# Agenda

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Overview
facebook Community Update

1.49 Billion
people on Facebook each month

1.5 Billion
searches daily

800 Million
people on Whatsapp each month

1 Billion
people offered access through Internet.org

700 Million
people on Messenger each month

850 Million
people using Groups on Facebook

300 Million
people on Instagram each month

450 Million
people using Events on Facebook

40 Million
small businesses using Pages
829M people visit Facebook every day
654M log on with a mobile device every day
1.355B people visit Facebook every month
TV no longer dominates media consumption

Pages
• IDEAS for US – has over 20,000 organic likes.
• Facebook is the primary vehicle by which they engage with young leaders all over the world, the highest engagement being their Uganda chapter.
• Majority of their FB traffic is by word-of-mouth.
• Able to use FB to track, measure, and record each of their chapters around the world and keep connections alive.
Engaging your audience on Pages

August 5-7: United Nations Youth General Assembly. IDEAS hosts two workshops.

August 7: IDEAS Leader meets with Mayor of Orlando for United Nations Debrief.

August 17: IDEAS Leader meets with Mayor of Orlando for United Nations Debrief.

August 27-31: IDEAS Published in Orlando Weekly and Good Food Jobs.
OUR CONTENT PRINCIPLES

#1 KEEP IT SIMPLE
Use plain language and be concise.

#2 GET TO THE POINT
Clearly explain how things work and give people enough info to make good decisions.

#3 TALK LIKE A PERSON
Be friendly, conversational and respectful – like you’re talking to a neighbor.
Best Practices for Creating Great Content

• Keep text short and sweet

• Images should evoke an emotional reaction

• Content should be unique to, and consistent with, your brand

• Encourage your audience to post photos and feedback

• Focus on authentic conversation, rather than sharing tactics

• Respond in a timely manner to questions, comments, & queries
Page Insights

Assess the performance of your Page through metrics

Showing data from 08/28/2015 - 09/03/2015

- **Page Likes**
  - Total Page Likes: 1,682 (▲ 0.1% from last week)
  - New Page Likes: 1 (▲ 85.7%)

- **Post Reach**
  - Total Reach: 170 (▼ 89% from last week)
  - Post Reach: 160 (▼ 86.6%)

- **Engagement**
  - People Engaged: 15 (▼ 87.4% from last week)
  - Likes: 9
  - Comments: 5
  - Shares: 0
  - Post Clicks: 34
Groups
Group case study: Solar Sister
Groups fosters collaboration

Sisterhood:
Helps globally distributed and often remote teams feel connected.

Sharing:
Real time storytelling and feedback circle boosts team’s confidence and cohesiveness.

Operational efficiency:
Managers can support remote team’s more effectively.

International brand:
Staff feels connected to global Solar Sister team, and learns across borders.
Messenger
Messenger as an internal communications tool

- Know when messages are delivered and seen
- Call across the world for free
- Send photos and videos instantly
- Send a map of any location
- Say it better with stickers
- Say, sing, or shout your messages
- Send money securely and easily (US only)
- Start group chats
“Personally, as I travel extensively, the Messenger app is an easy way for me to stay connected with staff no matter where I am in the world.” ~ CEO Olivia Nava

Messenger Case Study: Juabar
Facebook is a free application in Tanzania and is standard on feature phones.

Messenger is the go-to communication portal for Juabar staff to communicate with kiosk operators and potential customers.

Great for communication between international staff especially when email and Skype isn’t available.

Message from Olivia Nava:
Okay...can you get on skype now?
Sachi has questions and we have lots going on so need to chat

Message from Geowow G OG:
I was with Godfrey in the morning and I had to bring Luka to work
Skype won't do! I am at home, very poor connection. That's why I just stayed in FB
More Resources

- https://www.facebook.com/business/a/social-good
- https://www.facebook.com/business
- https://www.facebook.com/business/learn/