

# Managing a State Facebook Page

# Trainer



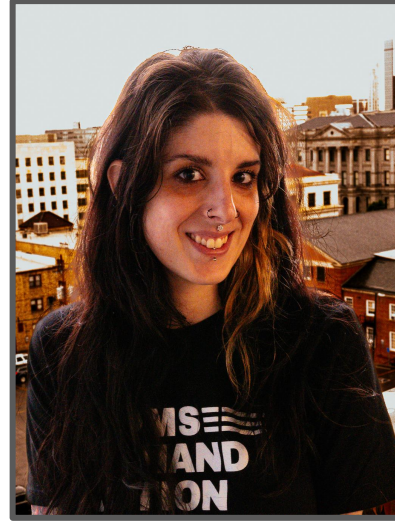
# Grassroots Social Media Team



**lisa hendricks**  
director of grassroots  
digital advocacy



**rebecca truskowski**  
grassroots social media  
campaigner



**cat macgregor**  
grassroots social media  
campaigner



**gaby diaz**  
grassroots social media  
campaigner

# Agenda

- Goals and roles
- The Content
- Best Practices & Policies
- Meta Business Suite
- Questions

[gdiaz@everytown.org](mailto:gdiaz@everytown.org)





# RESOURCES

Resources available:

- with a **one-pager**
- **Team Social Manual**
- Interactive **PDF** of this presentation!



# Goals and Roles

# Goals

**by the end of this session, you will...**

Understand the **effectiveness** of using a state Facebook page to highlight local gvp work.

&

Learn how to **manage** your page using all the tools and resources available to you!

# Goals

## Know your audience

- Personal profile
- Closed Groups
- State FB Page



# Goals

## Snapshot of state FB page

- **Elevate + amplify** the voices and stories of
  - those impacted by gun violence
  - historically underrepresented groups
- Tell **local stories** from across **your state**





# Goals

## Snapshot of State FB Lead and Team Member role

- Be the **go-to source** in your state
- Drive **approved calls to action**
- Maintain your **state's page**, including managing content, comments, inbox
- Publish upcoming state **events**
- Show what volunteering **looks like**



# Goals

## Communication

- ❑ Organize on **Slack**
- ❑ Communicate with the **National Social Media Leads**
- ❑ Work in tandem with your state's **Twitter Lead**
- ❑ Stay current on **social trainings**
- ❑ Follow **rapid response** protocols



# Goals – Slack

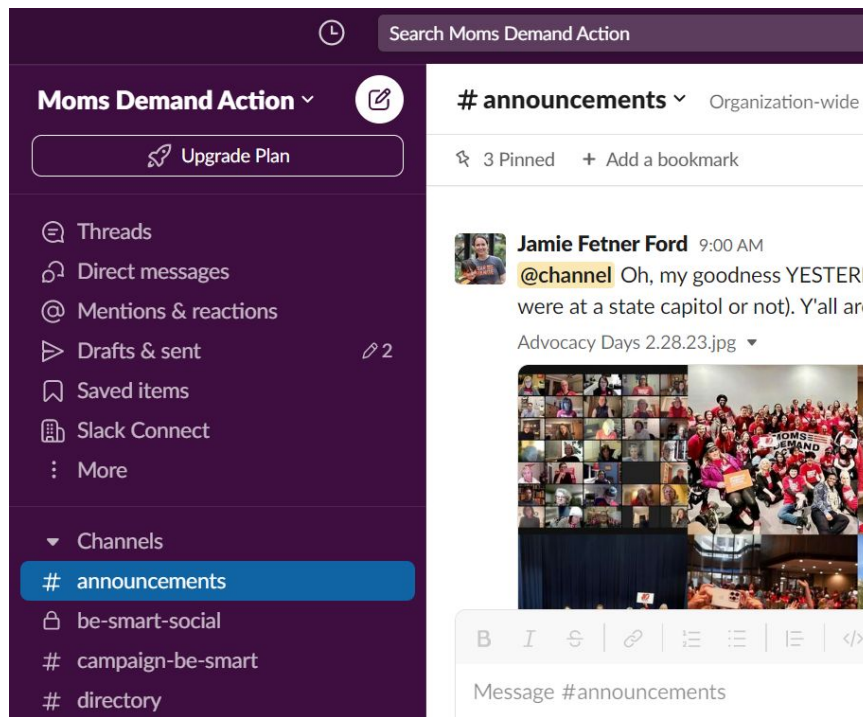
**momsdemandaction.slack.com**

- There is a training on how to use Slack
- Required & essential
- Great for learning & connecting
- Channels:

🔒 role-social-media-leads

🔒 team-social

🔒 novice-social-leads



# Creating Content

# Content

## Using an “organizational voice”

- Post as **[Your State] Moms Demand Action**, never as **yourself**
- Share **approved call to actions, research, and graphics only** from Moms Demand Action, Everytown, and Be SMART
- Keep language **nonpartisan**





# Content

## Movement building

- Your state looks **different**
- Local content gets a lot **reach**
- Volunteers feel **seen** and **appreciated**
- **Movement building**
  - People can **see** themselves doing the work
  - Show the **diversity** of what it means to take action



# Content

**Make content relevant to your audience**

- Statewide [volunteer work](#)
- State and local [news](#)
- [National content](#) relating to your state

# Content

## Where to find the content

- Newspapers, TV, + radio news stations
  - **Pro tip- Set google alerts!**
    - “unintentional” vs “accidental”
- Content from local work
  - **closed groups** in your state
  - **Slack channels**
  - **Twitter (X)** content
- Make friends with
  - local **closed groups**
  - state **Comms** lead



# Content

**Make trauma informed choices**

- Consider the context and impact of
  - **Quotes** you pull
  - **Details** you share
  - Videos and photos of **firearms**



# Best Practice

## Make trauma-informed choices

- No videos of shootings
- Thumbnails should be **trauma-informed**:
  - Double check **the image that populates** on Meta Business Suite before posting
  - Avoid photos of **firearms**





# Best Practice:

## Replacing problematic images to be trauma-informed

- Find a **different article** with the same story
- OR
- Upload a **different picture**
    - Images of victims and survivors may be within the article itself or stock image
    - Create a **bitly** for the article and upload your **desired image instead**



## Everytown resources

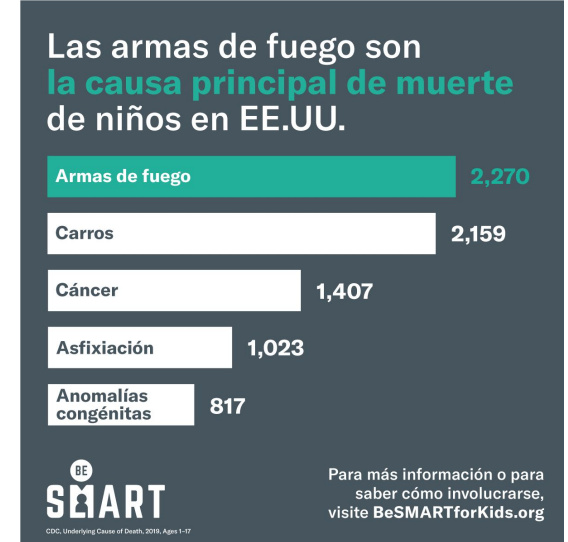
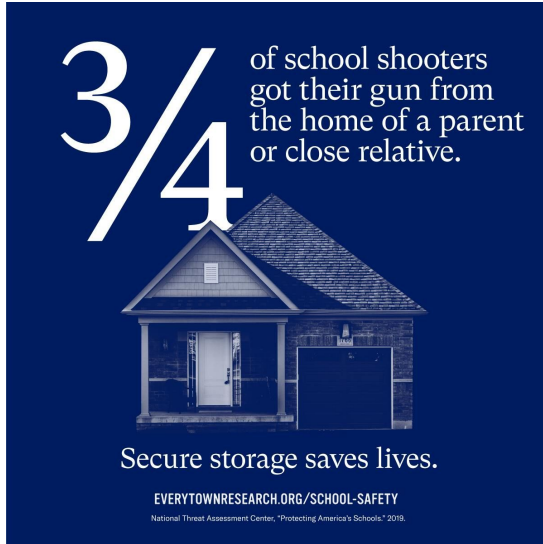
1. **COPY and PASTE language as is**
2. **Personalize, but get approval**

In 2022 there were at least **301 unintentional shootings by children**, resulting in **133 deaths** and **180 injuries** nationally.



# Content

Link is in Team Social Manual



# Content

Approved Calls to Action

**Text [CTA] to 644-33**

READY  
EVENTS  
SOCIAL  
SMART  
SURVIVOR  
STUDENTS

Secure gun storage  
can save lives.  
**TEXT SMART  
TO 644-33**  
to learn how  
you can help.

BE  
SMART


[BeSMARTforKids.org](https://BeSMARTforKids.org)

# Content

## Events


- Post from Facebook App
- All events must have a VAN registration link
- Will ask for location even if virtual for time zone
- Need approval if you are tagging a person or organization


Create event ×




Moms Demand Action - WV  
Host - Your Profile


Event name

 Start Date  
Sep 5, 2023

 Start Time  
1:00 PM

[+ End Date and Time](#)

Is it in person or virtual? 

Who can see it? 

Create event



# Policies

# Policy

## No notoriety

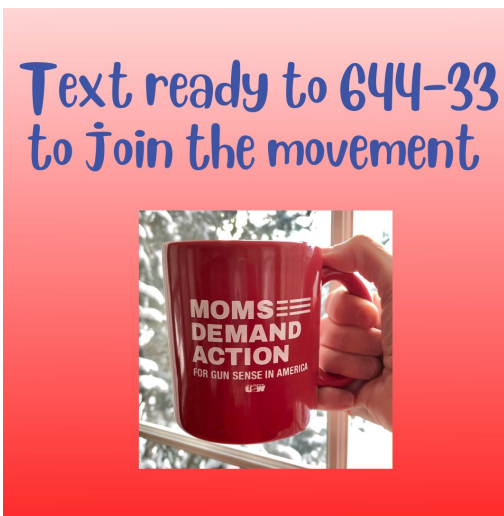
- “Suspected” or “alleged” shooter
- Don’t use shooter’s name or picture
- Don’t use the term “juvenile.”
  - We talk about children and teens instead.
- Don’t speculate on motives
- No follow-up articles



# Policy

**Always ask if you have a specific question!**

- Don't post pictures from **private spaces** without consent
- Don't use **first and last names**
- Don't share **fundraising links**  
**from outside of the organization**
- Don't use **homemade graphics**



# Policy

## Approval required

- **Police-involved shootings**
- Tagging any **person** or **organization**
- **Changing language** on national posts
- Posting **content from outside of your state**
- Posting anything on state pages during a **HOLD**

For approval, email [gdiaz@everytown.org](mailto:gdiaz@everytown.org)



# Policy

## Non-negotiables during a Rapid Response **HOLD**

- **WHAT IS A **RAPID RESPONSE**?**
  - National moment when the organization needs to speak in one voice
  - Often times a result of a high-profile shooting
- **The Grassroots Social Media Team will:**
  - Announce the **HOLD**:
    - On **#team-social** on Slack
    - By email
  - **Post** on all pages for the duration of the **HOLD**
  - Update when the **HOLD** is over in **#team-social** on **Slack** and **by email**



# Policy

## Non-negotiables during a Rapid Response HOLD

- You will:
  - Reschedule posts or put them in drafts
    - Posts will be put in drafts
    - Contact us for exceptions
- After a **HOLD**:
  - Consider **tone** when posting and rescheduling your content
  - Bring the focus back to **action** in your state





# Policy

Handled by Grassroots Social Media Department – No need to worry!

- Election results
- Anything related to legislation
- Press releases
- Post at least **twice** week:
  - Watch Us Work
  - Recruitment
  - You can reschedule the **time** but not the **date** of a national scheduled post
- Holidays and national moments



# Meta Business Suite

# Meta Business Suite

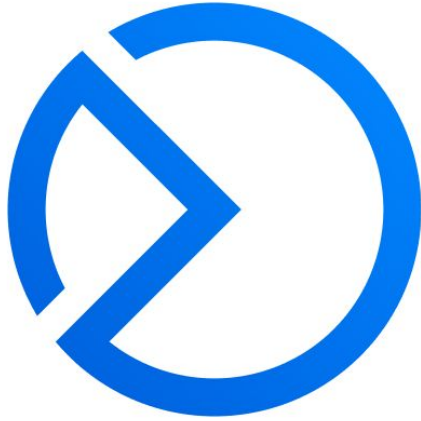
**NO MORE CREATOR STUDIO**



- Time to **make the move** to Business Suite
- **No longer reliable**
- Doesn't post to Facebook when you schedule
- We've been burned! 😭😭😭

# Meta Business Suite

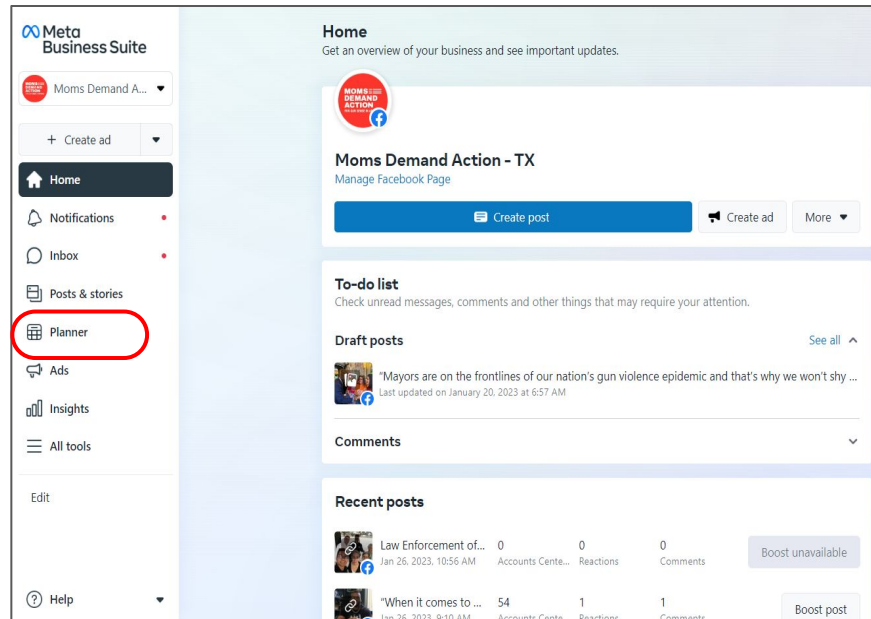
## Introduction



- Curate **content**
- Manage the weekly post **schedule on the planner**
- Manage **notifications** and **inbox**

# Meta Business Suite

Where is it?




**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA

# Meta Business Suite

## Desktop


Home



**Moms Demand Action - MO**  
Manage Facebook Page

Create post

**Media**  
Share photos or a video. Instagram posts can't exceed 10 photos.



1078 x 1080

Add photo

**Post details**

Text

Action is the counterweight to apathy. We can reclaim our safety and save lives by taking action to end gun violence. Join Moms Demand Action volunteers in Texas who are working to make our communities safer by texting READY to 644-33.

Scheduling options

Publish now Schedule Save as draft

Boost post

Cancel Publish

Action is the counterweight to apathy. We can reclaim our safety and save lives by taking action to end gun violence. Join Moms Demand Action volunteers in Maryland who are working to make our communities safer by texting READY to 644-33.

**TEXT**

**READY**

to 644-33

[momsdemandaction.org](https://momsdemandaction.org)

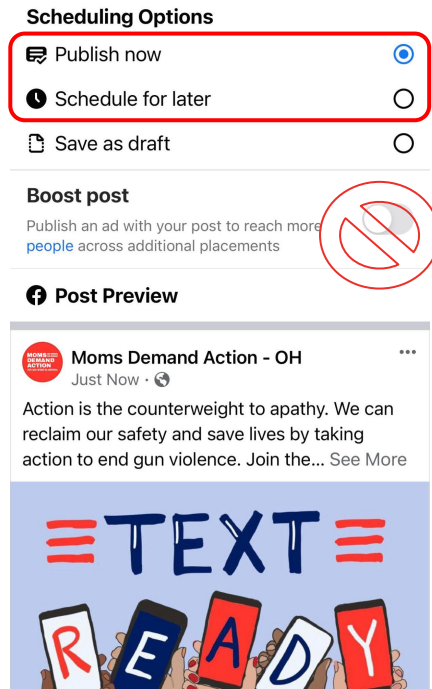
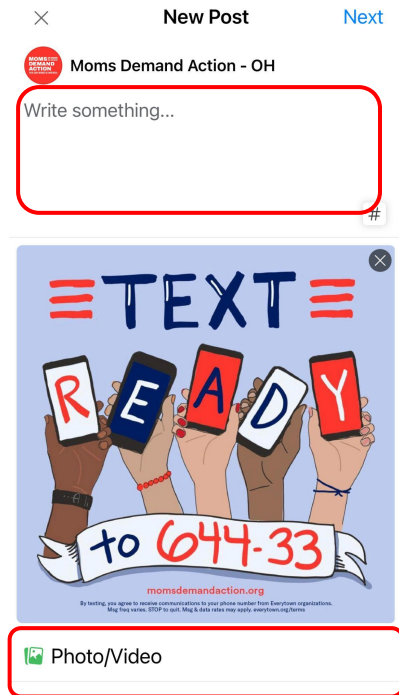
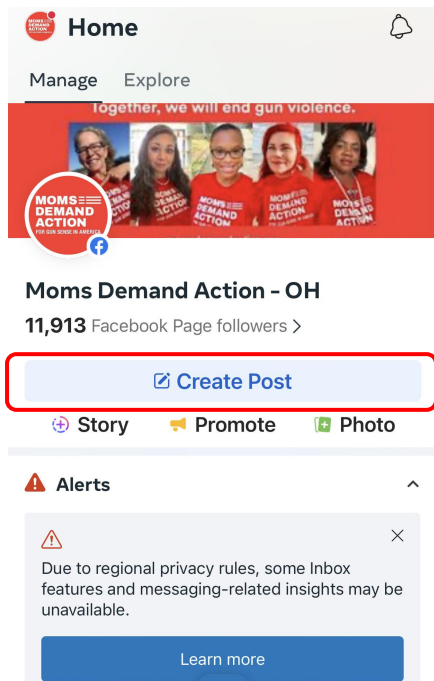
By texting, you agree to receive communications to your phone number from Everyday organizations. Msg freq varies. STOP to quit. Msg & data rates may apply. everyday.org/terms

Like Comment Share



# Meta Business Suite

## Mobile



**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA

# Meta Business Suite

## The Planner

**Scheduling options** Publish now Schedule Save as draft

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Dec 14, 2022

09:00 AM

Active times

☐ Boost post

Cancel Schedule

Week Month < Today > November 2022

Sun 13

Mon 14

Tue 15

Wed 16

Thu 17

Fri 18

World Kindness...

1:59 PM

2

6:04 PM

2

7:07 AM

3

9:18 AM

4

11:34 AM

89 3 2

6:37 PM

6:55 AM

11 1

5:00 PM

11 1

6:46 AM

1

11:48 AM

6:55 PM

**Schedule a post or a story.**  
Save time by scheduling ahead.  
Schedule

# Don't post with "Dangling Links"

## What is it?

On this Transgender Day of Remembrance, we honor the 32 trans and gender non-conforming people whose lives were cut short this year in the US and Puerto Rico—most of whom were killed with guns.

Gun violence against the transgender community and broader LGBTQ+ community is rampant. We cannot accept these attacks as the status quo, including by lawmakers who create policies that reject and endanger trans lives.

<https://www.mcall.com/news/local/mc-nws-transgender-day-of-rememb...> See more



[HTTPS://WWW.MCALL.COM/NEWS/LOCAL/MC-NWS-TRANSGENDER-DAY-...](https://www.mcall.com/news/local/mc-nws-transgender-day-of-rememb...)

'Get to know our community and the wonderful individuals who make it up': Transgender Day of Remembrance...



Like



Comment



Share

# Dangling Links

## How to Fix it?

### Post details

#### Text

On this Transgender Day of Remembrance, we honor the 32 trans and gender non-conforming people whose lives were cut short this year in the US and Puerto Rico—most of whom were killed with guns.

Gun violence against the transgender community and broader LGBTQ+ community is rampant. We cannot accept these attacks as the status quo, including by lawmakers who create policies that reject and endanger trans lives.



### Link preview



1221118-jyw2gehc3nbzbke5ltnu26q3ei-story.html X

Cancel

Save

On this Transgender Day of Remembrance, we honor the 32 trans and gender non-conforming people whose lives were cut short this year in the US and Puerto Rico—most of whom were killed with guns.

Gun violence against the transgender community and broader LGBTQ+ community is rampant. We cannot accept these attacks as the status quo, including by lawmakers who create policies that reject and endanger trans lives.



[HTTPS://WWW.MCALL.COM/NEWS/LOCAL/MC-NWS-TRANSGENDER-DAY-...](https://www.mcall.com/news/local/mc-nws-transgender-day-...)

**'Get to know our community and the wonderful individuals who make it up': Transgender Day of Remembrance...**



Like



Comment



Share

# A Day in the Life of a State Facebook Lead

# A Day in the Life of a State FB Lead

**Get ready to rock!**

- ❑ Check **Slack**
- ❑ Checking for state-specific **content**: (post 3 times a week)
- ❑ Check with your chapter for **events**
- ❑ Check **comments** and **inbox**





# Practice Together

# Fix this post!


Moms Demand Action - IA  
Just now · 🌐

We know that working together with community partners and keeping our neighborhoods clean will help #EndGunViolence. Join us for the annual SDNA spring clean-up on Saturday, April 22 at 9am!

🌱🌻🌸 Here's the link to join! >>  
<https://www.iowapublicradio.org/podcast/talk-of-iowa/2023-02-04/think-warm-thoughts-of-spring-while-tending-to-your-african-violets>



# Fix this post!

 Moms Demand Action - AZ  
Just now · 🌐


"Someone's pulling a gun on me," the 911 caller is heard telling the dispatcher, adding that the incident was taking place at a house.

The caller is heard giving a description of Kirk. Shouting from the suspect can be heard in the background. The caller, police said, stayed on the line until Kirk walked away.

Cellphone footage captured by a relative of the 911 caller shows Kirk outside from a distance as he shouts. The suspect's face is blurred.

Security camera footage later shows Kirk entering a convenience store followed by a second man before the two engage in a verbal altercation, leave the store, and draw firearms on each other.

The incident video then features a call between an officer in an overhead police helicopter notifying dispatch of the suspect at the strip mall shooting at people. The dispatcher describes the scene as "an active shooter" and is then heard calling for additional units."



AZCENTRAL.COM

**'I lost my child': Mother to sue Phoenix, officers in son's police shooting death**

Phoenix officers did not assess the situation, did not announce themselves and failed to use a...

# Fix this post!



Moms Demand Action - MA

Just now · 🌐

A new bill introduced by [Catherine Blakespear](#) and [State Senator Nancy Skinner](#) would require gun owners to purchase liability insurance for the negligence or accidental use of their firearms.

We believe if someone who owns a car has to have insurance so should someone who owns a gun. If you think so too, join us. Text READY to 644-33. #Enough <https://kmph.com/news/local/new-california-bill-would-require-gun-owners-to-purchase-insurance>



[HTTPS://KMPH.COM/NEWS/LOCAL/NEW-CALIFORNIA-BILL-WOULD-REQUI...](https://kmph.com/news/local/new-california-bill-would-require-gun-owners-to-purchase-insurance)

**Proposed California bill would require gun owners to purchase insurance**

Translat

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# Questions



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# RESOURCES

A follow-up **email**:

- with a **one-pager**
- **Team Social Manual**
- Link to this presentation!





Contact us:

Gaby Diaz

at

[gdiaz@everytown.org](mailto:gdiaz@everytown.org)

