SCHOOL
TRUSTEE
ELECTIONS

October 26, 2022

BUILDING CAPACITY
FOR OUR FUTURE

School Trustee Election Campaigns

A few fundraising and social media tips

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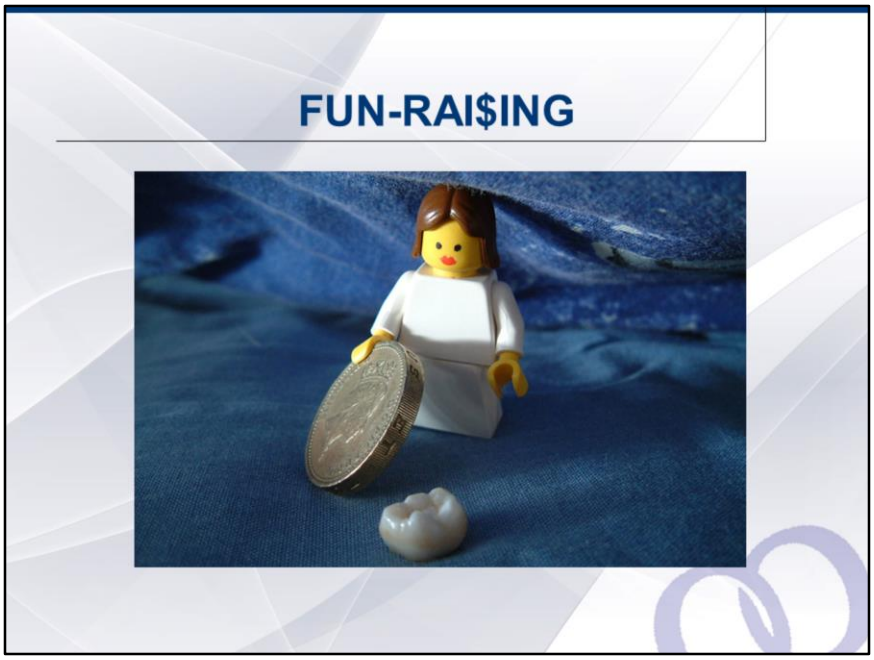
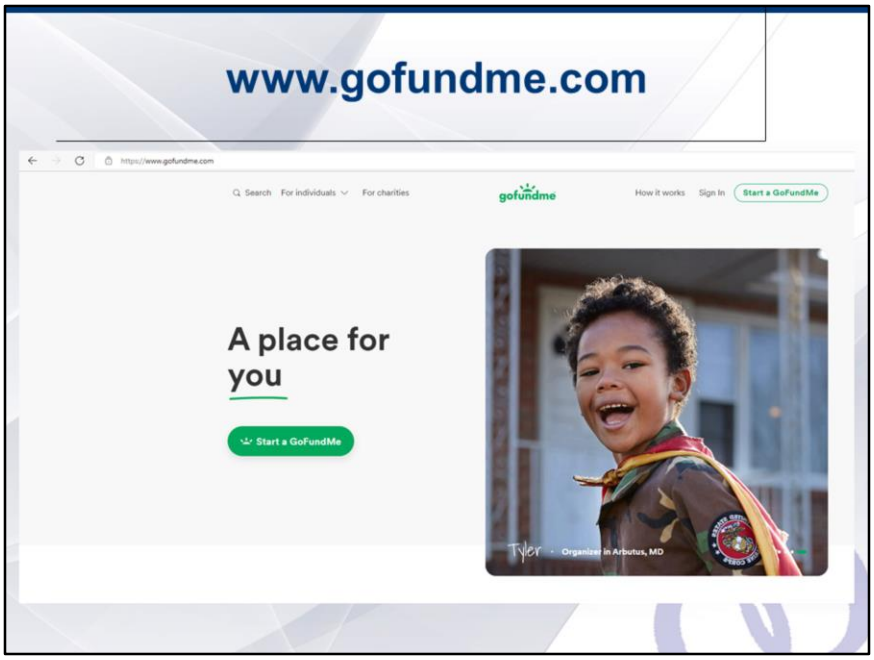
MANITOBA
School Boards
ASSOCIATION

LEADERSHIP, ADVOCACY AND SERVICE FOR MANITOBA'S PUBLIC SCHOOL BOARDS



There’s no magic tooth fairy for school trustee campaigns who can slip money under your pillow while you sleep, but fund-raising does not have to be like pulling teeth! It can actually be lots of fun!

Please visit the above website to access 23 ideas 'that actually work". By clicking on each idea, there is a fuller length description of what each idea involves that might inspire your efforts to raise funds to support your campaign. Get your fundraising effort or campaign started early! If you look at idea 18 above, for example, you can see that it might, as an example, be easier to convince a donor to provide you with four monthly installments or pledges of $50 each month, as opposed to giving you one $200 contribution in "one fell swoop" (that is to say, on only one occasion). If you get your fundraising started in June, then a donor could provide $50 each month through to the start of campaign season! (and it doesn't have to be $50– this is just an illustration to help get you thinking).



Crowdsource funding has become very useful in recent years toi fund a host of events, activities and causes, including election campaigns. Gofundme remains one the most significant platforms and is very easy to use. Get started and follow the recommended steps by clicking on the green “gofundme” button on their homepage.

FundRazr is another good crowdsource funding platform that is easy to use. The advantage of these platforms is that it is open to everyone and anyone can contribute funds towards your campaign if it gains widespread appeal, even by chance if that might be from out of province or international donors.

FundRazr has an “online success guide for your personal fundraiser” that can be accessed at the above link. Lots of great tips there to guide your thinking about what will make for an effective online fundraising presence.

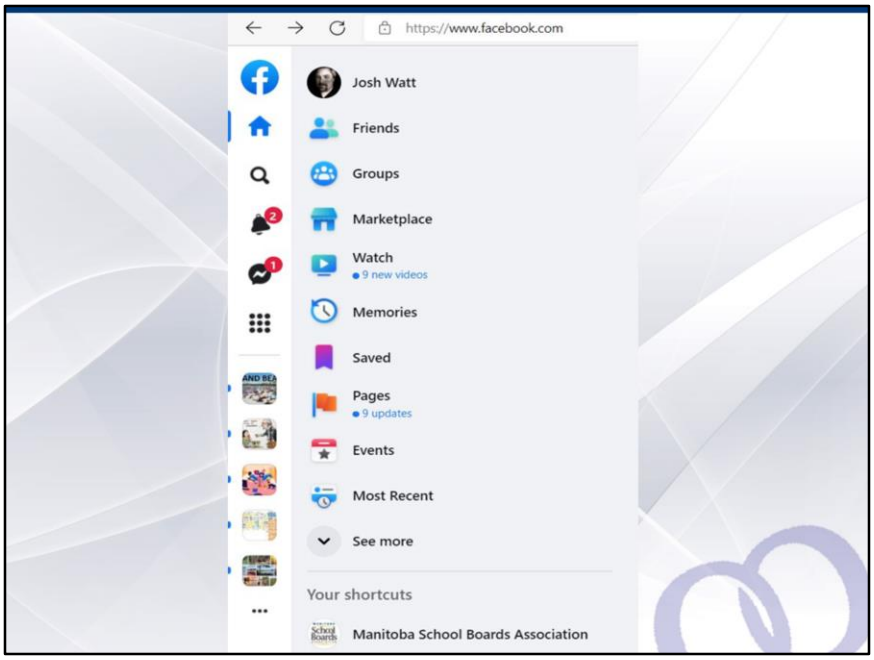
While raffles are typically not effective campaign fundraisers, there is one exception: if you are staging or hosting an event, like a wedding social, you can do what is called a “social occasion raffle” in connection with that event. This is a one-time raffle tied exclusively to that event. Please visit the above website for more details, as you will need to apply to the Manitoba Liquor, Lotteries, Cannabis and Gaming Authority (LGCA) to obtain a licence for that purpose. Please note the exact instructions provided by LGCA will need to be followed, as raffles held at one-time social events are regulated activities.

Welcome to social “mayhem”, er media!

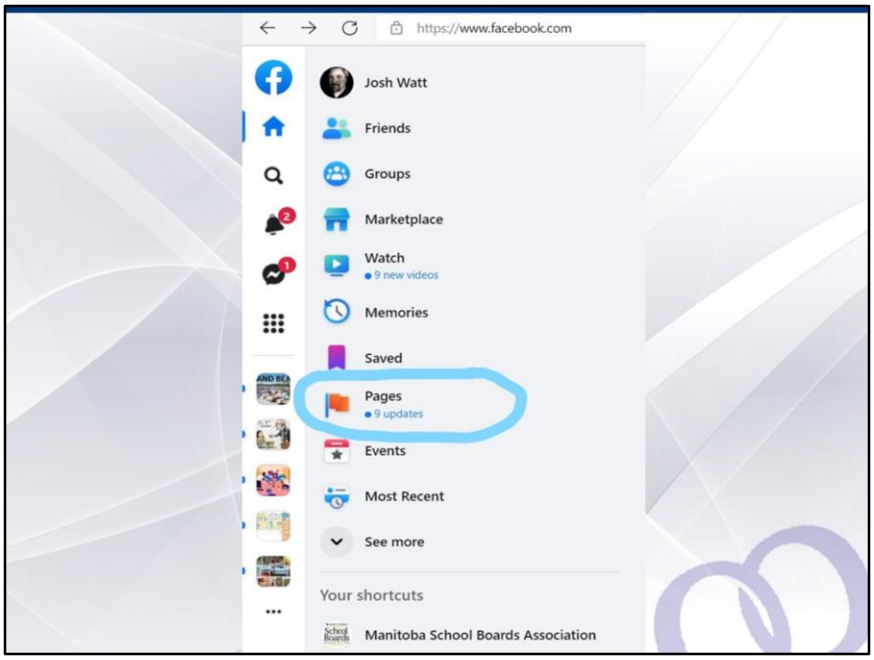
What we will cover

(in just half an hour… I hope!)

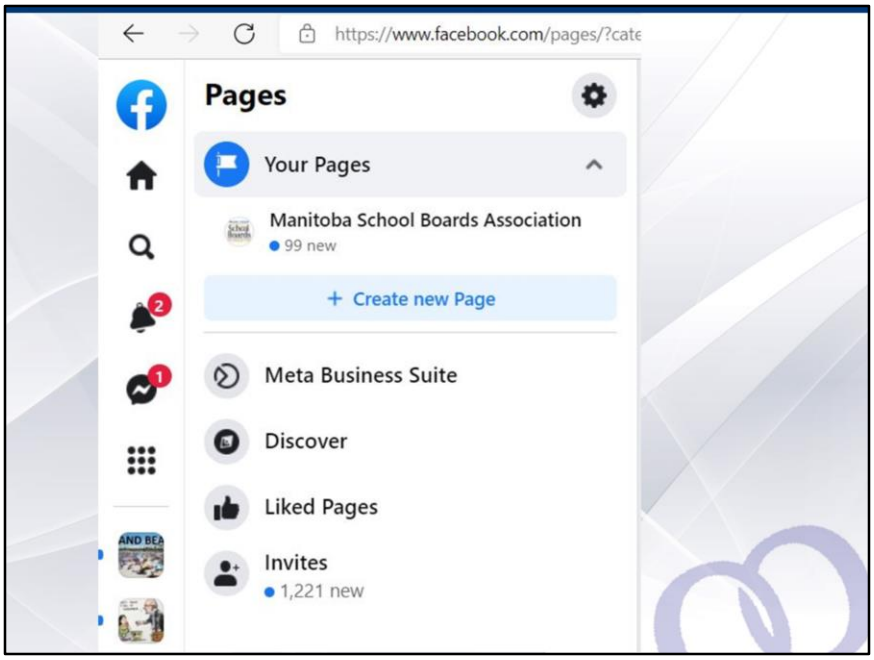
- How to get started on setting up a Facebook Page
- How to advertise using your Facebook Page
- How to become authorized to run election/political ads on Facebook
- How to optimize your audience and reach as a trustee candidate using Facebook
- How to create posts and stories
- How to further leverage your Facebook presence through community and special interest pages



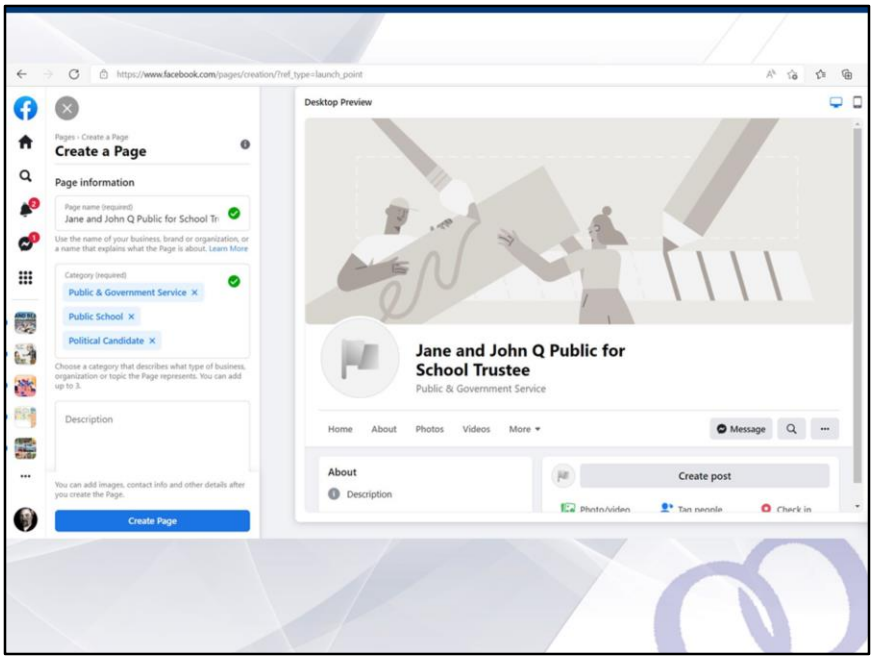
So first things first, let's go to your home page on Facebook. In the far left hand column, you should see a list of links resembling something like the above. This format was taken from the desktop version of the platform and on a Microsoft operating system. So there may be some slight differences depending upon what operating system and browser you are using but essentially, these features will be available to you no matter what the state of your computer.



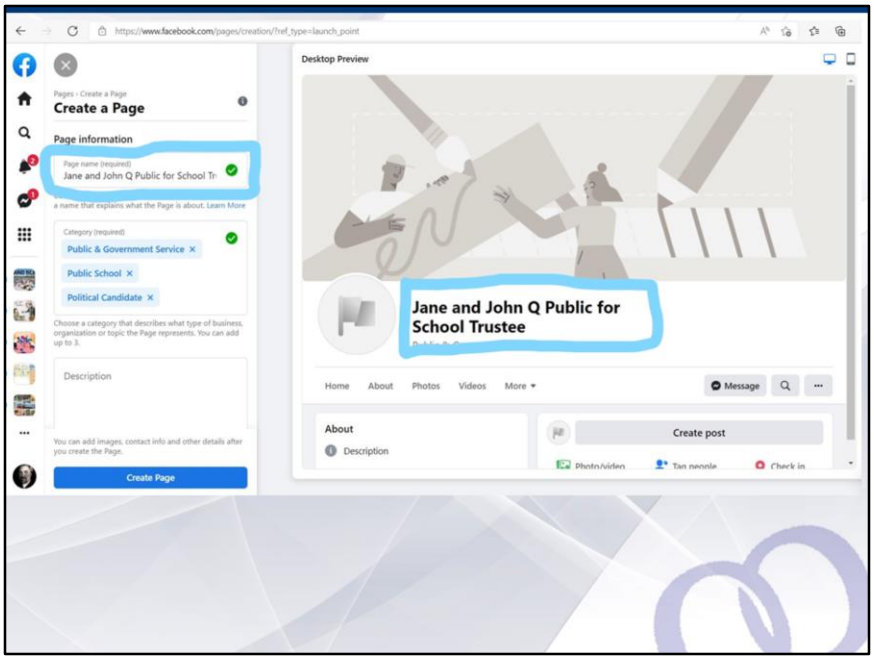
So what we're going to learn now is how to build a page rather than a profile (discuss advantages of actually building a page rather than just using a profile). Click on the pages link that I have highlighted for you to get started!



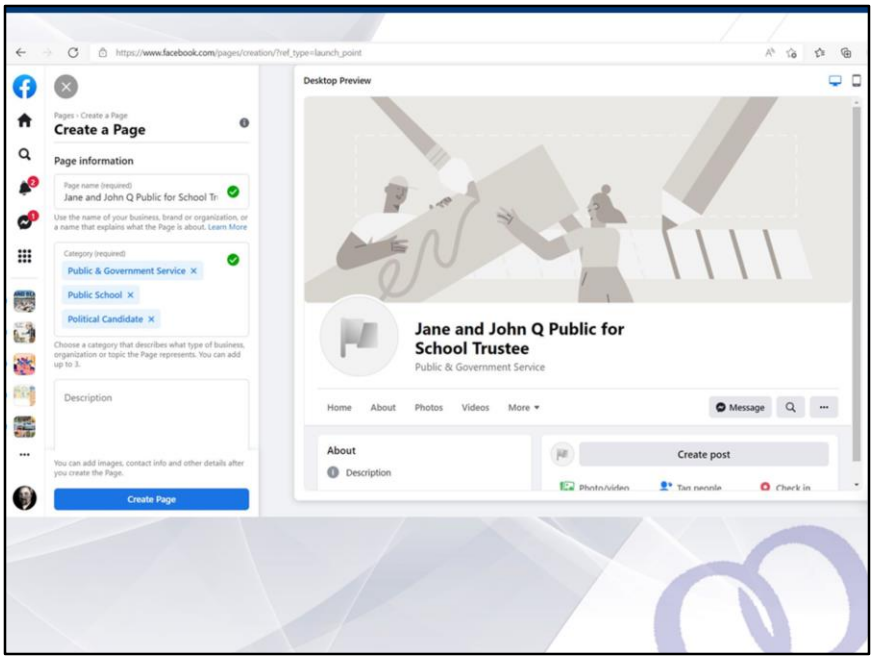
Once you have clicked on the pages link, Facebook will feature a new “Create new page” button under “your pages”. Many of you will not have pre-existing pages, but you can see here that we at MSBA do have our own page, which is why this is featured when I click on the pages link. Click on “create new page to get started.



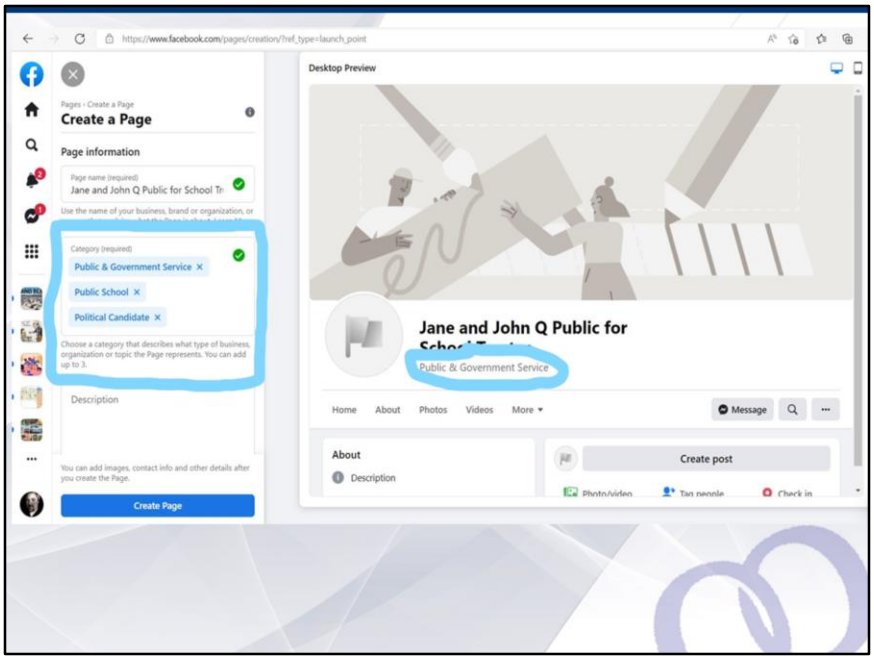
So step 1 is to name your Page. I have chosen a title that is rather straightforward. As we discussed last week, the easier it is for your community to find you, the better! In addition to what I have inserted here as the page name, you will definitely want to include the name of the school division where you are running for trustee.



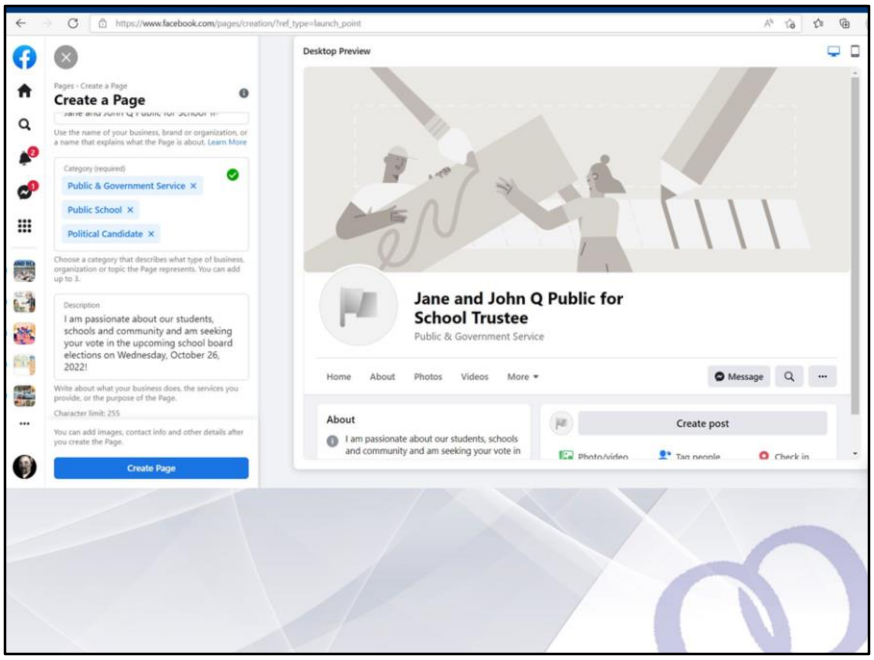
So, just to clarify, when you type your title it is in the box titled “page name(required)” and the desktop preview will automatically update what your page will look like once it is launched. At this point, nothing is public, so you do not have to worry that people are seeing your page in real-time. The page will only launch once you are ready! If you don’t like the page name, you can always change it as you work on other sections of the page but to launch the page, you will need to choose a page name first.



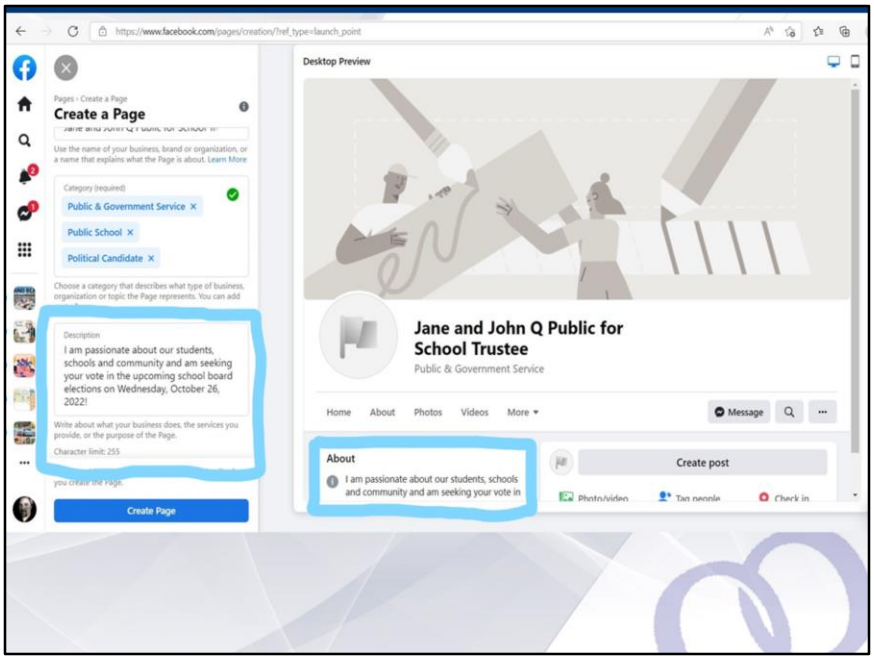
So now that you have chosen a page name, the next step is to place your page into a category.



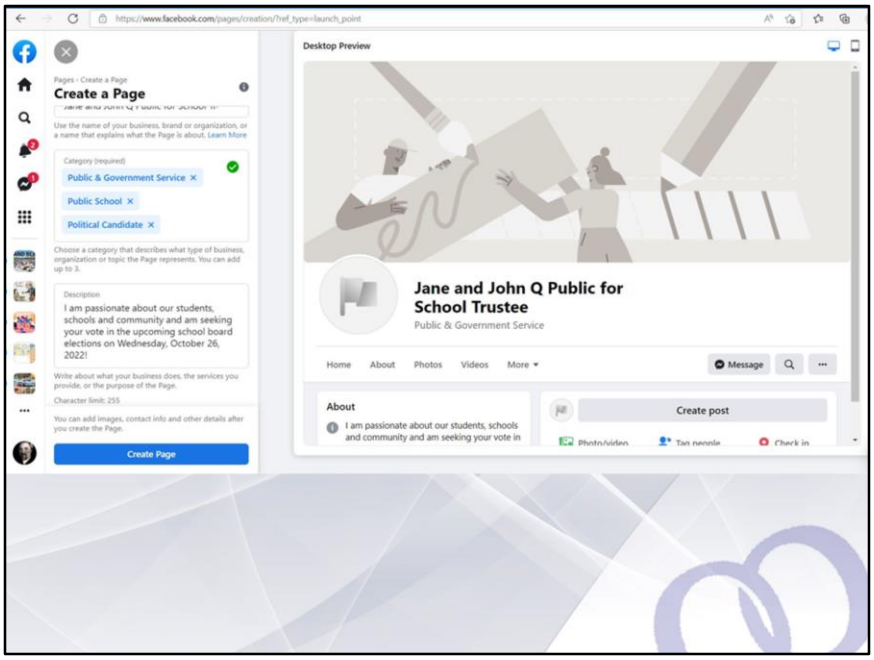
So I have highlighted the box in the second left side column under “Create a page” where you can select your category or categories. You cannot create your own category, facebook has a list of possible categories you must choose from. You can choose up to three, so here you can see that for a school trustee candidate page, I have chosen three: “public and government service”, “public school” and “political candidate.” The one that you choose first will be the one that appears by default on your profile page. So if you prefer to be identified with another category, be certain to place that one into your category box first. The more categories you choose, the better people will be able to find you, using general search features on Facebook, so my advice would be to try to pick up to three.



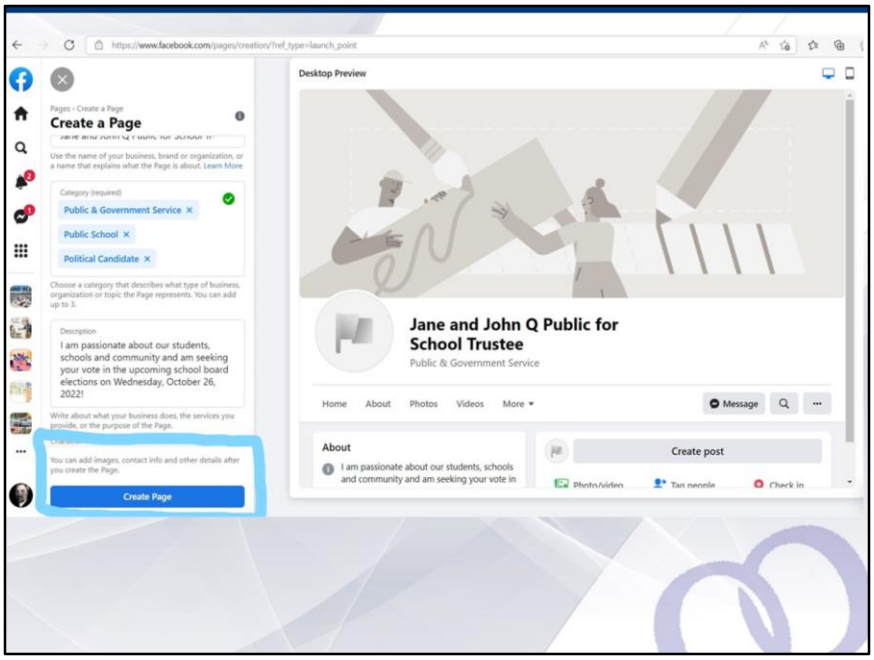
Step number 3! Write a description! You have 255 characters to use to describe why this page exists or what you are all about. Again, the description feature is located in the second column from the left hand side of the page, using the desktop version of Facebook.



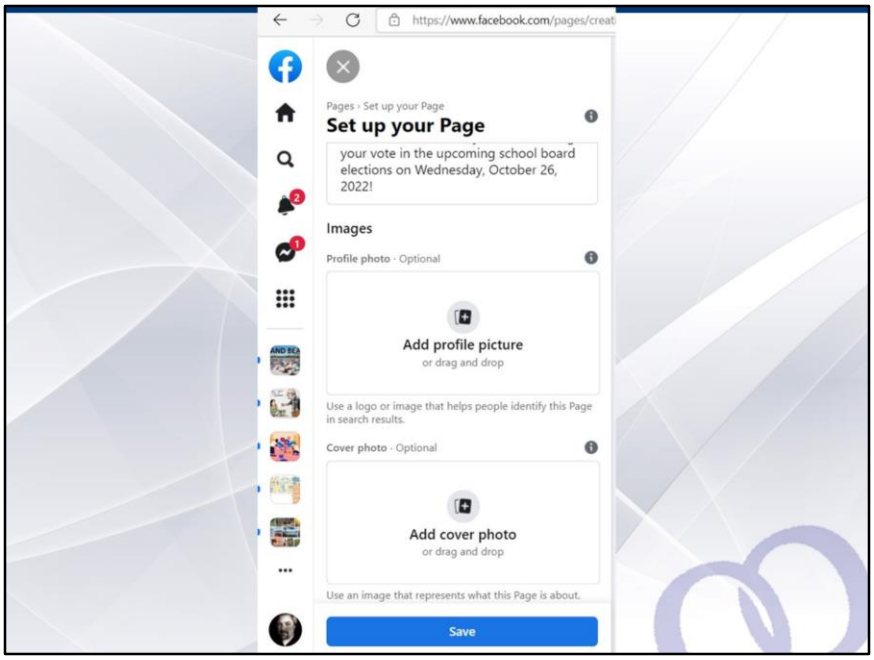
So, as you type your description in the highlighted area at the left, again the page preview will update what your page will look like in real-time. The highlighted box at right under the “About” heading will show you how your description will look once you launch your page.



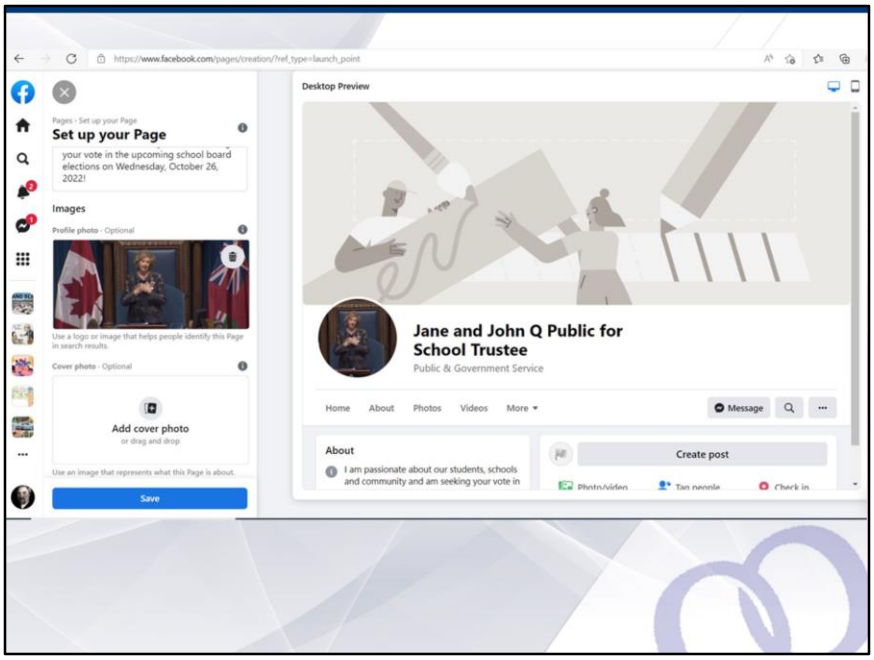
Next, once you have chosen a page name, selected your categories and written your description, it is time to create the page. You can find this button located at the bottom of the second column on the left hand side of the Facebook webpage.



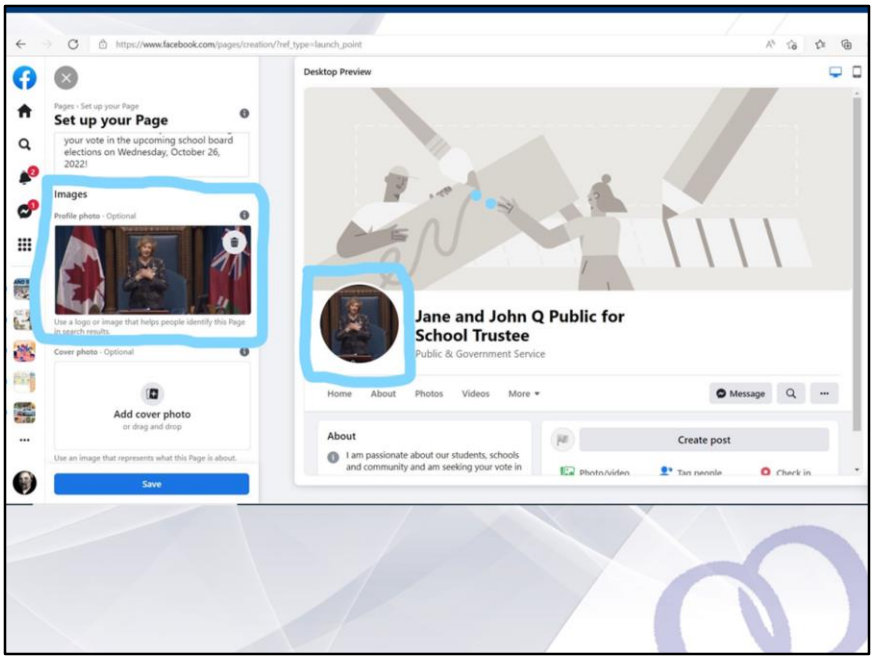
And for those who, like I was when I first started out on this journey called "Facebook", don't know their right clicks from their right clicks, I am highlighting here where the "create page" button is located in light blue framing so you can find it and, so you don't have to go looking for it! Look for the light blue framing on each picture in the rest of the slides for the step by step walk through (or recipe!) on how to build your Page and make effective use of it.



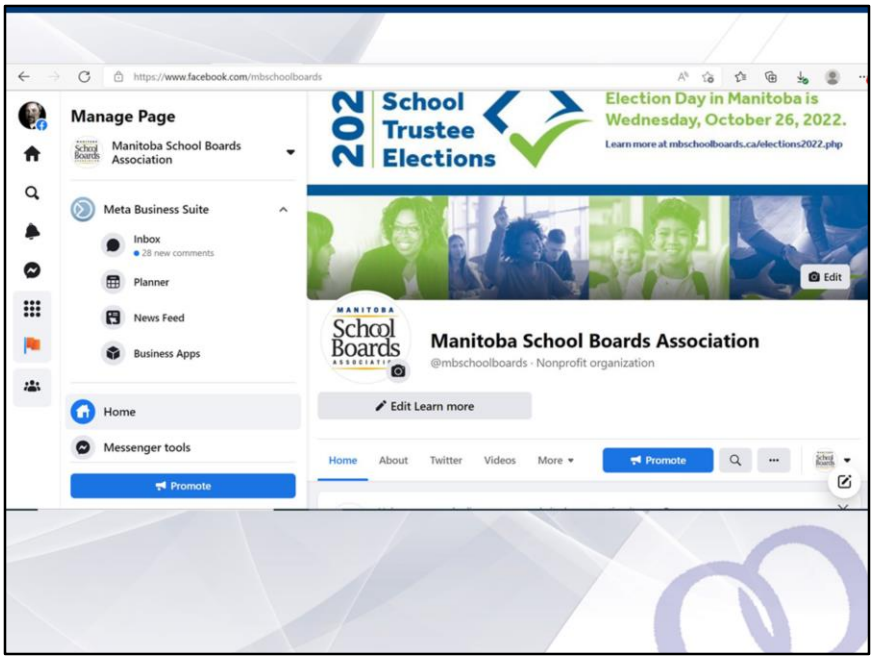
OK! Basic steps are done! Congratulations! Now comes the part everyone enjoys the most! You get to pick at least two images that will communicate the core essence of who you are and what you stand for as a candidate for school trustee! Ready, set, post! You'll see there are two boxes provided for you to add photos. One is a profile picture and the other a cover photo. What's the difference between them? Let's find out!



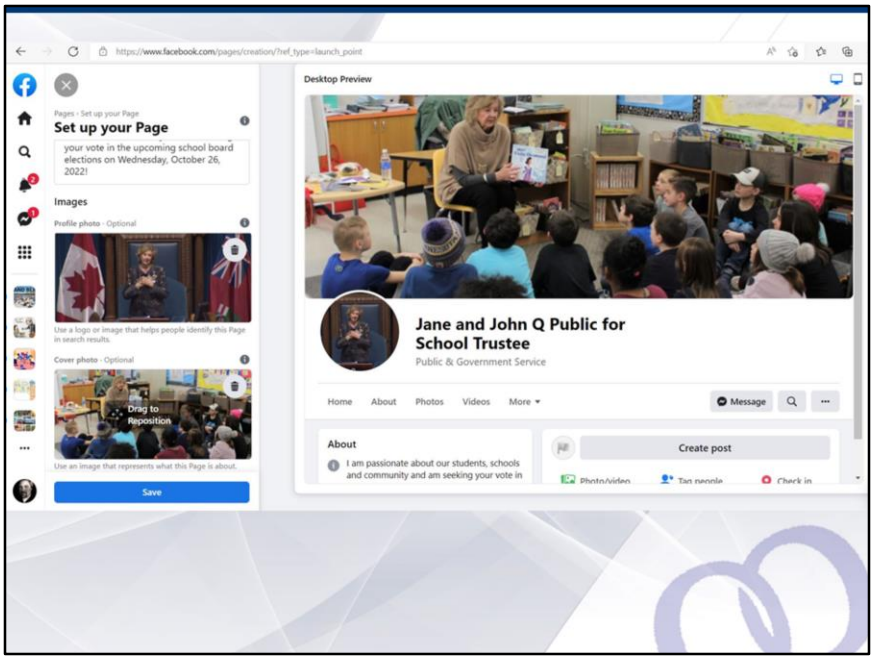
So we'll start off with the very first box, the profile photo. Now I'm not certain if Her Honour would appreciate my sense of humour and I'll concede that I definitely do not have Her Majesty's permission to use her photo, so please know this is for illustrative purposes only, on the demo page we have set up to show you how to set up your own page! I was tempted to change the page name Janice Q Public for School Trustee but resisted the urge! Anyhow, carrying on! Look at the desktop preview on this screen.



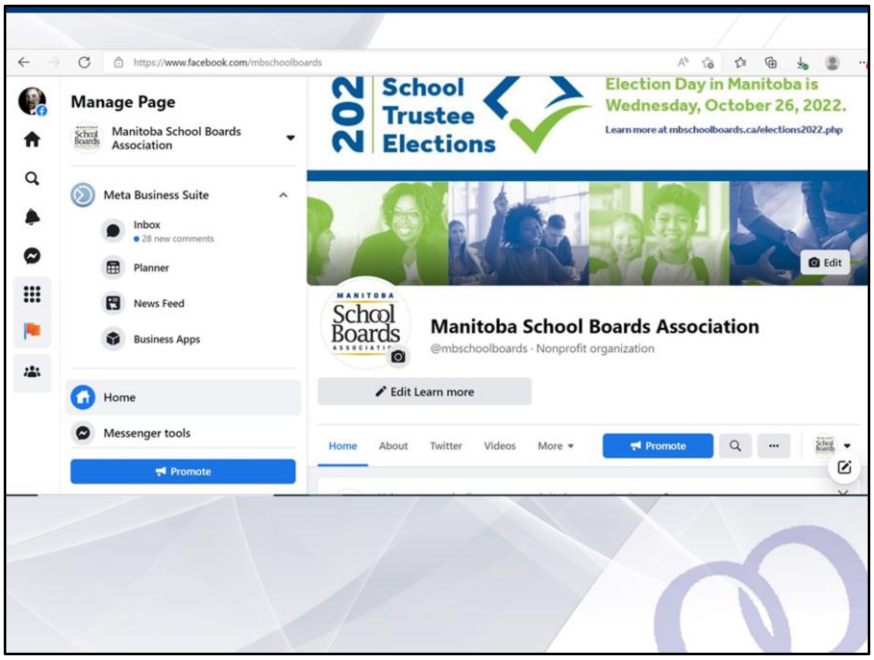
So the circular photo at right is what your audience is going to see. It will appear on every post you make and every message you send using your Page, so make certain it is what you want folks to see. You can always change the profile picture as your campaign progresses but we would strongly encourage you to choose one profile image and to stick with it, as it becomes part of your campaign brand and helps people in the community more easily recognize you, based on your social media presence. Also, please note that when you drop a photo into the images box at left, you will be taken to your pictures folder on your desktop, so ensure that your photo is located in the folder before you click on this box. Finally, note that the original photo was much larger. Facebook cropped it to the centre, so whatever photo you use for your profile, make certain that your image is in the middle, or else you might be cropped out of the very image that is supposed to represent you! Also, I would note that you do not necessarily need to feature an image of yourself. You can also add a logo or words, as long as you have this saved in a file type like JPEG that will allow you to upload it into the box.



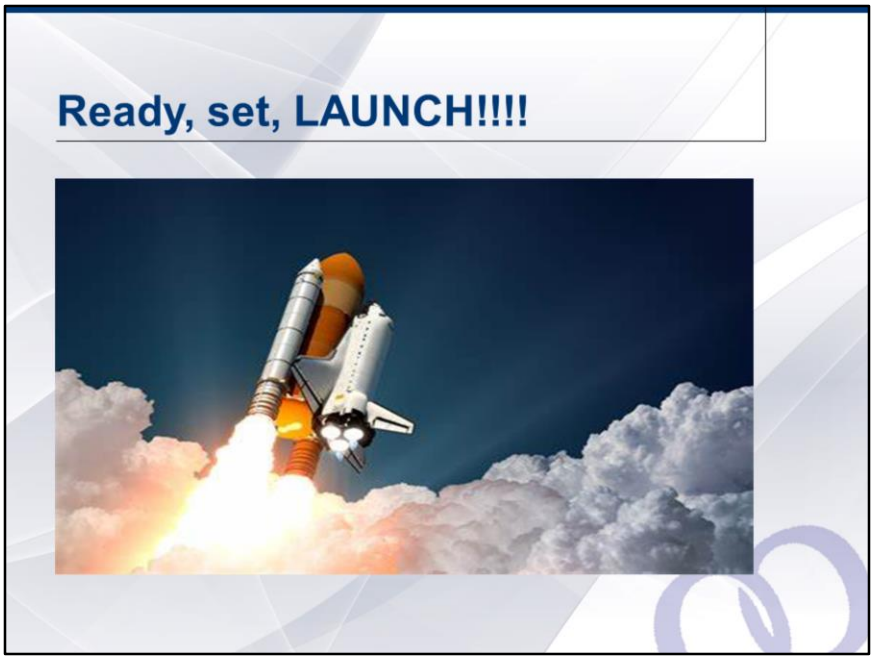
Here is an example from our association's Facebook page. Legible and clear for all to read given that the profile image is not all that big when you post or send messages, it is absolutely important that you try to make it easy for your audience to recognize what is coming from you! So whether you choose to feature an image of yourself or some kind of logo or word based image, that choice is entirely up to you!



Remember, there are two images that you must choose for your page. After you have chosen your profile image, the next option is to provide a cover photo. Think of this as your banner. It is the image that will appear at the very top of your page when visitors go to your page and it is certainly the largest image you can feature. Here I have chosen one of Janice Q Public engaged in reading a book to students. You can choose any cover photo you wish, that you feel conveys who you are and what you stand for.

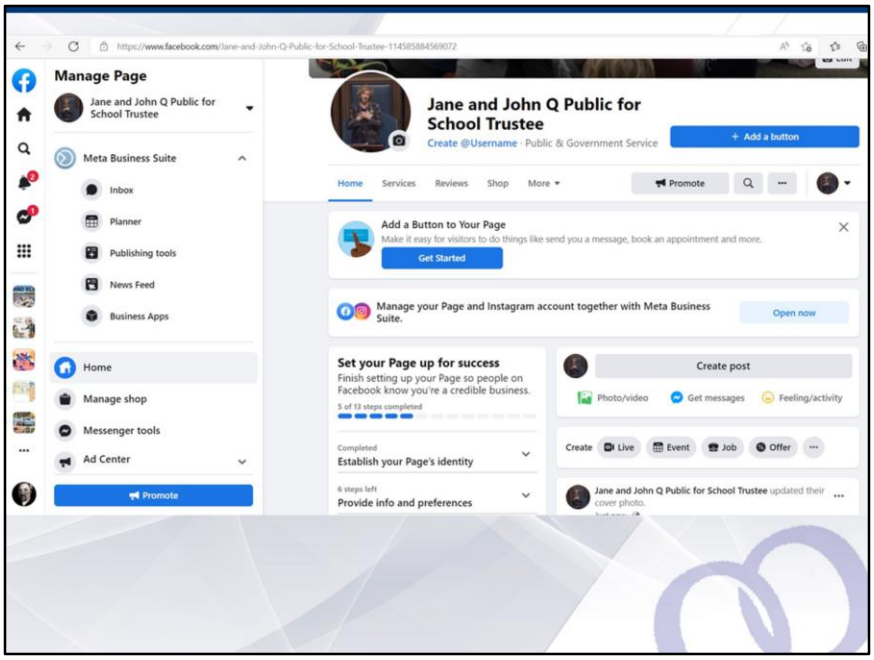


And here again, if you are uncomfortable featuring an image of yourself you can also design a banner that features a message you want to convey. Going back to the MSBA Page, you can see we have recently changed our cover photo to an information style banner about the upcoming school board elections. Again, the choice is yours, as long as the file you choose is in a format, such as JPEG, that Facebook will accept. Remember, the page preview feature let's you see what it will look like, before you launch the page and your community gets to see it.

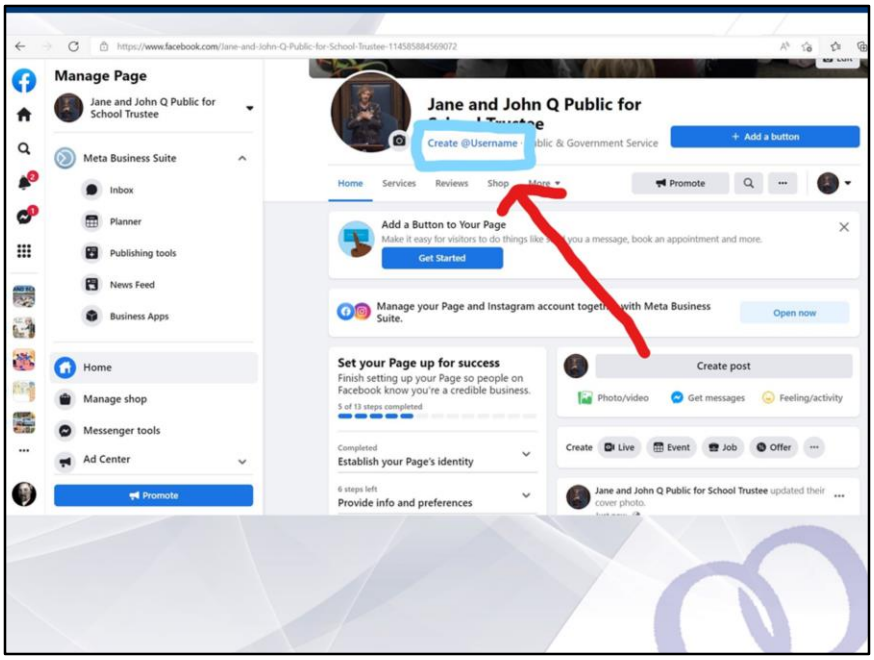


You've done it! Ready, set, launch your new Facebook Page!

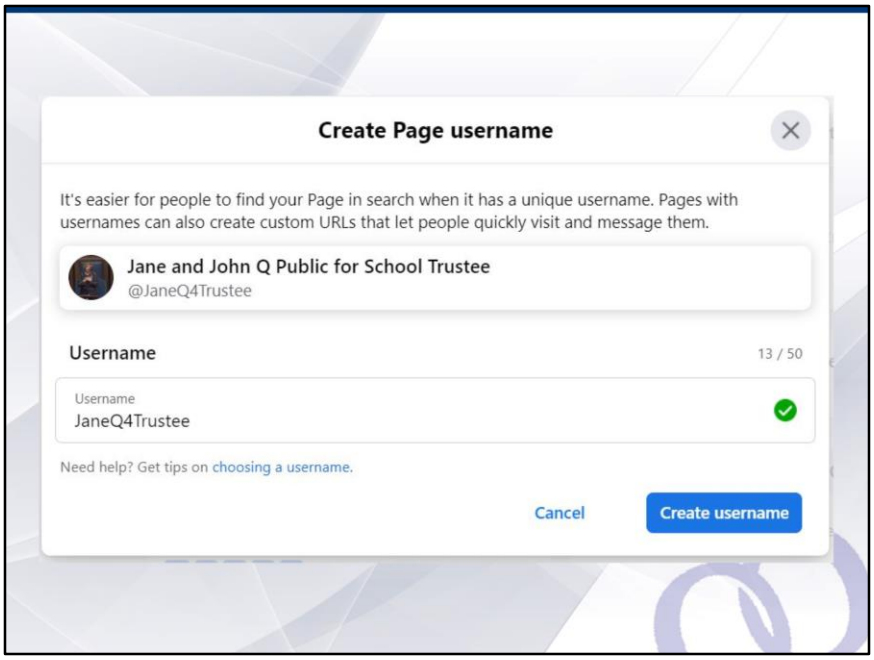
But remember, there can be some challenges in using social media, including through your new Facebook Page. The key is in meeting each challenge and avoiding the "challengers"!!!



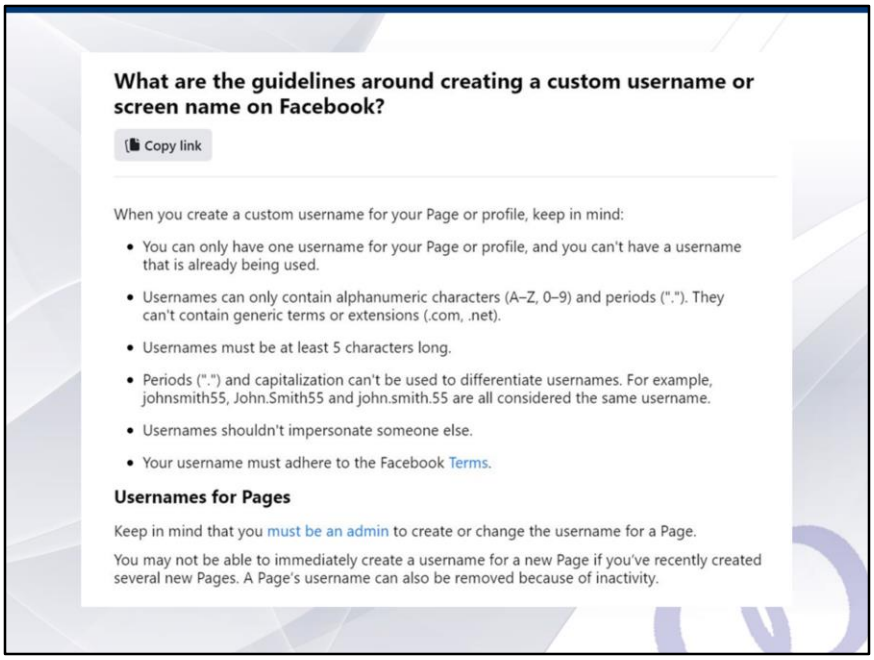
Once you have selected the images and set up the basic features of your page, there are a few other options you'll need to decide. The first is choosing a username.



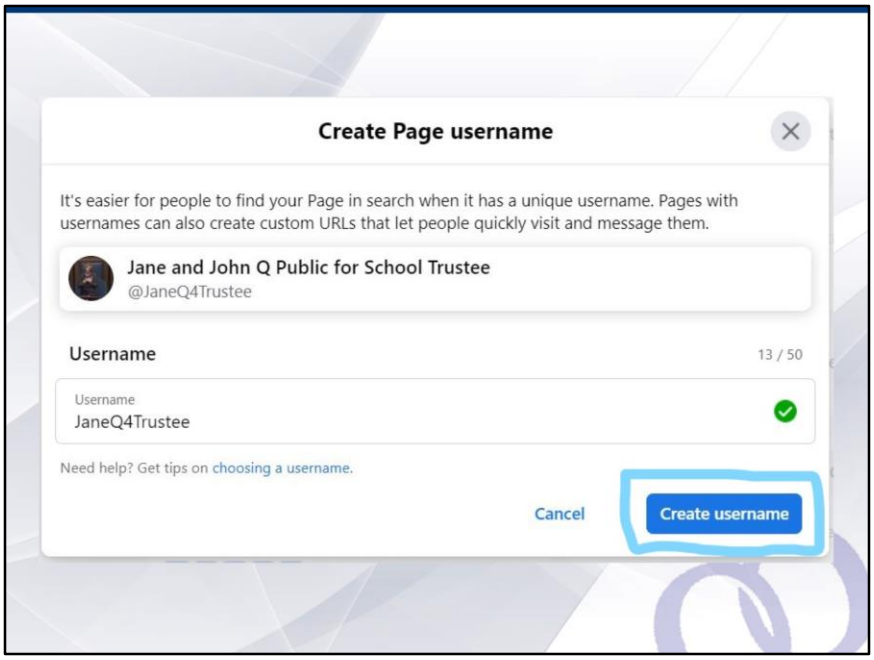
This feature is located right below your page name. Click on it.



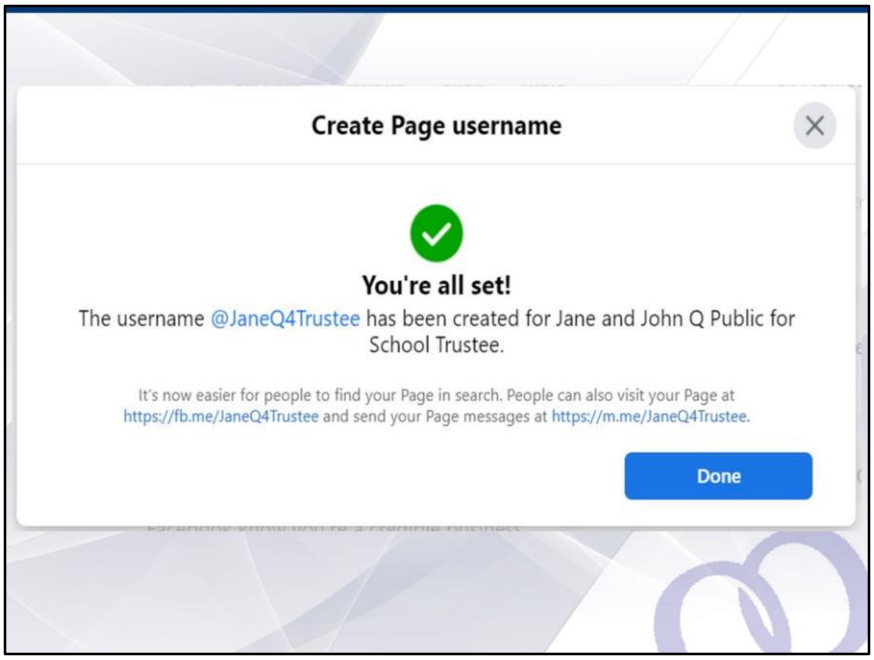
You do not have to have a username, it is strictly optional, but choosing one will allow you to stay in touch with your community much easier. It also allows people who are posting on their profiles or pages to tag you if there is a subject they want you to know about, or if they are mentioning your name. I would certainly recommend this. As was shared during the week 1 session, choose a name that is easy for people to remember and easy for them to find. When they enter your name if they want to tag or mention you, Facebook will automatically generate a list of names similar to yours, and so having a username that is user friendly will be important.



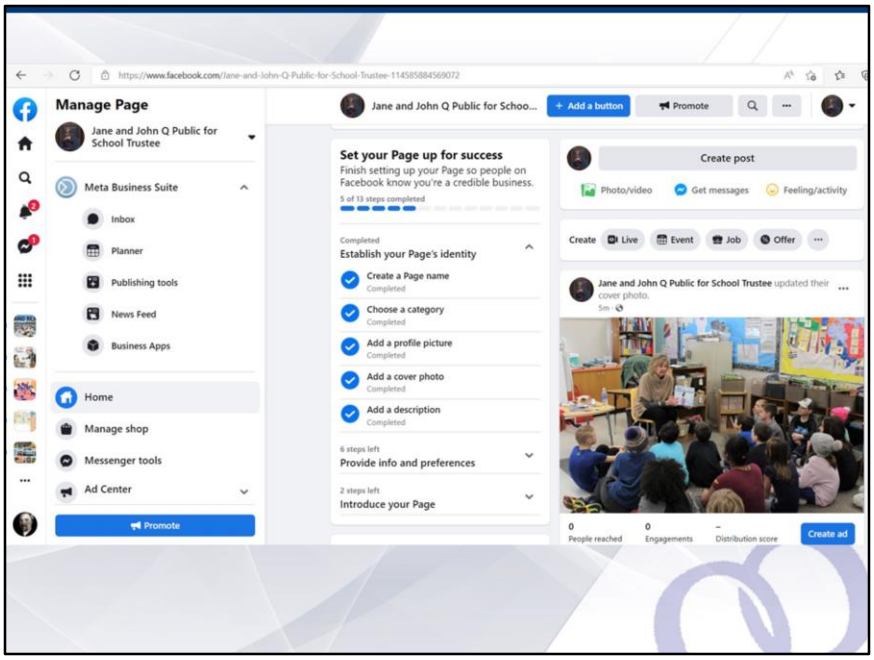
Facebook has several additional guidelines that you of which you should be aware. I wont go through all of these but have referenced them here so that you can revisit this page later when the recording is posted and be familiar and aware of the “do’s and don’t’s” of creating a username!



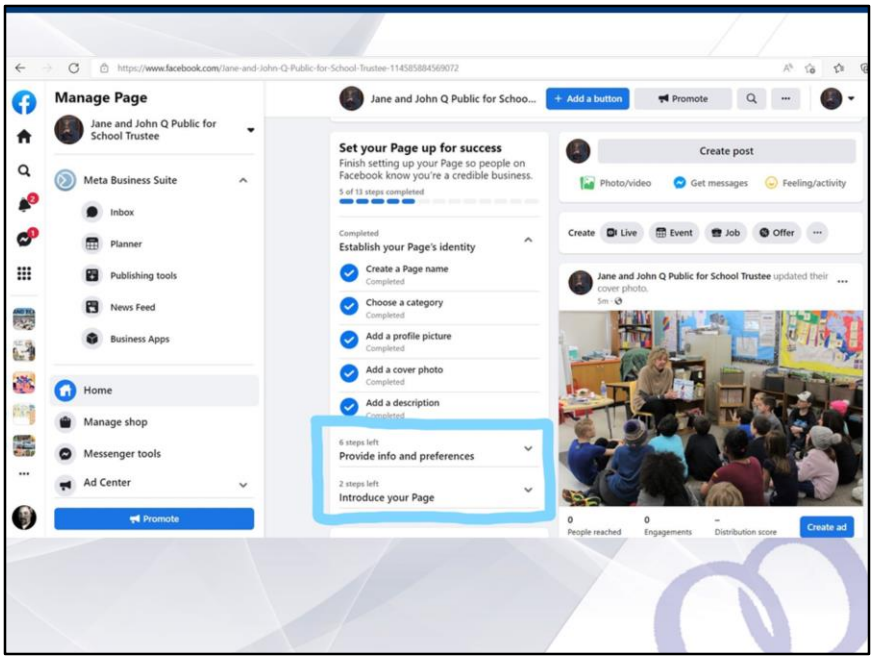
Once you have navigated through the guidelines and chosen an easy to use name that is right for you, click on the “create username button located at the bottom right of the box. I’ve highlighted it here, for all the social media newbies out there!



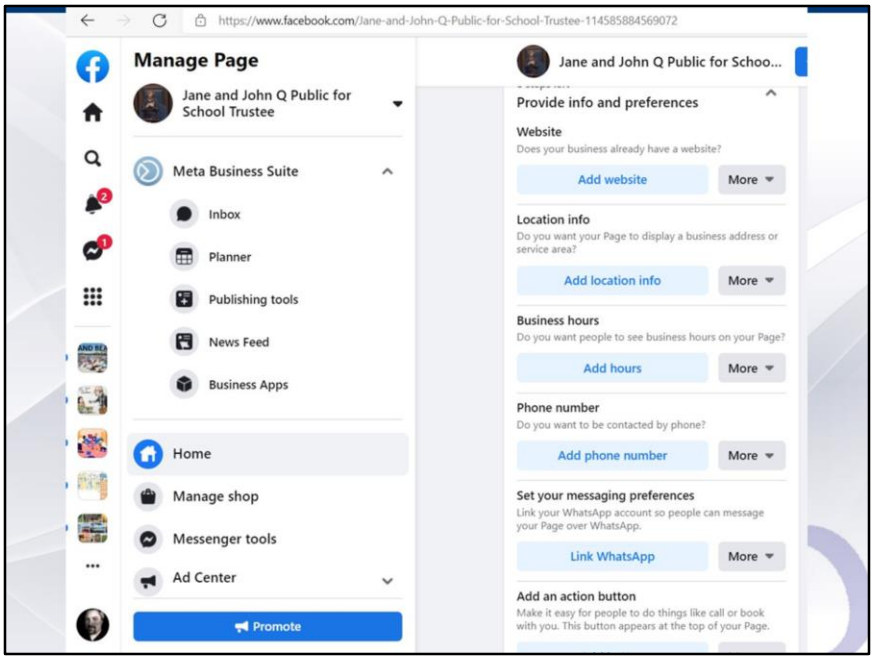
Once you click the create username button, if your chosen username meets all of the guidelines, then you will see a green checkmark telling you that you have just won the online equivalent of the Amazing Race and you really should stop at this point and give yourself a virtual pat on the back!



Now, take a breath! On your page, you will see that at this point, you have completed five of the 13 steps that Facebook suggests be completed before your Page is complete!!! BUT I will concede that if you decide to stop here, then you will still have a fully functioning candidate page to use to reach your audiences and you can take time to review the other steps later. This said, let's walk through some of the others!

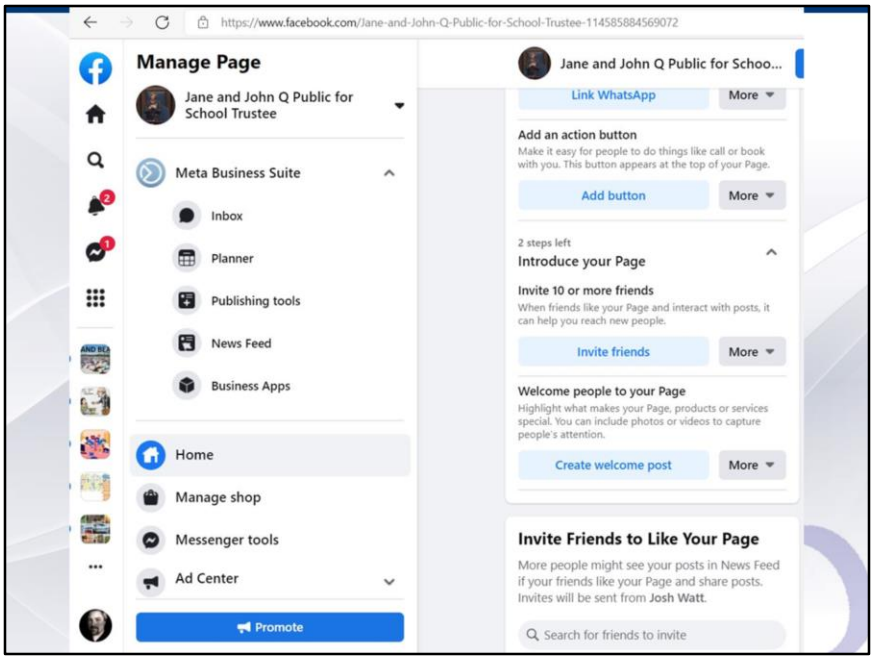


To complete the remaining steps, you will need to click on the downward pointing arrows next to “provide info and preferences” and “introduce your page”. I’ve highlighted both of those features here, for your future reference.

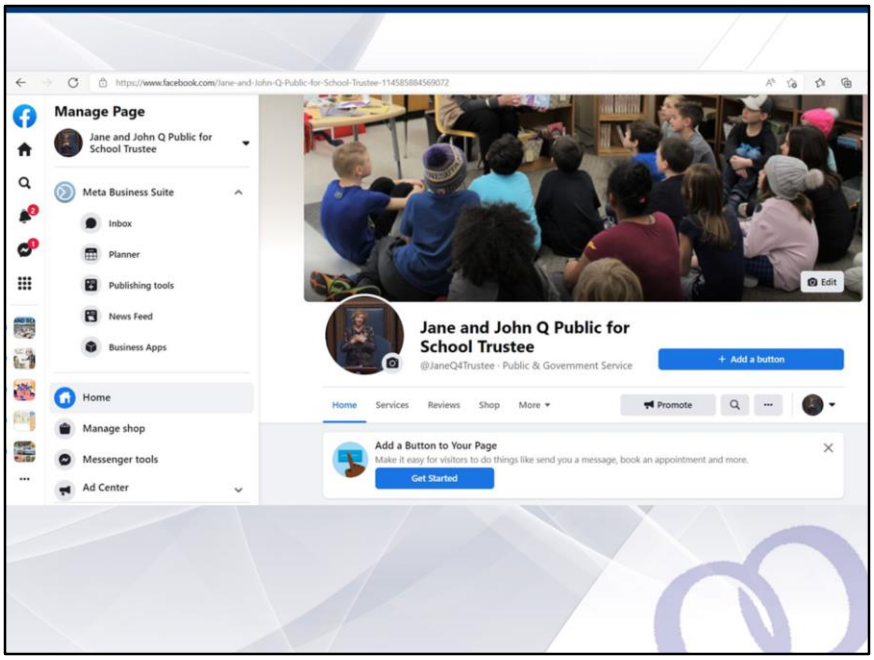


Steps six to eleven. You can see then listed above. If you have a website or are planning to create a website, you can add the domain link on your page. Location info and business hours are really geared towards formal organizations and so these two features may not apply to your campaign for school trustee. We would not advocate for including your home address in this section, and the same is true of phone number. If you are willing to be contacted by the general community by telephone, be certain your personal number is what you will want to use or avoid for this purpose. Veteran trustees will know what I am speaking about here. Newbies, as much as you may have an idyllic image of being a democratically elected leader in your community and what it is all about, I have to say that being in your shoes when I first started in my current role, the first threat you receive from an anonymous Facebook poster, who may or may not be a legitimate terrorist, will make you grateful you heeded my advice. I'm not trying to scare anyone away from running for trustee, so please don't get me wrong here. It is an incredibly rewarding experience. But increasingly, what we are seeing, and why I started out by joking that this sphere is more akin to social mayhem then social media, is because, even if you are the sweetest person who gets along well with everyone and have done absolutely nothing to offend anyone, odds are, there is going to be a virtual ant at your picnic. There is also, in our "almost" post-pandemic world, a lot of online fraudsters and phishers out there, and they

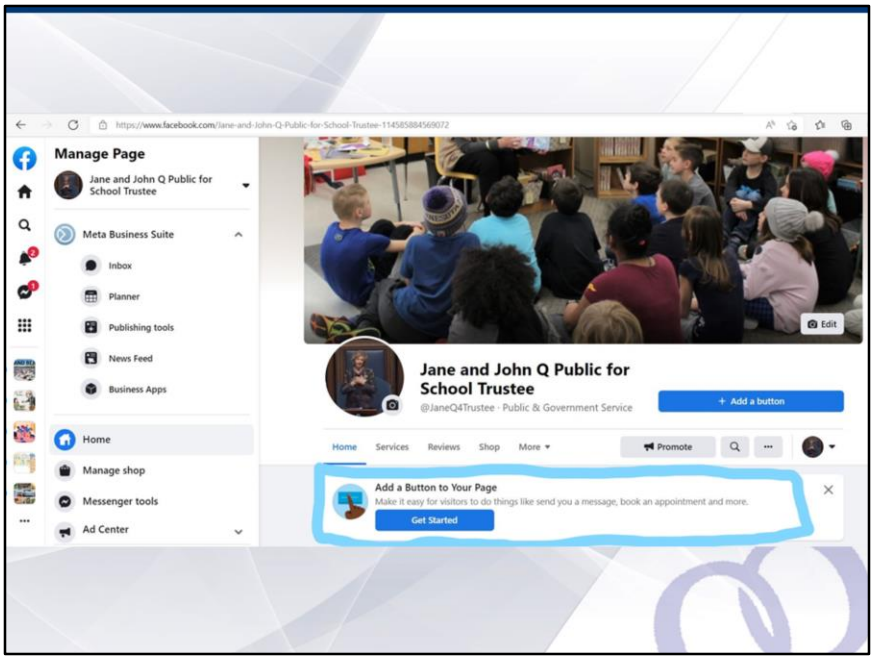
adore having access to as much personal information as you will provide, so be ready! Don’t post your home address or provide your personal phone number!



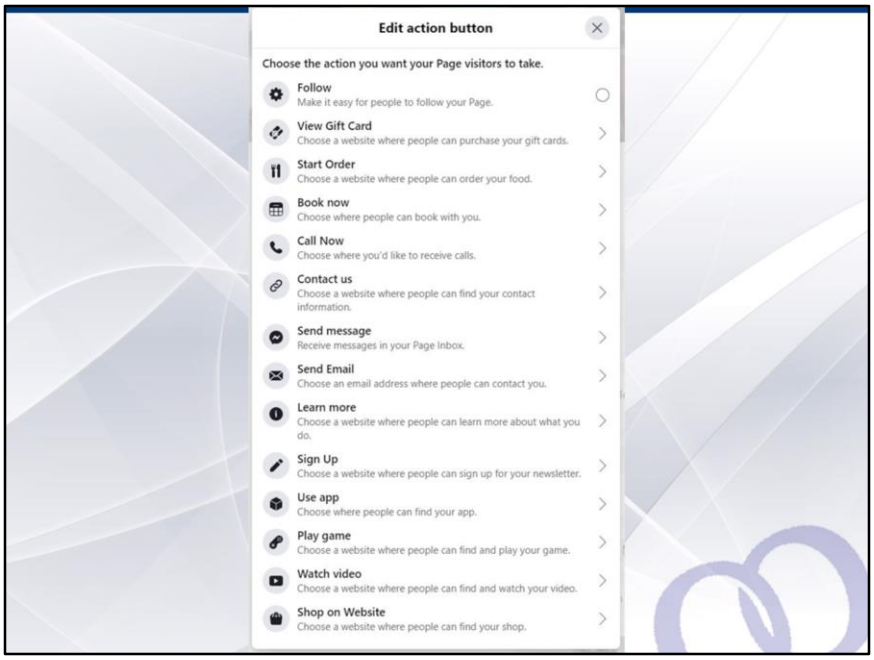
Final steps! I promise! Add an action button or invite and welcome people to your Page. Inviting friends and welcoming people to your page are fairly self-evident, so I'm not going to get into those features, but I will provide a brief overview of what "adding an action button" is all about, as it might help you to engage your community through your page.



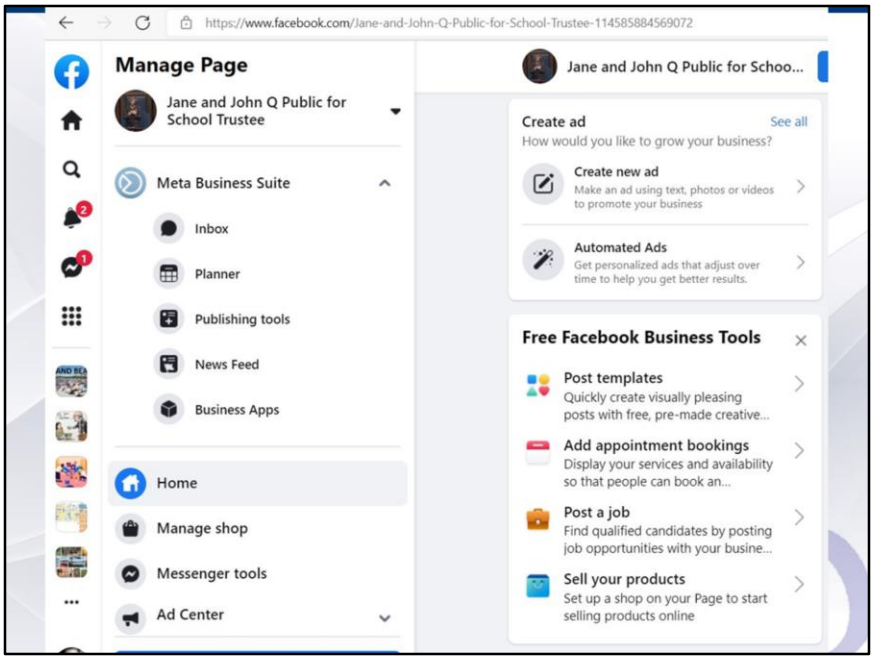
This “add a button” feature is also found on your home page, right below your Page name and username.



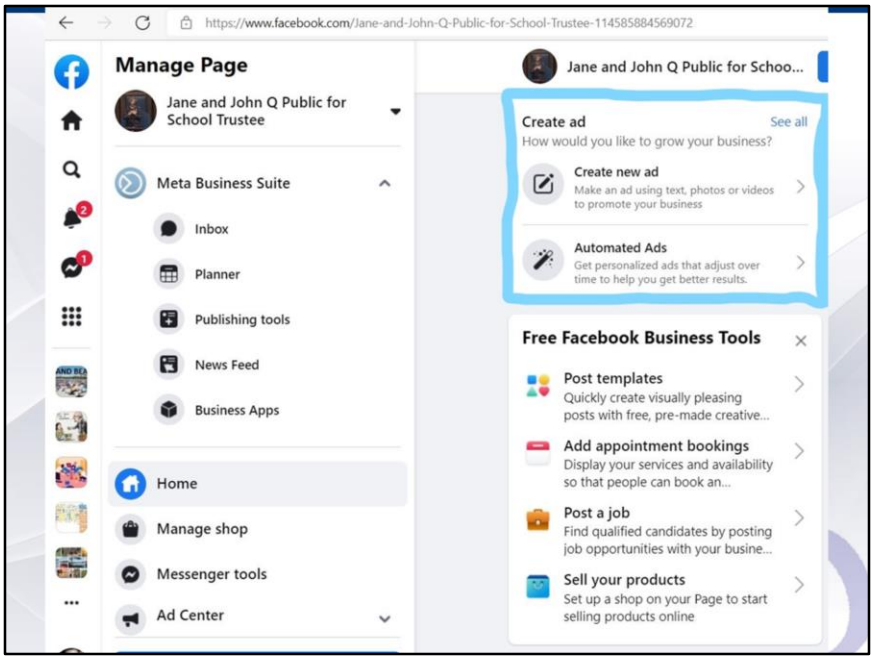
Here I have again highlighted where the ‘add a button” feature is found, for later reference!



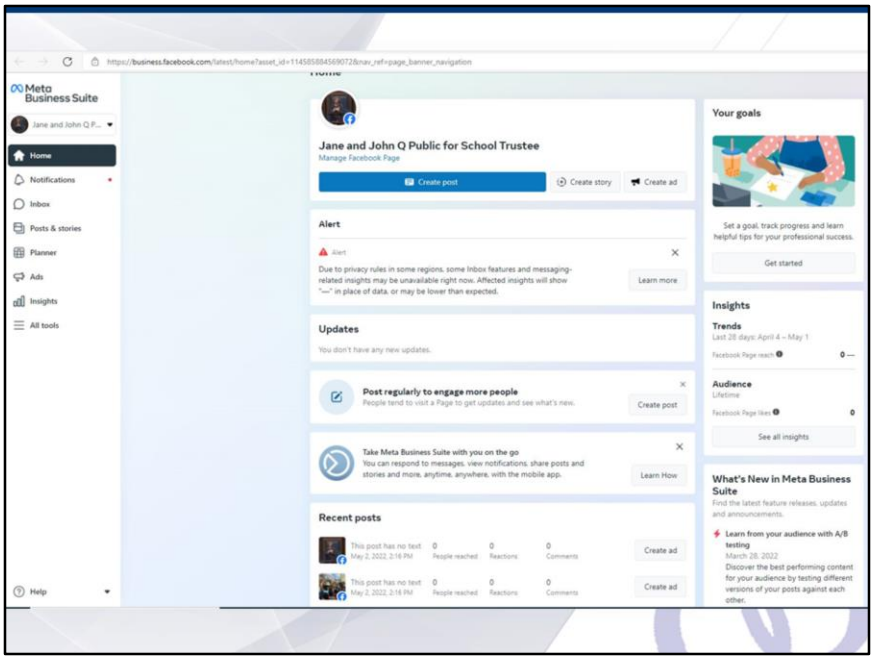
So you have 14 options to pick from, but not all of them will be applicable to the purpose and objectives of your Page. I would suggest that follow, contact us, send message, learn more or watch video might be more applicable than the others, but only if you have an external website. If you don't, I would strong recommend "send message" or "follow", as these can be used by people in the community to get in touch with you and stay updated on your campaign, from and through your Page and not using an external website.



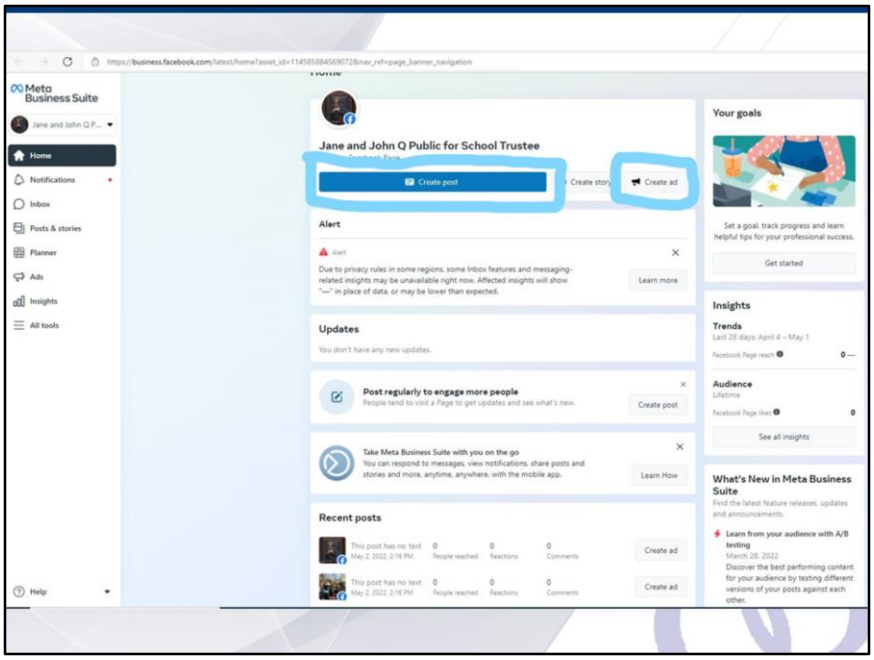
OK! With that your page is all set up and ready to go! Now, the big question remains, why did I set up a Page rather than just using my Facebook profile? The answer lies in the above feature of Pages, even while those who have been long time Facebook users know that you have likely never seen these features on your regular profile before. They are “create new ad” and “automated ads.”



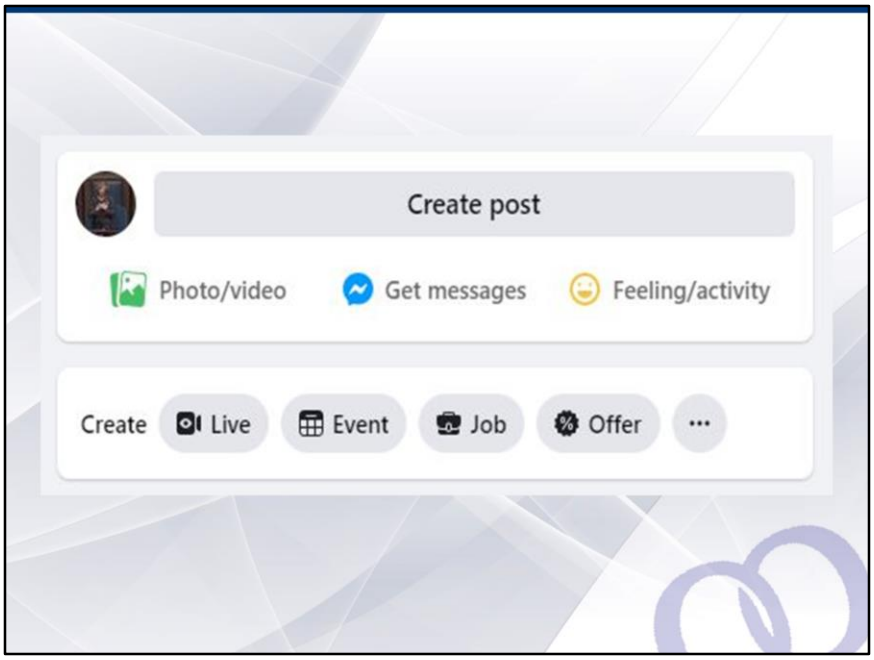
Again, these features are highlighted in blue here for your ease of use!



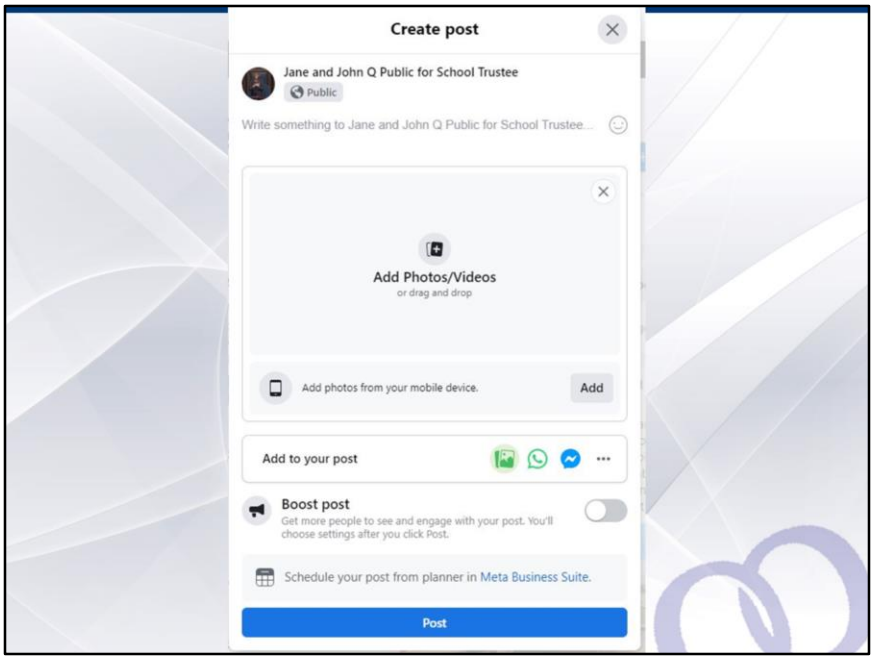
So when you click on the “ad”s features, you are going to be taken to the Meta Business Suite. This is Mark Zuckerberg’s (owner of Facebook) new corporate face of course, as you may have heard, and no worries, as you are still using Facebook, even though you’ll note that the upper left hand corner of your Page now says “Meta Business Suite”. So here is the page you will use if you want to place ads using Facebook, and as we will soon see, there are several advantages to using Facebook for this purpose. We are not advocating that you absolutely use Facebook versus other social media platforms to get your message out, or that you support Facebook, but based on our experience, we definitely wanted you as candidates to be aware of the strengths and weaknesses of the platform, given its relative cost-effectiveness and audience reach.



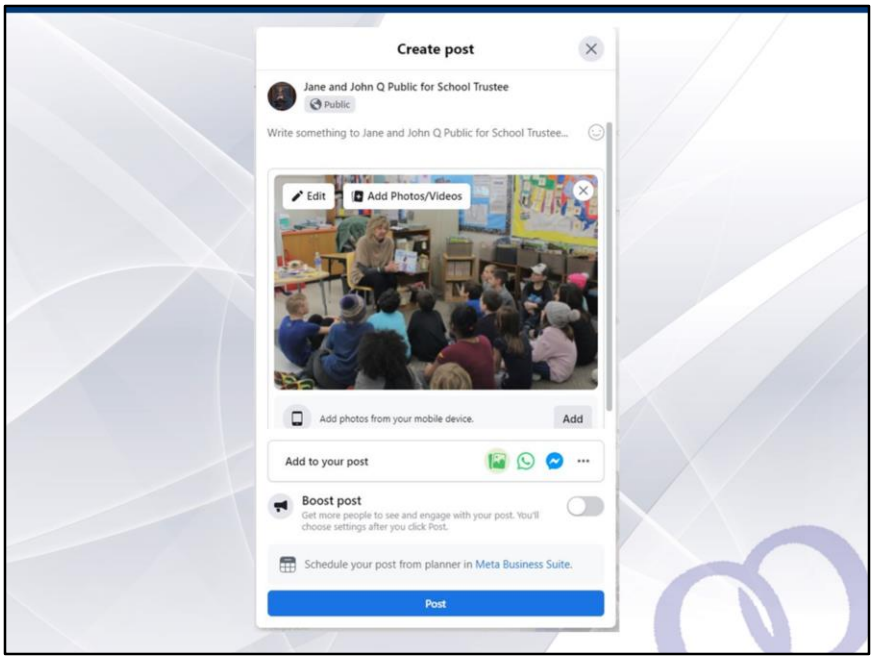
You'll see at the Meta Business Suite that there are two buttons: "create a post" or "create an ad", Let's start with create a post.



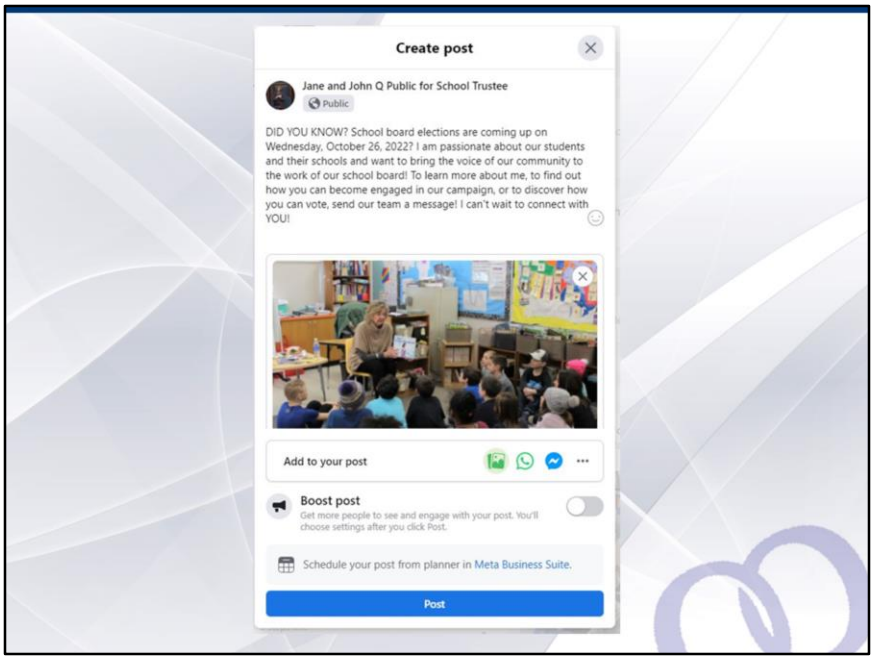
When you click on create post, you'll see something that looks like this. You can provide a photo or banner, feature a button with a specific action you want your audience to do when they get your post or ad, and you can also use it do things like livestream at an event, schedule a community event associated with your campaign for trustee, so it is important to get to know this feature but for those who have used Facebook for years or decades at this point, you are already familiar with this feature, as it is the exact same that is used by every Facebook profile to post on your wall.



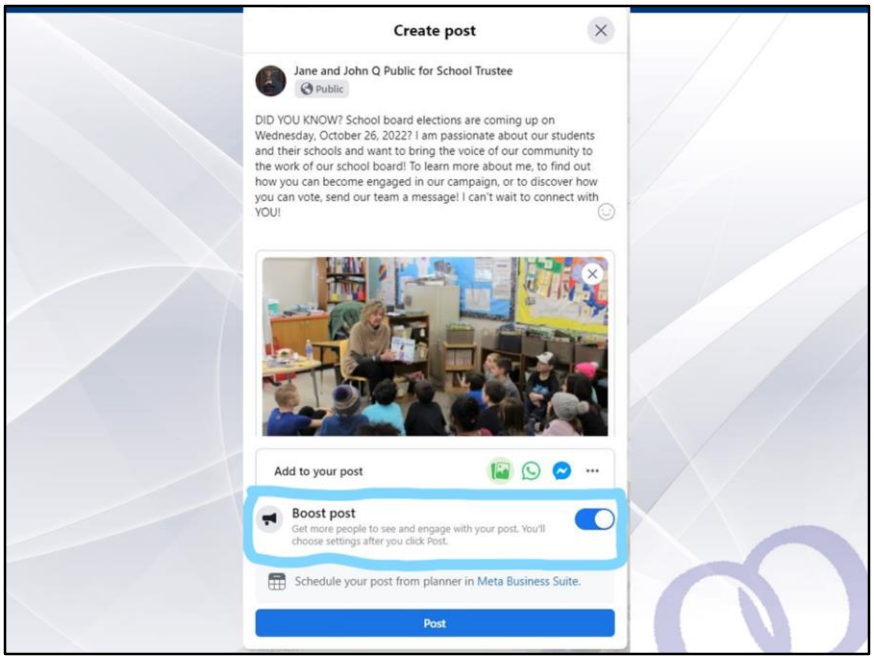
So once you click on “create post”, you have a blank template to work with that looks like this. One thing I would point out. You see the grey button up at the top that says “Public” and has a globe icon? Facebook allows you to select who can see your posts, so keeping this option as “Public” allows everyone to see it. You can choose other options that limit the reach of your post to friends or restricts access entirely, so please be careful to set this feature according to who you want to see each post.



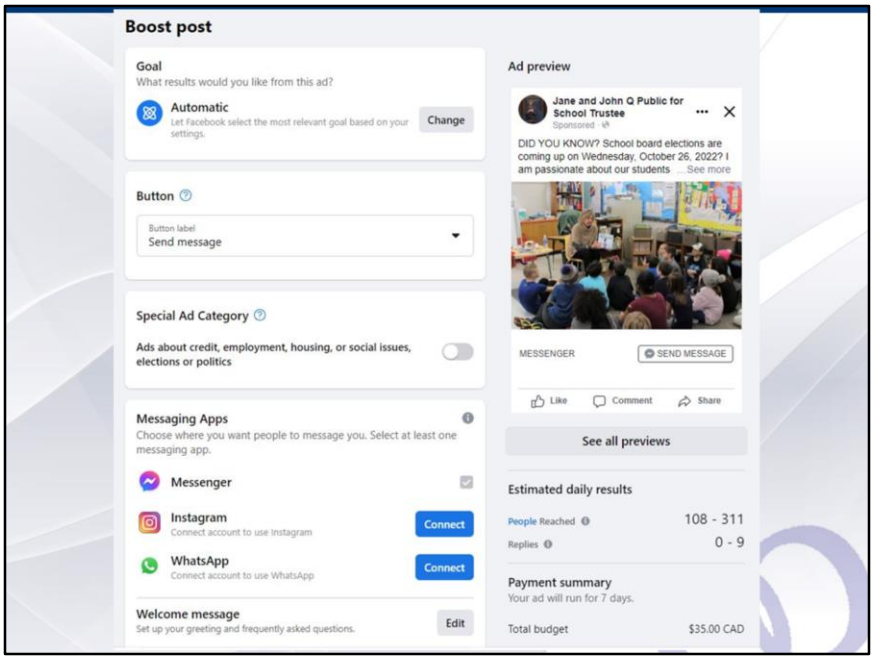
If you add a photo, then your post will become more attractive and appealing to the eye of your audience. You can also add multiple photos to one post but just a caution, if you are planning to turn the post into an “ad”, we would recommend only one photo. Facebook reviews all ads and so the more complex and sophisticated your post might be (including the photo), the more the odds it is going to take them more than 24 hours to review it before the decide whether to let you advertise the post and if they do not, then you’ll have waited an entire day for nothing. So here on this example, we’ve started by inserting a photo. Make certain it is a picture that says “a thousand words” as it serves in equal measure to your message.



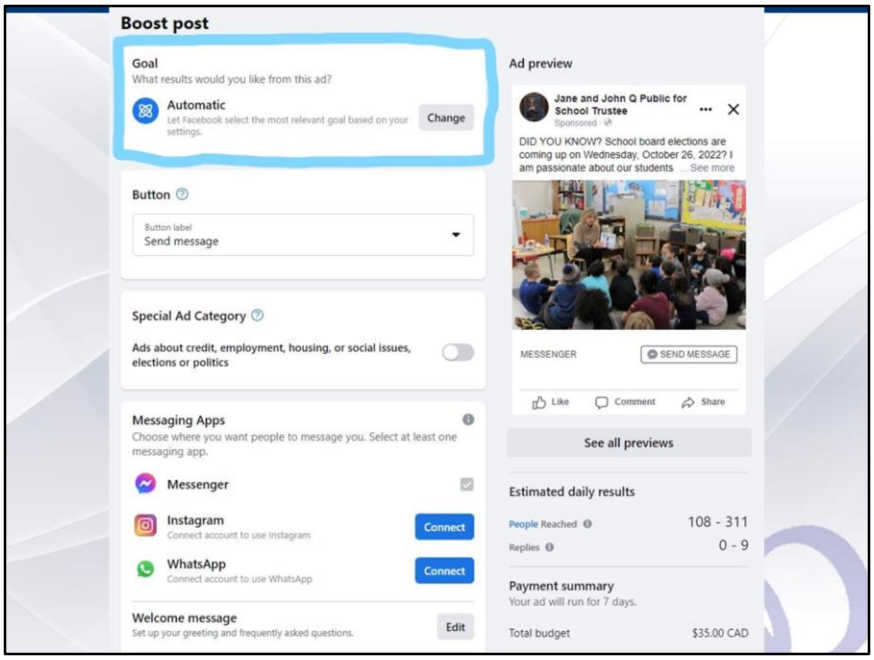
Next, create the message you want to send out. You can see from this example that the message is fairly meaty: there are seven lines of text in the preview. We would strongly recommend that you try to be as succinct as possible with Facebook campaign posts. As you might know from using the platform yourself, amidst thousands of posts every hour, yours have to stand out, which is why the photo is so important. The message is also succinct, to ensure folks don't stop reading after the first line. To make it stand out, you might want to capitalize the first few words or the entire first line of your message. We have found that when we have done this as an association, the post receives much more traction, as opposed to when it is sent out without such a headline. But to each their own, this is only sharing from our experience, and passing along what we have noted during our Facebook awareness efforts in the past. Also, be aware that if you want to craft a metay message, make certain the first line is enticing so that your audience will open up the message and read the entire thing. As I will show you in the next two slides, when you create a post, Facebook reduces the message portion of the post to only the first line or two, with a "more" feature for audience members to expand and continue reading, so make sure your very first line grabs attention amidst the firehose of Facebook posts that people will be scrolling through!



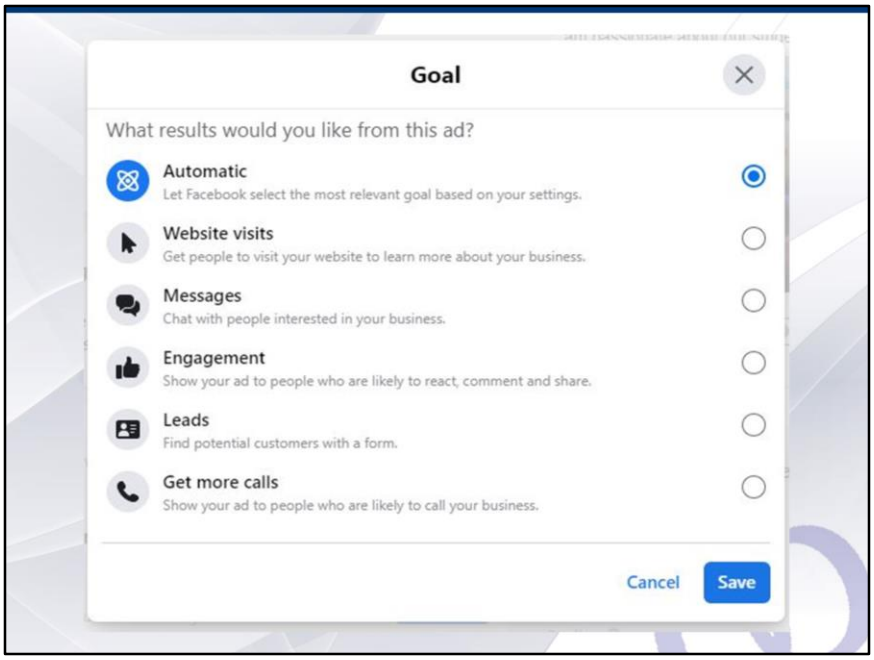
Now comes the fun part! Converting your post into an “ad”. As I mentioned, this feature is only available on Pages, not on regular Facebook profiles. To make the post an “ad”, turn on the “Boost Post” button and then hit the blue “Post” button at the very bottom of the create post box.



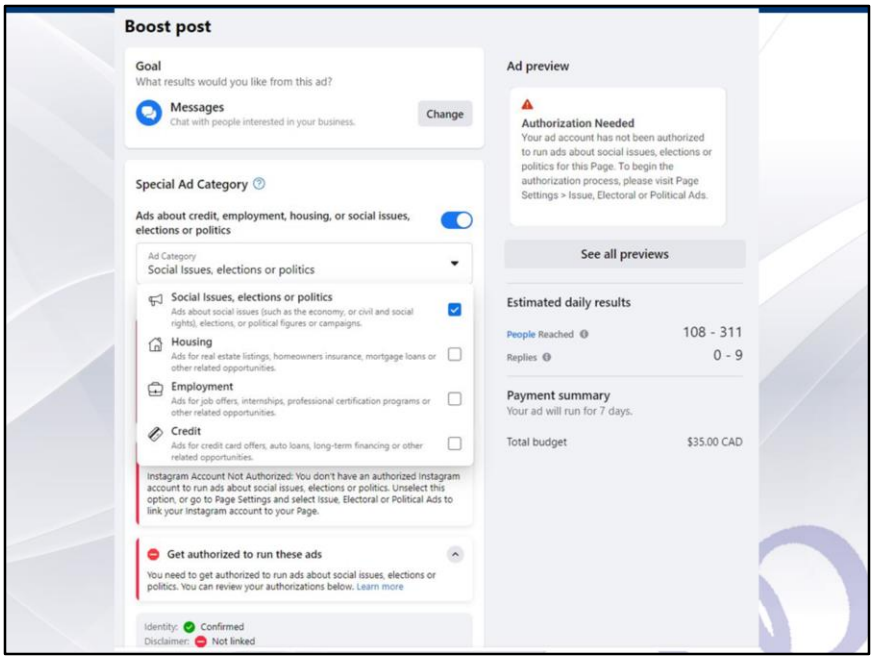
Once you have clicked on the “Post” button, the following screen will appear. This allows you to choose your audience, advertise the post for a specified amount of time and determine how much you would like to spend on the ad. The Boost Post box will show you an ad preview on the right hand side, so you can see what your audience sees. Notice, as I just mentioned, that the message becomes greatly reduced from what was typed into the create post feature a few seconds ago. This is why it is absolutely critical you grab your audience’s attention in the first line of your message.



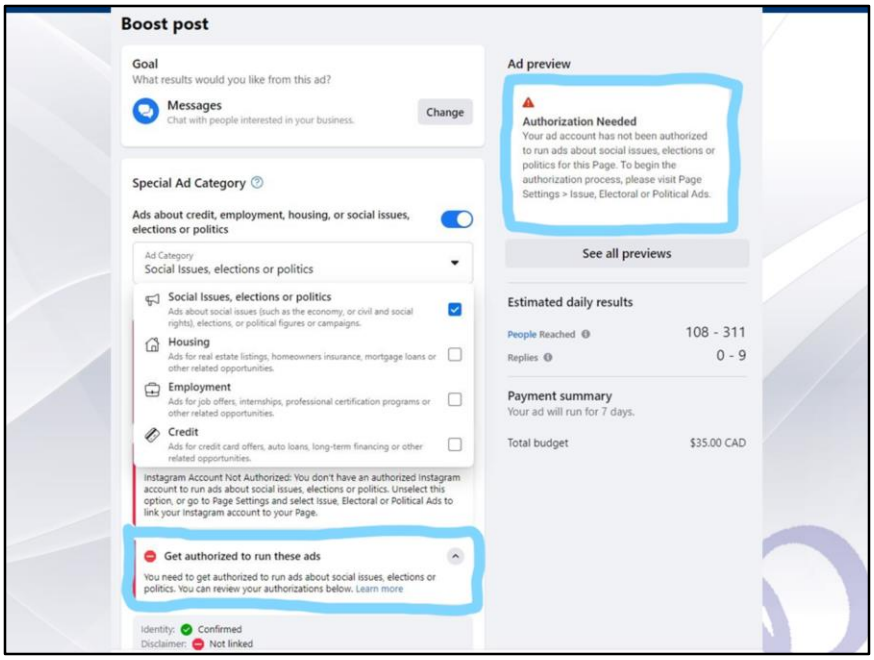
Let's start by establishing some goals for the ad. What is it you want to achieve through this ad? Click on the change button if you want to explore other options beyond the "automatic" targets and goals that Facebook itself will determine for your ad.



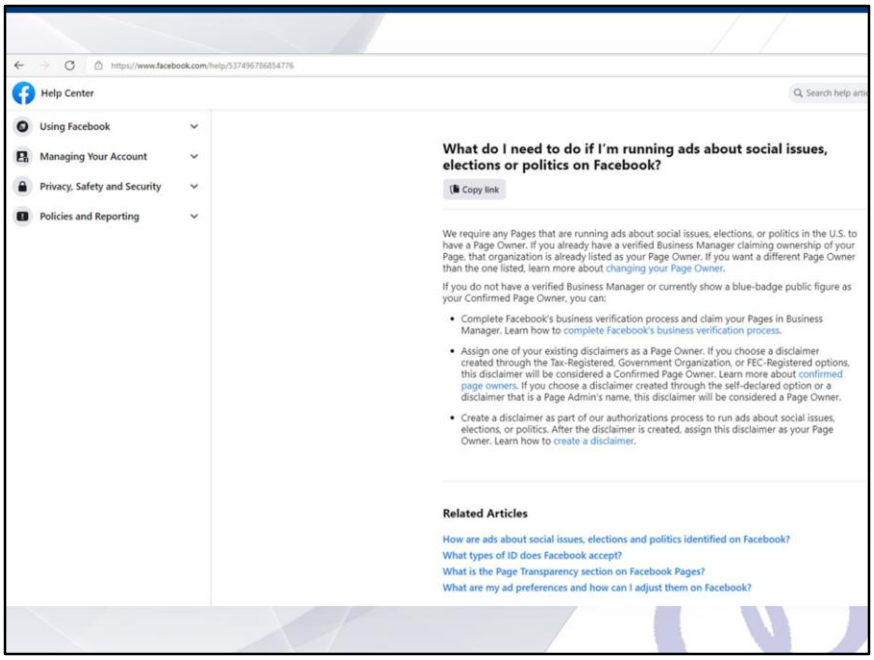
Once you have clicked on the change goal button, you will have several options. Pick the one that is best for you. If you click on website visits or messages,, then Facebook will automatically feature a link to whatever website or messenger service you have indicated you wish to use or have featured when you set up your Page.



Now comes the tricky part and you will need to get right on this as soon as we have finished here tonight, if you are going to use your new Page to reach as many people in the community as you can, using Facebook. Because you are running for an elected office, then you will need to satisfy the "authorization" needed to advertise what are classified by Facebook as "ads about credit, employment, housing, or social issues, elections or politics." It doesn't matter that you are not running under a political party banner and are a grassroots candidate seeking what is best for your schools and students, everyone who is running for a democratically elected office must satisfy the authorizations necessary. If you do not honestly click on the box that identifies the ad as related to "social issues, elections or politics", there is a chance that Facebook will not identify your ad as such when they review it before deciding to approve it. But I would have to say that nine times out of ten, they will correctly identify the context of your ad as fitting into this category, so it is best to fulfill all of the requirements to be authorized to run such ads, and that way, you can check this box regardless of what context or message you post and it will literally "check the box" in more ways than one.



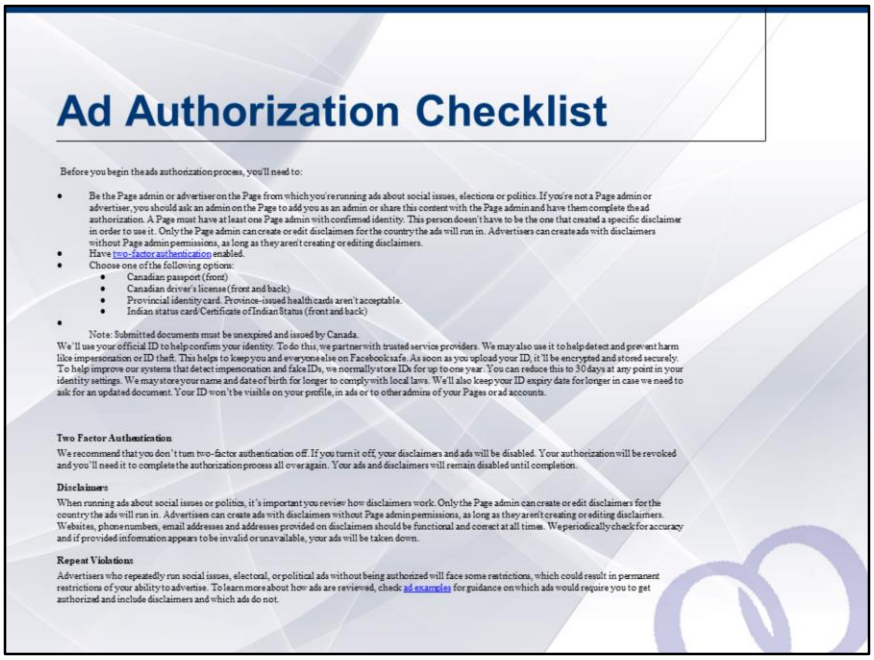
So to learn more on how to become authorized, click on the “learn more” link and you can find out all the in’s and out’s.



When you click on the “learn more” link, it will walk you through everything you need to do.

Now, if you're still with us, you might be feeling a bit exasperated. I can confidently tell you however, that while the requirements are many, the process itself is all relatively straightforward. And we're going to give you a little secret, absolutely free of charge, that will help you even more with the authorization process. It is the above link. We can put it in the materials that will be featured on our MSB elections page following this evening's session. Essentially, what's going to happen is that you are going to need to verify your accounts for Facebook, now Meta, by showing them concrete proof of your identity and other information. If you are not willing to do this, then setting up a Page will still be a good tool you can use to engage your community during your campaign, you just won't be able to run advertisements using your Page. When MSBA was confronted with the authorization requirements right in the middle of our Local Voices, Local Choices campaign to raise awareness around Bill 64, it was a bit of a challenge as to whether I was going to submit my identity documents to Facebook for the purpose of us running ads during such a critical moment. After much contemplation, I submitted my pieces of identification and paperwork and then about a month later, we received a postcard in the mail from Facebook, with a final authorization code that would be used to complete the authorization process. One word of advice, if you get snail mail after following all of the necessary steps addressed to you from "Hacker Way", DO NOT throw it in the trash. It is not junk mail,

your authorization code from Facebook headquarters in California. I believe that the authorization code will only be sent to you via snail mail and will not be received virtually or by email, as Facebook having mail received at a verified physical address is part of the verification process itself. It will take about a month for you to receive the final authorization code in the mail, which is why you need to set your Page up and navigate all of the requirements right after this session, as you will then be able to run ads starting in June through to school board elections in October.



Ad Authorization Checklist

Before you begin the ads authorization process, you'll need to:

- Be the Page admin or advertiser on the Page from which you're running ads about social issues, elections or politics. If you're not a Page admin or advertiser, you should ask an admin on the Page to add you as an admin or share this content with the Page admin and have them complete the ad authorization. A Page must have at least one Page admin with confirmed identity. This person doesn't have to be the one that created a specific disclaimer in order to use it. Only the Page admin can create or edit disclaimers for the country the ads will run in. Advertisers can create ads with disclaimers without Page admin permissions, as long as they aren't creating or editing disclaimers.
- Have two-factor authentication enabled.
- Choose one of the following options:
  - Canadian passport (front)
  - Canadian driver's license (front and back)
  - Provincial identity card. Province-issued health cards aren't acceptable.
  - Indian status card/Certificate of Indian Status (front and back)
- Note: Submitted documents must be unexpired and issued by Canada.

We'll use your official ID to help confirm your identity. To do this, we partner with trusted service providers. We may also use it to help detect and prevent harm like impersonation or ID theft. This helps to keep you and everyone else on Facebook safe. As soon as you upload your ID, it'll be encrypted and stored securely. To help improve our systems that detect impersonation and fake IDs, we normally store IDs for up to one year. You can reduce this to 30 days at any point in your identity settings. We may store your name and date of birth for longer to comply with local laws. We'll also keep your ID expiry date for longer in case we need to ask for an updated document. Your ID won't be visible on your profile, in ads or to other admins of your Pages or ad accounts.

Two Factor Authentication

We recommend that you don't turn two-factor authentication off. If you turn it off, your disclaimers and ads will be disabled. Your authorization will be revoked and you'll need it to complete the authorization process all over again. Your ads and disclaimers will remain disabled until completion.

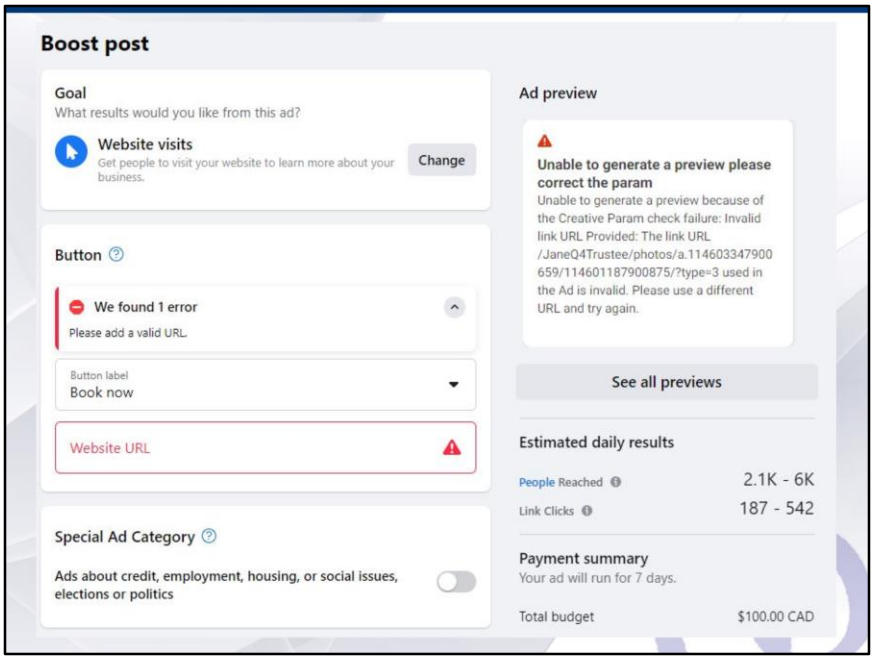
Disclaimers

When running ads about social issues or politics, it's important you review how disclaimers work. Only the Page admin can create or edit disclaimers for the country the ads will run in. Advertisers can create ads with disclaimers without Page admin permissions, as long as they aren't creating or editing disclaimers. Websites, phone numbers, email addresses and addresses provided on disclaimers should be functional and correct at all times. We periodically check for accuracy and if provided information appears to be invalid or unavailable, your ads will be taken down.

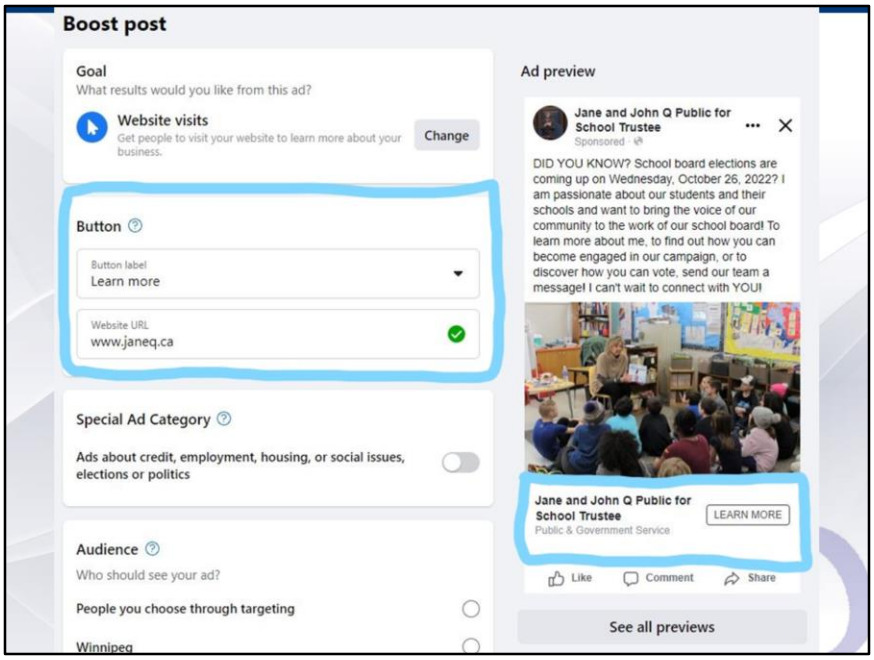
Repeat Violations

Advertisers who repeatedly run social issues, electoral, or political ads without being authorized will face some restrictions, which could result in permanent restrictions of your ability to advertise. To learn more about how ads are reviewed, check ad examples for guidance on which ads would require you to get authorized and include disclaimers and which ads do not.

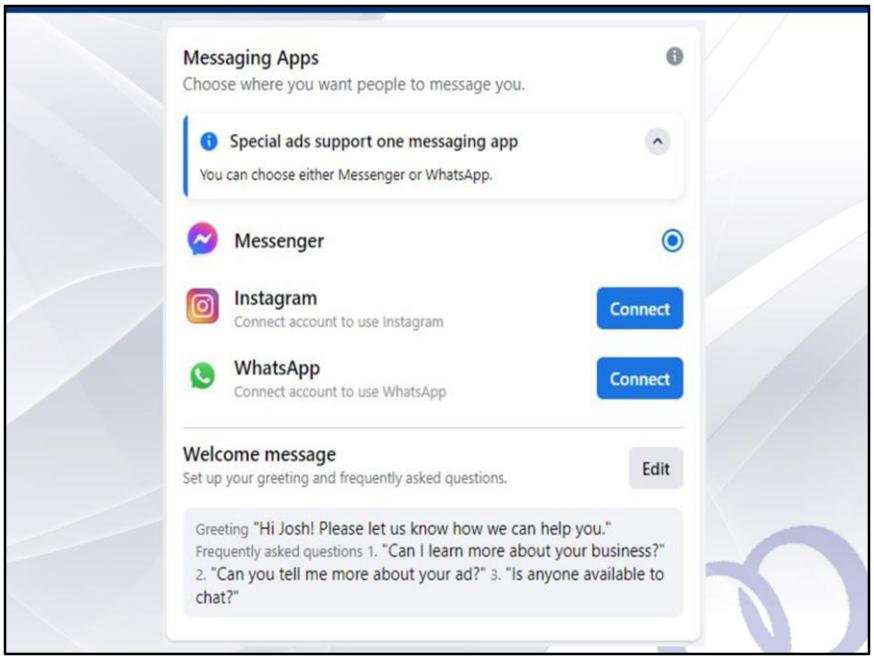
If you follow the link we have provided it will take you to the checklist needed for ad authorization and again, it is a far more straightforward process than it might seem, given all of this fine print. Do take time to familiarize yourself with it at the beginning of your campaign and you will not have to address these requirements ever again--that is the flip side of doing it once and doing it right!



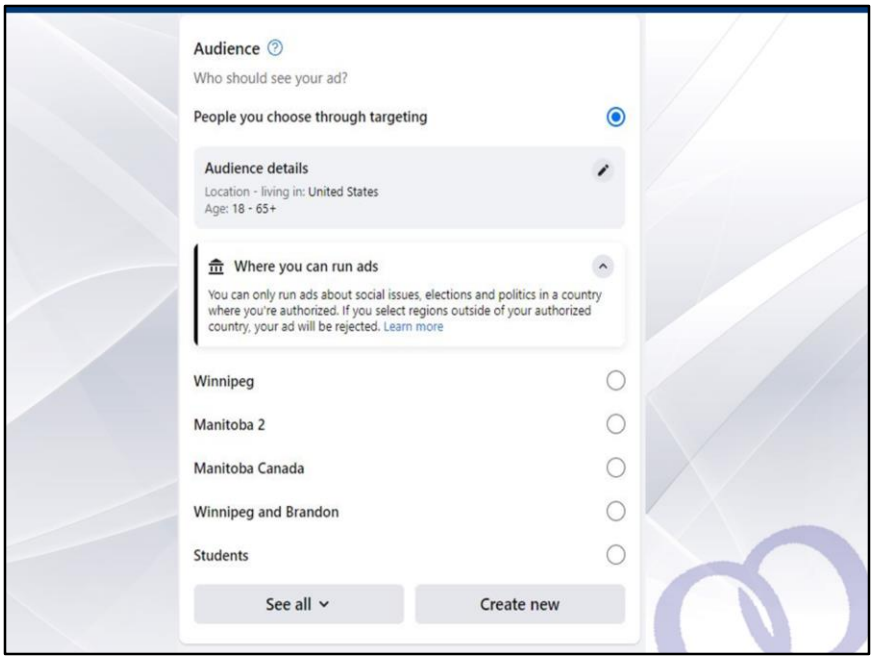
OK, now that we have gotten the ad authorization subject out of the way, let's go back to why this all makes the effort worth your time and investment of self. When you are boosting a post as an ad, the Boost Post box will allow you to add a button, this can be a website url or domain, or a message button so people can send you messages based on the context of your ad. Either way, Facebook proves its worth here as a community and citizen engagement tool, because adding such a button to your ad gets your message and presence "out" into the community. I am going to provide you with a helpful hint here: if you have a website that you want to feature, make certain that if you are placing a webpage into this section, that it does not direct your audience to an Adobe PDF page, Youtube video page or other landing site that takes the user away from Facebook. Ads featuring such landing pages will not be approved by Facebook and again, you'll have wasted an entire day waiting for them to review your ad. They might also take measures to correct your original post, which means that even if you are able to post with the content of the PDF or Youtube video in plain view, odds are that Facebook with scramble the content so that your post will not make much sense to your audience after they are done reviewing it. Yes, MSBA has learned many "challenger" lessons the hard way!



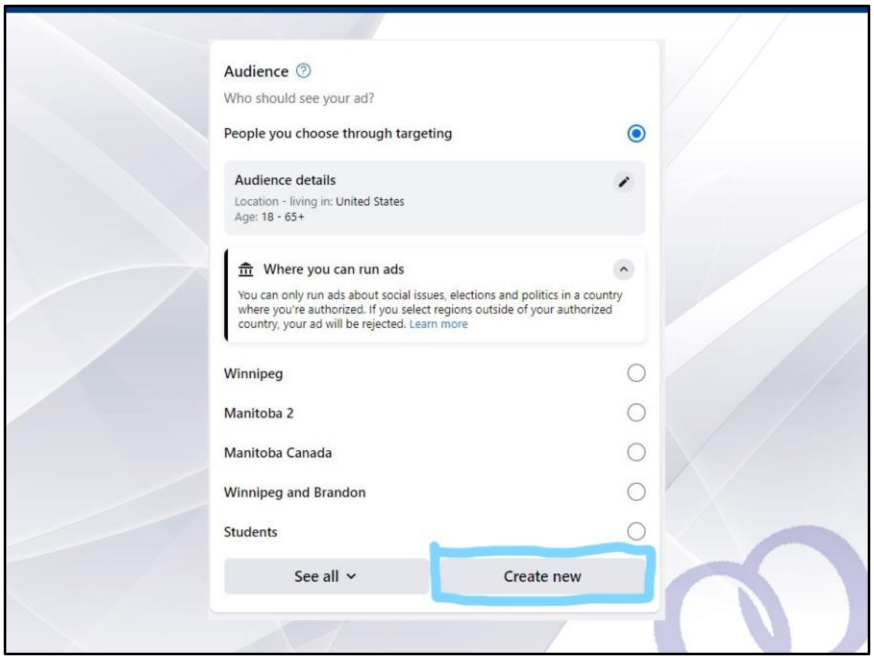
When you have entered a website that is viable, it will create your button and the ad preview feature will show you what your ad will now look like with the button displayed. A word of the wise, adding a button to your ad may crop your original photo slightly, so be certain to review the ad preview box to ensure that the photo you have chosen still conveys the full essence of what you want it to. Truth be told I have no idea where janeq.ca leads to so don't click on it! Somehow Facebook recognized it!



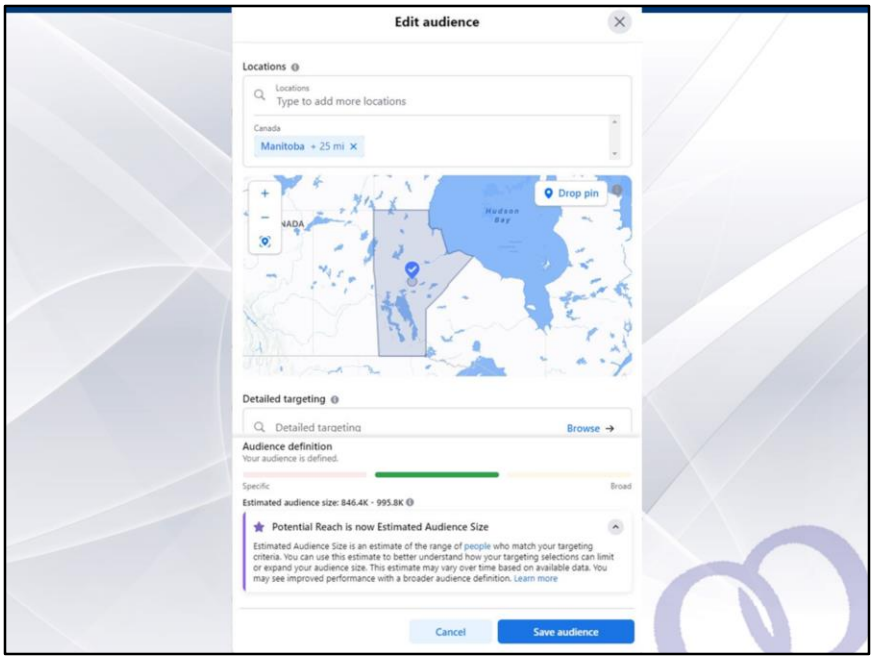
As I mentioned earlier, your button can also serve the purpose of allowing your audience to send you messages rather than visiting a website, so you can decide what message inbox you want to use for that purpose whether it be Facebook messenger, your Instagram inbox or WhatsApp. If you want to use either of these rather than Facebook Messenger, you will need to hit the connect button to link your Facebook ad to these other accounts. You can also create an automatic welcome message or greeting that will pop up for anyone who wishes to send you a message, as featured on this slide.



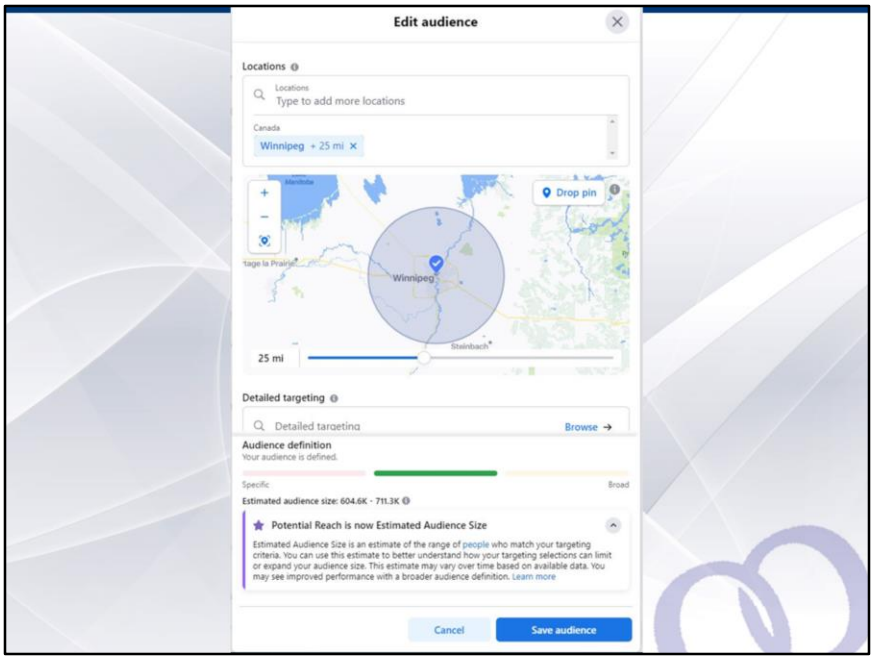
Ok, so to recap, thus far under the “Boost Post” box, we have set up the content (message and photo or text image), identified that the ad is related to elections or politics, and added a button (whether a website, webpage or message) to promote engagement. Final step will be to select your audience. Facebook automatically chooses what it deems the “best fit” for your ad. Truth be told, this means that it will just generally promote the ad to anyone and everyone who you are linked to in any way. Sometimes it might decide to promote your ad to facebook users who engage with posts the most. That is to say, those people who are going to like, share, comment, or react to posts the most. However, the “Boost Post” box allows you to target your audience and we would highly recommend you do so. You can see some of the target audiences that we have established under our MSBA Page on this slide. You can see that facebook automatically defaults to those living in the “United States between ages of 18 and 65+”. So you will not want to ignore the audience section, to get your ad into the right “local” audience. How do you go about doing this?



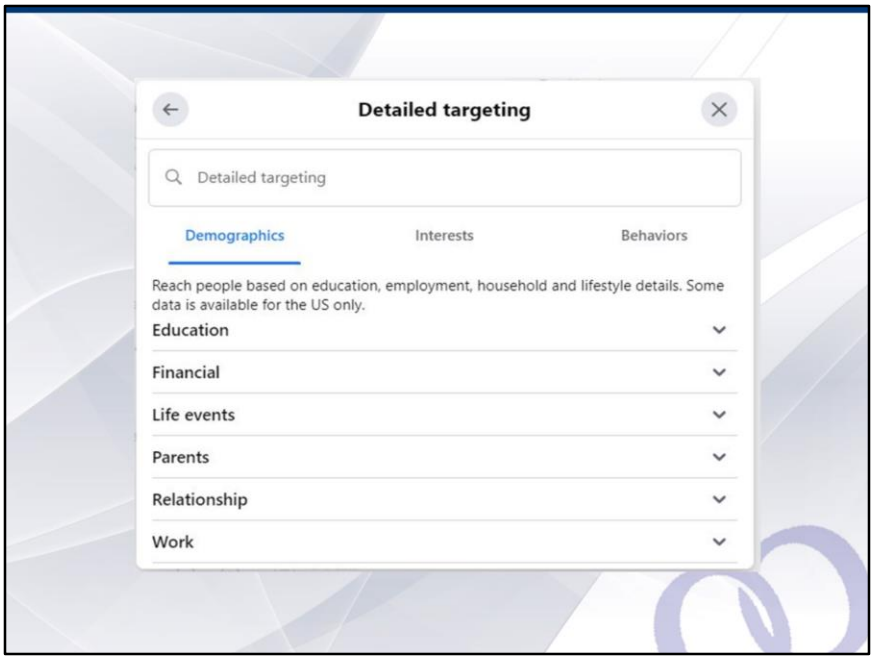
First, start off by clicking the “create new” button located in the lower right hand corner of the audience feature.



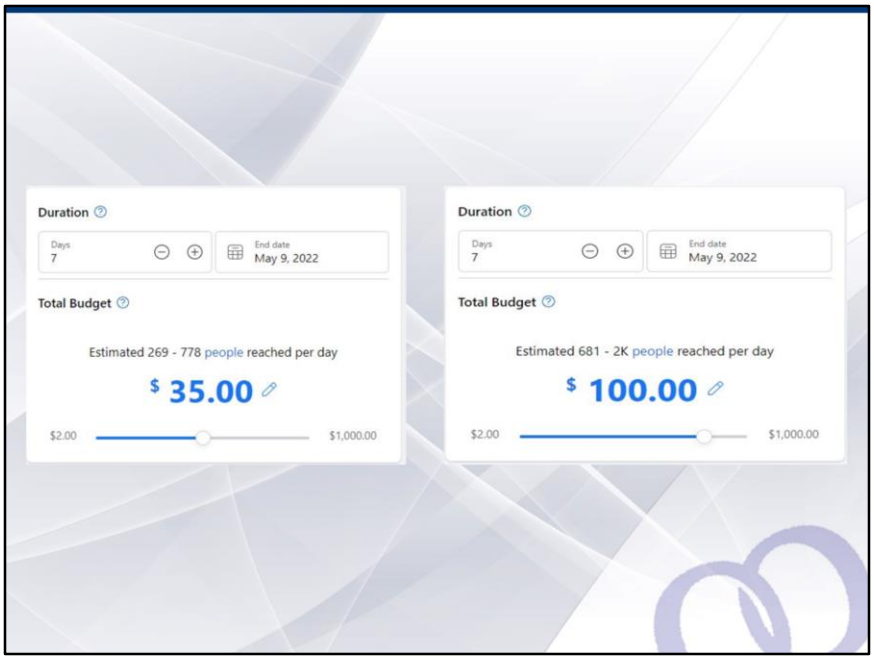
Next, tailor your scope and reach to a local audience. You can, for example, choose all of Manitoba as your audience. As you can see, there are up to 996,000 users on Facebook registered to people who have identified Manitoba as their location. Now you see why we have dedicated this part of our candidate information session to Facebook versus other social media platforms. It is possible to reach about 77% of your province's entire adult population using Facebook (the remaining 23% include the very elderly and children, who are not on Facebook at all). For all of its challenges and drawbacks, it remains the single most used platform in our province and therefore remains one of the most significant tools in any candidates toolkit.



Now, let's say you don't want to spend any money running an ad that is province-wide. Instead, you want to run ads that get into the hands of the people in your local community. Using the location search feature at the top of this screen, Facebook has already identified many communities in the province that you can drop into your location box. If the communities where you are running for trustee are not identified by precise name, don't worry, you can also select one of the major population centers, such as cities, towns or villages, that are in your school division boundaries and slide the distance bar to target how wide you wish your ads to reach from each community. In this example, you can see that we have established a 25 mile radius from Winnipeg, so those who may be running in Winnipeg may want the same radius or less. It all depends on where you would like your ad to be seen by people in which community or communities you target.

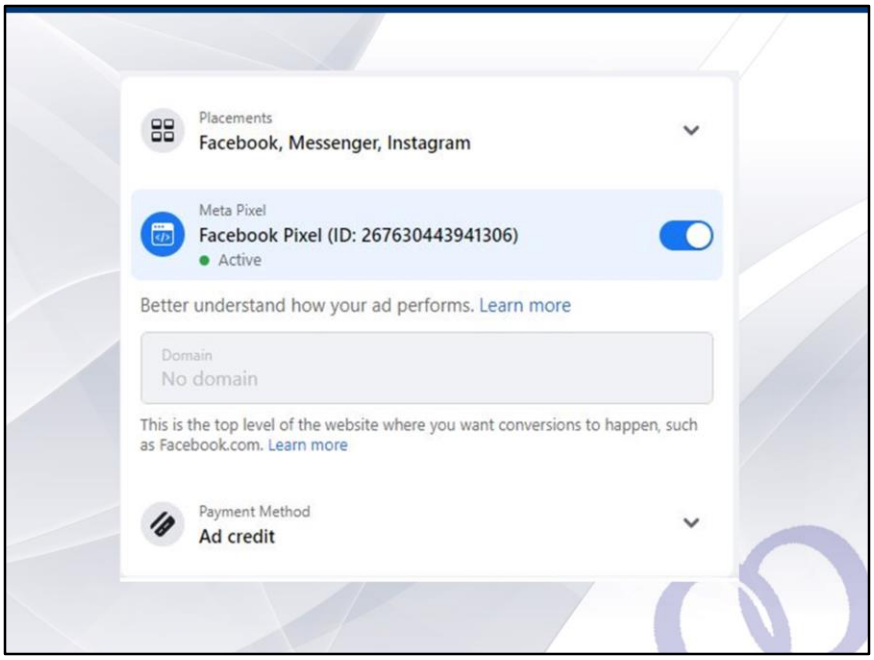


Beyond location, you can also insert key demographics of those who you want to reach with your ad. Facebook allows you to choose from three main categories, demographics, interests and behaviours and under each of these categories there are menus of further options you can include in your target audience. If you believe for instance, that those with children are more likely to vote in their local school board elections, you can choose parental status as persons who have children as part of your audience. Honestly however, if you simply leave your target audience as a location, Facebook will promote your ad to everyone living in that community or region, so you do not necessarily have to tailor your target audience any further. Where the more specific targets might come in handy is if you wanted to run an ad targeted at teachers or people working in a division, you can do that by selecting those options under demographics and interests or behaviours. We cannot go through every category so I would encourage you to take some time to go through each of these categories and options to familiarize yourself with all people or groups who might be available as part of your target audience.

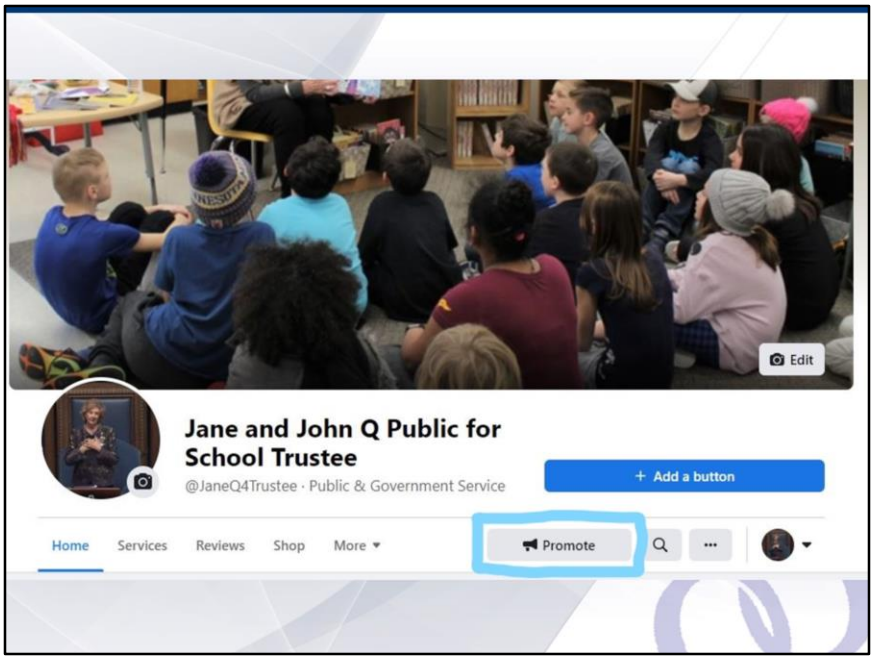


The final task before boosting your post is to choose the duration, that is to say, how long you want your ad to run, as well as how much you are willing to spend to boost the post. Here is an illustration of how far dollars go when boosting each ad. You can see that if you increase how much you are willing to spend, Facebook adjusts the estimate of how many people each day your ad will reach. Estimates are also revised depending upon how long you plan on running the ad and how much you are willing to spend. This estimate does depend on the audience location you have chosen for your target audience. The wider or larger the location, the greater the estimate will be. Now here is my final word of advice, also 100% free of charge. When you place an ad, if you want it to run for an entire week, you might do well to select eight days rather than seven. Again, it can sometimes take Facebook up to 24 hours to review your ad, depending on how sophisticated your ad is, so if it does take them a full 24 hours, then that day is counted as part of the days and end date you have selected. Facebook does not adjust the ad to run for the full period you have chosen once their review has concluded. Instead, their review is included in the timeframe you have selected. And again, we are by no means advocating for you to run ads or give Facebook money. Instead, what we wanted to show you was one of the tools at your disposal that does not cost a great deal to set up (in fact it is absolutely free of charge) and that costs comparatively little, given the audience it can reach, for the

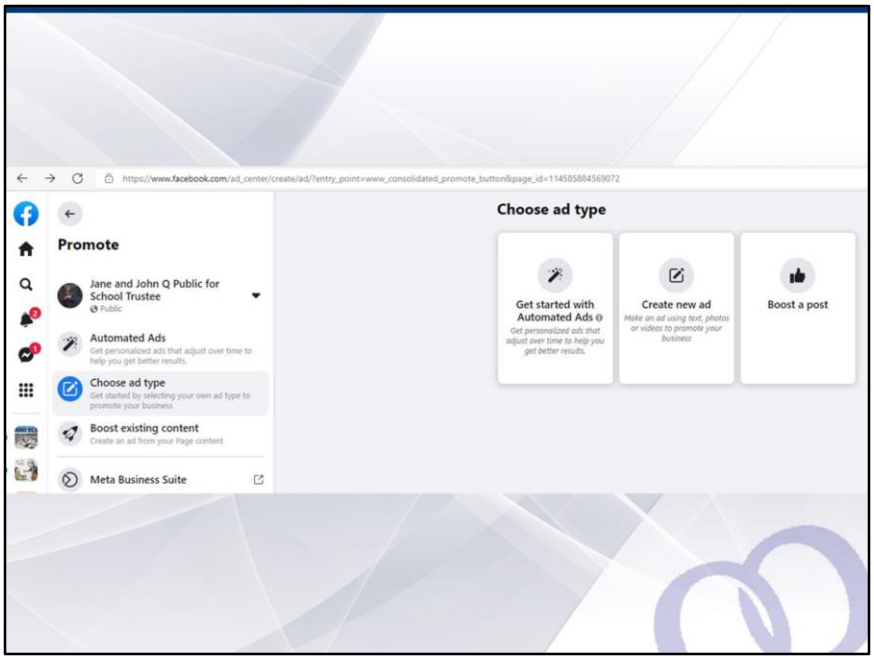
amounts they request to reach a reasonable and decent sized audience, tailored to your location and community.



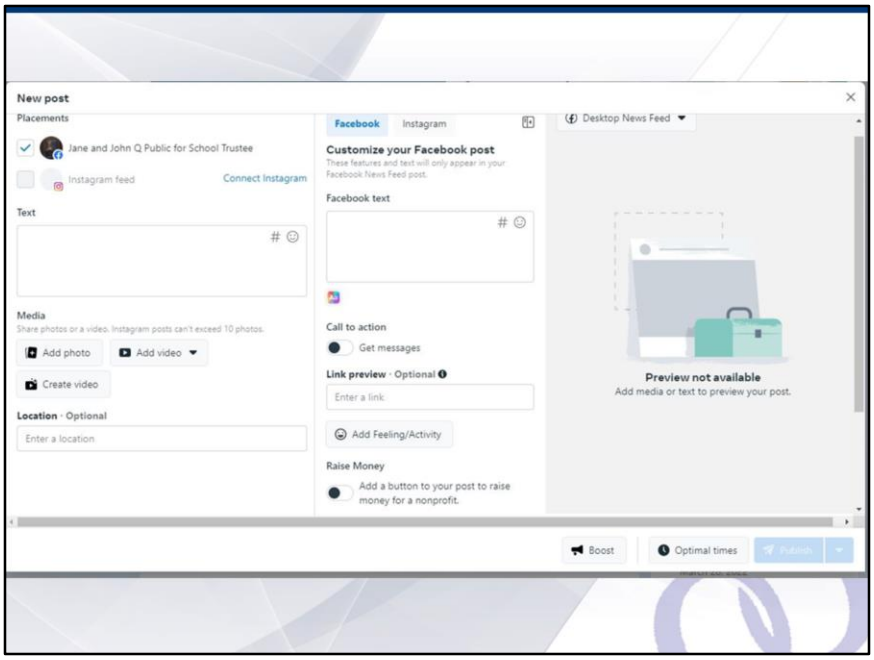
You will also see this feature in the boost post box. If you are planning to run a very sophisticated campaign and you have the tech savvy to do so, you can also enable Meta or Facebook pixel before boosting your post. What this feature does is to create tracking and monitoring of every Facebook user who visits your ad or engages with it. If you embed this pixel in your website, if you have one, then you can instantly reach all those who have visited your ad or seen it or engaged with it on future occasions. I'm not an expert on it. Truth be told, we tried it once during the Local Voices, Local Choices campaign, but if you are interested in this, Facebook can be contacted and they can walk you through how to capitalize upon the Pixel feature. Word of the wise, ensure you have the page owner and webmaster both in the same room at the same time and that your webmaster has access to a computer that allows them to code the Pixel into your website code, as this will ensure that everyone who is needed to use the Pixel will be able to do so at the same time.



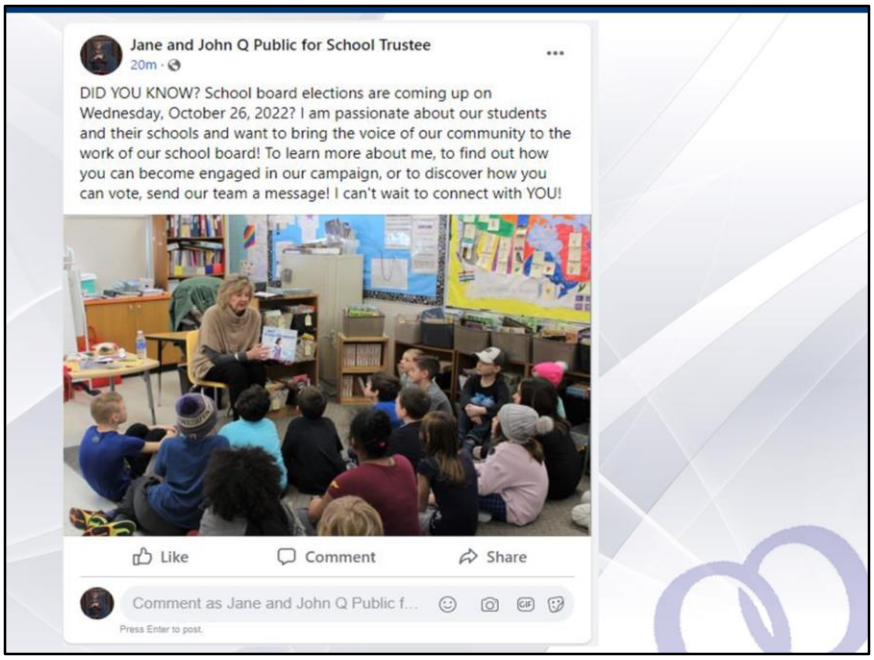
In addition to running a post-based ad, you can also promote your Page itself. This is akin to running an ad that features your entire Page to your selected audience rather than just one post. If you want to do this, go back to your homepage and click on the “Promote” button, which is located beneath your Page name and Page button. On this slide, I have highlighted it in blue.



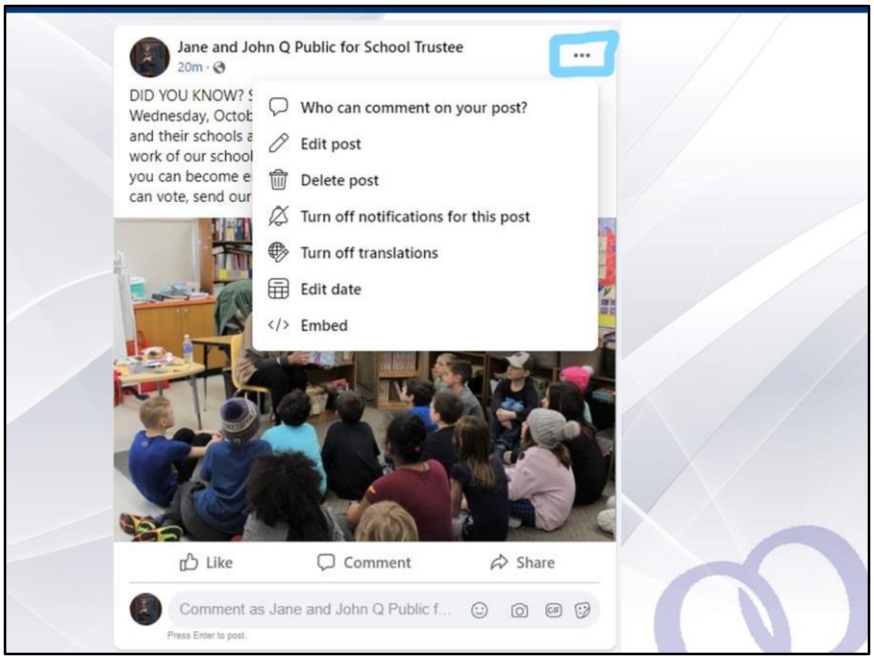
If you click on the “Promote button”, you’ll be redirected to the Meta Business Center again, where you can choose what type of ad you want to run.



Just a note that if you “Promote” a post using the “promote” button, the landing box looks slightly different from the one we have walked through together using the “Boost Post” feature instead, but the same general options are there for you to promote a post.

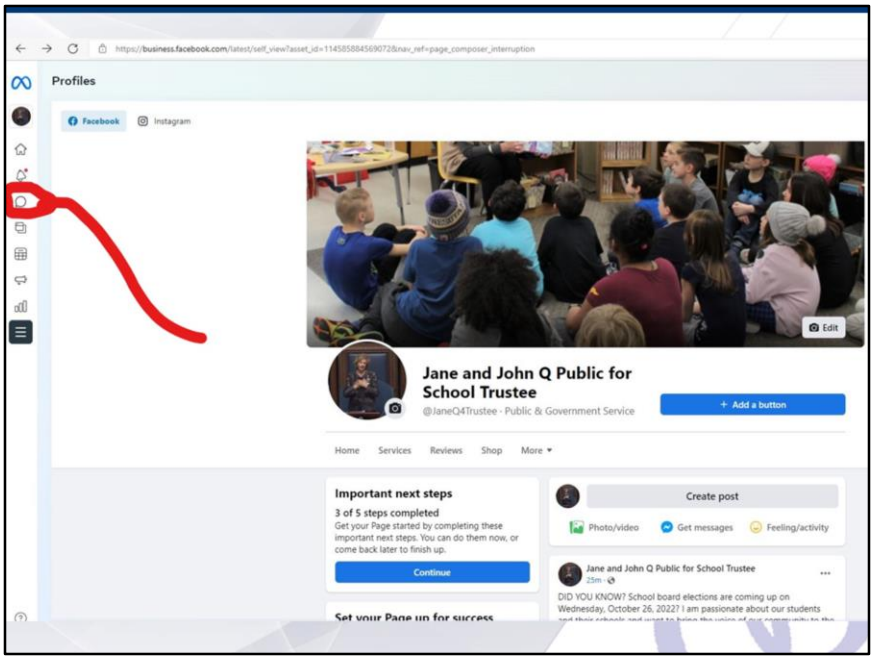


So here's the bid "TA-DA" moment! You've created your first post!

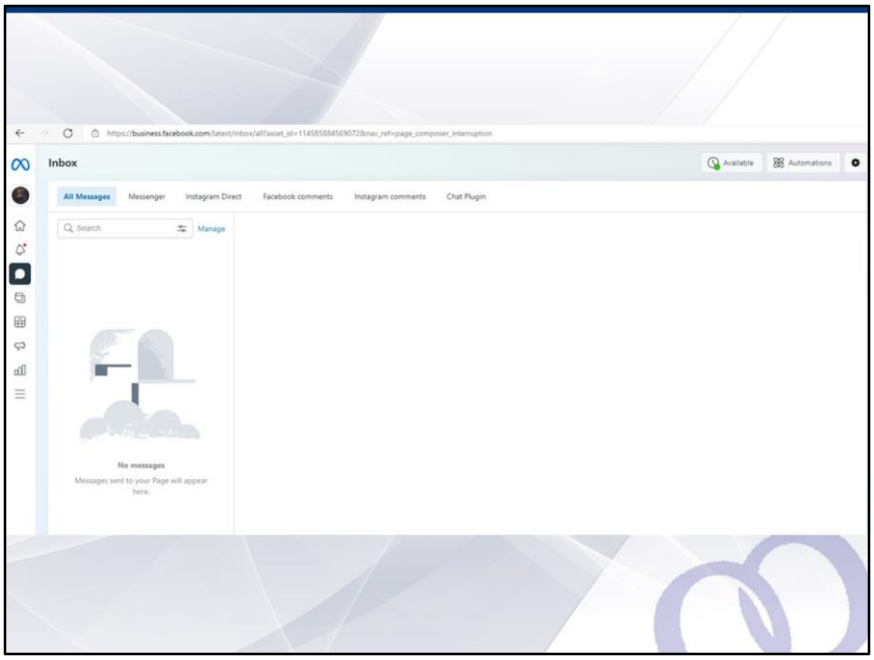


Just a quick note here on your posts. Each and every one has three little horizontal dots located in the upper right hand corner of the post. If you click on this, you will see seven options appear. While you are running for a democratic office and we encourage you to keep comments open so that you can continue to get a pulse from your community as your campaign unfolds, there is a way to turn off comments if you are finding that you are spending more time controlling unfriendly interactions and engagements than reaching potential voters and laying the foundations for election day. The option “who can comment on your post” allows you to limit who can comment or can restrict comments altogether. One note here though, you cannot turn off comments if you have boosted or promoted a post. Facebook itself purports to promote open and transparent communication when audiences are reached or targeted in the form of an ad, so this feature will not be available to you, once a post is boosted. Even if you turn it off before boosting a post, that limitation or restriction will be set aside by Facebook once the ad starts running. As you can see, if you have made a mistake or want to add to or delete anything from a post, the “edit post” option under the three dots feature allows you to do this. I would note that once an ad is running or after a boosted post has finished running, you cannot edit content at either stage, so please make certain that your photo, message and the layout of the post is exactly as you want it to appear BEFORE hitting the Boost Post or Promote

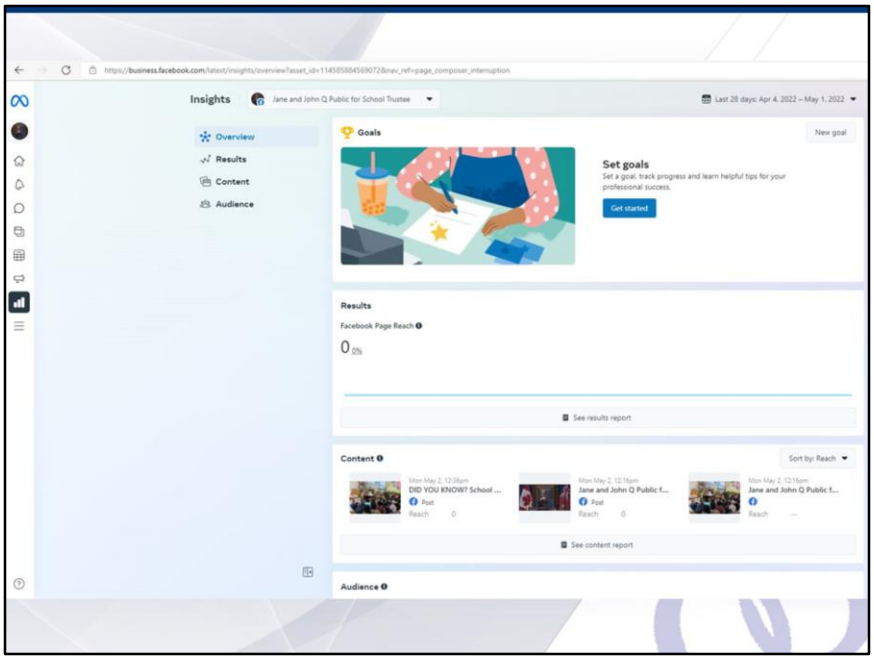
Post buttons.



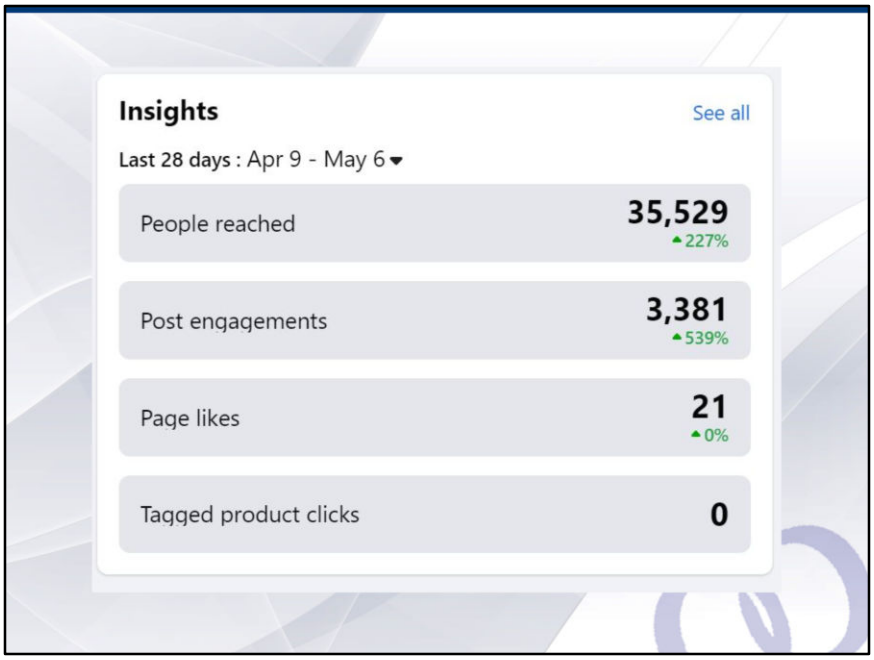
If you've never worked with Facebook before, and you do not know what we have been referring to when we talk about messenger, not to worry! Every message your page receives from the community will appear in your inbox and you can find it by looking at the column at the far left of your homepage screen. It is the quotation mark icon. I've drawn a red lasso around it, so you know exactly where to find it.



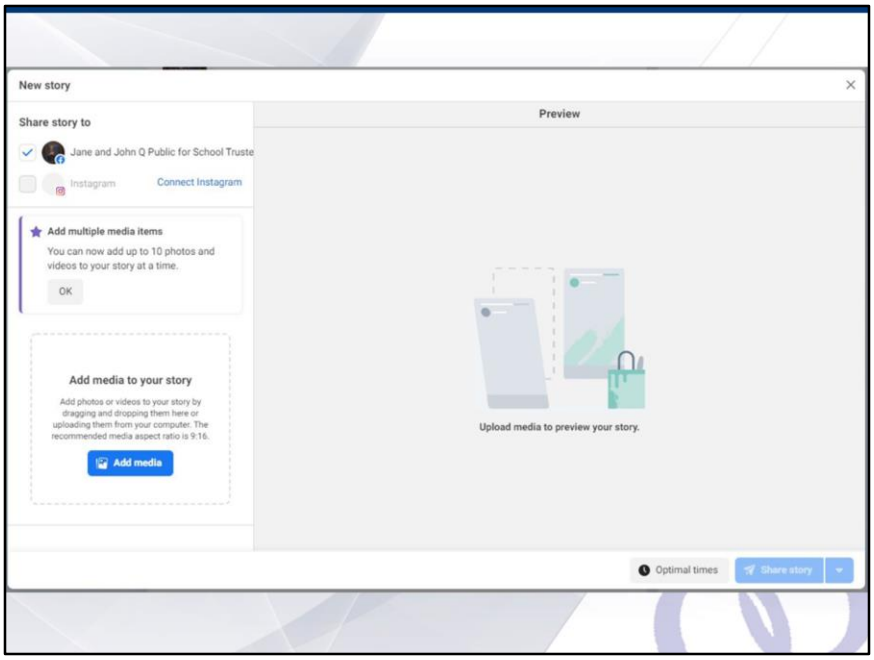
For greater clarity, here the quotation mark icon is highlighted because I have clicked on it to open the inbox and you can see all messages received and interact with those who have sent messages to you



Here's another feature I want to specifically highlight for you when you have a Page. It is called "Insights". It shows you how many people your Page has reached and if you have run any ads, how many people each of those ads have reached, including how many engagements you have received on each post. This feature is critical because it allows you to see how effective your communication is through Facebook and how well each ad has fared, in terms of "results" when you have boosted or promoted it. Among other features, Insights also allows you to see who your audience is. This is a good evaluation tool so that you can obtain a bird's eye view of your reach and how many people you are engaging with through your Facebook Page, at any given point during your campaign.

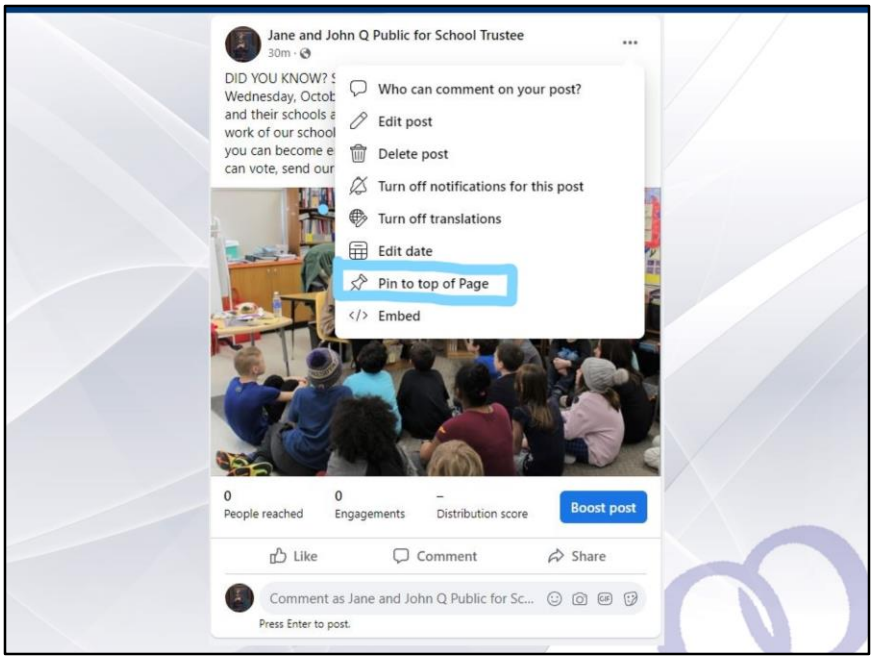


A smaller version of Insights is also featured on your Page immediately before your posts, so you can receive a daily snapshot that way as well. Here is an example of a Page with a well established presence on Facebook. If you click on “see all” it will redirect you to the main “Insights” page that we just reviewed together.

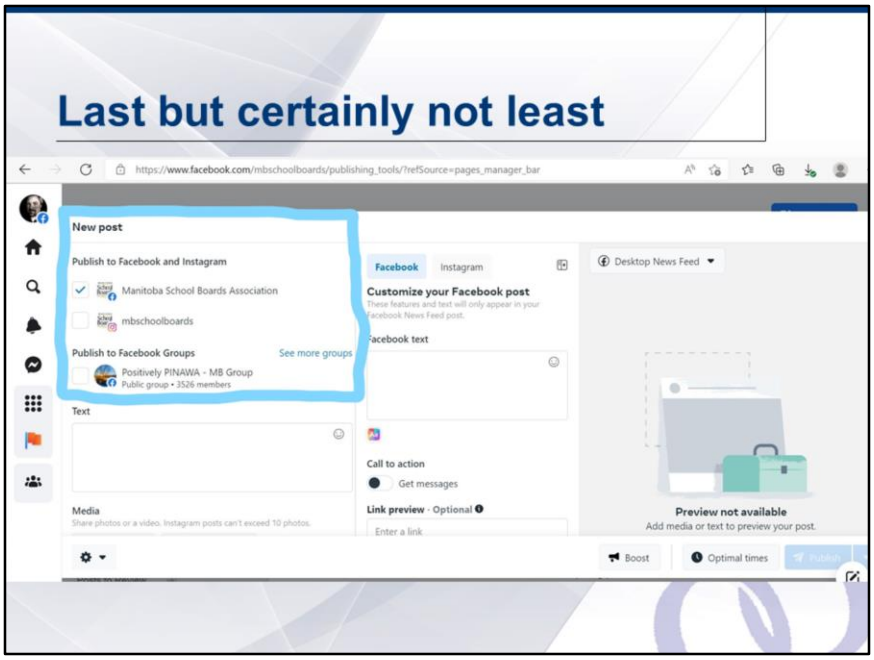


Beyond just posts, a relatively newer feature on Facebook are stories. These appear at the very top of every user's Facebook page and consist of one or more images that you set to appear and then disappear. If you want to create a story, you can find the button to do so on your Page's homepage.

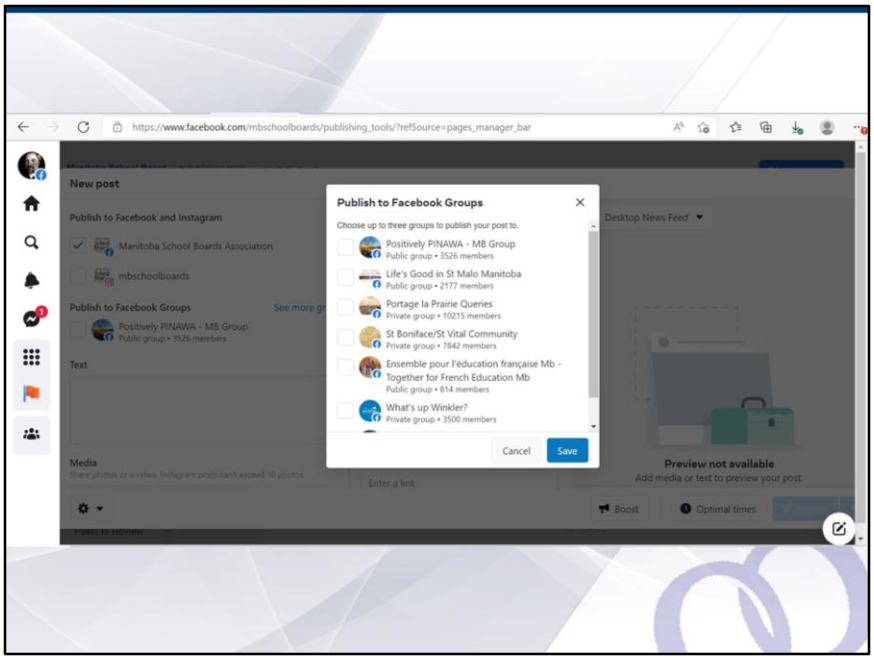
OK, last Facebook tip, I promise! Whether your first post is a central or main message of your campaign or not, we would confide one thing that we have learned. If you create a video post that features you delivering your merits and strengths, this might well serve as your very first post. So rather than posting an image with written content, why not let the first thing your community sees when they visit your page be a recorded message from you, their potential trustee, when they arrive at your campaign page? Whether you choose to do a video post as your very first post or you wish to do so later, you can always make any post your very first post when visitors come to your page by going to that post's horizontal three dot feature in the upper right hand of the post. BUT there is one feature that will only become available to you if you access this menu from your homepage. Therefore, it will not be accessible to you if you access the post through any of the other features we have been discussing.



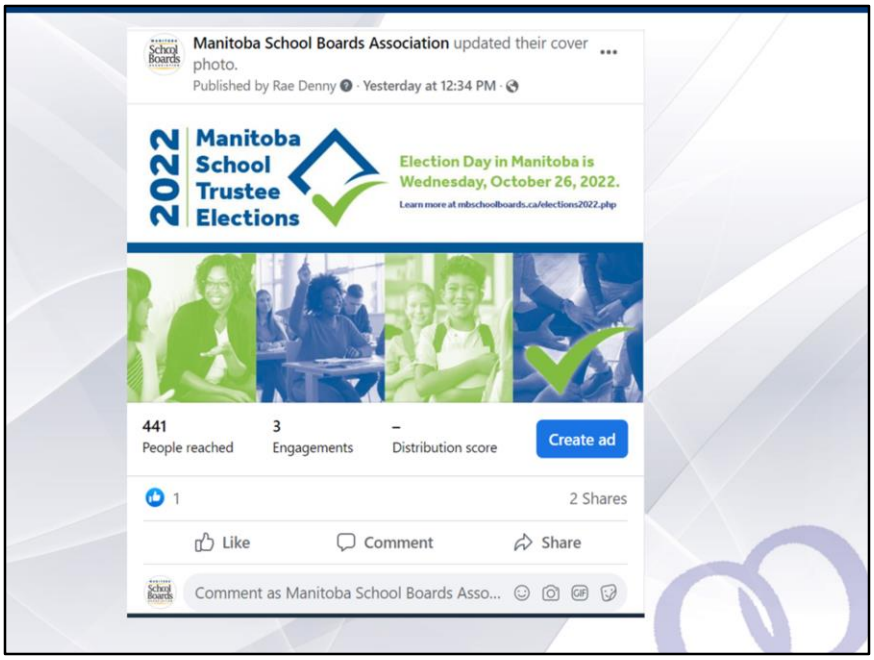
So here you can see it: “Pin to top of Page”. If you click on this option, then the post you have chosen will immediately be placed at the very top of your wall, so that you can ensure it is seen first by any person who visits your Page, even if you have posted it following the start of your campaign Page and even following many other posts.



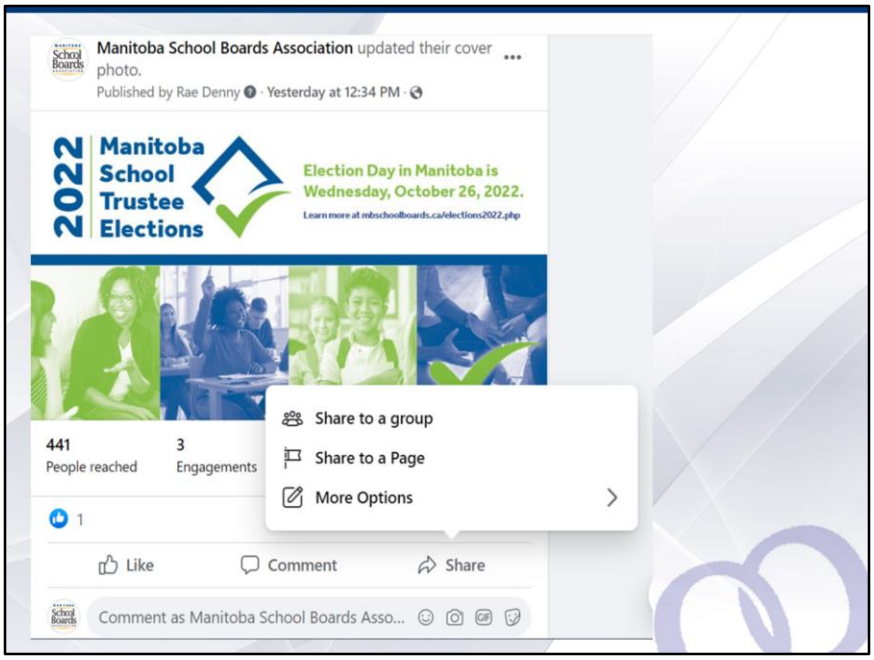
Getting out into your virtual community is no different from traditional on the ground, grassroots campaigning. Being involved in and with community means taking an interest and establishing a presence in community events and groups through social media and the virtual dimension, just as in the real world. To that end, if you become a member of community or special interest pages then you can potentially post your campaign content into those forums as well, and Facebook allows you do this with relative ease. On this slide, you can see the webpage for running an ad. In the highlighted area there is a section “Publish to Facebook Groups” you must first join and be approved to become a member of these groups by the admins of these groups but once in, every group of which either your Page or you yourself are member, will generally allow you to post content, as long as it respects the rules of that Page.



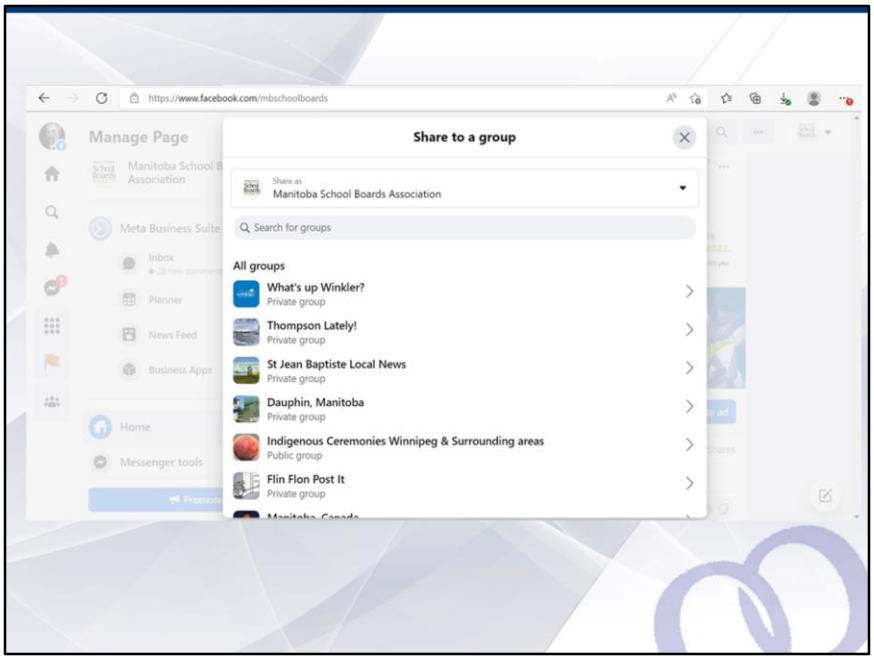
So if you join many Group Pages in your community, then when it comes time for you to publish your posts, you will have access to the list on your Facebook Page. Final word of the wise, some community or special interest group Pages will only allow you to write special content rather than allow you to do mass or blanket postings to multiple community pages at the same time. If your content is rejected, never fear and don't worry. Be certain to share that post later while adding a special message to the top of your share. None times out of ten, this works and allows you to post your message into the community or special interest group's Page.



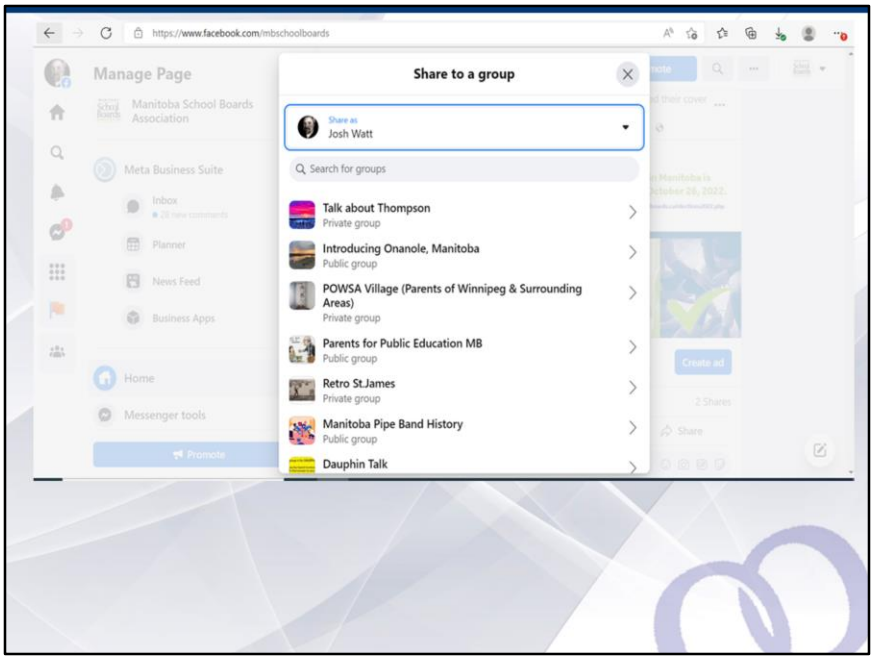
You can also access this group pages feature by looking at your individual posts. Click on the share button at the lower right.



Once you have clicked the “share” feature, a dialog box will pop up that has three options: “Share to a group” and “Share to a Page”.



If you click on “Share to a group”, then all of the community and special interest pages that you have joined or to which you are a member, will be readily accessible so you can share and post from your Page to your groups. Also, be certain to verify that any groups to which you are a member through your personal profile on Facebook have also been joined by your Page. If not, you might need to go to the very top of this “Share to a group” box and select your own profile rather than your Page profile, to be able to share to that group or community Page.



So to further illustrate what I am referring to here, you can see that whereas the other slide featured the groups to which MSBA is a member, there were a lot of other groups that, in my early stages using Facebook, I had joined using my profile as MSBA Executive Director before the MSBA Facebook Page was created a few years ago. So it is not challenging to go between the profile and Page options to post in all of the groups, but having your Page become a member of them, rather than using your personal or professional profile to do so, will help make your campaigning much easier. It also avoids potential confusion when citizens see your posts, remember, you want to establish a campaign brand and so keeping community focused on one landing Page rather than multiple presences on a single social media platform, will work in your best interests in the longer term.

QUESTIONS?
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LEADERSHIP, ADVOCACY AND SERVICE FOR MANITOBA'S PUBLIC SCHOOL BOARDS

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