

date: 9.13.2010
to: Future Candidates
from: jhP Team
subject: Facebook for Campaigns - Getting Started

Unless you have a squeaky clean, professional Facebook profile, it would be best to create a Facebook presence for your campaign by using a Facebook Page. You can start a page by going to <http://www.facebook.com/pages/> and clicking on the "+Create Page" button on the top, left-hand side. Then do the following:

1. Choose your page type by selecting "Artist, band, or public figure," then click the option that best suits you. Public Figure or Politician is probably your best choice.

Then type in your Page's name. This is very important because it's the way that people will be able to find you if they're doing a Facebook search, and it's also the way they'd tag your page in a status update. It's best if your Page name is pretty descriptive of your goal and keyword-rich. (Examples: "Joe Public for District 3" or "Jane Public for USD 501 School Board")

Finally, check the box verifying that you're official.

facebook 1 33 Search Home Profile Account ▾

Create a Page

Official Page
Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- Local business
- Brand, product, or organization
- Artist, band, or public figure:
Politician

Page name: John Public for District 3
(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

Create Official Page

Community Page
Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name:
(examples: Elect Jane Smith, Recycling)

Create Community Page

Create a group instead?
Communicate directly with other Facebook members who share a professional interest or hobby. [Create a Facebook group](#)

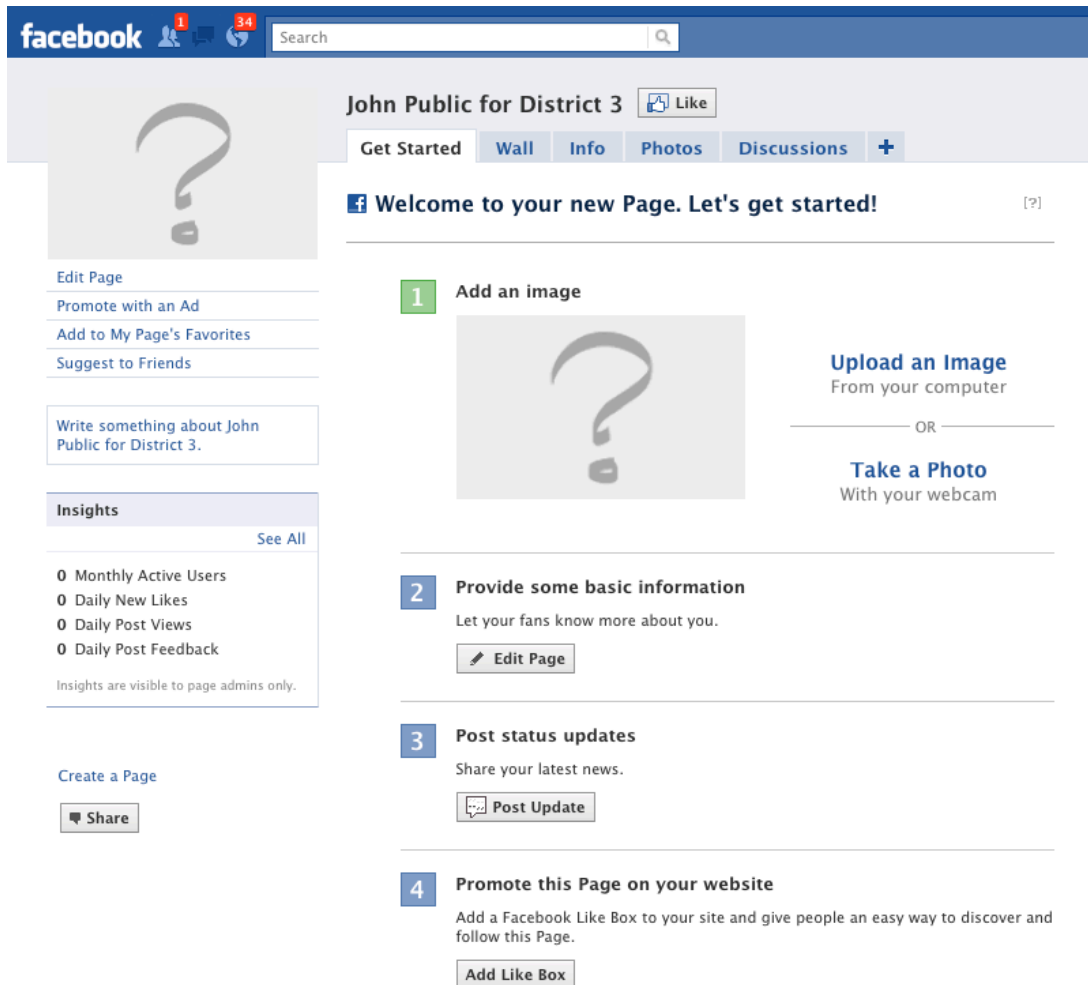
2. To set up your Page, follow the steps outlined by Facebook.

Upload a photo of yourself that is professional in appearance and friendly. It doesn't need to be taken by a professional photographer, but it does need to be of good quality.

Complete the "basic information" section by filling out the information for the office/position that you're running for.

Add personality to your Page by filling out some of the "Detailed Info" section - it will help people get to know you. While there are fields for Political and Religious views, don't feel like you need to complete them. No one will know if you choose not to fill out these areas.

Complete as much of the contact information as you're comfortable making public. Your constituents will want to know how to contact you, but that doesn't mean you have to post all of your info for the world to see.



3. Go back to the "Get Started" tab and post your first "status update." The updates you post throughout



your campaign should be research-oriented and feedback-oriented, not just self-promotion. Once you've gone to the work of building your Facebook following you'll want to take advantage of it by asking your constituents what they think about different issues.

It's also a good idea to post articles on topics pertinent to your campaign/future position and include your thoughts on the articles. This will show your constituents that you're keeping up with the important topics they rely on you to represent them on.

4. Return again to the "Get Started" tab and click "Add Like Box" under "Promote this Page on your website." You'll get code that you can add to your website so people will know that you have a Facebook Page.
5. You can set up your mobile phone to allow you to upload photos and post updates by email or text. If this is something you're comfortable with, do it. If not, that's OK too.

You can also opt to "Connect to Twitter" under the section "Send status updates to your Twitter followers," but we don't recommend it. Twitter offers a different audience and more restrictive message constraints. If you're on Twitter, we suggest that you take a few minutes to shorten your message into a tweet (only 140 characters) and send it through Twitter rather than use the Facebook export option.

6. Add a few photos under the "Photos" tab to highlight your community involvement. If you're at an event, make sure someone's there to take a few pics of you shaking hands, doing charity work or giving a speech. It's always great to be able to show people that you don't just talk the talk, you walk it too.
7. Add events to your Page and encourage people to attend them by sending out invitations. Be wise about who you invite, though, and make sure they live in your district. No one likes having an inbox full of invites that mean nothing to them.
8. You can add many other features to a Facebook Page, but they aren't necessary if you don't have time. Make sure you actually utilize any applications/tabs on your Page, or remove them so that your Page appears well cared for and tidy. Doing so will reinforce the idea that you'll pay attention to the details once you're in office, too. If there's a tab you're not using - for example, "Discussions" - simply click on it. Then click on the pencil on the right side of the tab and select "Delete Tab."