

facebook

Agenda

1 Overview

2 Pages, Groups, and Messenger

3 Advertising on FB

4 Internet.org

Overview

facebook Community Update



1.49 Billion

people on Facebook each month



800 Million

people on **Whatsapp** each month



700 Million

people on **Messenger** each month



300 Million

people on **Instagram** each month



1.5 Billion

searches daily



1 Billion

people offered access through **Internet.org**



850 Million

people using **Groups** on Facebook



450 Million

people using **Events** on Facebook



40 Million

small businesses using **Pages**

829M

people visit
Facebook
every day

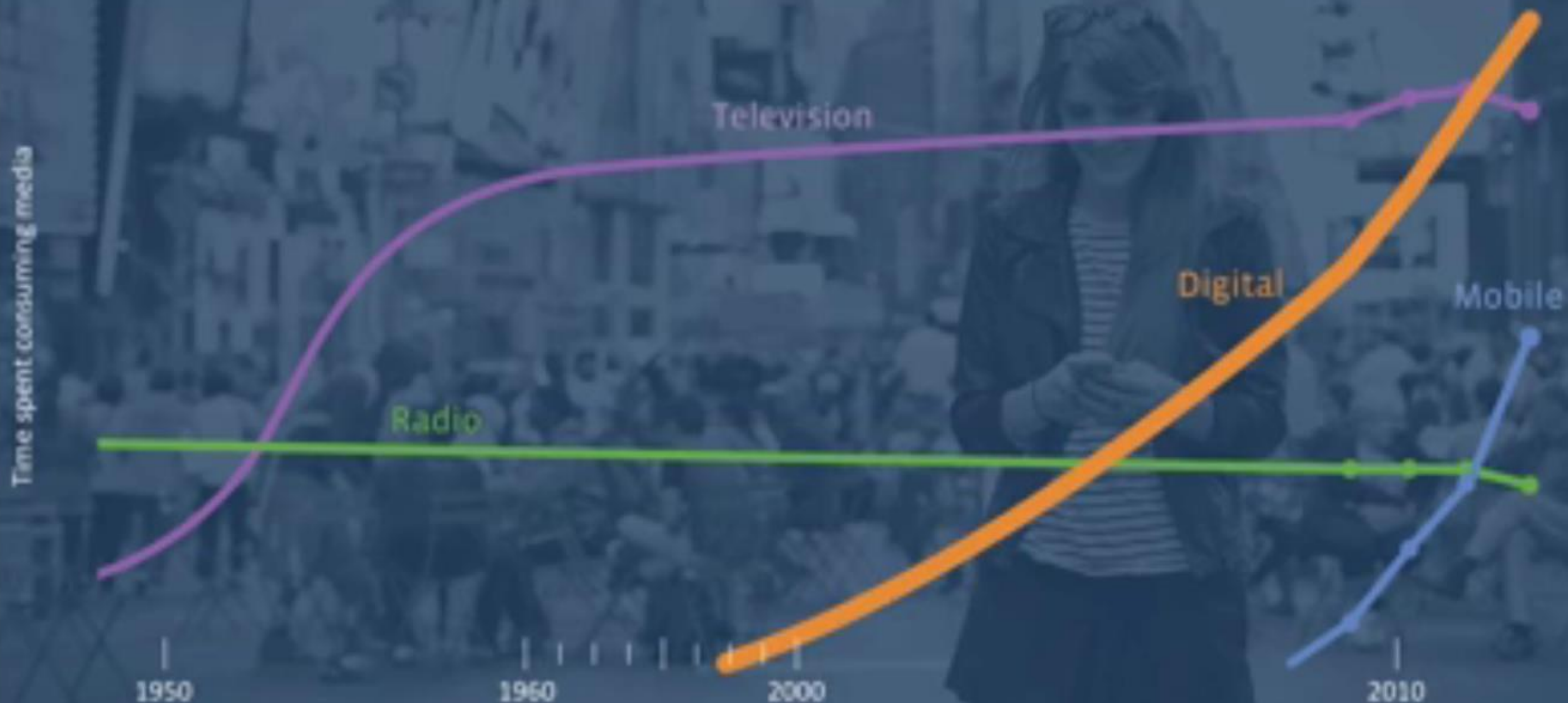
654M

log on with a
mobile device
every day

1.35B

people visit
Facebook
every month

TV no longer dominates media consumption



Source: eMarketer, US, July 2013; "Poll: More voters watch video online", 2/24/14 (<http://www.politico.com/history/2014/02/poll-more-voters-viewing-video-online-203826.html>)

Pages

- Cover photo

- Profile picture

- Call to Action:

- Contact Us

- Shop Now

- Sign Up

- Donate Now

- About

- Timeline

The image shows a screenshot of the United Nations Foundation's Facebook page. The page features a cover photo of children and a profile picture of the United Nations logo. The main content area includes a post about the #GlobalGoals for Sustainable Development, a map of the organization's location in Washington, D.C., and a section for job openings. The page is annotated with arrows pointing to various elements: the cover photo, the profile picture, the 'Sign Up' button, the 'About' section, the 'Job Openings' section, and the 'Timeline' tab.

United Nations Foundation
Organization

315,876 people like this
2,471 people have been here
Megan Rhodes and Sangram Pradhan

Invite friends to like this Page

4.5 of 5 stars - 459 reviews
View Reviews

ABOUT

1750 Pennsylvania Ave NW, Suite 300
Washington, District of Columbia

(202) 887-9040
<http://www.unfoundation.org/>

APPS

Instagram Instagram feed

Job Openings

PHOTOS

Post

Write something...

United Nations Foundation
32 mins · 🌐

As world leaders prepare to adopt the United Nations' #GlobalGoals for Sustainable Development, the biggest ever collaboration of campaigners, artists, sports stars, performers and companies unite to tell seven billion people in seven days "It's Time To Change The World"

Visit <http://www.globalgoals.org/media-centre/> for all the resources you need to help spread the word!

THE GLOBAL GOALS

Media Centre | The Global Goals

Here in our media centre you'll find all our latest press releases and assets for Global Goals, from downloadable images to videos. Get involved in making the Global Goals Famous. We

GLOBALGOALS.ORG

Like Comment Share

12 people like this. Most Relevant



WE'RE BUILDING A MOVEMENT
TO TURN YOUR **IDEAS** INTO **SOLUTIONS**
IDEAS For Us ✓
Non-Profit Organization
TO SOLVE THE ENVIRO

Contact Us

4 Liked

Share

Timeline

About

Photos

Events

More ▾

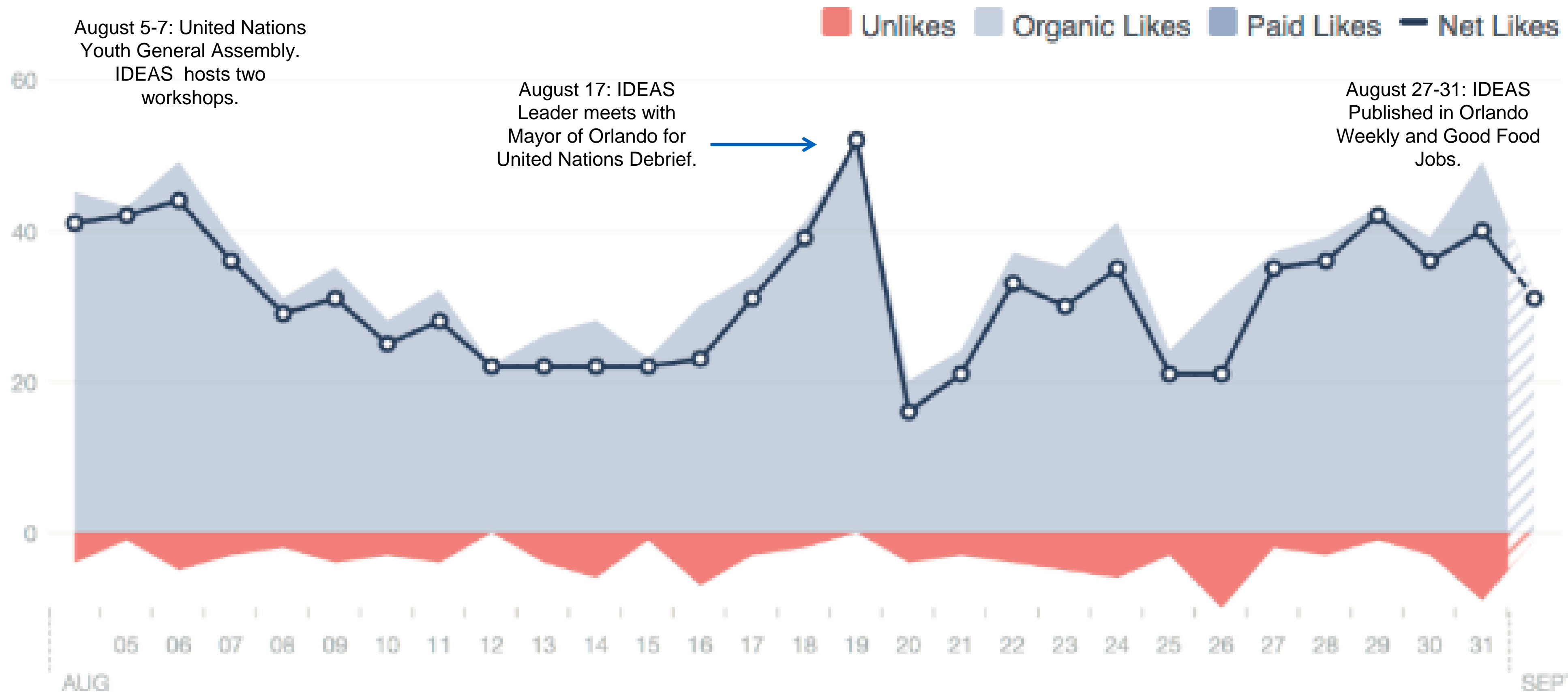
- IDEAS for US – has over 20,000 organic likes.
- Facebook is the primary vehicle by which they engage with young leaders all over the world, the highest engagement being their Uganda chapter.
- Majority of their FB traffic is by word-of-mouth.
- Able to use FB to track, measure, and record each of their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

Pages Case Study: IDEAS For US

Engaging your audience on Pages

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK

Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes *i*

Net Likes

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

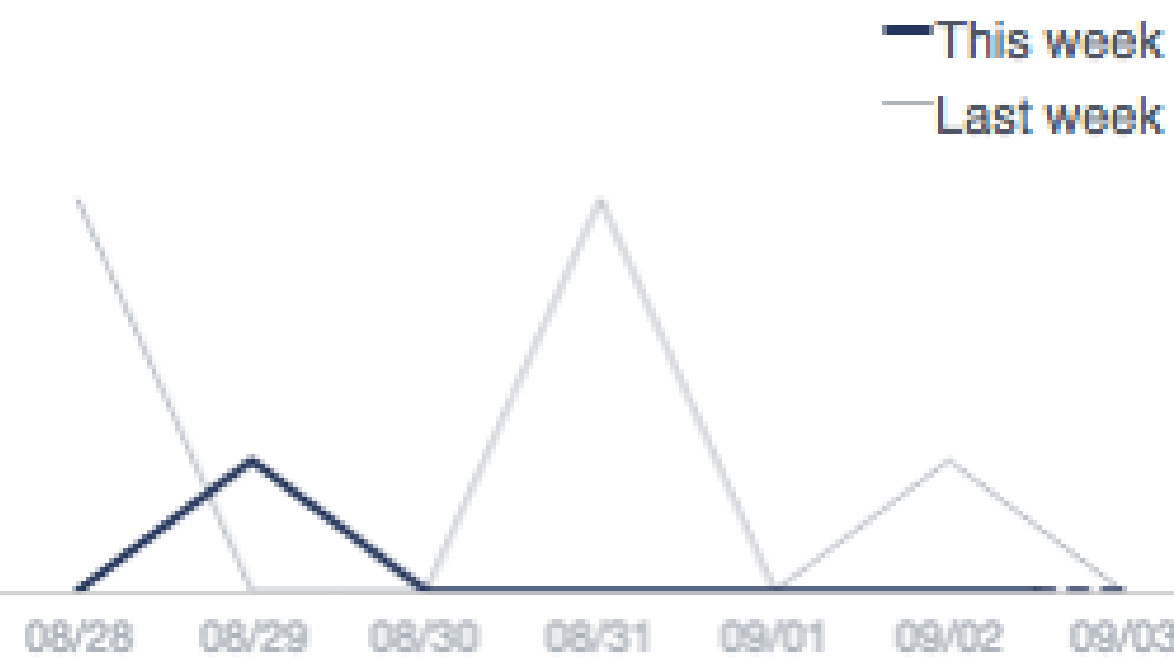
Overview Likes Reach Visits Posts Videos People

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

Page Likes >

1,682 Total Page Likes
▲ 0.1% from last week

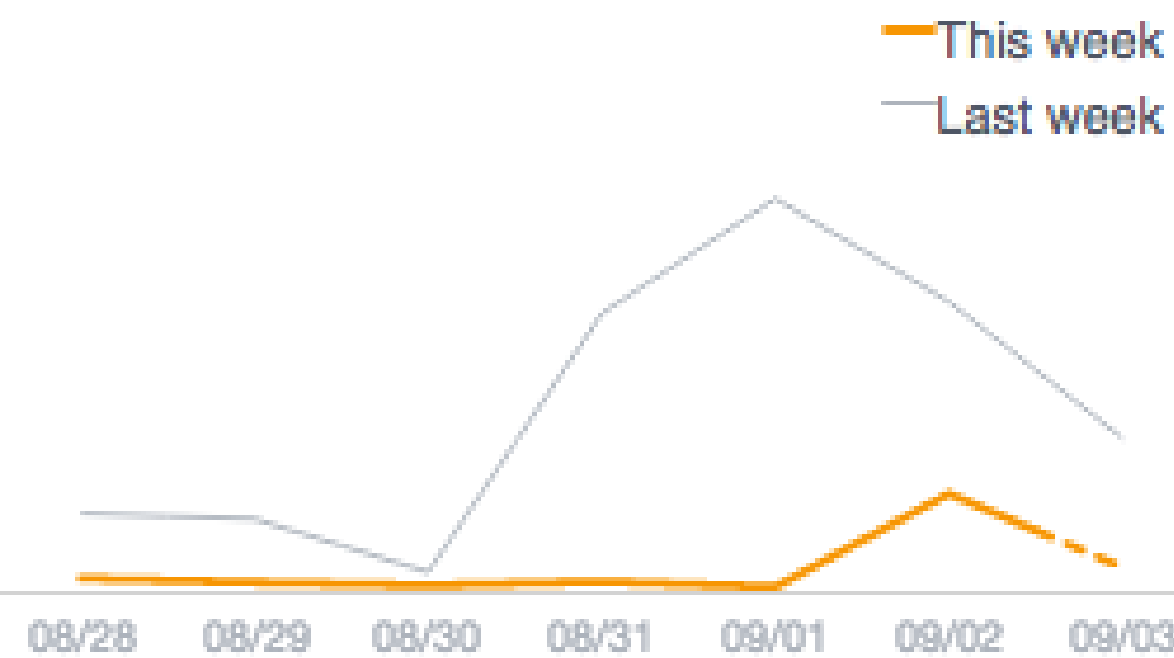
1 New Page Likes
▼ 85.7%



Post Reach >

170 Total Reach
▼ 89% from last week

160 Post Reach
▼ 88.6%



Engagement >

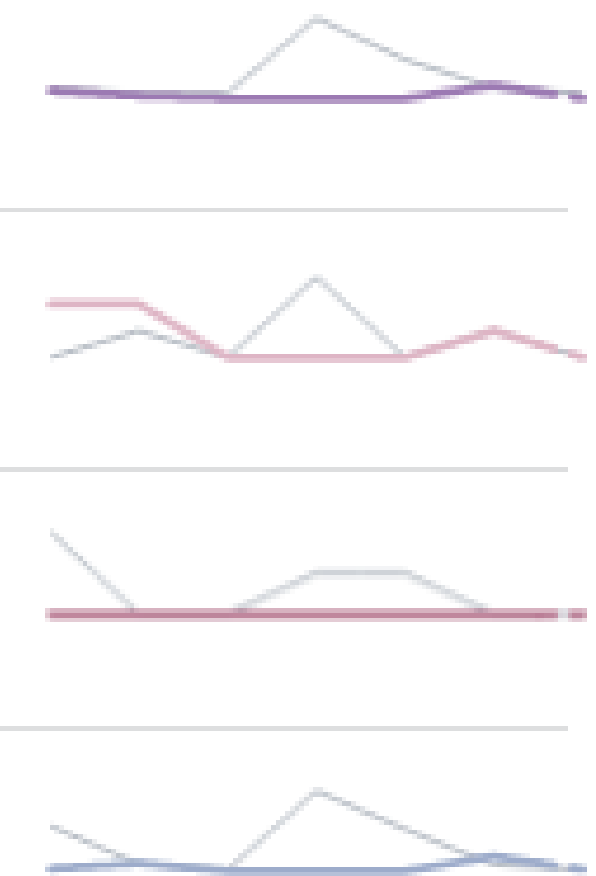
15 People Engaged ⓘ
▼ 87.4% from last week

9 Likes

5 Comments

0 Shares

34 Post Clicks ⓘ



Assess the performance of your Page through metrics

Groups



Solar Sister
Non-Profit Organization

Sign Up ▾

Timeline

About

Photos

Videos

More ▾

Liked ▾

Message



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:

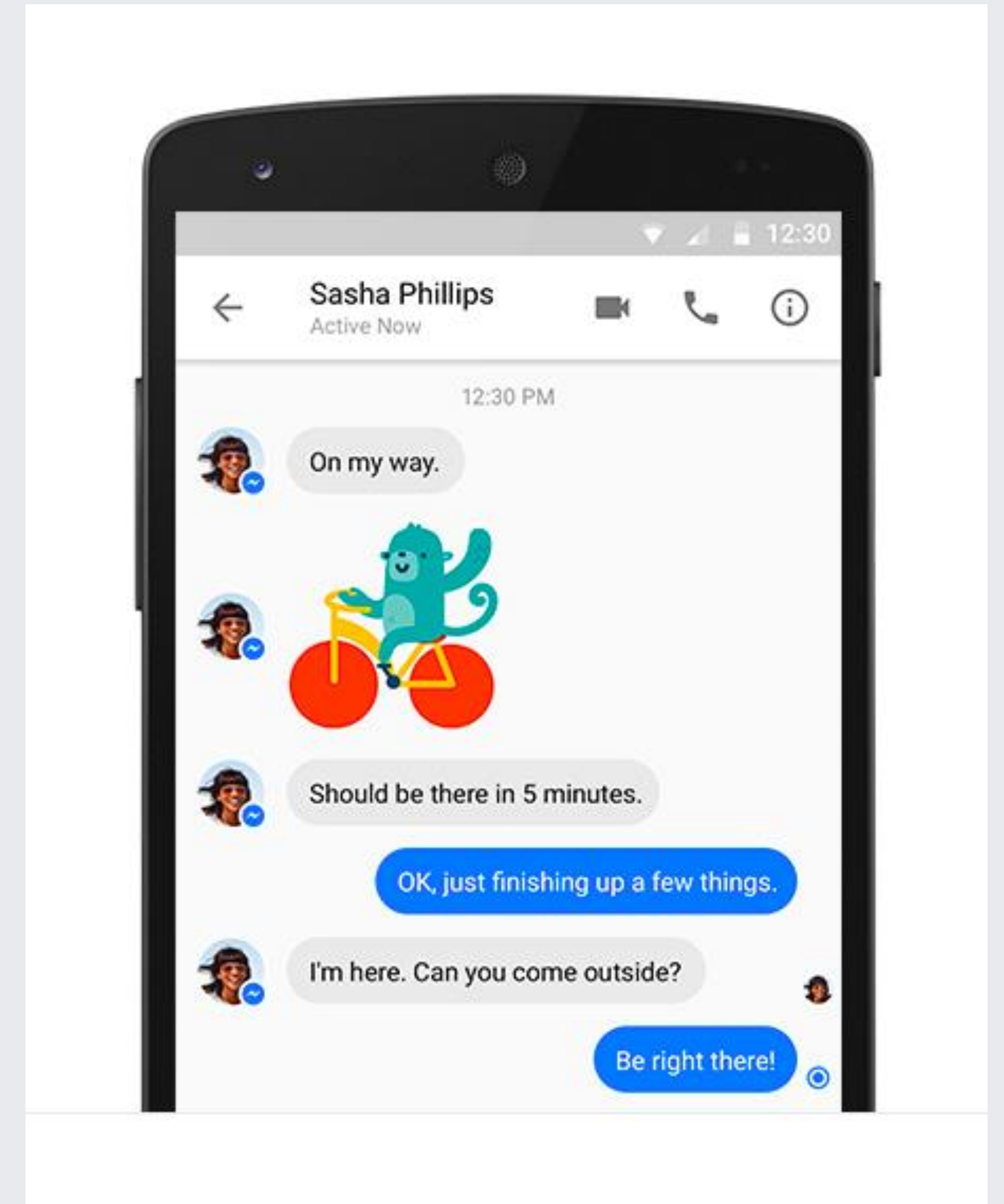
Staff feels connected to global Solar Sister team, and learns across borders.



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

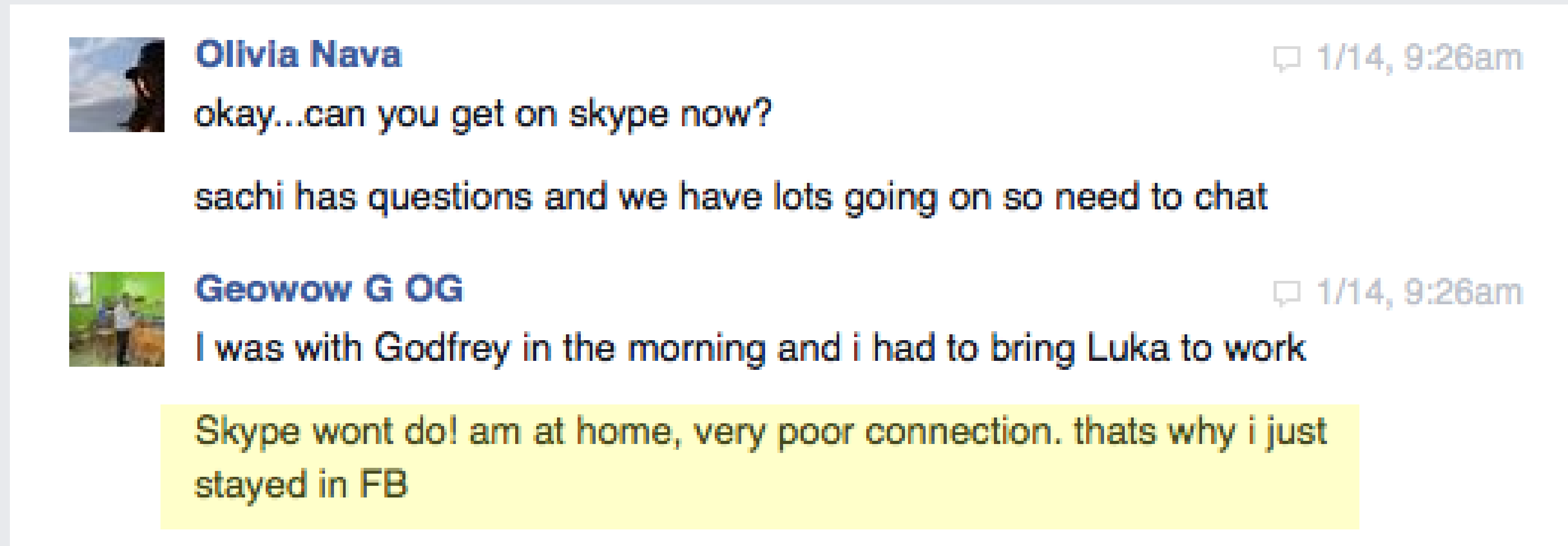




“Personally, as I travel extensively, the Messenger app is an easy way for me to stay connected with staff no matter where I am in the world.” ~ CEO Olivia Nava

Messenger Case Study: Juabar

Messenger makes it easy to communicate



- 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.

More Resources

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