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- Facebook is all about the algorithm.
 - Its goal is to keep you on FB for as long as possible
 - The reason is because they make their money on advertising.
 - The way that they keep you is by serving you what they think is interesting content
 - Photos
 - Videos
 - Things that are shared by people who you interact with a lot.
 - Things that other people share and interact with a lot
 - With advocacy, your goal is to get as many eyeballs as possible, and hopefully the eyeballs with the power, to see your posts.
 - You want people to interact with your post.
 - React
 - Comment
 - Share is the holy grail – it’s how things go viral
 - What makes people want to interact with your posts?
 - Photos of people they know and things they care about
 - Videos of people they know
 - Native uploads from phone or computer, don’t link to YouTube if you can help it.
 - Links can be interesting but there’s a catch – FB penalizes them because they take you away from FB. If you can link to someone else’s FB post instead, that’s even better.
- How do I “talk” to my elected officials on Facebook?
 - Find out who represents you: https://ballotpedia.org/Who_represents_me
 - Just like with any advocacy, you’ll want to target the people who you are a constituent of, as well as the people who head the committees who make a difference. (Rob Ortt, Mental Health and Developmental Disabilities Committee in the Senate)
 - How do I find them on Facebook?
 - Search bar
 - Senator Rob Ortt vs. Rep. Brian Higgins – checkmark means verified, what other clues can you use?
 - How to tag
 - Start with the @ symbol and begin typing their name
 - FB is smart, but it sometimes gets confused
 - Click into an officials’ FB page to see their handle and how to tag them under their name
 - Ask people in your post to take an action
 - It’s about quantity! The staff for elected officials monitor their social media accounts and keep them apprised of the things that are “noisy”
 - Send a private message

- The more active you are on FB in general, the more people will see your posts. It's all about tricking the algorithm!
 - Try posting at different times of the day
 - Experiment with photos vs. videos
- Above all, remember that FB and social media are just pieces to the advocacy puzzle. Still call, still write, still visit in non-pandemic times. Be brave and share your story!