

# Facebook and Congress

Contact - [UScongress@facebook.com](mailto:UScongress@facebook.com)

## Profiles vs. Pages

- Profiles are for individuals.
- Pages for celebrities/brands/politicians, etc.
- You can tell which it is by looking at the URL, does it say “profile” or “page?”
- Members should have “government official” page for their official work. Members may also want to have a separate profile for their own.

## Creating a Government Official Page

- Your office can create a “Government Official” page; Facebook does not have to create it.
- Go to <http://Facebook.com/page>, then “Artist, Band, or Public Figure” and select “Government Official.”
- Create a page and then fill out the page’s information (quick-start guide: <http://tinyurl.com/FBpagesetup>)

## Page Admins

- Each page requires at least one profile to be a page admin for security reasons.
- Do not create a profile for your office to control a member’s page; this is a violation of the Facebook Terms of Service.
- If your member would like to be an admin for their page, create a profile for them, adjust the privacy settings ([Facebook.com/privacy](https://www.facebook.com/privacy)), and make them an admin. Do not ever share your personal login or password.

## Rules

- Pages or Profiles cannot be transferred between the official and campaign side, they are campaign or official assets just like a website or email list. Be sure and comply with all applicable Congressional rules, election laws, and other requirements.
- Your office is responsible for ensuring the content on a page is in compliance with Congressional rules.
- You can request ads be removed from a “Government Official page” by sending the URL for your page along with the request to remove ads to [UScongress@facebook.com](mailto:UScongress@facebook.com).

## Existing Facebook Presence

- You can request that a “Politician” page used on the official side be transferred to a “government official” by emailing the URL and request to [UScongress@facebook.com](mailto:UScongress@facebook.com).
- If your office has been using a profile, set up a “Government Official” page using the instructions above. Then, email the URLs of both the profile and the page and a request to transfer the profile to a page to [UScongress@facebook.com](mailto:UScongress@facebook.com).

# Facebook and Congress

## what to do if you have a profile

Profile have URL's that say facebook.com/profile.php

### Profile - Campaign

Profiles used or created by campaign.

Convert to a "Politician" page but use only on campaign side.

To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com).

### Profile - Official

Profiles being used for constituent outreach.

Convert to "Government Official" page but use only on official side.

To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com).

### Profile - Personal

Used for personal contact (with your kids, etc.)

Do nothing. Be aware of any congressional rules or election laws that may apply. Adjust privacy settings.

Profiles may administer official or campaign pages.

# Facebook and Congress

## what to do if you have a page

Pages have URL's that say facebook.com/pages/name

### Page - Campaign

Page used or created by campaign.

Keep campaign page and run from campaign side.  
If you want a separate official presence, create a "Government Official" page to run from official side.

### Page - Official

Page being used for constituent outreach.

If already a "Government Official" category page do nothing.  
If using a "Politician" page, convert to "Government Official" page but use only on the official side.  
**To convert, email [uscongress@facebook.com](mailto:uscongress@facebook.com)**

### Page - Created by Facebook

FB 2006 election created pages

Facebook created pages for all candidates in the 2006 cycle. Some of these pages are still out there unclaimed and can be distinguished by their American flag photo.  
**email [uscongress@facebook.com](mailto:uscongress@facebook.com) to claim page but use only on campaign side.**

# Government Official Page Guide:

A Facebook presence for your official duties.

## Edit

Change your page options.

## Publisher

Use the publisher to add rich content including: photos, videos, notes/blogs, events and more.

## Wall

The central location for activity on the page posted by you or your fans.

## Tabs

Help keep pages organized.

## Paid ads removed

Facebook house ads remain.

The screenshot shows the Facebook page for Adam Conner. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 43', 'Ben Chiaromonte', 'Settings', 'Logout', and a search bar. The page header shows 'Adam Conner' with tabs for 'Wall', 'Info', 'Photos', 'Boxes', and 'YouTube Box'. A 'What's on your mind?' text box is visible. The left sidebar contains 'Edit Page', 'Send an Update to Fans', 'Promote Page with an Ad', 'More', 'Adam's Test Government Official Page', 'Information' (Country: United States, Current Office: Congress, State: NM, District: 01, Party: can not be on an official page), and 'Fans' (4 fans: Ben Chiaromonte, Kari Chisholm, Emily Stivers). The main content area shows three posts: 1) 'Adam Conner at a press conference.' with a photo and caption '45 minutes ago · Comment · Like · Share'; 2) 'Adam Conner Congress on Your Corner' with a photo of a building and caption 'April 30 at 8:31am · Share'; 3) 'Adam Conner learn more about facebook pages here.' with a photo of a laptop and caption 'April 28 at 11:23pm · Comment · Like · Share'. The right sidebar features 'Advertise', 'Give a Gift' (Mama and Baby Panda gift), and 'More Ads'. Green lines connect the text boxes to their corresponding elements on the page.

## “Fans,” not “Supporters”

As recommended by House Admin/Senate Rules and Admin.



## Facebook Public Profiles: Public Figures

### The Opportunity

If you are a celebrity, athlete, politician or public figure, with Facebook public profiles, you can create an authentic connection with millions of fans and supporters on Facebook by communicating with your real voice and participating in the conversations already happening about you online. Are you a:

- **Celebrity**
- **Athlete**
- **Politician**
- **Public Figure**

**Connection:** Your fans and supporters have an incredible desire to connect with you, get updates on your every-day life and hear what is on your mind – direct from the source. Get access and engage in real-time with your fans – be apart of the conversation.

**Content:** Share your thoughts, updates about the causes you support, exclusive information on what is happening in your life, behind the scenes photos or videos and more, with the privacy controls you need to protect yourself online.

**Distribution:** Get the power of global reach and instant access to your fans through News Feed, viral distribution and targeted updates. With Facebook, you have the flexibility and controls to share want you want to share with the people you want to share it with.

The screenshot shows the Facebook profile of Ashton Kutcher. At the top left is a profile picture of him. To the right of the picture, his name "Ashton Kutcher" is displayed with a "Become a Fan" button. Below the name are navigation tabs for "Wall", "Info", "Video", "Photos", "Notes", "Discussions", and a plus sign. A text box for "What's on your mind?" is visible with a "Share" button. Below this are tabs for "Ashton Kutcher + Fans", "Just Ashton Kutcher", and "Just Fans", along with a "Settings" gear icon. The main feed shows two posts: one from "Ashton Kutcher" stating "listening to french music" at 10:50am, and another from "Ashton Kutcher" with a blue-tinted image of a pedestrian crossing sign and the text "slightly rotund business man crossing". On the left side of the profile, there are links for "Edit Page", "Send an Update to Fans", "Promote Page with an Ad", and "More". At the bottom left, there is a text box for "Write something about Ashton Kutcher."

## Tips & Tricks

**Publisher & Wall:** Use the Publisher on the Wall tab to update your Status, upload new photos or videos, post Notes or Links to interesting content. Be sure to highlight recent news and information and remember that bringing your real voice to the content makes it that much more engaging.

**Favorite Pages:** Use Favorite Pages to highlight any other public profiles on Facebook you are affiliated with, other brands, products or people you support or just other entities you respect or care about



**Share, Like and Commenting:** Remind people connected to your public profile to participate on your page. The more people share, like or comment on your content the wider distribution you will receive through News Feed. Be sure to post engaging, relevant content at a pace that is steady without being overwhelming to your fan base.

**Targeted Updates:** In addition to News Feed distribution, you can send targeted updates to the people connected to you about special promotions, appearances or other exciting news within specific geographical areas.

