

FACEBOOK

A group of young people are shown from a high-angle perspective, lying on a light-colored sofa. They are all laughing and hugging each other. One person in the foreground is wearing a beige jacket and a brown top, laughing with their mouth wide open. Another person next to them is wearing a red top and a yellow cardigan, also laughing. The overall mood is joyful and social.

FB Groups & Marketing Tools

FACEBOOK

WELCOME

Meet the speaker



Roy Tan

Politics & Government Outreach Manager
Asia-Pacific





COMMUNITY IS AS OLD AS TIME.

And it's evolving in real time.

GROUPS

A collection of people that receive a sense of belonging, connection, and safety and in turn give trust and investment, over time.



The Outsiders
Group · 10K members



Over 1.8 billion people use Facebook Groups every month.

Over half of all Facebook users globally are members of 5 or more active Facebook Groups.



The power of Facebook Groups

- Connect with your tribe
- Learn and share with others
- Be a part of the conversation



Communities provide a safe space where people can share how they really feel.

33%

feel more comfortable sharing their feelings and perspectives with their group than with their friends and family*

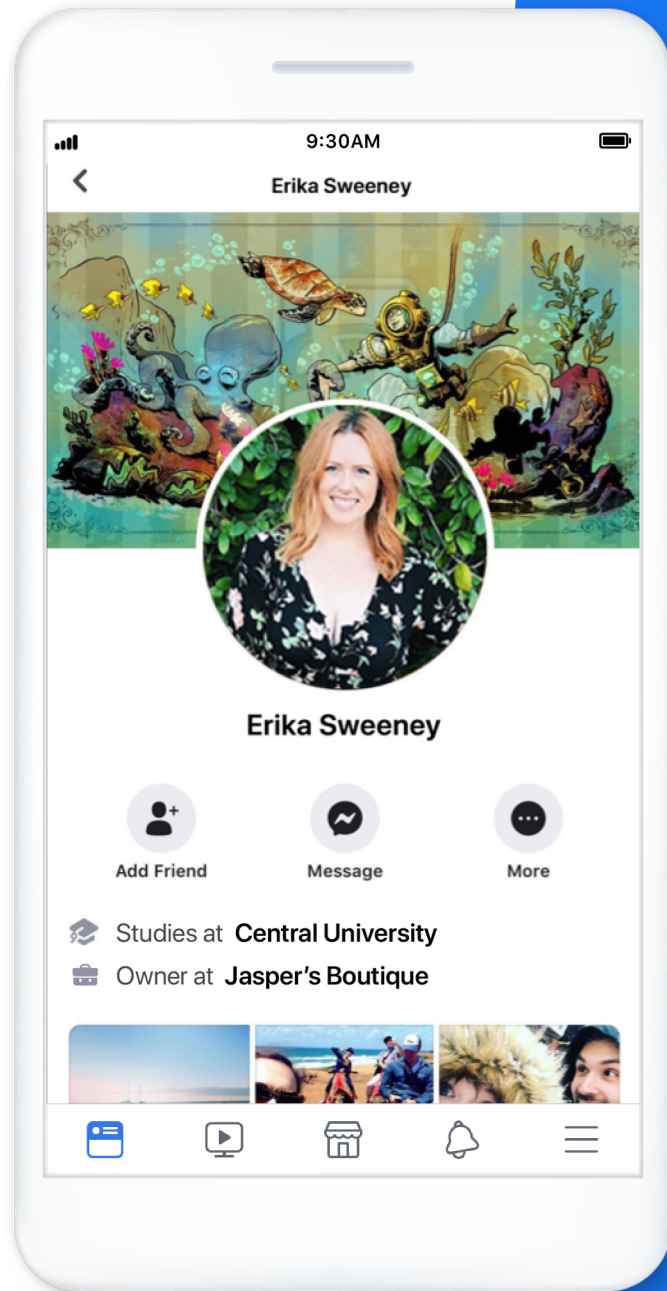
*of respondents whose preferred group operates primarily online

Source: YouGov survey commissioned by Facebook, Aug 2020



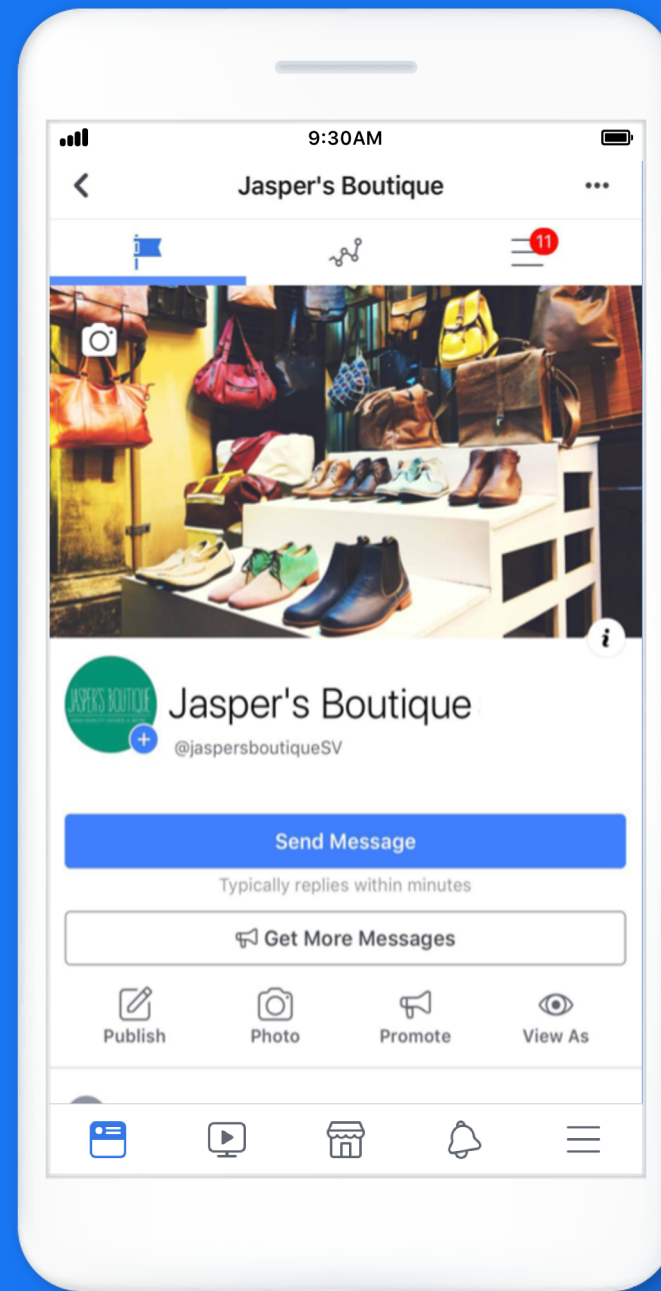
1

Profile



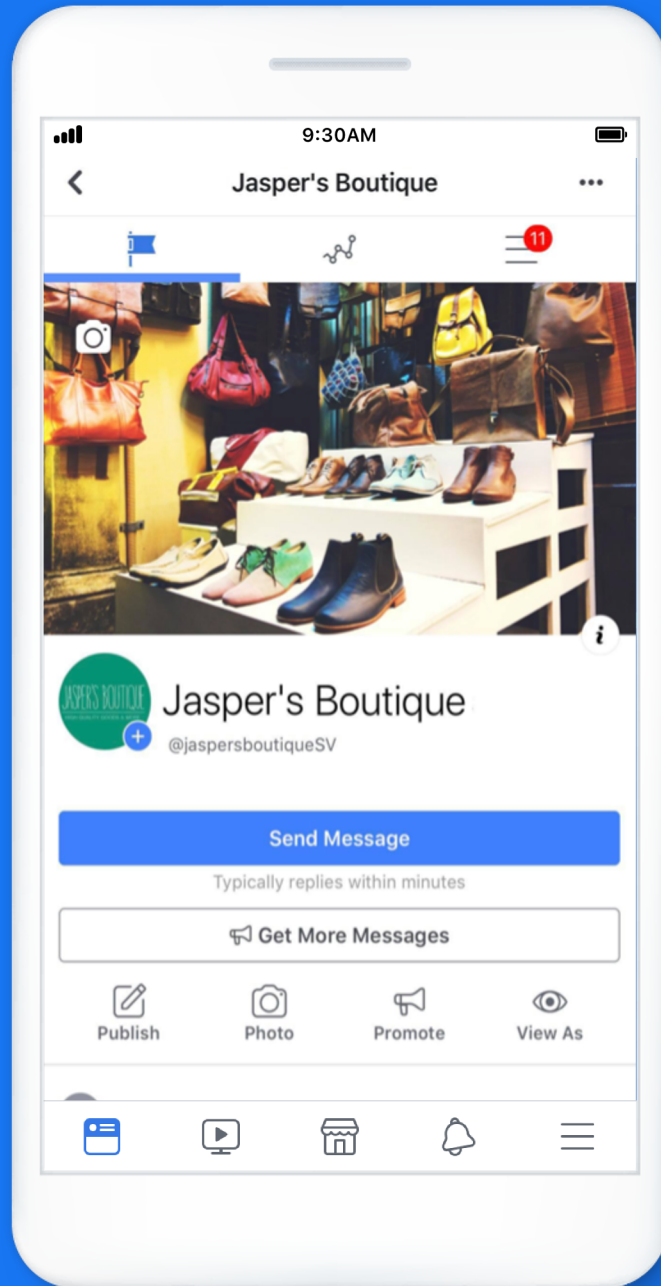
2

Page



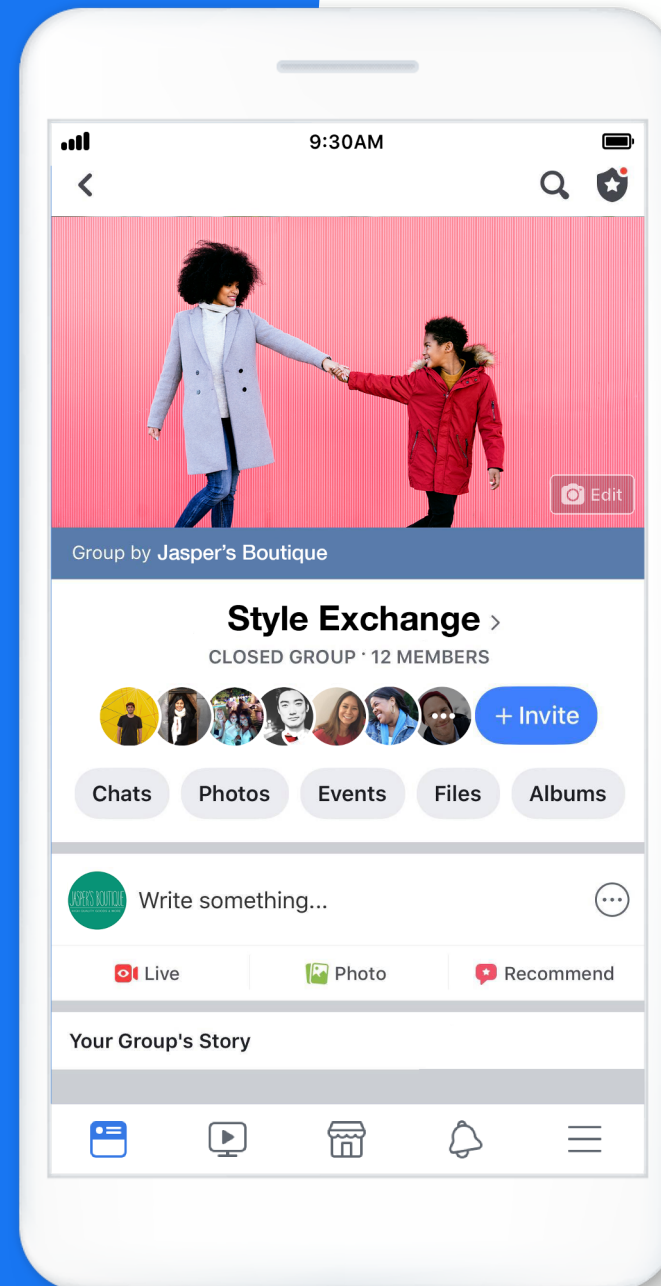
2

Page



3

Group



Types of Groups



Public

Anyone can see who's in the group and what they post

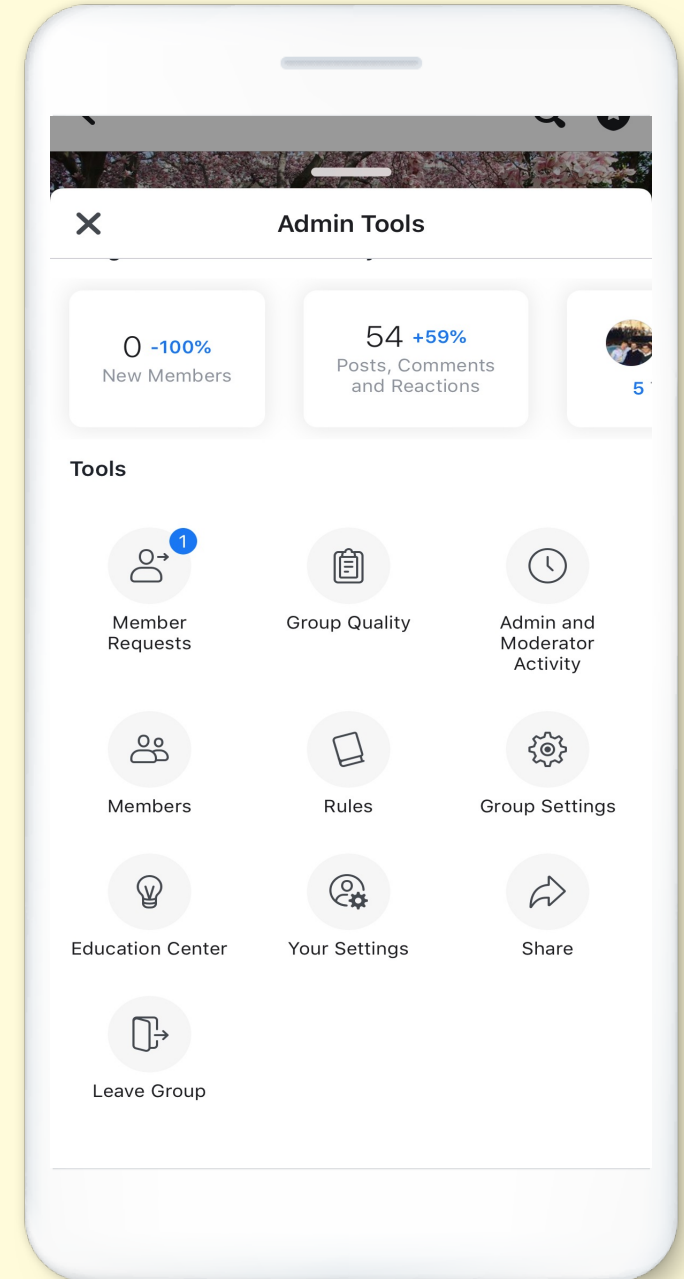


Private
Closed

Understanding Roles

Moderators vs Admins

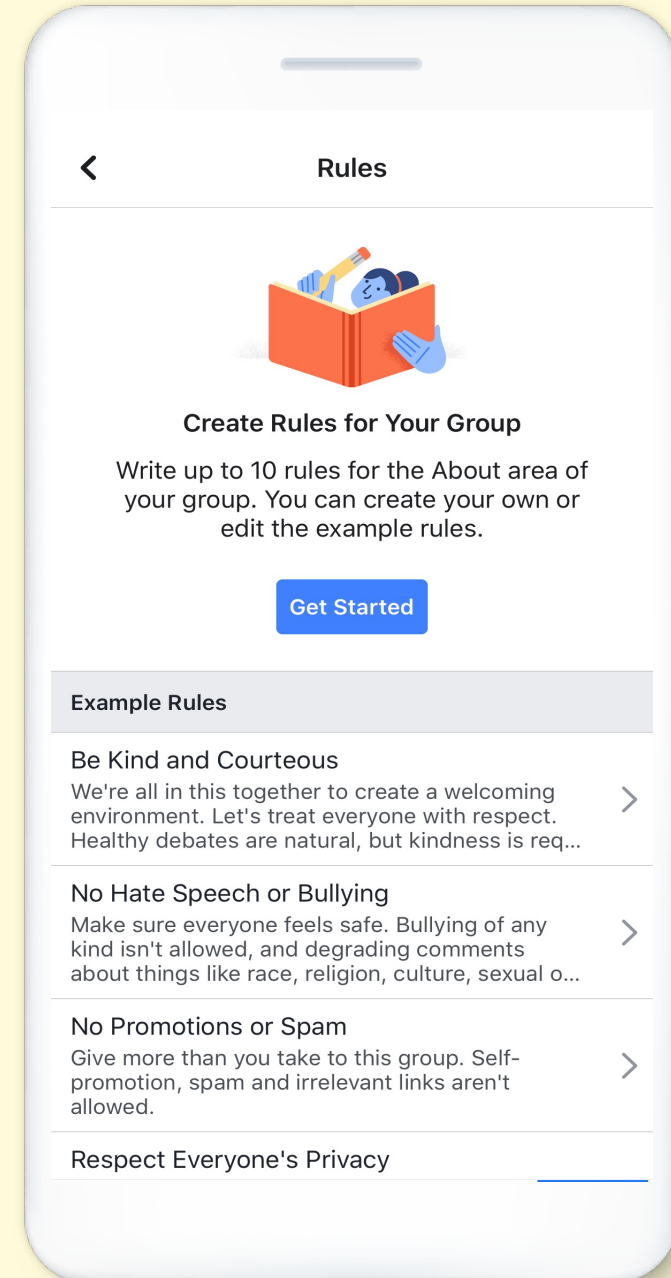
- There are two roles for people who manage Groups: admins and moderators. Just like in Pages, admins have management functions, such as adding or removing people from functions and changing the Group's settings.
- Moderators are people who help approve new members and moderate content. Acknowledge your Group's most engaged members by giving them Moderator status



Moderation and Support

Create rules for a group

- Create rules for the Group and make them clear so that all members know about the rules and how they should act in the Group.
- Encourage members to report questionable posts and comments. You'll see a notification in your Group when someone reports a post to you. This feature lets Group members highlight posts for you to review.



Tips for managing your Group

Groups Best Practices

1. Choose group settings

Choose the best settings for your group: privacy level, post approval and who can add new members.

2. Communicate group's purpose & culture

Use a cover photo, post group rules and a description, post often in the group to illustrate your commitment to the community.



Groups Best Practices

3. Choose the first members

start with a core handful of engaged people who will help create the foundation and who will add exemplary content before others arrive.

4. Assemble a team of admins & moderators

Add channels of communication criteria for moderators.

Have a secret mod/admin group or messenger thread.



Groups Best Practices

5. Show up & participate to set the tone

Demonstrate to members the importance of being active as admin.

Have a content calendar, comment and engage on member posts.

6. Encourage easy member participation

Posting in a group as a new member can be intimidating - make people's voices feel heard using polls, FB Live, asking open-ended questions.

7. Measure results

Use Group Insights to understand when members are most active and schedule posts accordingly, acknowledge your top member contributors and learn what types of posts are popular with your members.

Engage Your Audience



Invite new members to introduce themselves

By engaging with them directly, you put them at ease and create a sense of community from the first interaction.



Ask questions

Simply asking what people are up to or asking for advice (for example, what you should eat when visiting a new city) can start conversations. Use polls to allow less vocal members to add their opinion with a single tap.



Comment on posts by members

Let people know you're paying attention.

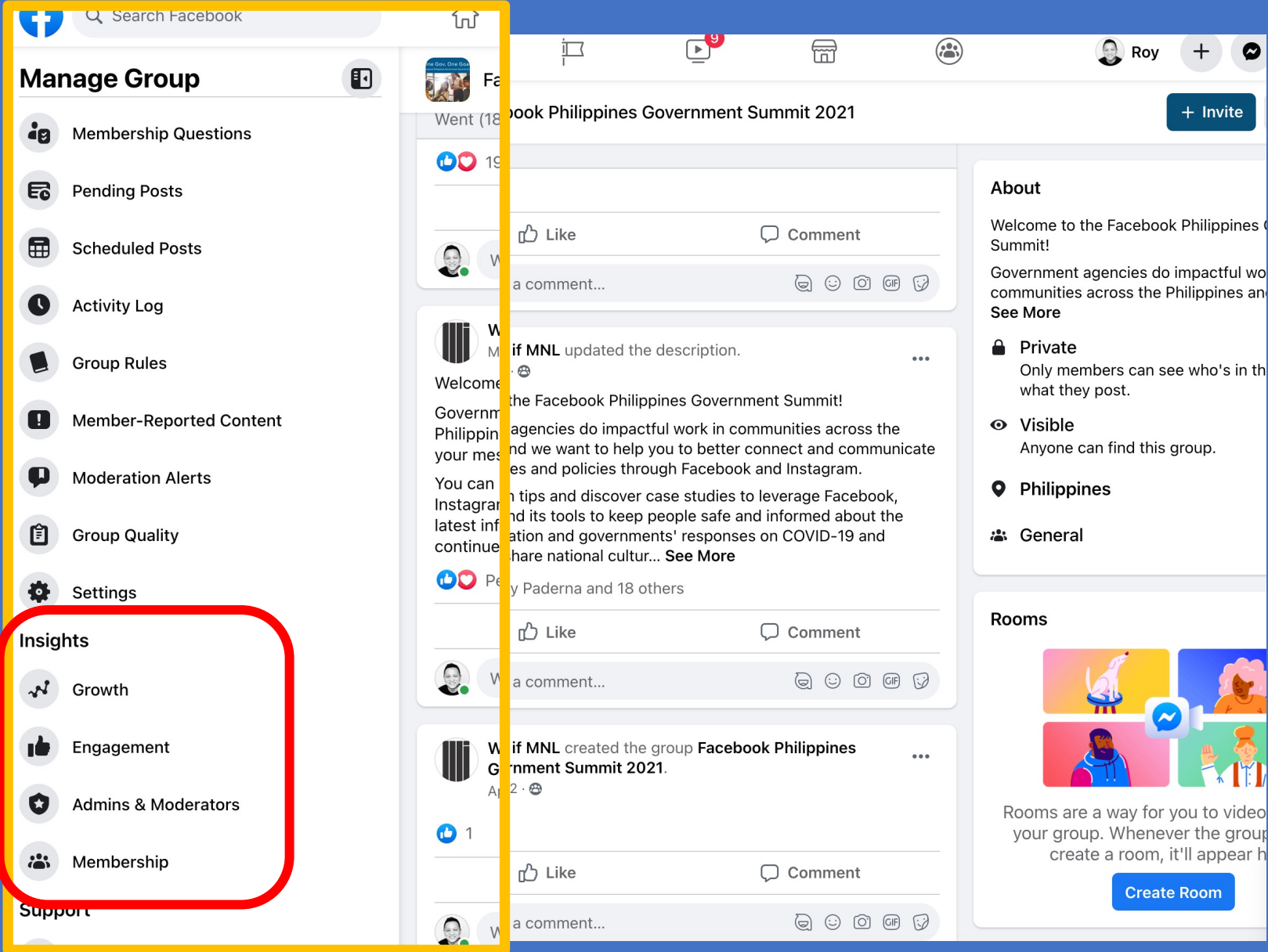


Share exclusive content

Let people know you're paying attention.

Measure and optimize your group

Group Insights



The image shows a screenshot of the Facebook Group Insights interface. On the left, a 'Manage Group' sidebar is highlighted with a yellow border. The 'Insights' section is highlighted with a red border and contains the following items:

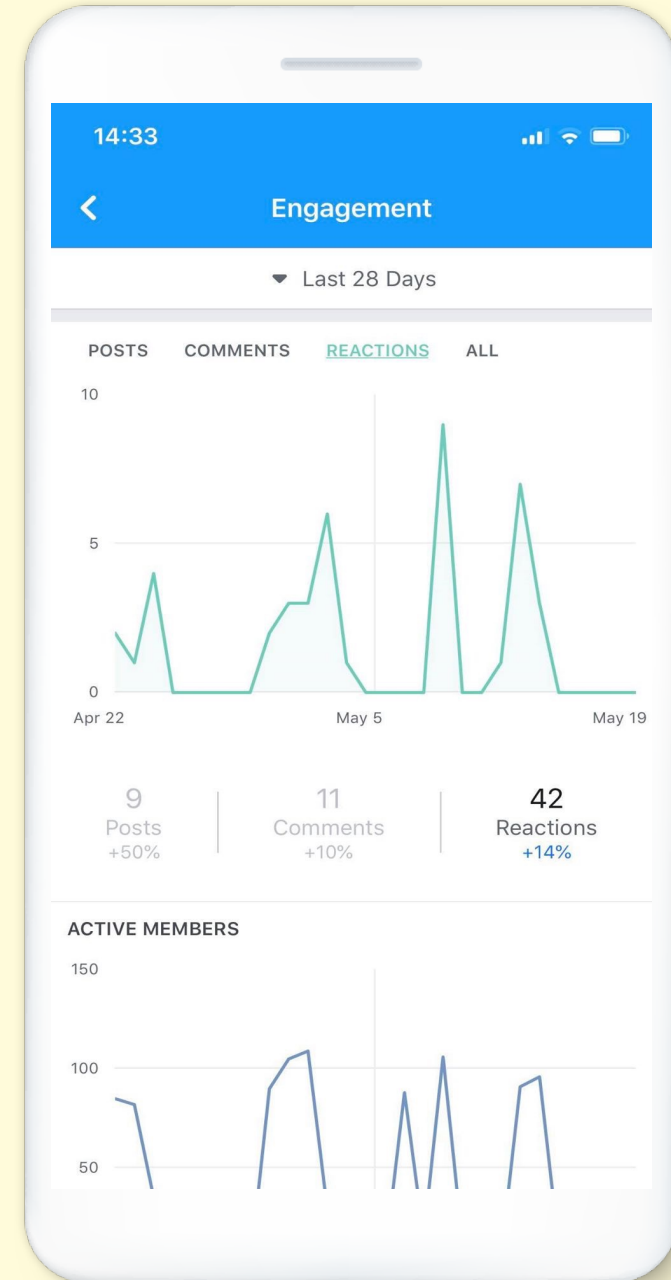
- Membership Questions
- Pending Posts
- Scheduled Posts
- Activity Log
- Group Rules
- Member-Reported Content
- Moderation Alerts
- Group Quality
- Settings
- Insights**
 - Growth
 - Engagement
 - Admins & Moderators
 - Membership

The main content area shows a post from 'Went (18...)' titled 'Facebook Philippines Government Summit 2021'. The post includes a welcome message and a description: 'Government agencies do impactful work in communities across the Philippines and we want to help you to better connect and communicate your messages and policies through Facebook and Instagram. You can learn tips and discover case studies to leverage Facebook, Instagram and its tools to keep people safe and informed about the latest information and governments' responses on COVID-19 and continue to share national culture... See More'. The post has 19 likes and 1 comment. Below it, another post from 'Went (18...)' titled 'Facebook Philippines Government Summit 2021' is visible, with 1 like and 1 comment. The right sidebar shows the 'About' section with the text: 'Welcome to the Facebook Philippines Government Summit! Government agencies do impactful work in communities across the Philippines and we want to help you to better connect and communicate your messages and policies through Facebook and Instagram. See More'. The 'About' section also includes 'Private' (Only members can see who's in the group and what they post), 'Visible' (Anyone can find this group), and 'Philippines' (Location). The 'Rooms' section at the bottom right features a 'Create Room' button and text: 'Rooms are a way for you to video chat with your group. Whenever the group creates a room, it'll appear here'.

Group Insights

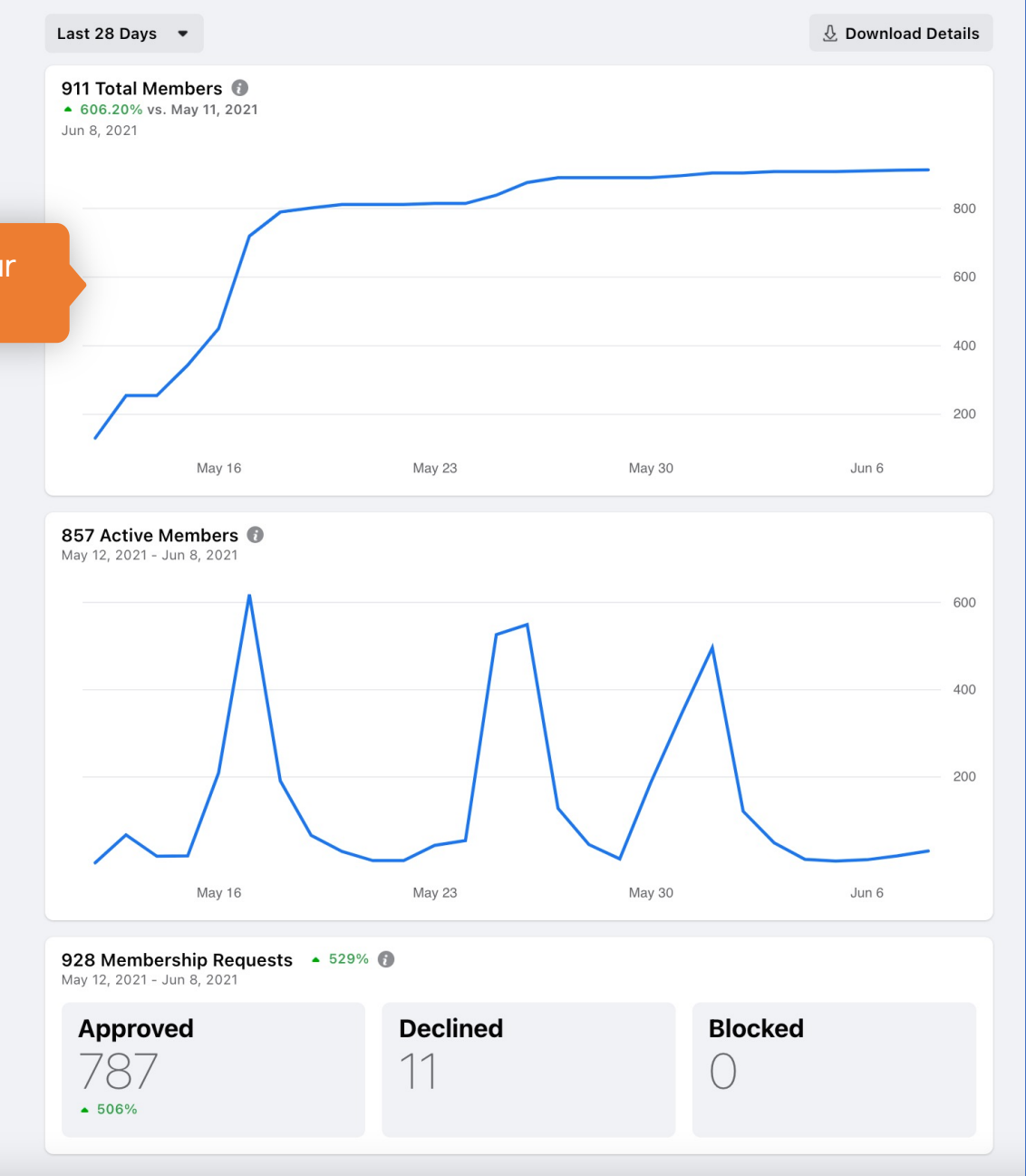
Create targeted content

- Group Insights provide metrics about your group, including member activity and engagement within the Group. These metrics can be used to find out which members are most active and which posts generate more involvement.
- Group Insights for Pages are available for Groups with 250 members or more. Use a Group's data to find out what type of content works best with each audience, and when members are most active and willing to interact.



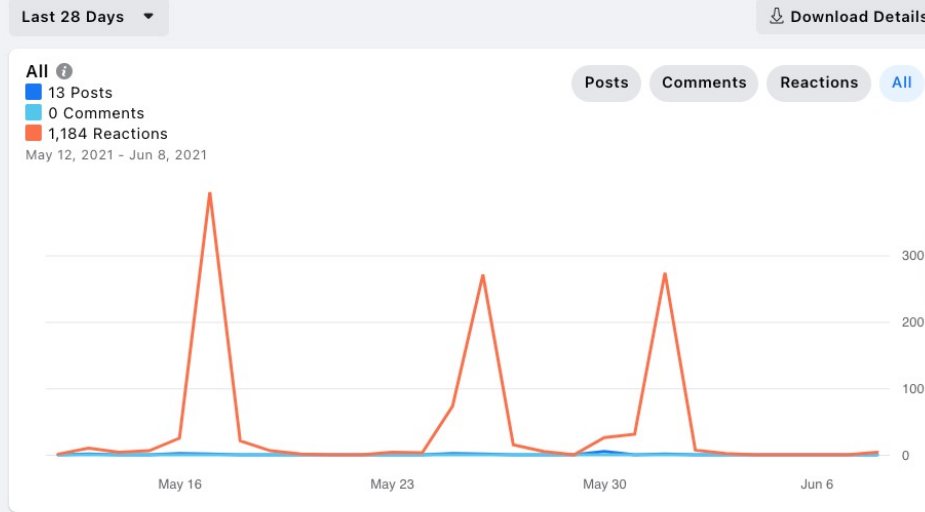
Group Insights

Growth of your community

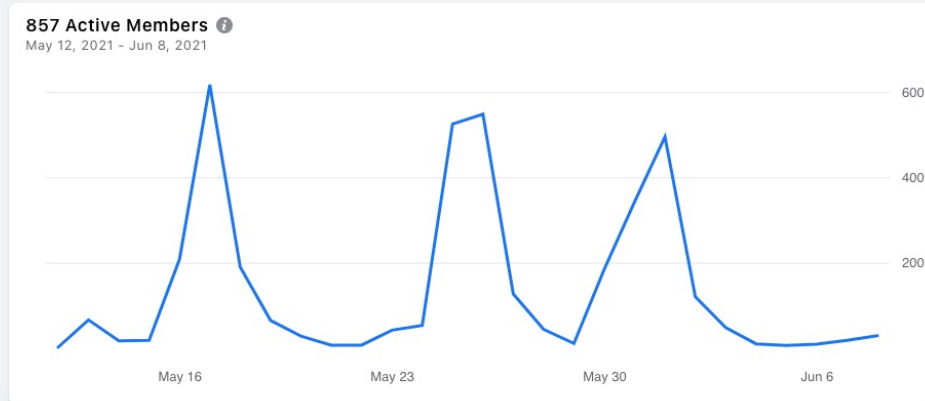


Example: Illustration purposes only

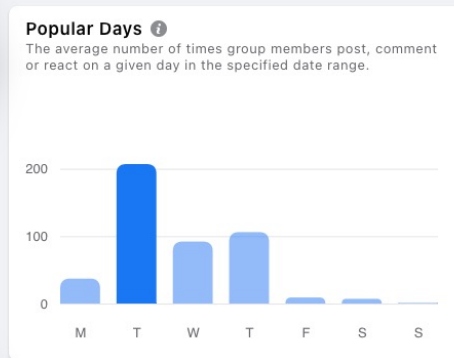
Group Insights



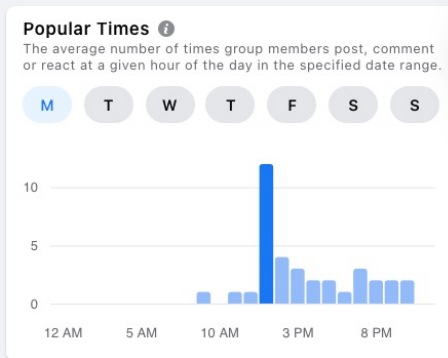
Growth in engagement



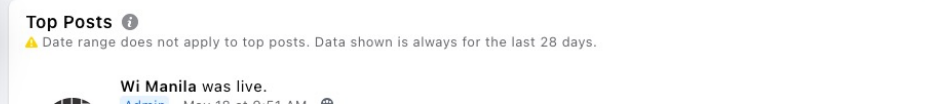
Most popular days



Most Popular Times



Top Posts



Groups

Best Practices

101

1

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2

Communicate group's purpose & culture - Use a cover photo, post group rules and a description, post often in the group to illustrate your commitment to the community.

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Choose the first members- start with a core handful of engaged people who will help create the foundation and who will add exemplary content before others arrive.

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Assemble a team of admins & moderators - Add channels of communication criteria for moderators, Have a secret mod/admin group or messenger thread.

5

Show up & participate to set the tone - Demonstrate to members the importance of being active as admins, Have a content calendar, Comment and engage on member posts.

6

Encourage easy member participation - Posting in a group as a new member can be intimidating -- make people's voices feel heard using polls, FB Live, asking open-ended questions

Groups

Best Practices

201

1

Create a clear mission - prominently state the group's mission in the description section and write clear rules, communicating them often to members

2

Build an audience - promote the group on your existing channels, invite people to join the group, welcome new members enthusiastically and share updates regularly with the group

3

Increase Engagement - ask questions, create weekly rituals, comment on members' posts and collaborate with your members by getting their input, working together on a shared document and organizing activities using the Events tool.

4

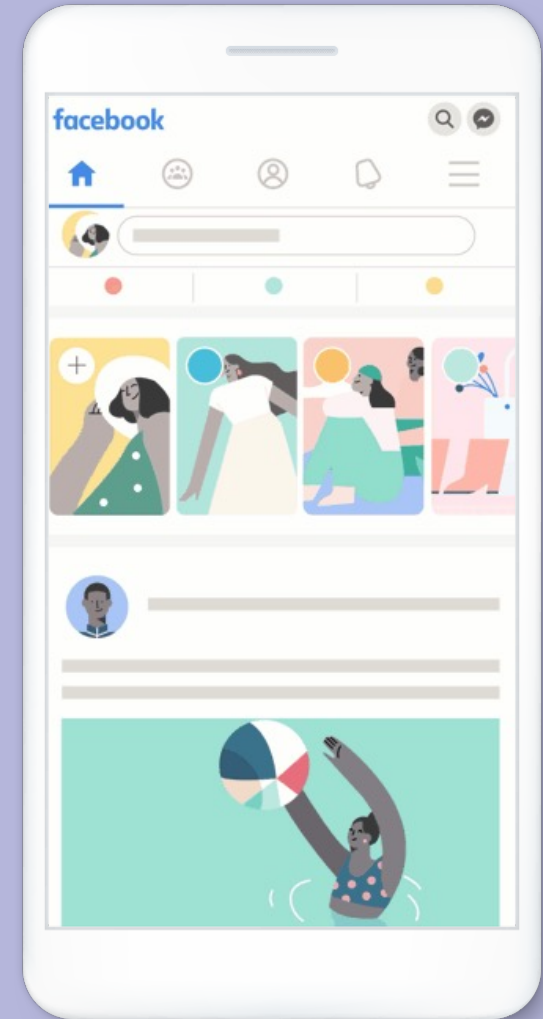
Measure Results - understand when members are most active and schedule posts accordingly, acknowledge your top member contributors, learn what types of posts are popular with your members and encourage them often, and celebrate achievements with admins and moderators

Amplify Your Message with Facebook Ads

Reach and engage the people you care about



Facebook advertising can help amplify your message to the people you care about and build community.



The anatomy of an ad

The business or organization that is advertising

Chosen format

There are lots of formats to choose from, depending on your objective.

Bespoke copy

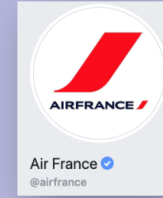
You can test several different messages to see what resonates well.

Eye-catching creative

What is the best way to express your message? Depending on your chosen format, Facebook Ads supports images, video, website previews, and more.

Strong CTA

Your CTA, or Call to Action, is what you want someone to do next. This goes back to your objective: do you want them to respond to an event, or maybe to spread a message?

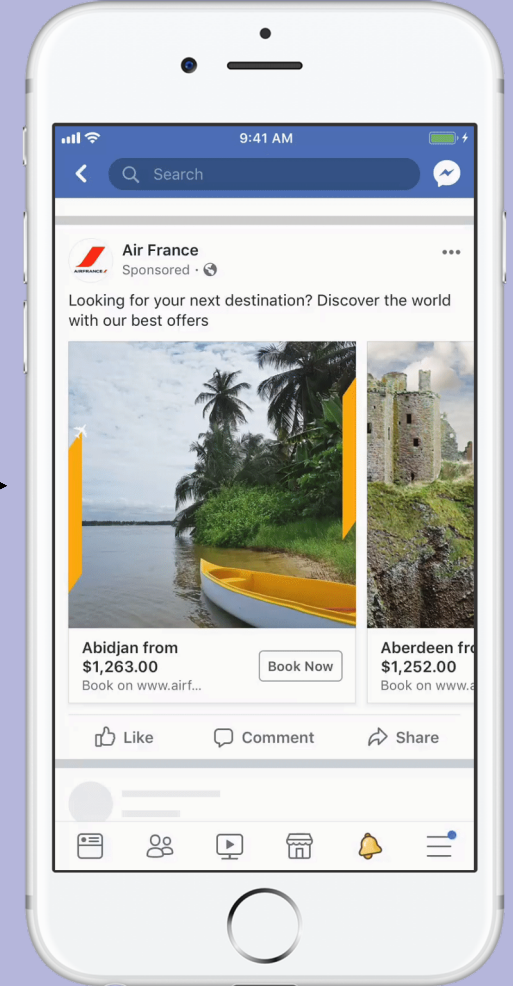


Example format: Carousel

Looking for your next destination? Discover the world with our best offers



Book Now



Boosting posts

Quick and easy

Directly from your page

Fewer options

Running ads

Ads manager

Full suite of advertising tools

Advanced options for
reaching audience

Boosting posts vs. running ads

Feature	Boosting posts	Running ads
Location, age, gender, interest targeting	✓	✓
Language targeting	X	✓
Custom audiences	X	✓
Ad scheduling	X	✓
Choose a bid type	X	✓
Control frequency	X	✓
Run multiple ads at the same time	X	✓
Access consolidated reporting	X	✓

The benefits of Ads Manager

Stepwise ad
creation

Manage and control
multiple ads

Evaluate ad
performance

Considerations when choosing to advertise

What do you want to accomplish?



Objective

What's your budget?



How to make a budget

What are your priorities with that budget?



Buying and bidding type

Who do you care about reaching?



Audience

Where do you want to reach them?



Placements

What do you want to reach them with?



Creative and ad formats

How are you measuring success?



Measurement tools

Choosing an objective

You can only pick one, so make sure that it aligns with your organisation's primary objective



Awareness

Brand Awareness
Reach



Consideration

Traffic
Engagement
App Installs
Video Views
Lead Generation
Messages

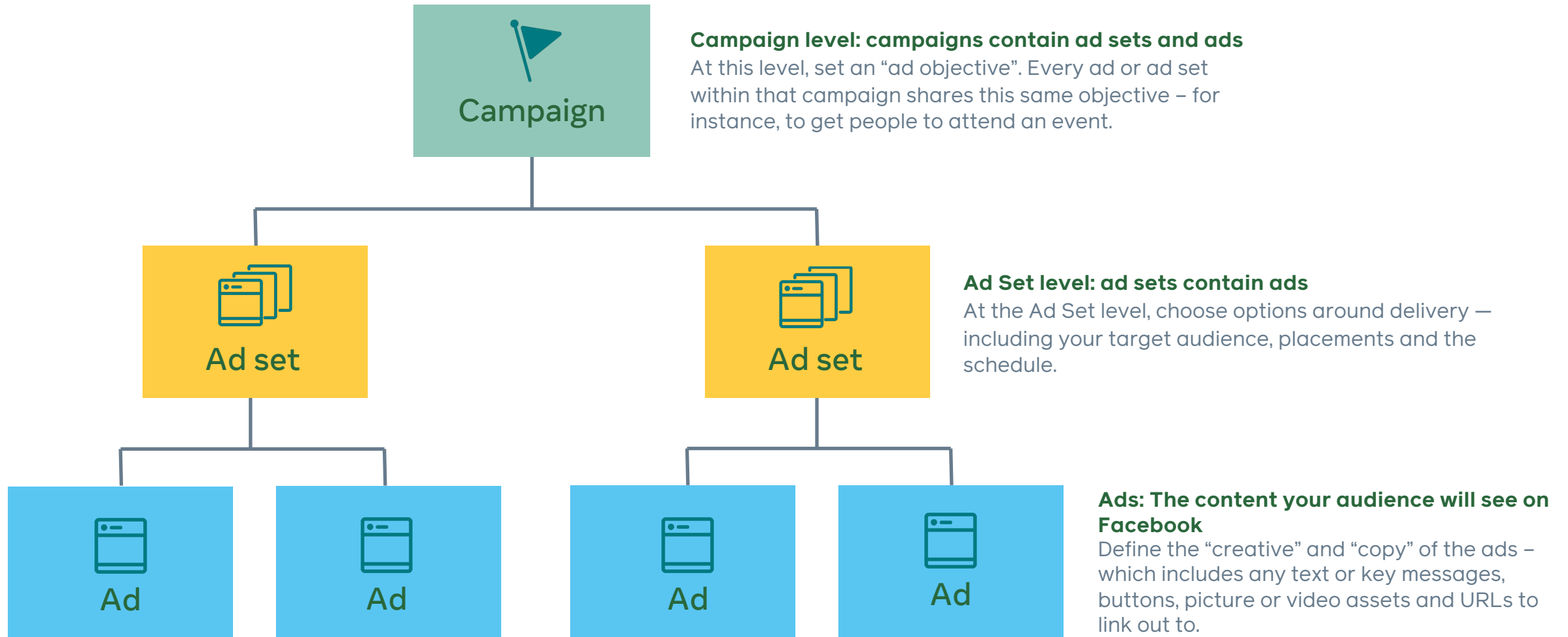


Conversion

Conversion
Store Traffic

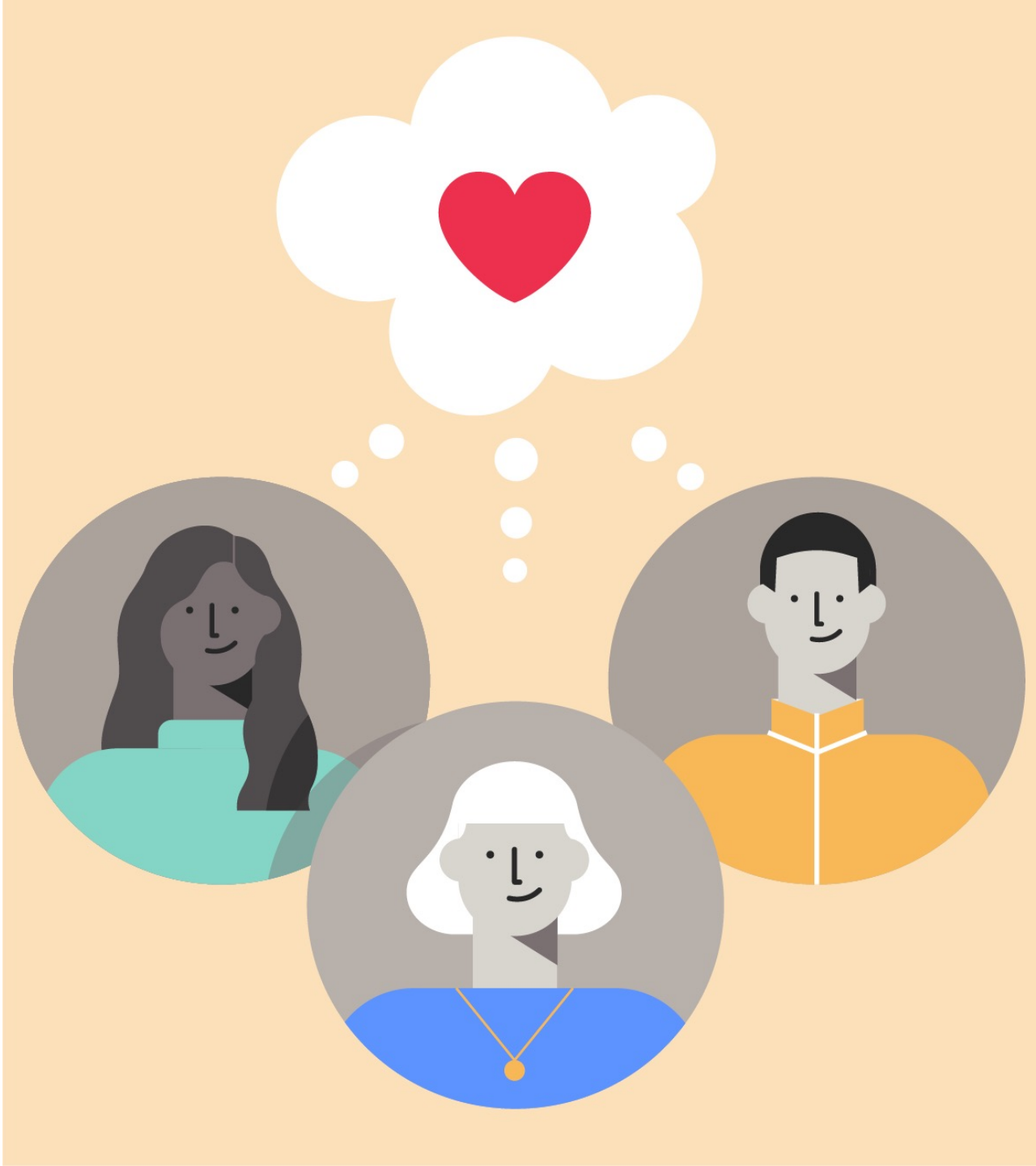
FACEBOOK

Campaign structure



Reach the people you care about

- 1 Core
- 2 Custom
- 3 Lookalike



Core audience targeting



Location



Demographics



Interests



Behavior



Connections

1

2

3

4

5

This screenshot shows the Facebook Ads targeting interface with a blue border highlighting the 'Location' section. The 'Locations' dropdown is set to 'Everyone in this location'. Below it, there are input fields for location names and a map icon. The 'Age' range is set to '18 - 65+', and 'Gender' is set to 'All'. The 'Audience Size' gauge is visible on the right, showing a needle pointing towards the 'Broad' end. The 'Estimated Daily Results' section is also visible on the right side of the interface.

This screenshot shows the Facebook Ads targeting interface with a blue border highlighting the 'Demographics' section. The 'Age' range is set to '18 - 65+', and 'Gender' is set to 'All'. The 'Audience Size' gauge is visible on the right, showing a needle pointing towards the 'Broad' end. The 'Estimated Daily Results' section is also visible on the right side of the interface.

Custom audience targeting



Contact lists

1



Site visitors

2



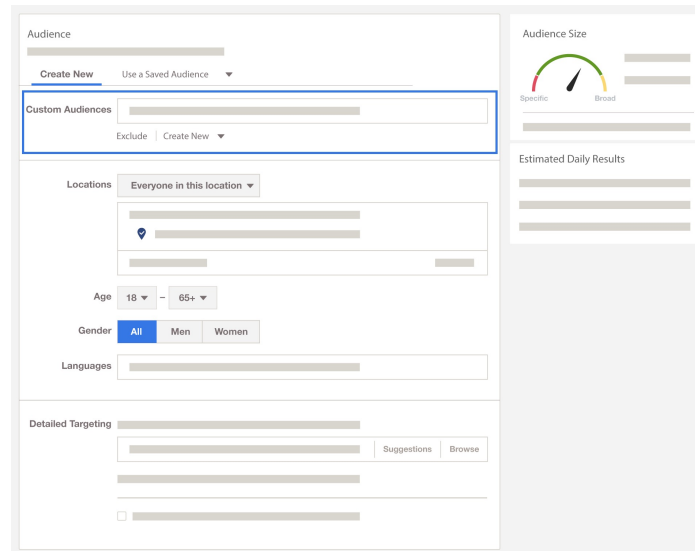
App users

3



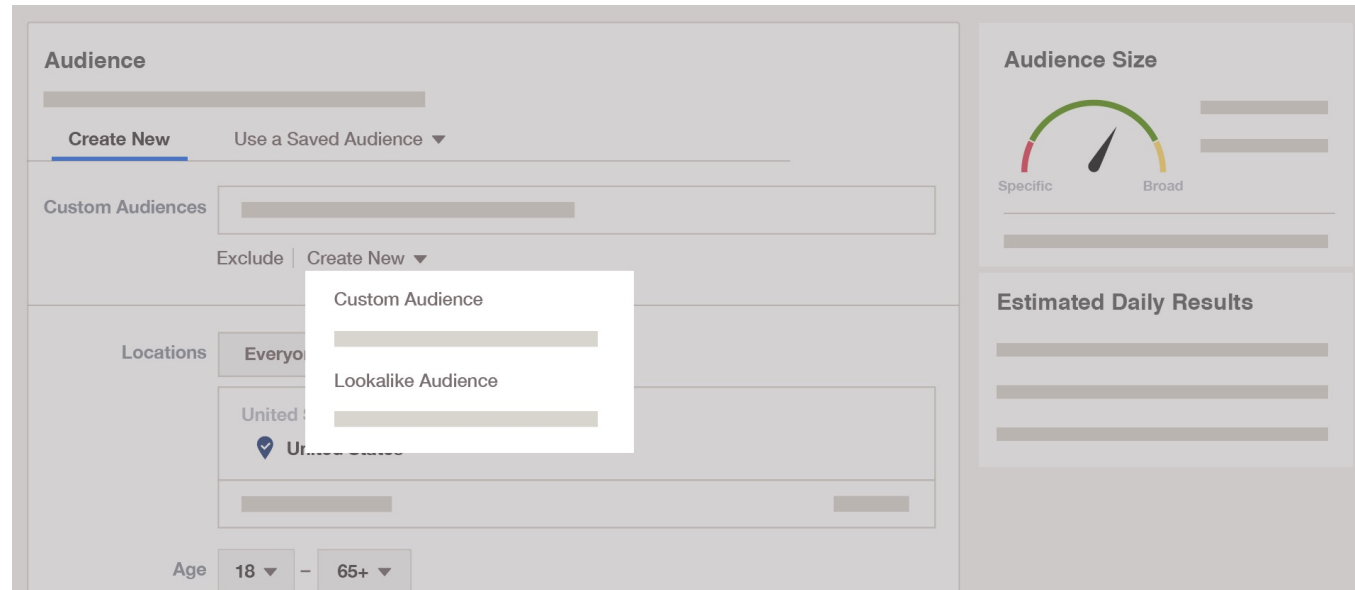
Engagement

4



Lookalike targeting

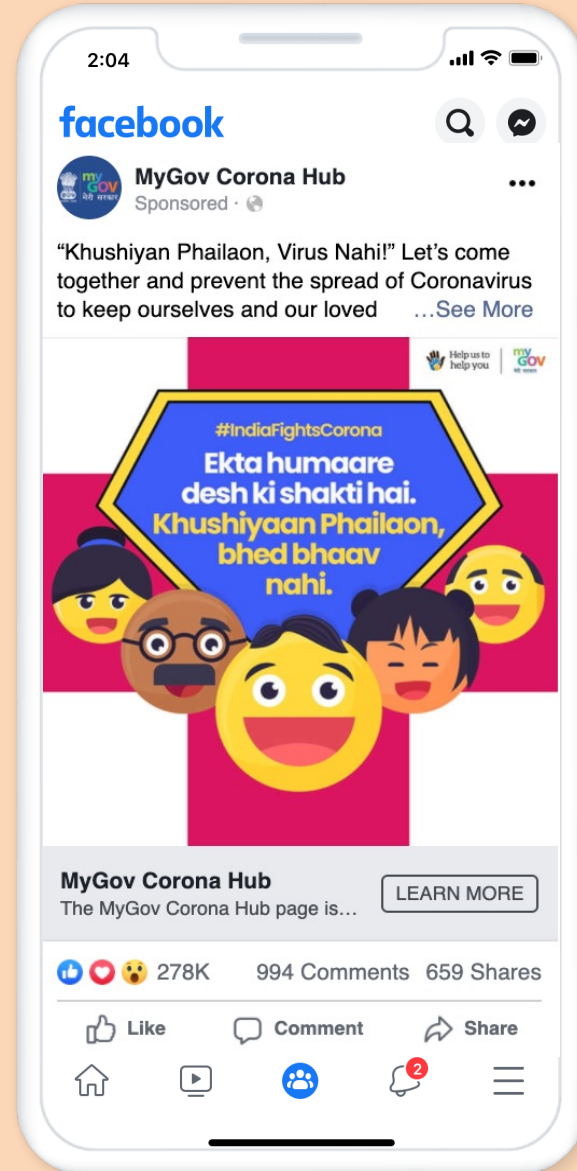
Reach people similar to your existing audience.



How much should I budget?

- ✓ Historical ad account data
- ✓ Potential reach and estimated daily results tool
- ✓ Estimate number of results
- ✓ Estimate budget needed

Inspire people with an easy-to-make image ad

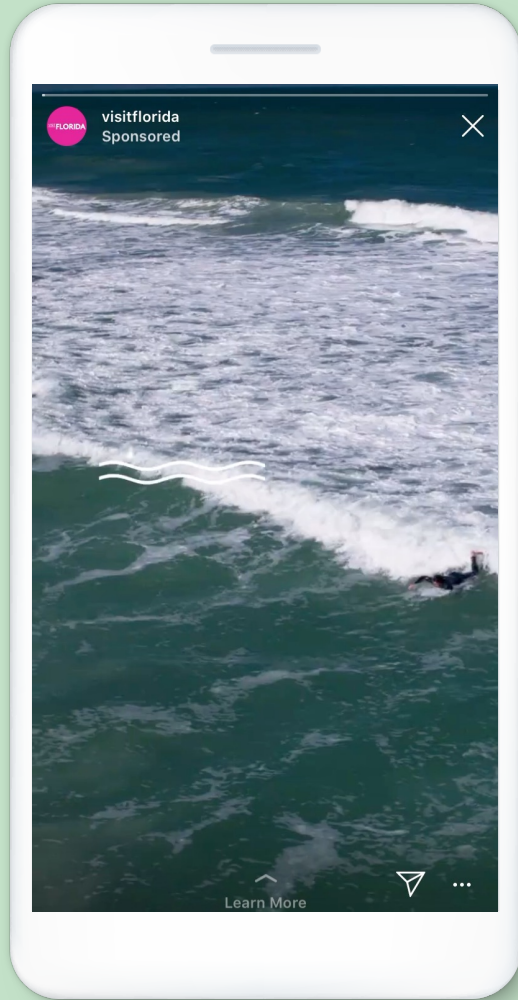




Best practices for creating a simple but powerful photo ad

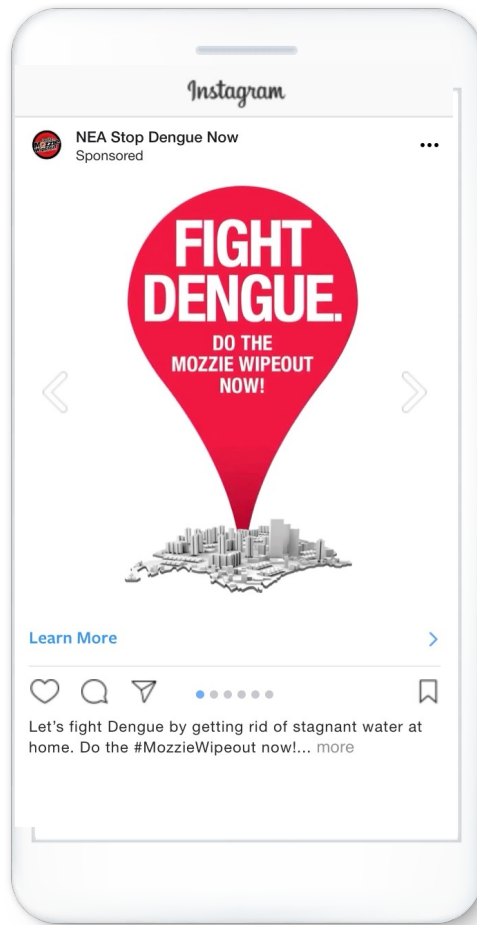
1. Use the rule of thirds to make your shots more balanced
2. Try different angles
3. Shoot for a mobile audience
4. Remember less text is more
5. Have a single focal point
6. Maintain visual consistency
7. Experiment with visuals





Video ads draw your community in with sound and motion

Best practices for creating video ads



Design for sound off

Adding captions increases view duration by an average of 12%

Keep your videos short

Make your video length 15 seconds or less

Highlight your brand early and often

Brand association in the first three seconds is positively correlated with conversion lift

Use vertical or square video

Try 4:5 vertical video ads, which work well across Facebook, Instagram and Audience Network


Getting started with ads about social issues

FACEBOOK     

We are committed to building a platform to help you own your voice and engage on important issues that your audience cares most about


2:04 📶 🔋

facebook 🔍 💬

 **Global Good**
Sponsored · Paid for by Global Good · 🌐

By the time you read this post, 100,000 plastic bottles will have been bought globally. Most of it posing a real threat to marine life. Join Global Good to fight plastic pollution! 🙌 🌊

📘 About this Ad



WWW.GLOBALNONPROFIT.ORG
Global Good
Global Good is a non-profit organiz...

Learn More

👍 😮 ❤️ John Evans and 23 others 2 Comments

To build an effective policy, we need to categorise which ads are required to meet a higher standard

Ads about social issues, elections or politics are:

- ✓ About social issues; includes content with discussion, debate or advocacy for or against an issue
- ✓ Made by, on behalf of or about a candidate for public office, a political figure, a political party or advocates for the outcome of an election to public office
- ✓ About an election, referendum or ballot initiative, including "get out the vote" or election information campaigns
- ✓ Regulated as political advertising

<https://fb.me/AdsTransparency>

If you're running ads about a social issue, you'll need to:



Complete the
authorisation process



Confirm your identity
and location



Place "Paid for by"
disclaimers on your ads



PRO TIP

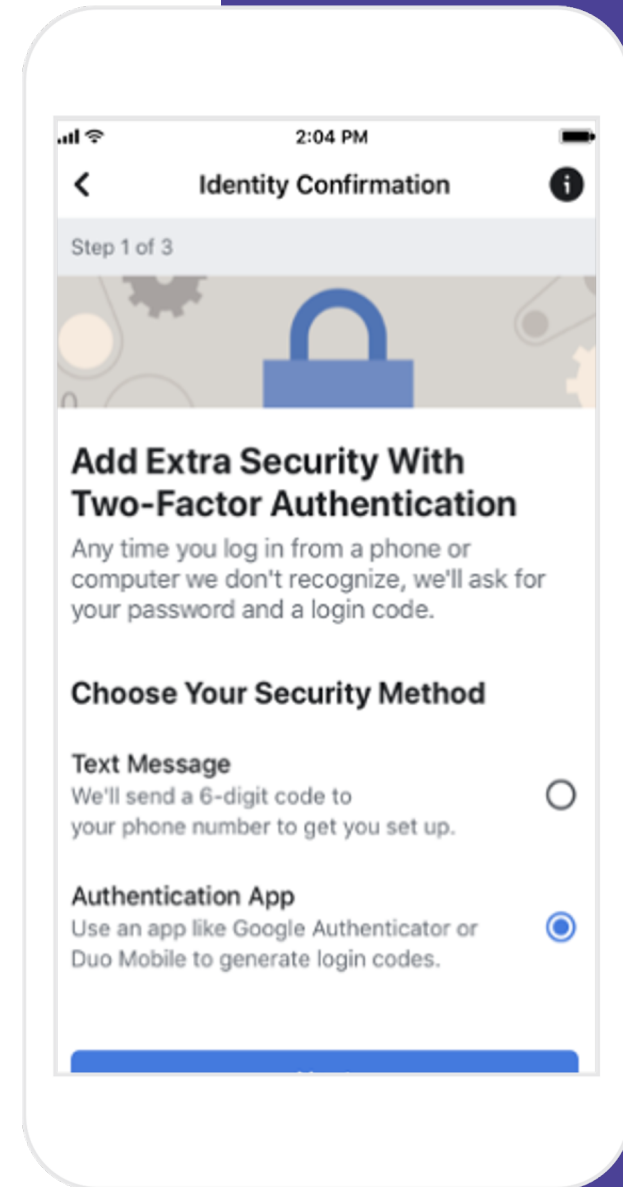
Complete the
authorisation process
as early as possible
because it may take
around two weeks to
complete.

Confirming your identity

Go to facebook.com/id to begin the process or confirm if your identity is already verified

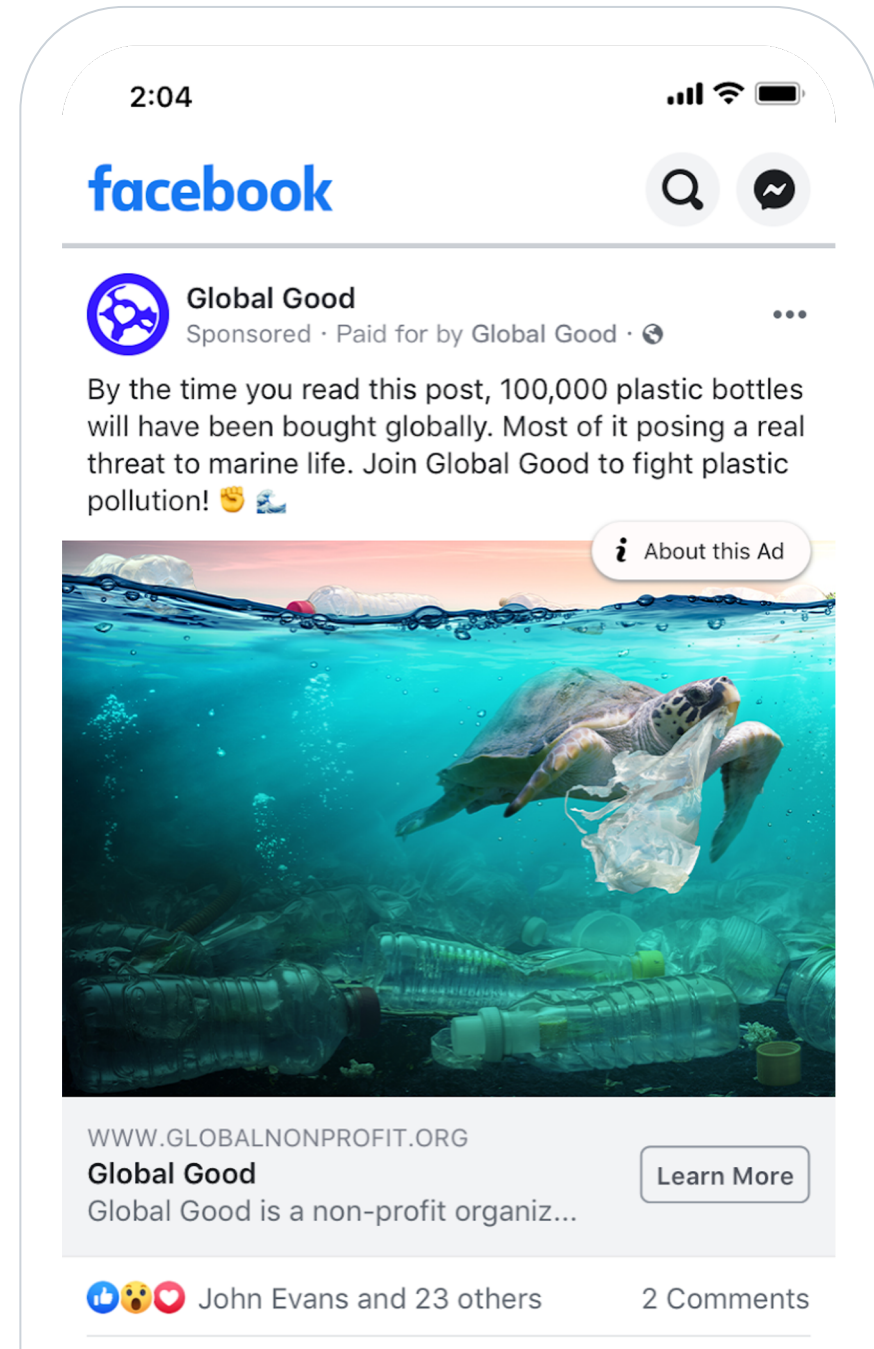
YOU WILL BE ASKED TO:

- ✓ Turn on two-factor authentication.
- ✓ Provide your postal address
- ✓ Upload a personal ID



Disclaimers

Ads about social issues, elections or politics must be clearly labelled with a "Paid for by" disclaimer from the advertiser to communicate the organisation or person that paid for the ad.




2:04

facebook

Global Good
Sponsored · Paid for by Global Good ·

By the time you read this post, 100,000 plastic bottles will have been bought globally. Most of it posing a real threat to marine life. Join Global Good to fight plastic pollution! 🙌 🌊

About this Ad



WWW.GLOBALNONPROFIT.ORG
Global Good
Global Good is a non-profit organiz...

Learn More

John Evans and 23 others 2 Comments

Ad Library

The Ad Library is our most comprehensive ads transparency resource, providing a searchable view of ads across Facebook and Instagram.



What is Creator Studio?

FACEBOOK

With Creator Studio, you can:

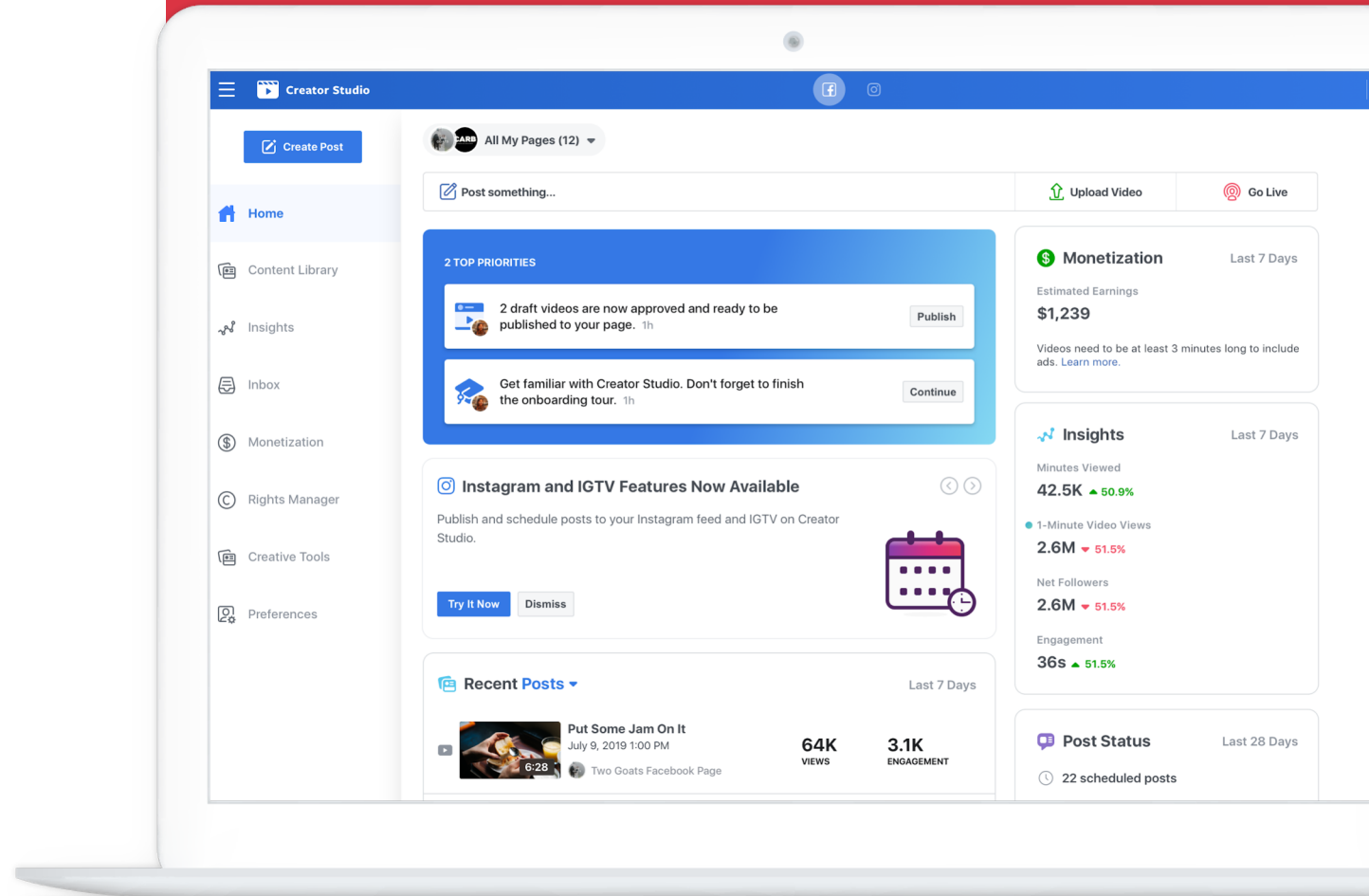
- ✓ Publish, schedule, and manage content across multiple Facebook Pages and Instagram accounts in one single place.
- ✓ Access new and improved video, audience, and retention insights and tools across all your Pages.
- ✓ Simplify engagement by commenting and responding to your Facebook and Instagram fans from one central location.
- ✓ Better understand your monetization performance and onboard to new monetization products.
- ✓ Use the app to manage Facebook Page content, insights, messages, comments, and notifications on the go.

Accessing Creator Studio

Access the desktop version of Creator Studio via the URL below:

facebook.com/creatorstudio

Scan the QR code to download the Creator Studio app:



Content Library

1. POSTS TAB

View all of your video, photo, link, and text posts (including published, scheduled, drafts, and more).

- View high-level information about the asset (date created, attributes, views and engagement).
- View post insights, edit or delete the post, and apply actions to multiple videos at once (including tags, custom labels, auto captions and more).

2. SEARCH

Throughout the Content Library, search by title, description, link headers, monetization status, and more in the search bar.

- Filter by post type, status, date range, and more.
- You can also create custom filters and save them for future use (all custom search filters you create are shared across your team of Page Admins).

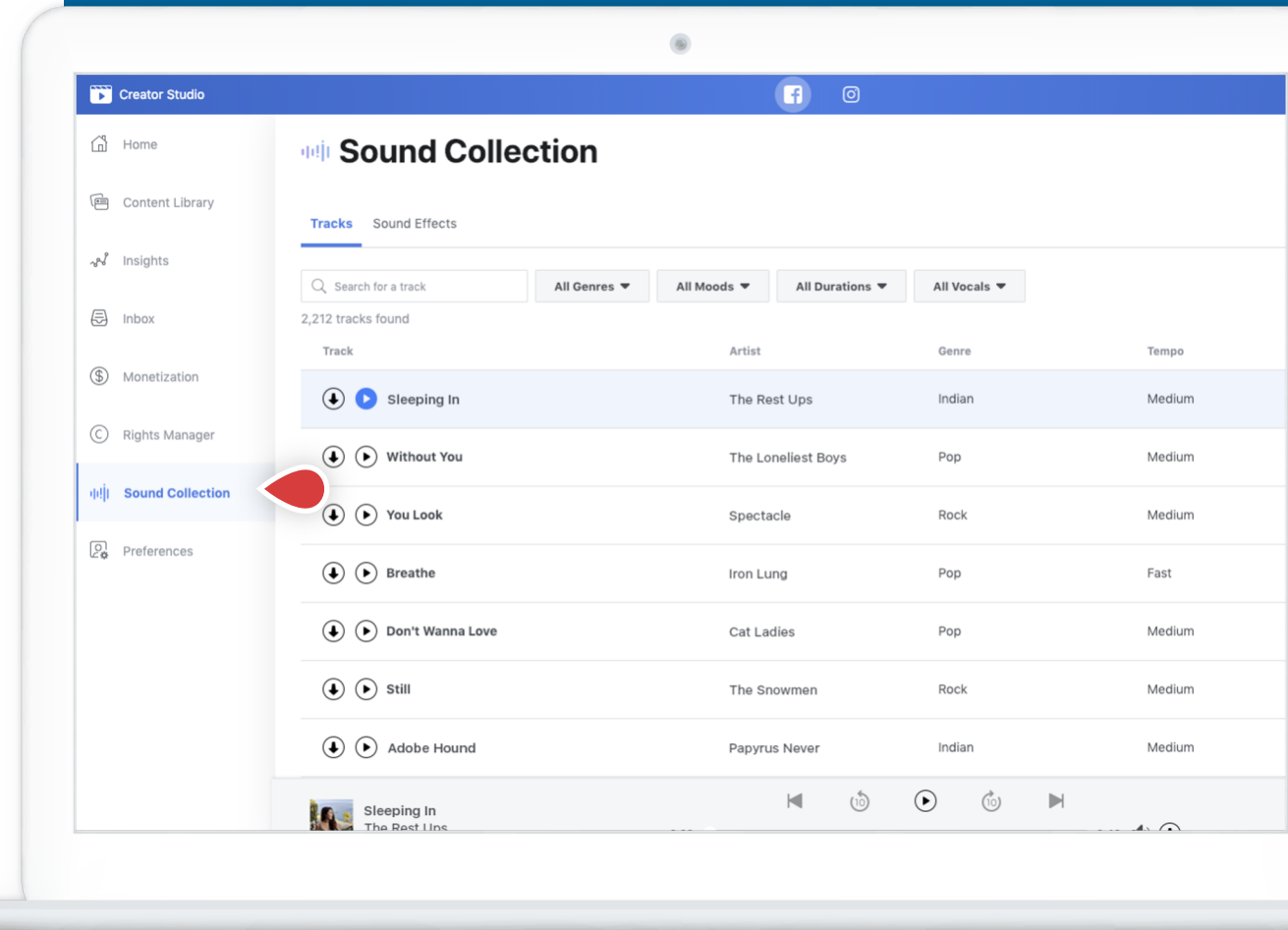
The screenshot displays the Facebook Creator Studio interface for the 'Content Library > Posts' section. The left sidebar contains navigation options: Home, Content Library (selected), Posts, Videos You Can Crosspost, Playlists, Series, Posts Timeline, Insights, Inbox, Monetization, Rights Manager, Pages, and Creative Tools. The main content area shows a list of posts with columns for Post, Post Status, Date, Details, Distribution, 1min Views, and 3sec Views. A search bar is located at the top right. A red callout '1' points to the 'Posts' tab in the sidebar, and another red callout '2' points to the search bar. A tooltip for the 'Twin Swap' post provides performance insights: '+1.8x higher than usual within 8 days of publishing', '30% more Comments', '13% higher Avg. Minutes Watched', and 'High Audience Retention'. A 'View Comments' button is visible in the tooltip.

Post	Post Status	Date	Details	Distribution	1min Views	3sec Views
<input type="checkbox"/> Spicy Spice Burgers Bring the heat, Bring the Eat...	Published	Jun 25, 2019 4:19pm	-0.9x	Lower	6.3K	
<input type="checkbox"/> Twin Swap Twins Swap Dating Profiles	Published	Jun 25, 2019 3:00pm	+1.8x higher than usual within 8 days of publishing ↑ 30% more Comments ↑ 13% higher Avg. Minutes Watched ↑ High Audience Retention			
<input type="checkbox"/> Pasta & Art All Mesmerizing Pasta Art With Sal...	Published	Jun 24, 2019 9:00am				
<input type="checkbox"/> Backyard to Table Delicious foods for you	Draft	Jun 23, 2019 5:15pm				
<input type="checkbox"/> Hacks To Make You Backyard to table	Published	Jun 23, 2019 5:00pm	+1.8x Higher		16.6K	

Creative tools

Music for your videos

Access Sound Collection to preview and download music to use in your videos.

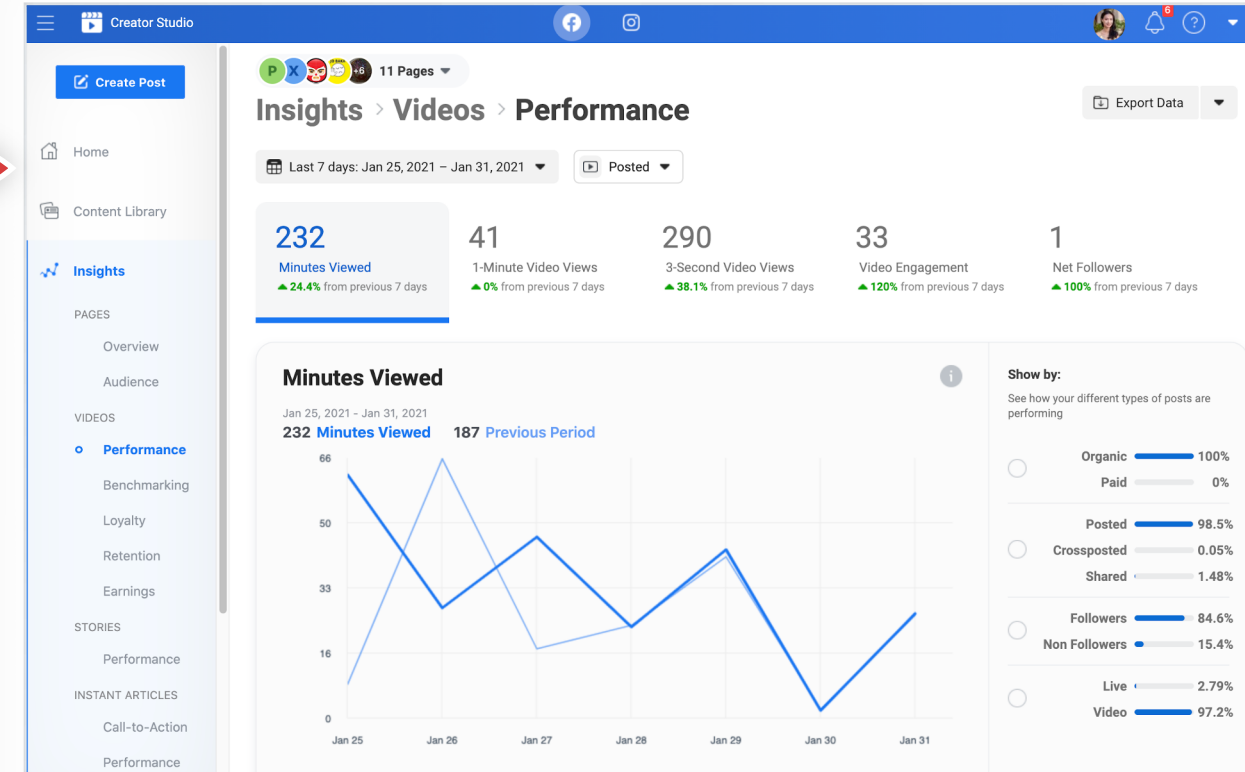


Performance Insights

See video performance aggregated across Pages and dive into the details. Select one of the metrics to display Top videos and Top Pages.

Insights include:

- **Opportunities:** Insights and suggestions to help grow your video business.
- **Video Views:** 1-minute and 3-second views.
- **Engagement:** Post clicks, likes, shares, and comments.
- **Minutes Viewed:** The total number of minutes your videos were played, including replays.
- **Net Followers:** Audience growth over time.

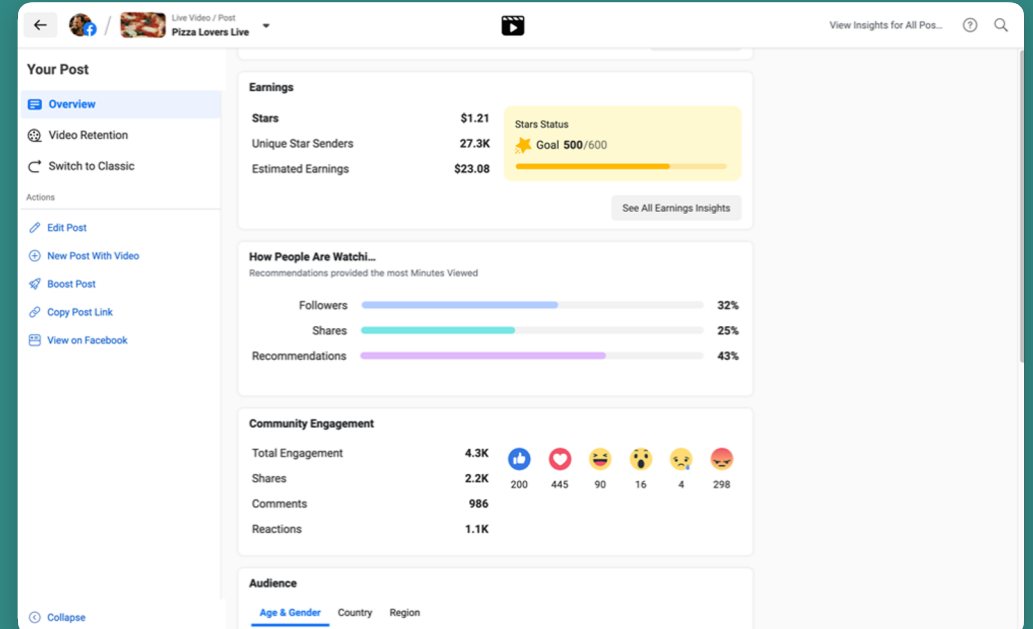
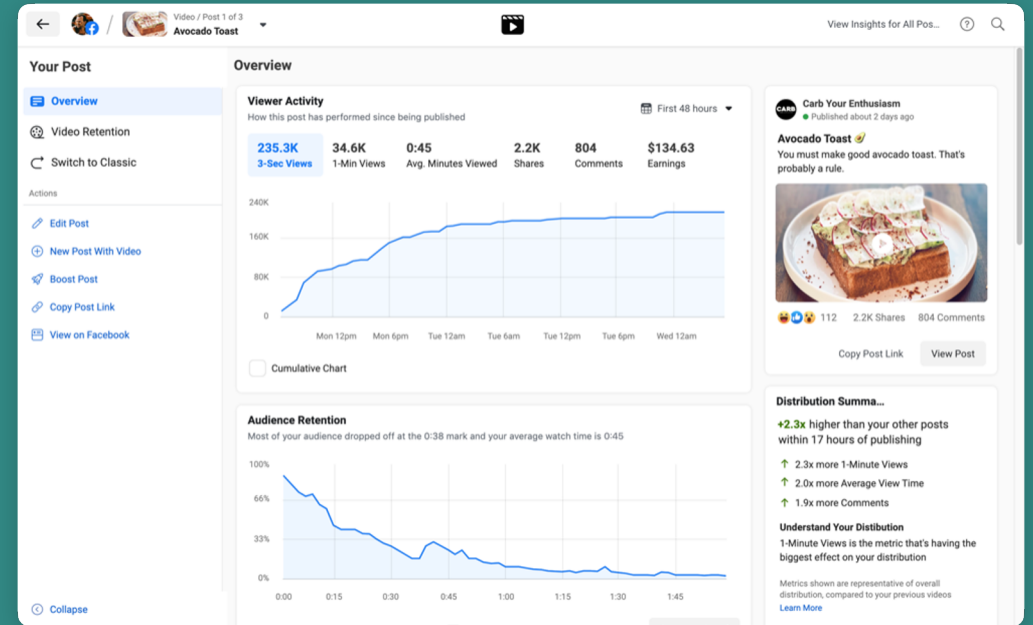


Video Details Explorer

UNDERSTAND VIDEO-LEVEL PERFORMANCE

The Video Details Explorer dashboard allows you to dive into performance details for a specific video.

- You can access the Video Details Explorer by clicking on a specific video in the Content Library or Insights sections of Creator Studio.
- Available metrics include video views, average watch time, retention, estimated earnings, traffic sources, and audience and engagement data. You can also see video crosspost data, both in aggregate and per post.
- Personalized tips for improving distribution are also now available in the Video Details Explorer.



Connecting your Instagram account

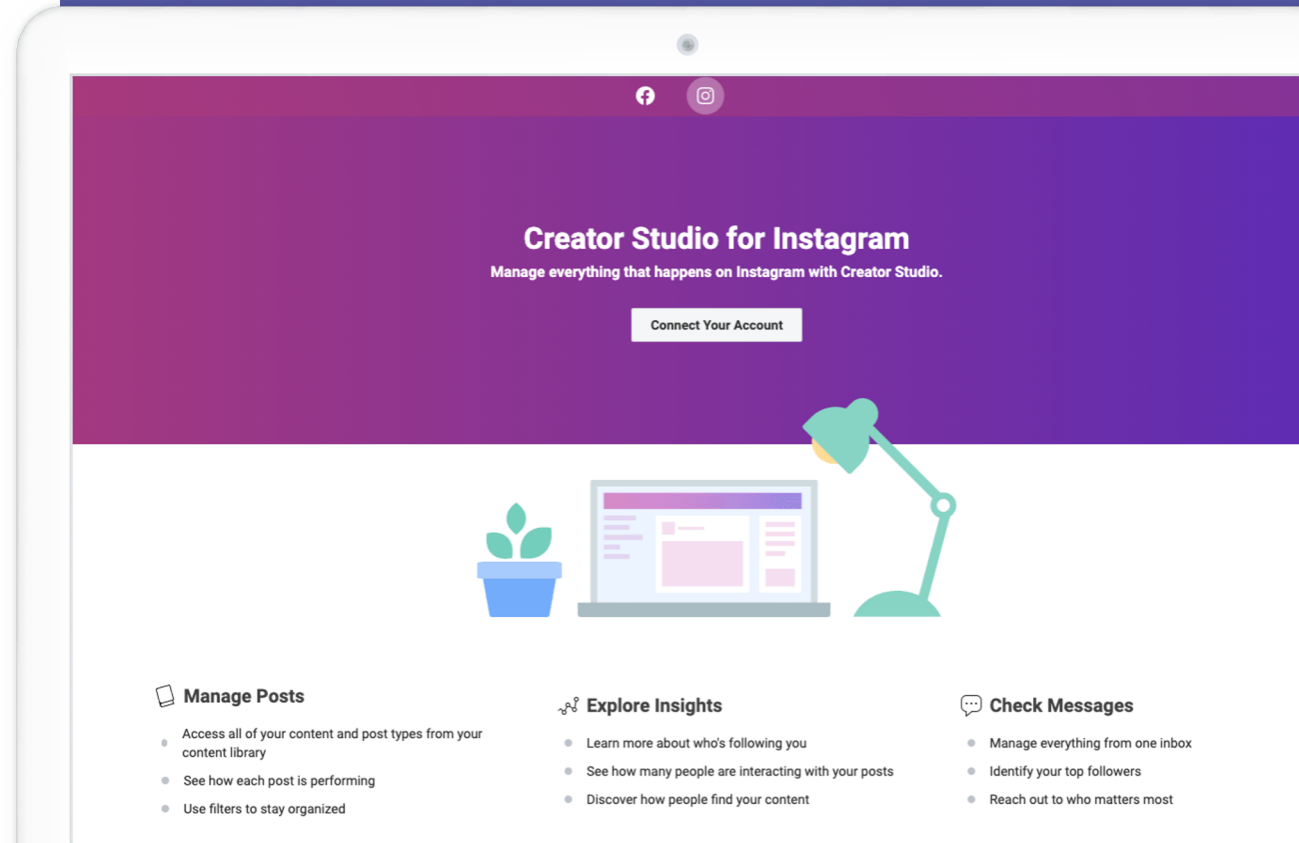
Before you begin, navigate to the Settings section of your Instagram account and convert your account to a Business Profile or Creator Account. Then, go to Creator Studio and click the Instagram icon at the top of the screen.

If your Instagram account *is not* connected to a Facebook Page:

- Follow the onscreen instructions to log into Creator Studio with your Instagram username and password. If you're having trouble connecting your account, try signing out of your Facebook user profile first and/or using an Incognito browser.

If your Instagram account *is* connected to a Facebook Page:

- If you manage a Facebook Page that's already connected to the Instagram account you want to use in Creator Studio, click to connect to that Page.
- If you manage a Facebook Page that's connected to an Instagram account, but want to use a different Instagram account you don't see listed, click "Connect another Instagram Account" and follow the instructions.
- If you have multiple Instagram accounts already connected to your Facebook Page or Pages and want to manage them in Creator Studio, click "Continue with Connected Accounts."



Instagram Content Library

1. POSTS TAB


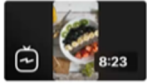

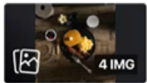
View all of your Instagram video, photo, carousel, Stories, and IGTV posts across multiple accounts.

- View high-level information about each post (publish date and time, likes, comments, and reach).
- View more detailed insights by clicking on each post.

2. SEARCH

Search for posts throughout the Content Library by using captions and keywords. You can also filter posts using pre-set or custom date ranges.

The screenshot shows the Facebook Creator Studio interface for the Instagram account 'Two Goats'. The 'Content Library' is selected in the sidebar, and the 'Post' tab is active. The main content area displays a list of posts with the following data:

Post	Post Status ↓	Views	Likes
<input type="checkbox"/>  Oatmeal and Waffles Two Goats	Posted Jun 27, 2018 10:30 AM	480,000	40,000
<input type="checkbox"/>  Yogurt Bowl with Fruit and Orange... Two Goats	Posted Jun 26, 2018 2:30 PM	500,000	50,000
<input type="checkbox"/>  Homemade Cinnabons with Coffee Two Goats	Posted Jun 25, 2018 10:30 AM	410,000	42,000
<input type="checkbox"/>  Pancakes, Bacon and Eggs Two Goats	Posted Jun 24, 2018 2:30 PM	460,000	38,000

THANK YOU

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FACEBOOK