

Facebook 101

About

No. 1 social media platform (most users, biggest variety of users)

Best for:

1. Connecting with union members
2. Connecting with parents and the community
3. Getting folks to take action

Best practices

- Posting frequency: Daily if possible, but not less than a couple times/week
- Posting times: After school/work hours is best
- Vary your content:
 - *Images*
 - *Videos*
 - *Links to articles or resources*
 - *Events*
 - *Livestreams*
- Try to have an image or video w/your post if possible (more engagement)


Organizing tools

Facebook Frames

- EdMN can help create these!



www.educationminnesota.org

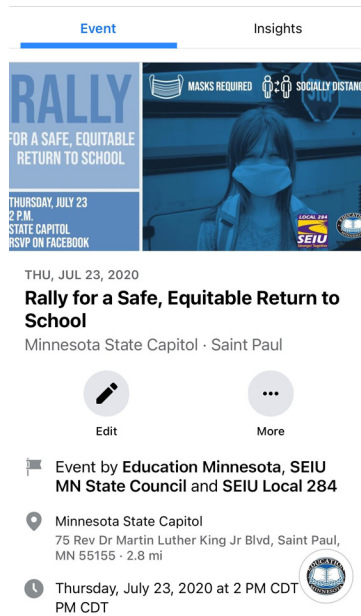
Education Minnesota is an affiliate of the American Federation of Teachers, the National Education Association and AFL-CIO.  1818



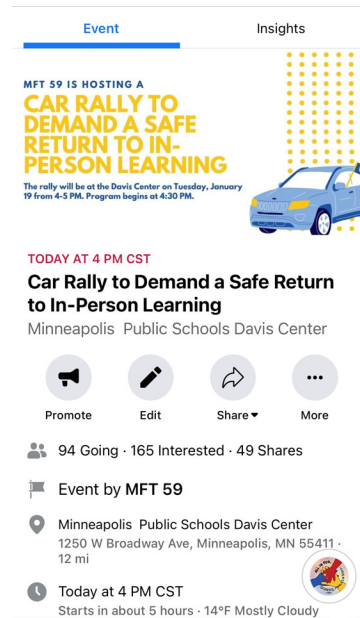
THE VOICE FOR PROFESSIONAL
EDUCATORS AND STUDENTS

Facebook Events

- Create events for members and/or the public to RSVP to.
- Separate registration links can be included.



The screenshot shows a Facebook event page. At the top, there are tabs for 'Event' and 'Insights'. The event title is 'RALLY FOR A SAFE, EQUITABLE RETURN TO SCHOOL'. The date and time are 'THURSDAY, JULY 23 2 P.M. STATE CAPITOL RSVP ON FACEBOOK'. The location is 'Minnesota State Capitol · Saint Paul'. There are icons for 'Edit' and 'More'. The event is organized by 'Education Minnesota, SEIU MN State Council and SEIU Local 284'. The address is 'Minnesota State Capitol, 75 Rev Dr Martin Luther King Jr Blvd, Saint Paul, MN 55155 · 2.8 mi'. The start time is 'Thursday, July 23, 2020 at 2 PM CDT'. There is a small image of a person wearing a face mask and a sign that says 'Masks Required' and 'Socially Distance'.



The screenshot shows a Facebook event page. At the top, there are tabs for 'Event' and 'Insights'. The event title is 'MFT 59 IS HOSTING A CAR RALLY TO DEMAND A SAFE RETURN TO IN-PERSON LEARNING'. The date and time are 'TODAY AT 4 PM CST'. The location is 'Minneapolis · Public Schools Davis Center'. There are icons for 'Promote', 'Edit', 'Share', and 'More'. The event is organized by 'MFT 59'. The address is 'Minneapolis · Public Schools Davis Center, 1250 W Broadway Ave, Minneapolis, MN 55411 · 12 mi'. The start time is 'Today at 4 PM CST'. There is a small image of a blue car with a sign that says 'MFT 59 IS HOSTING A CAR RALLY TO DEMAND A SAFE RETURN TO IN-PERSON LEARNING'.

Facebook Live

- Go live from a union event, school board meeting, etc.
- <https://www.facebook.com/formedia/blog/tips-for-using-live>

Facebook Groups

- Can be public or private (invite only)
- Can serve as a "hub" for your local union if you don't have a website
- Please see handout on Facebook pages vs. groups

Boosted posts/Facebook ads

- Target your posts to Facebook users in your community or district so more of the right people are seeing them.
- <https://www.facebook.com/business/ads>

Questions? Contact us!