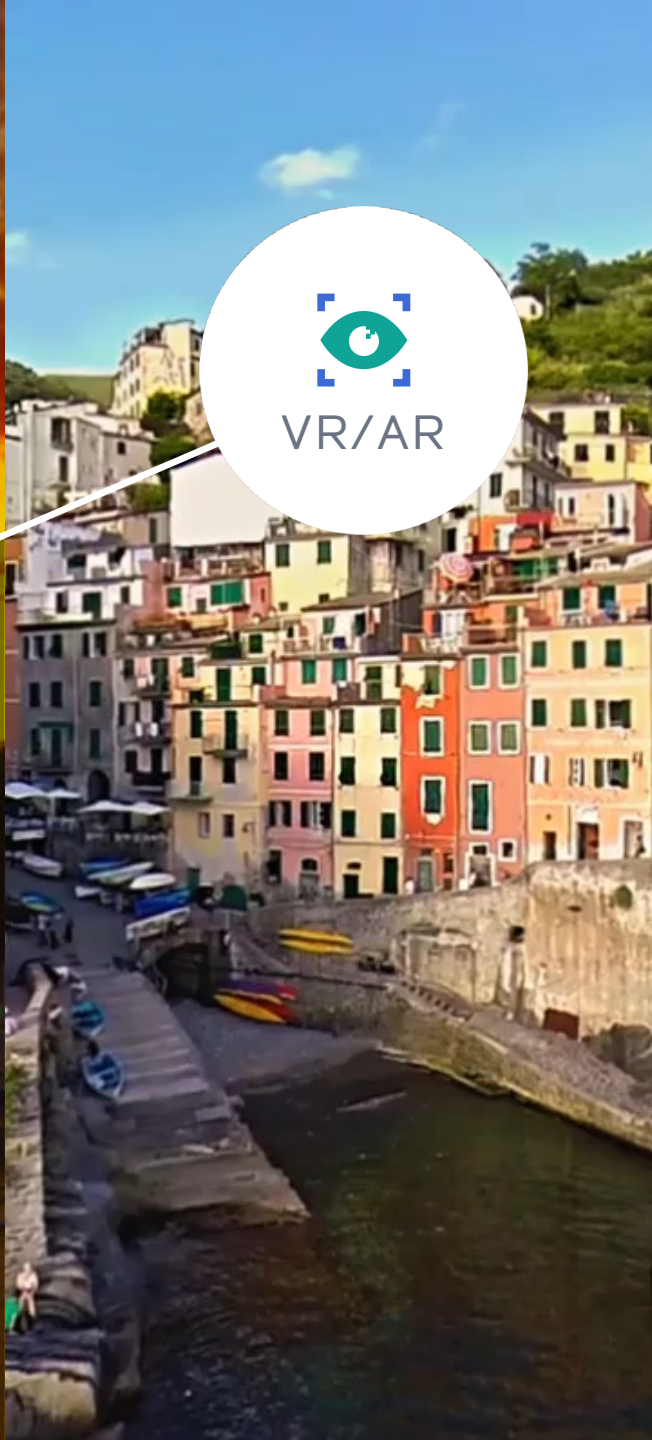
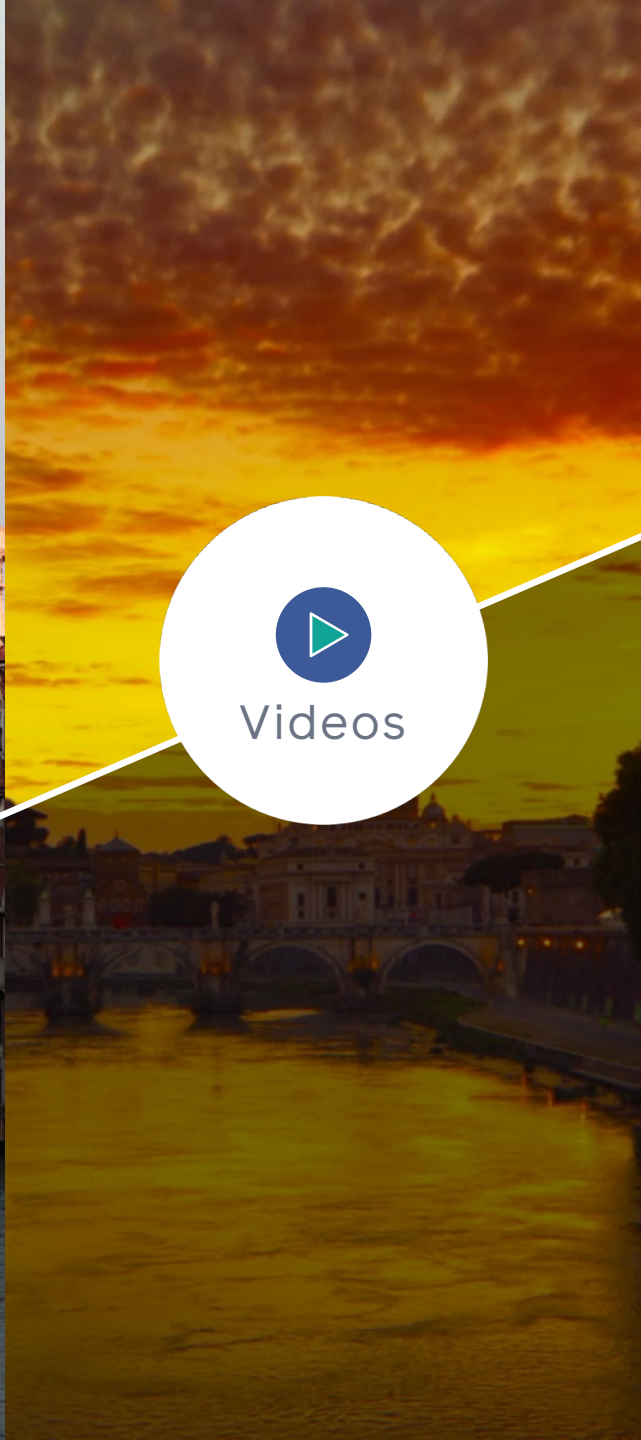
Photos



Videos



VR/AR



SO WHAT IS YOUR OBJECTIVE?



Awareness



Volunteers



Donations



Emails



Event
Attendance

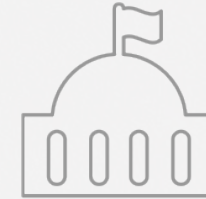


Petitions
Signatures

**AND WHO
ARE YOU
TRYING TO
REACH?**



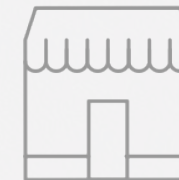
INFLUENCERS



ACTIVISTS



MILLENNIALS



BUSINESS
OWNERS

what is
motivating
them or
keeping
them from
taking
action



awareness



relevance



misconception



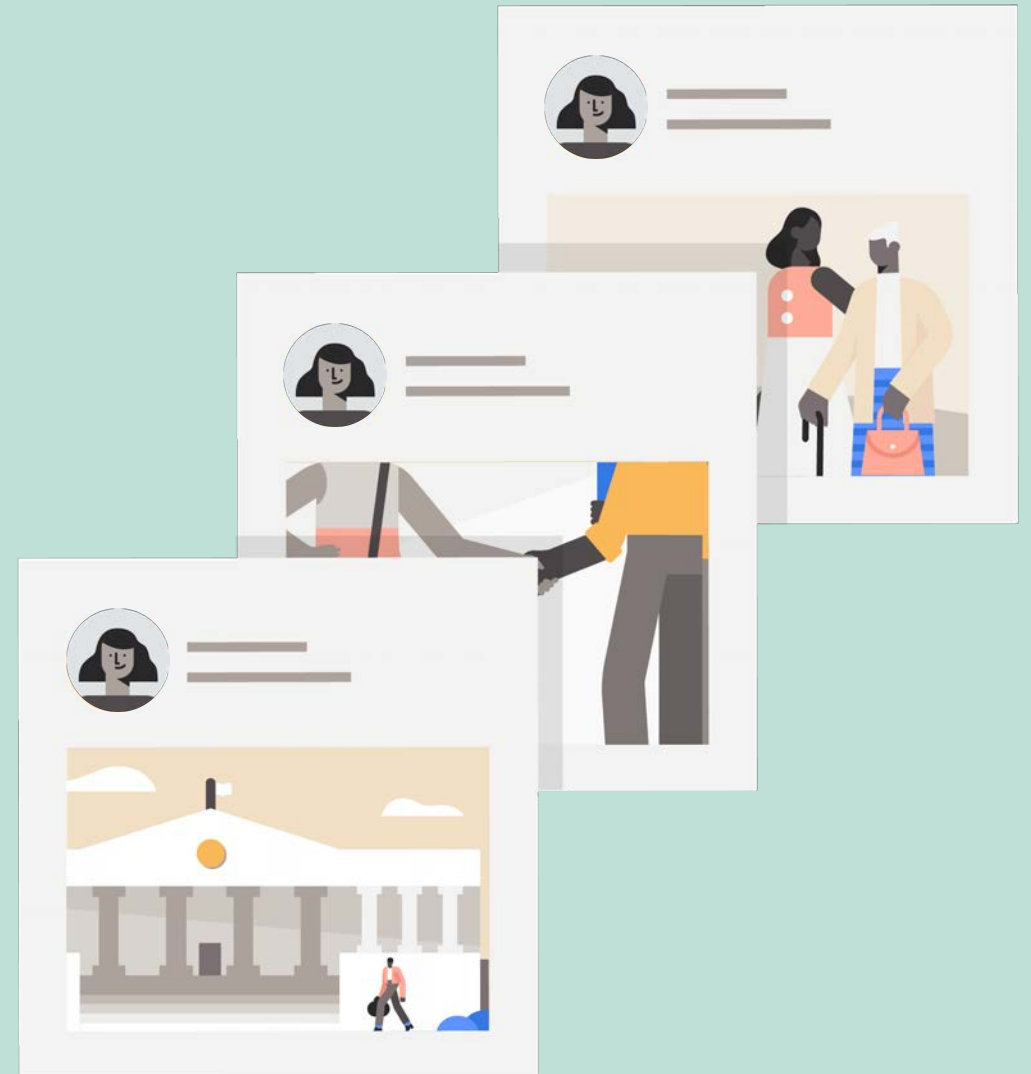
time

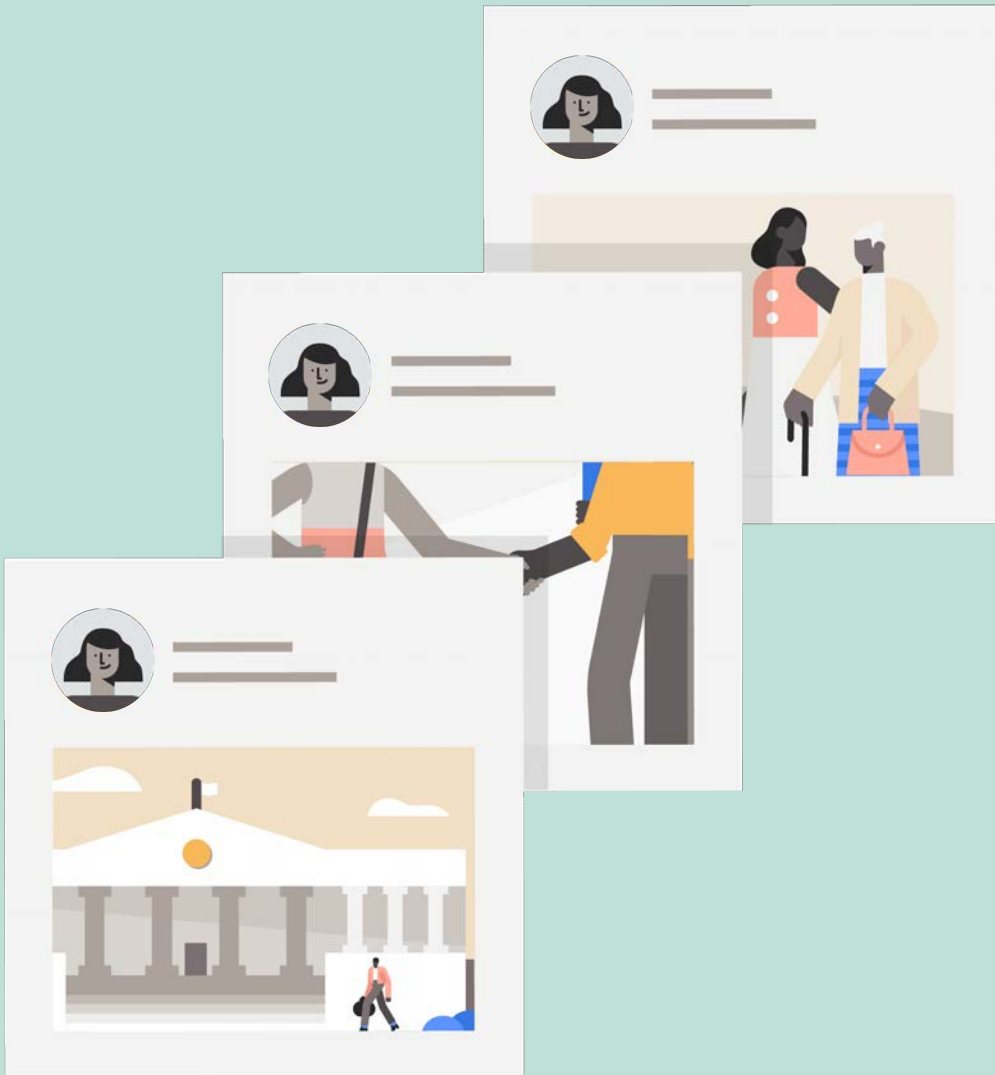
A watercolor illustration featuring an open book at the bottom, with its pages rendered in shades of brown and tan. The book is supported by an ornate, black, scrollwork stand. Above the book, a cityscape is depicted in a sketchy, watercolor style, with buildings in various shades of blue and grey. The overall composition is set against a light grey background.

**and WHAT story DO you want
to tell?**

Organic Posting Tips

- ✓ Timely, topical updates by adding popular #hashtags
- ✓ Make big announcements Live or in a post
- ✓ Address news when it happens in an original post
- ✓ Post news quickly



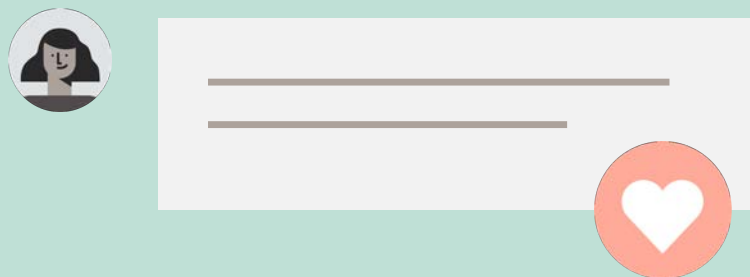
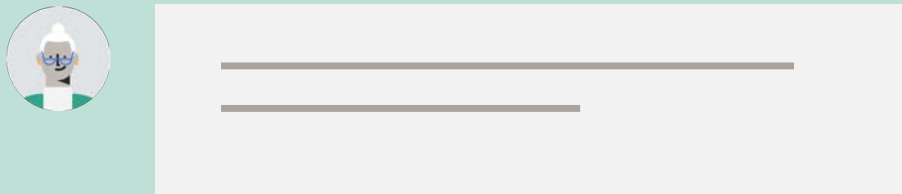
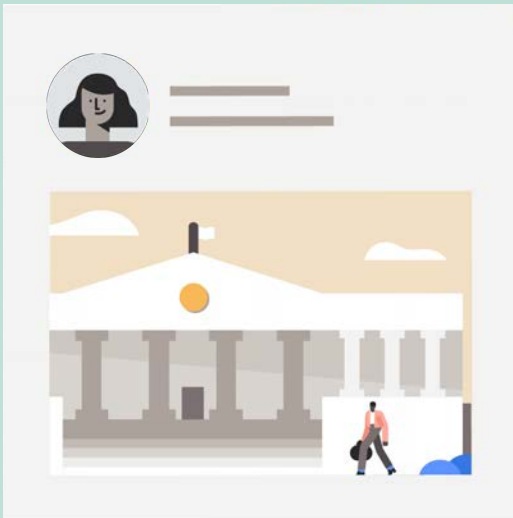


Post Consistently

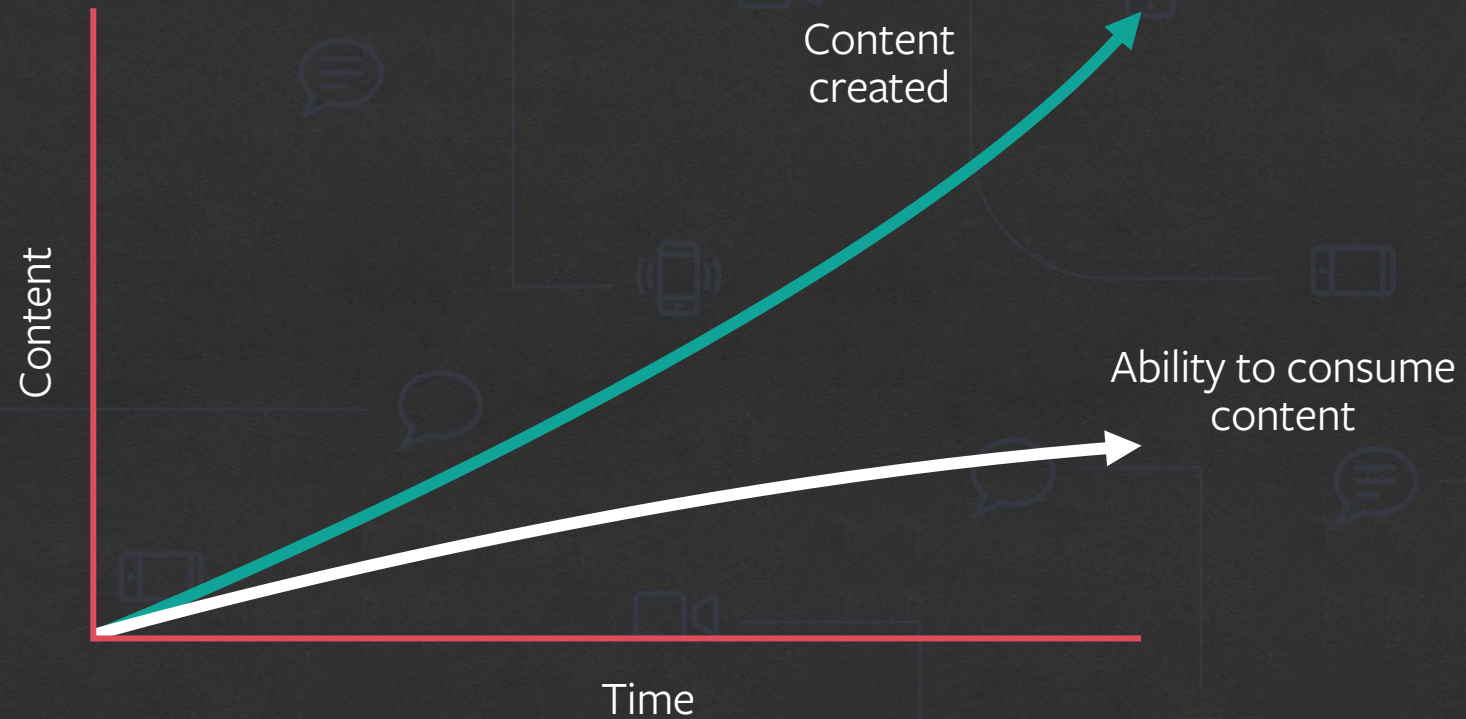
- ✓ Minimum post 2-3 times per week
- ✓ Aim to post at least daily
- ✓ During important periods, aim to post multiple times a day

Replying to comments

- 1 Regularly monitor your Page activity for comments and questions that need attention
- 2 Like and reply to comments whenever possible
- 3 Respond to comments on your Page honestly and fairly



The gap between content creation and ability to consume content will continue to widen




 **Unite Against Covid-19**
Yesterday at 9:03 AM · 🌐

NZ has shifted to Alert Level 3 immediately and will move to Level 4 within 48 hours (by midnight Wednesday).

This means everyone needs to prepare for self-isolation over the next 48 hours. Schools and all educational facilities close tomorrow, except for the children of essential workers such as health staff. They will be fully closed from midnight Wednesday, along with businesses except essential services such as supermarkets, pharmacies, clinics, and lifeline utilities. Tr...
[See More](#)



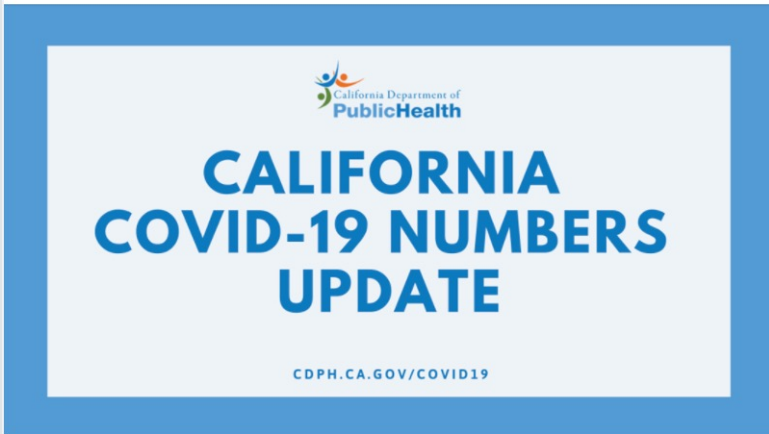
 645  502 Comments  1.5K Shares


 **California Department of Public Health**
March 22 at 3:17 AM · 🌐

COVID-19 in California, by the numbers:

- 1224 Positive Cases
- 24 Federal Repatriation Flight Cases
- 1200 Cases not related to those flights
- 96 Travel Associated
- 122 Person-to-person
- 325 Community Acquired
- 657 Under Investigation
- 23 deaths: 22 CA residents, 1 non-CA

 More numbers here 
<https://cdph.ca.gov/Programs/OPA/Pages/NR20-029.aspx>



  585  111 Comments  436 Shares

 **Jacinda Ardern** was live.
March 21 at 7:31 AM · 🌐

#LIVE: Update on COVID-19 response



  7.3K  2.5K Comments  1K Shares  256K Views

 **Australian Red Cross Lifeblood**
May 13 · 🌐

As Australia's sole supplier of plasma, Lifeblood is in a unique position to help combat COVID-19 by collecting convalescent plasma. We're here to answer your questions as we continue to maintain one of the safest blood supplies in the world. Find out more: <https://www.lifeblood.com.au/coronavirus-update>



 301
117 Comments 131 Shares

 **Khyber Pakhtunkhwa Government**
May 18 · 🌐

کورونا وائرس ایک تلخ حقیقت بن چکا ہے، اور ہمیں اس کے ساتھ رہنا ہوگا، لیکن ہم کچھ آسان تقابیر اپنا کر خود بھی محفوظ رہ سکتے ہیں اور اپنے پیاروں کو بھی محفوظ رکھ سکتے ہیں۔
#KPFightsCorona #Pakistan

See Translation



 6.5K
271 Comments 850 Shares

 **Ministry of Health, Singapore**
February 18 · ⚙️

A huge thank you to our healthcare family for providing our patients with the best care possible during this period. We salute you for your professionalism and steadfast commitment.
We are heartened that many Singaporeans have rallied around our healthcare family to show them your support. Thank you for your acts of kindness and generosity!
Let's stand together and support one another in this battle against COVID-19. #SGUnited #SGTogether
For more information on the COVID-19, please visit <https://www.moh.gov.sg/covid-19>



 Si Cheng Yang and 913 others
44 Comments 79 Shares

Do Not Engagement Bait

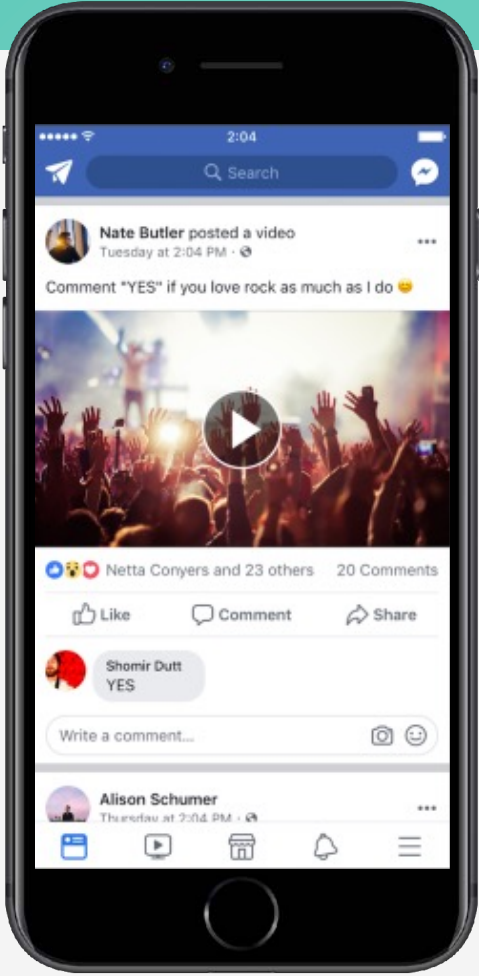
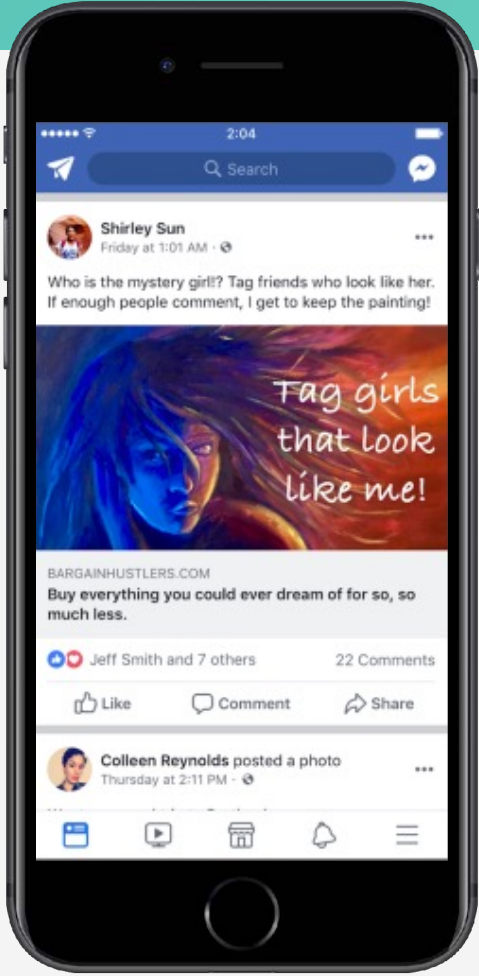
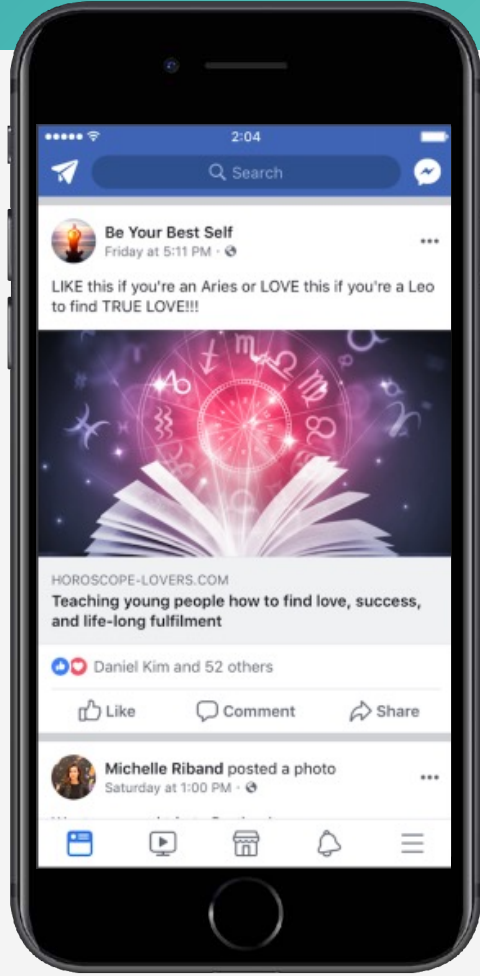
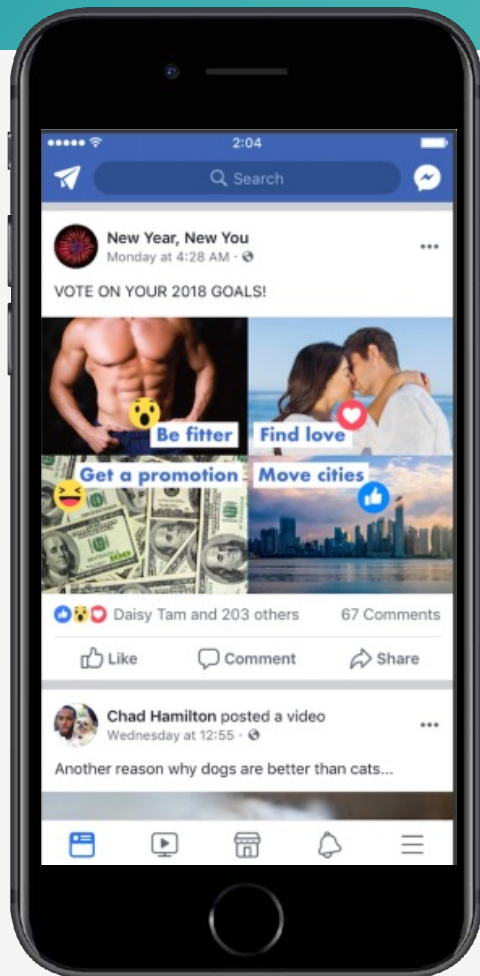
VOTE BAITING

REACT BAITING

SHARE BAITING

TAG BAITING

COMMENT BAITING





STORYTELLING ON INSTAGRAM



DEFINING YOUR MISSION ON INSTAGRAM

SETUP - Create an account

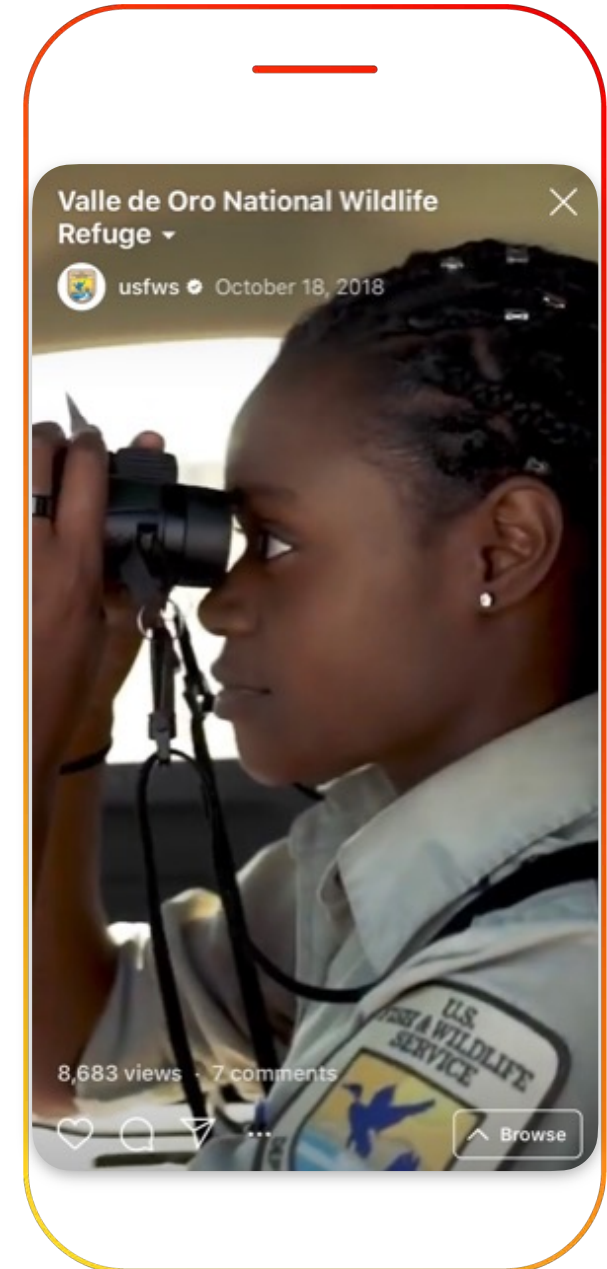
PURPOSE - Define a core purpose for your account

GOALS - Decide what you're trying to achieve

STORY - Develop the story you're trying to tell

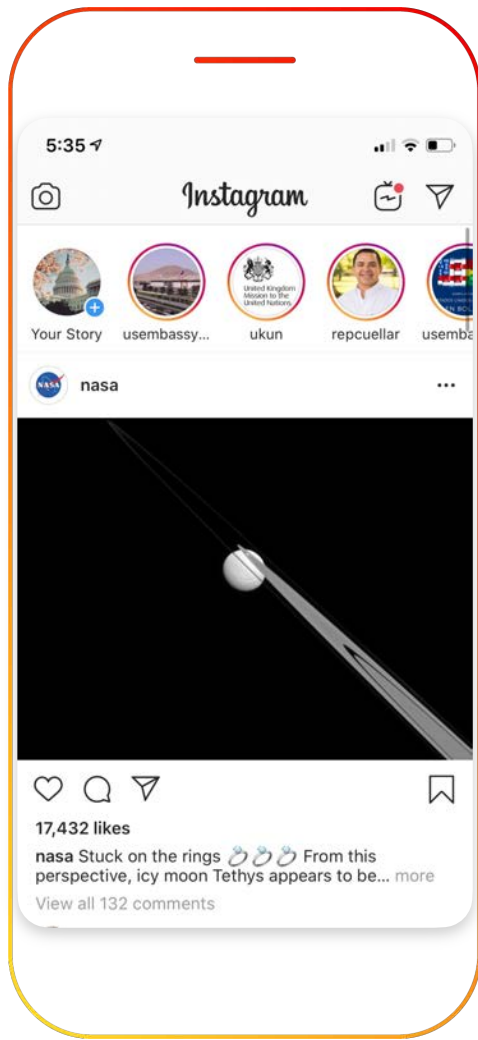
STRATEGY - For Instagram's various surfaces

INSIGHTS - Analyze and adjust





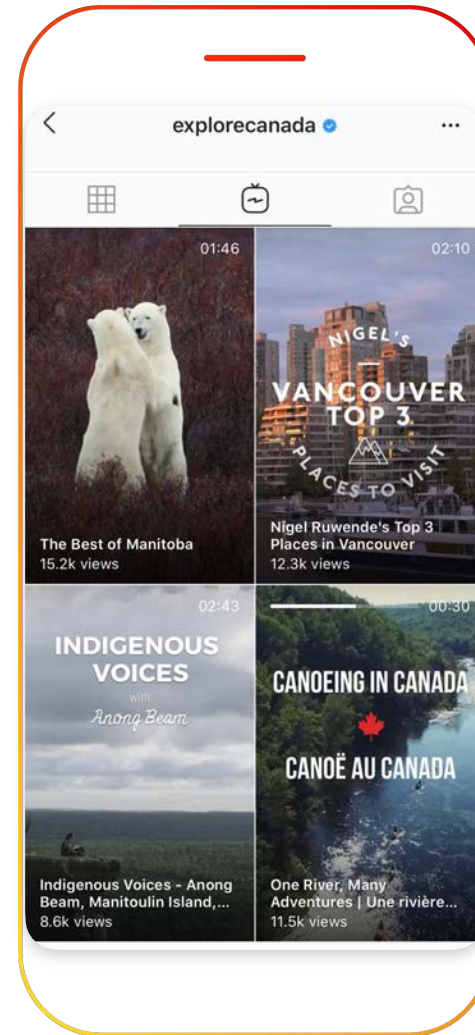
KNOW AND USE YOUR SURFACES!



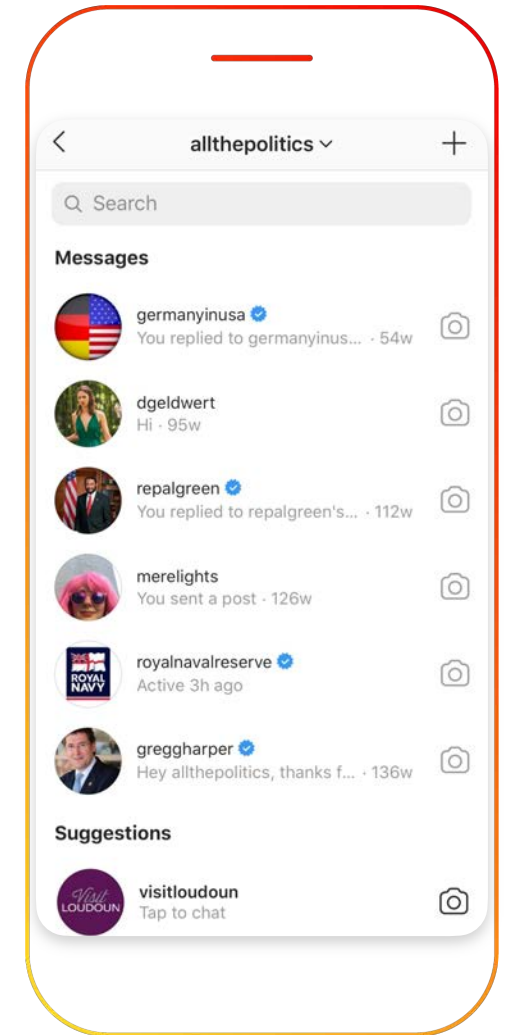
FEED



STORIES



IGTV



DIRECT

KNOW AND USE YOUR SURFACES!



LIVE



LIVE WITH



LIVE Q&A

BUILD YOUR BRAND

Show your brand identity and communicate your **value**

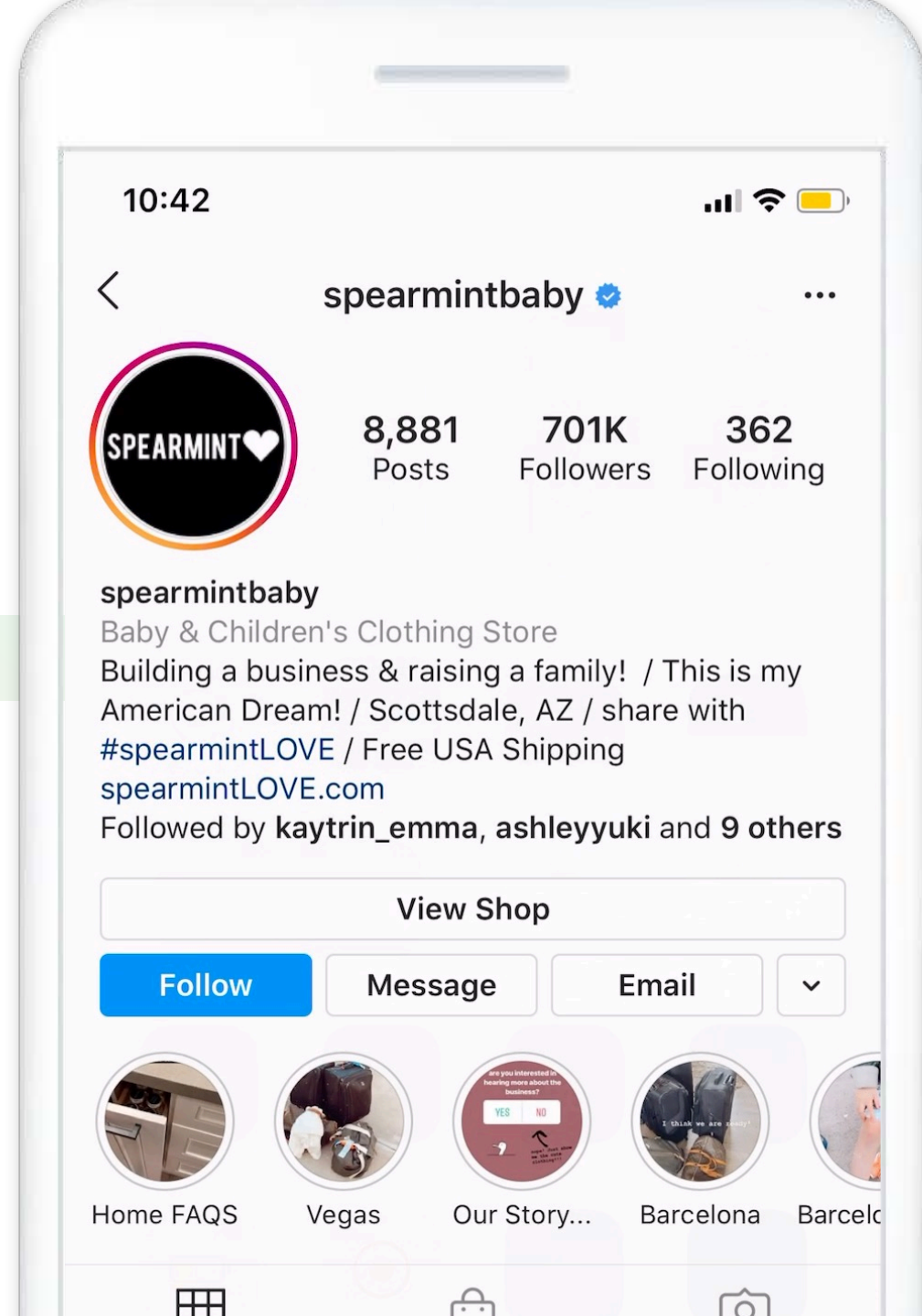
PROFILE

Choose an account name that is easy to search for, upload a profile picture, and include a punchy writeup about your organisation and what you do.

You can also include your website link and contact information.

STORIES HIGHLIGHTS

Save stories to highlights when you want to keep them permanently. Your highlights give insight to behind-the-scenes details of your brand.





2,998
Posts

156K
Followers

398
Following

Feroldi's

Clothing (Brand)

A clothing and lifestyle brand focusing on unique and up-and-coming designers. Our retail locations offer a mix of luxury products and artisanal goods.

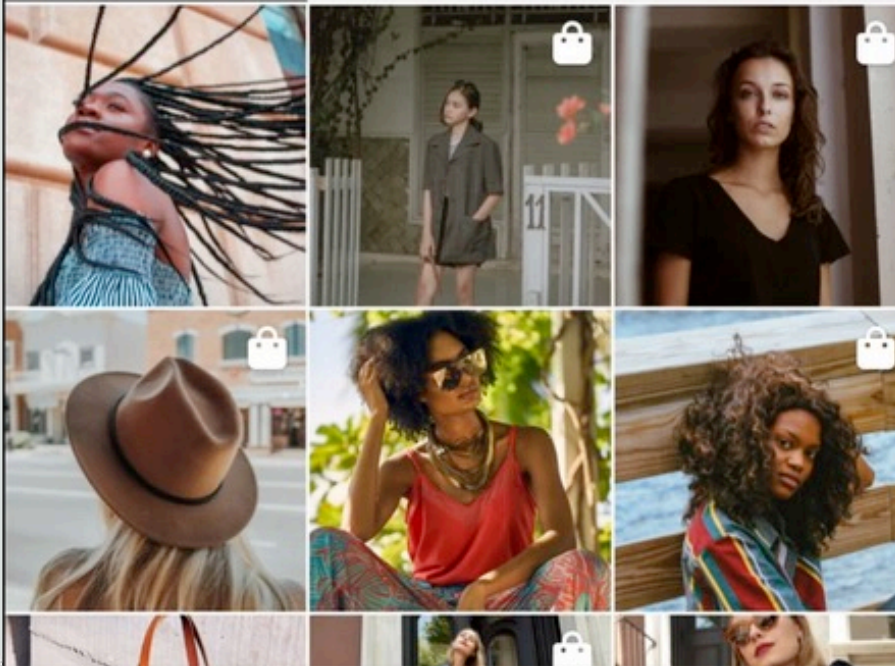
www.feroldis.com

Followed by Irjvr, boda and 12 others

Follow

Message

Call



BUILD YOUR BRAND
Show your brand identity and
communicate your **value**

IGTV, GUIDES & TAGGED POSTS

Your IGTV content and posts that you've been tagged in will be displayed via these tabs. You can manage your tags for each post.

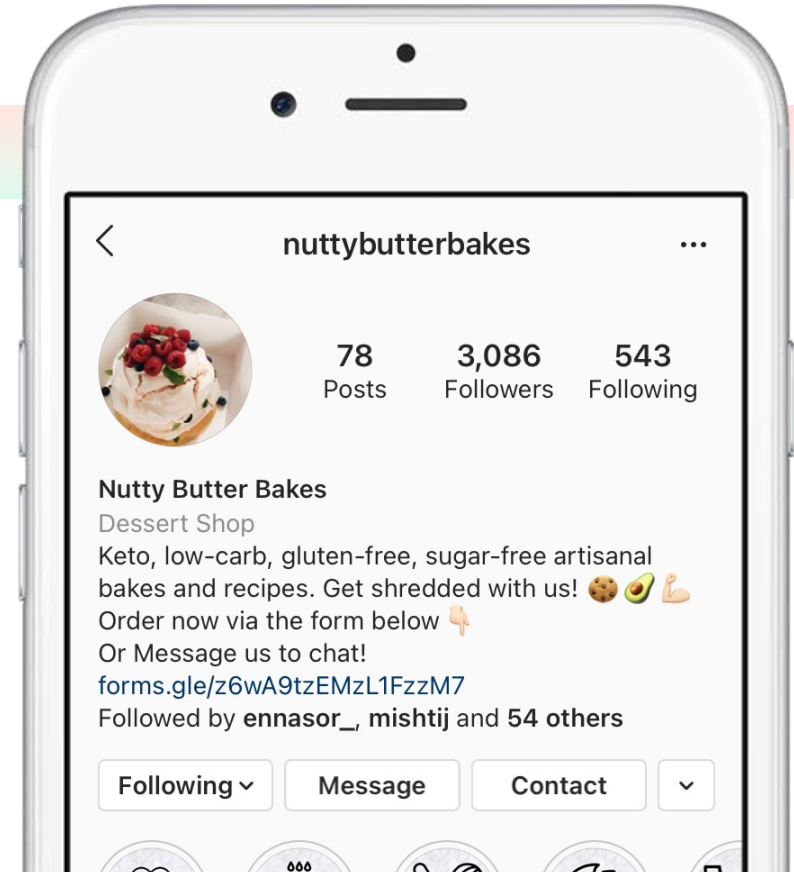
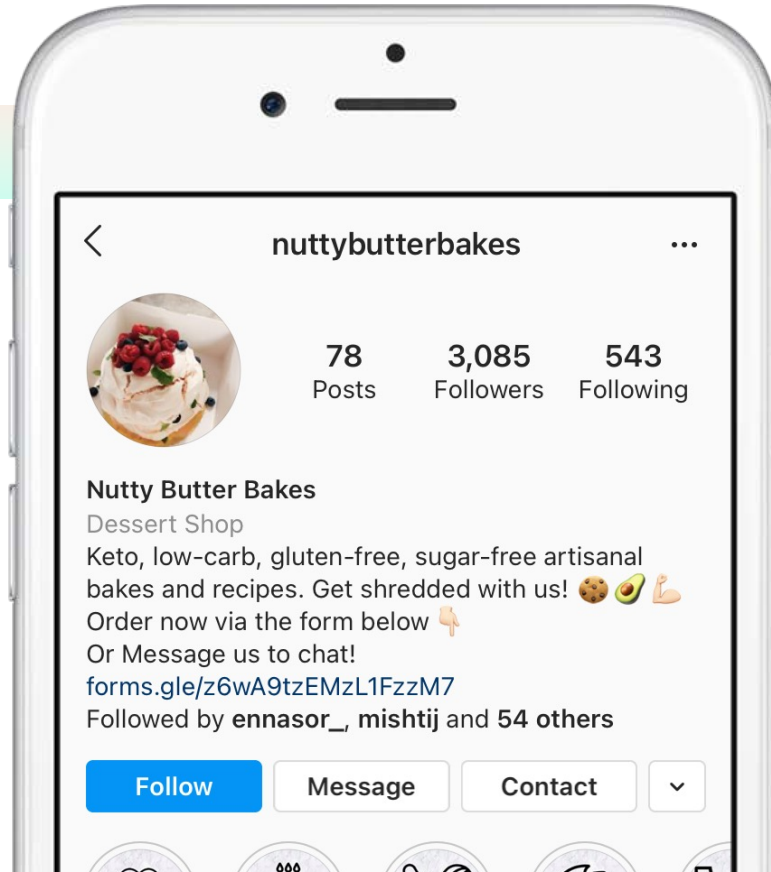
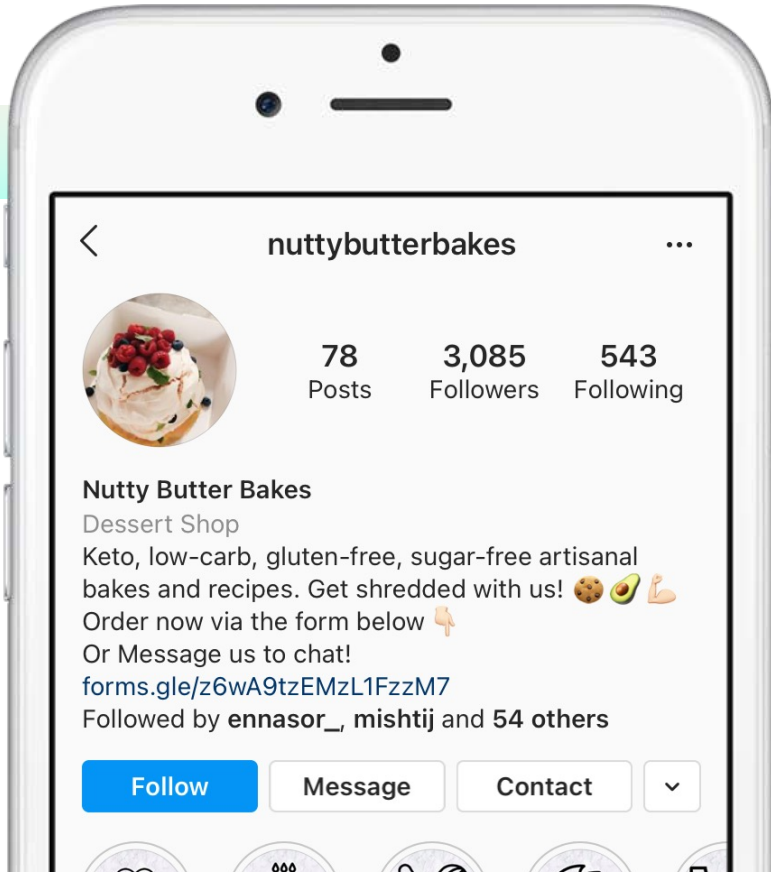
VISUAL IMPACT VIA GRID

Maintain consistency in your feed, which makes your grid visually impactful.



2/3

of profile visits are from non-followers



Leverage all of Instagram's unique formats

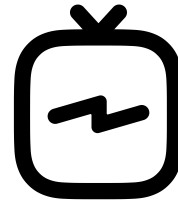
FEED



STORIES



IGTV



LIVE



HIGHLIGHTS

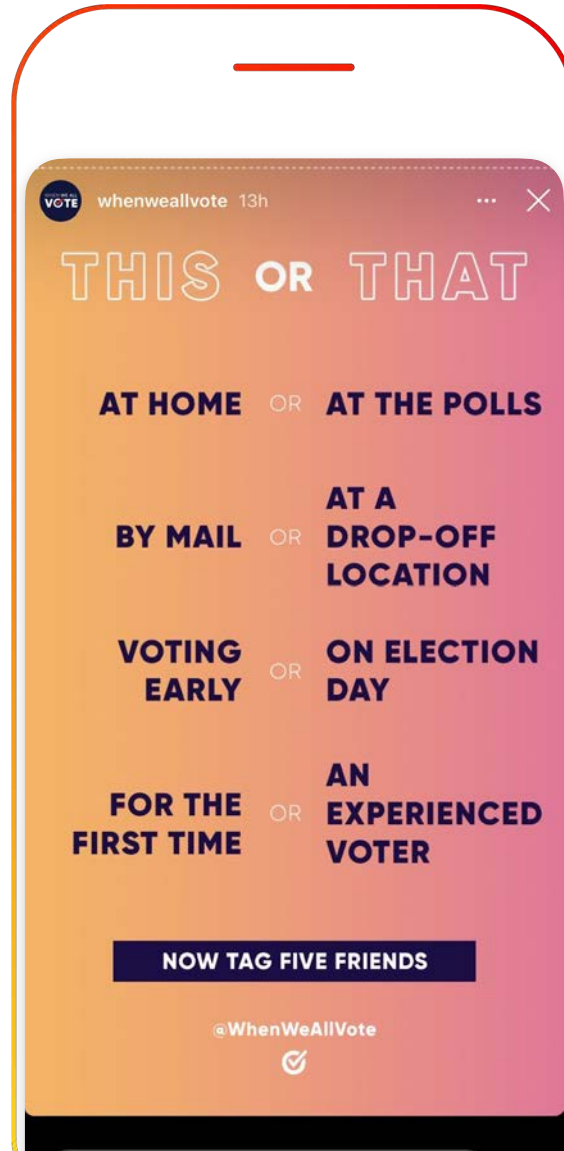
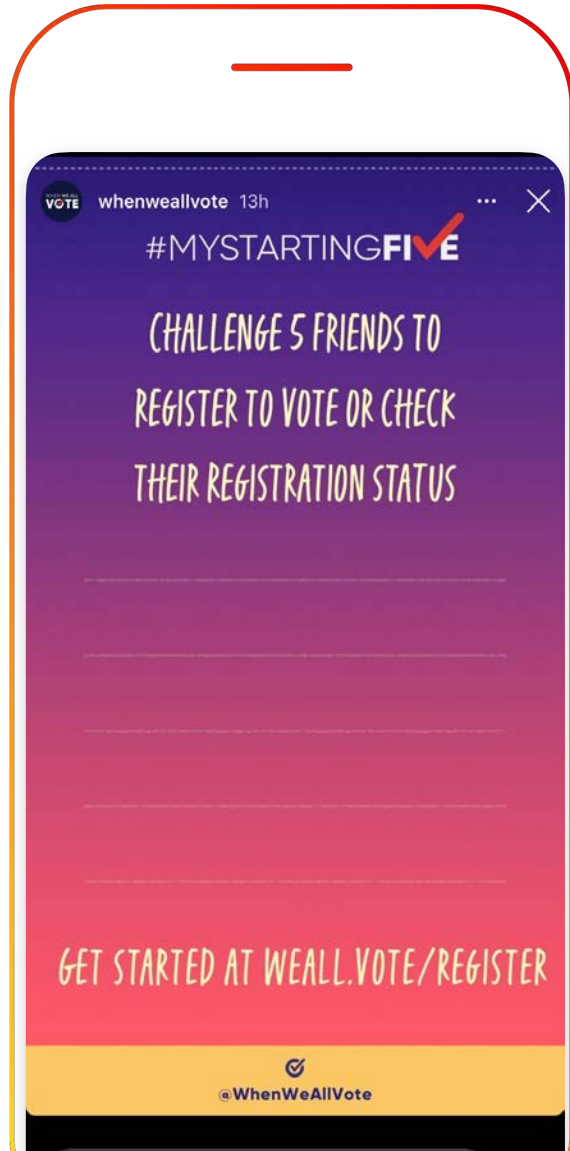
AUTHENTIC

STORYTELLING

IN THE NOW

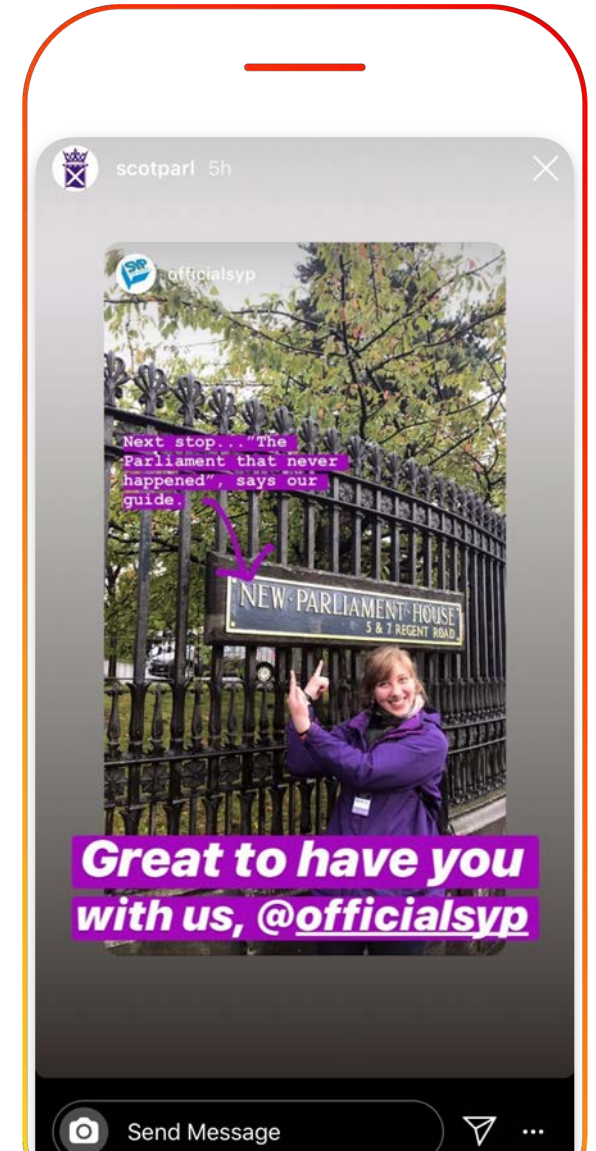
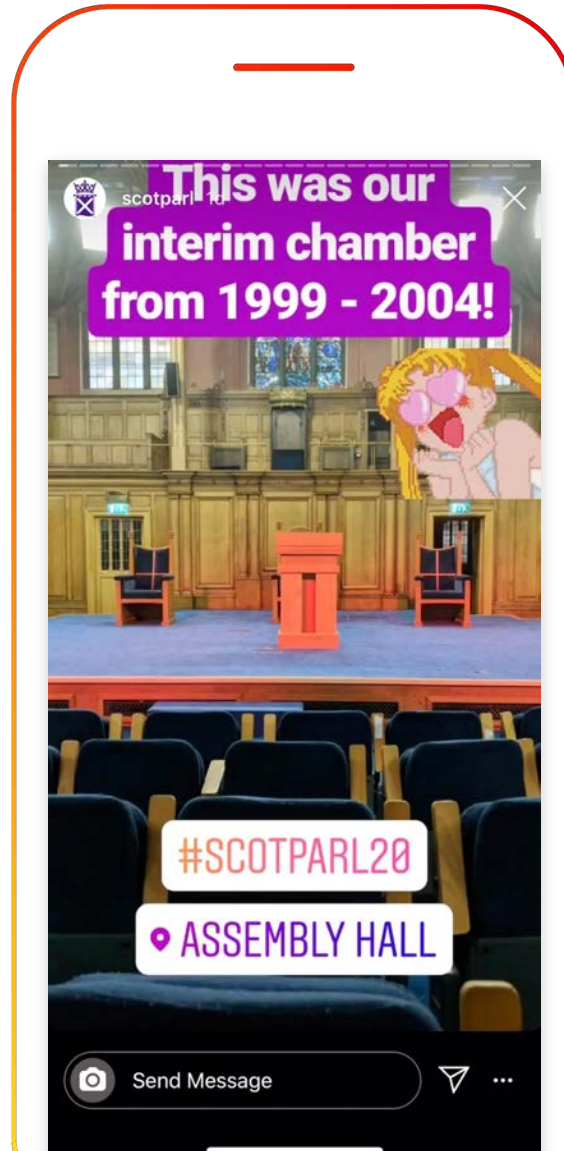
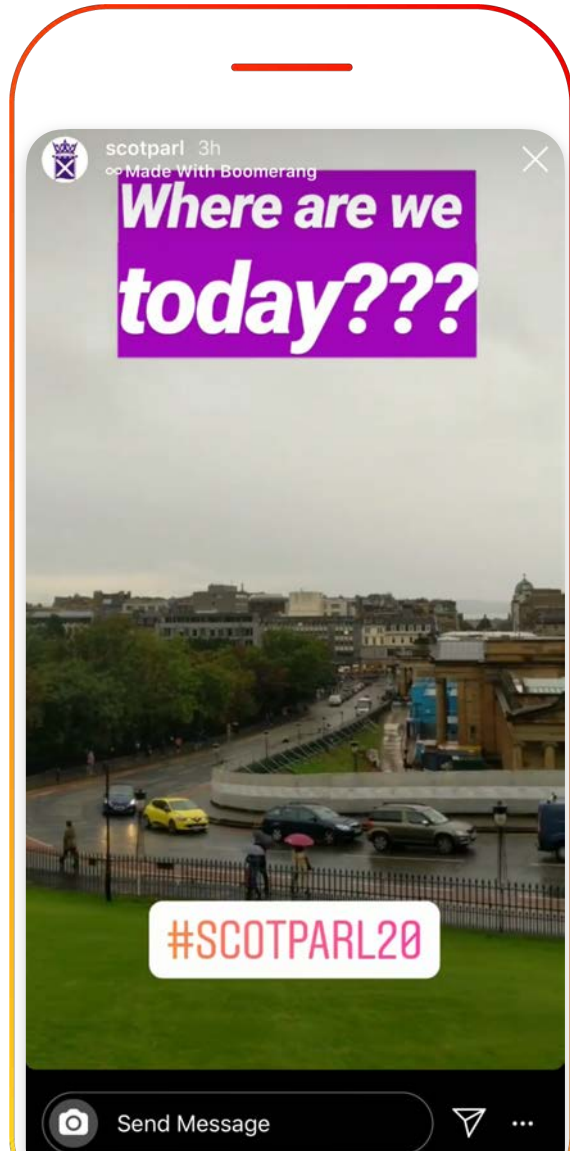


BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: @WHENWEALLVOTE





BUILDING AN INSTAGRAM STORY THAT ENGAGES PEOPLE: @SCOTPARL



Ministry of culture, Community and Youth



new zealand
police



@newzealandpolice

international
alert



@international_alert

Q&A

Creating Effective Content Exercise



Pic taken from NZ Police Instagram

Think about:

1. Creative tools (boomerang, stories, layout) to use for this content
2. Possible caption
3. What do you want to achieve with this content?
4. When to post this type of content?

2 - 3 mins presentation

THANK YOU

THANK YOU

THANK YOU

THANK YOU

THANK YOU

FACEBOOK