

Digital Media Session | National Religious Broadcasters Convention

Orlando | February 27-March 2

Building Your Facebook Community: Tips, Tools, & Best Practices
Speaker: Don Seymour, U.S. Politics and Government Outreach Manager, Facebook

By the Numbers:

- **1.86 billion** worldwide have a presence on Facebook, including 209 million Americans; 194 million of these users engage on mobile devices and another 163 million (77%) visit Facebook daily.
- **Top 6 topics** people discuss: family, food, politics, entertainment, pets and current events
- **Top 10 trending topics** for 2016 included: Donald Trump, Brazil, Pokemon Go, Black Lives Matter, Philippines Presidential Election, Olympics, Brexit, Super Bowl, David Bowie, Muhammad Ali



It's All About the Content

- **Social Media content** should be:
 - Authentic (rather than copying and pasting a news release)
 - Visual and Engaging
 - Interactive and Provides Context
 - Timely and Informative
 - Consistent and Meaningful
 - Variety of videos, text, links and photos (consider captions for photos)
 - Ask Questions and Encourage Replies

A New Trend | Facebook Live

- **Facebook Live** is the newest trend that engages viewers with Q&A or updates and works well for issues-driven organizations. When using this video platform, keep these **6 tips** in mind:
 1. Stay on as long as you can. The longer you're live, the more viewers you're likely to have.
 2. Hold the phone vertically. The majority of viewers will see your video on mobile devices.
 3. Make eye contact with the camera—not your screen.
 4. Make sure you project well if using the phone's microphone.
 5. Place your phone on Airplane Mode so you will not be disconnected by an incoming call.
 6. Respond to comments that appear on your screen in real time.

Learn More:

- See [Facebook Live](#) tips here.
- [facebook.com/blueprint](https://www.facebook.com/blueprint)
- [facebook.com/facebookmedia](https://www.facebook.com/facebookmedia)
- [facebook.com/help/security](https://www.facebook.com/help/security)