

TIP SHEET

Be sure you have your social media and SEO houses in order ahead of NewsMatch with these tips.

FACEBOOK BASICS FOR NEWSMATCH

FACEBOOK

✓ NONPROFIT PAGE CATEGORIZATION

One piece of low-hanging fruit that's important not to overlook is the categorization of your page. You can have up to three categories, so in addition to a news publishing category, make sure you're also pegged as a nonprofit. You should also make sure your address is included in the "About" information on your page.

More info: <https://www.facebook.com/help/222732947737668>

Tips for nonprofits on Facebook: <https://nonprofits.fb.com/topic/grab-peoples-attention/>

✓ REGISTER AS A NONPROFIT

You'll need to register on Facebook as a nonprofit to give folks the ability to hold a fundraiser for you, and to be able to raise money yourself using Facebook's tools. This is a process that can take 2-3 weeks to complete. It is rigorous and includes submitting your page for verification and allowing Facebook to do a community standards review of your page. Then you'll need to input the following info into an application:

- Your organization's official name, address, contact info, tax ID.
- Your CEO or executive director's name, date of birth, business address.
- A legible bank statement or official bank letter dated in last 3 months.

More info: <https://www.facebook.com/donate/signup>

Outline of available tools: <https://nonprofits.fb.com/raise-funds/>

FAQs: <https://www.facebook.com/help/1640008462980459>

✓ GET AUTHORIZED FOR ADS RELATED TO POLITICS/ISSUES OF NATIONAL IMPORT

If you're planning to boost posts or run ads during NewsMatch, it's very likely you'll run into the political ad filter, so get authorized ahead of time. That will involve several steps, including submission of your residential address, a driver's license or passport and the last 4 digits of your Social Security number. And it takes time, as you'll need to wait for confirmation to arrive via the postal mail before you'll be up and running, so do it soon.

More info: <https://www.facebook.com/business/help/208949576550051>

Apply for the news section of the ad

archive: <https://www.facebook.com/facebookmedia/blog/indexing-news-pages-on-facebook-for-the-ad-archive>

✓ OTHER TIPS

- Use the Action button below your cover photo, which has options including "Sign Up" and "Donate." Asking for an email address is a lower bar than asking for money and allows more opportunities to reach out.
- Use the cover photo to communicate your mission, showcase your supporters, share testimonials. Make sure the image caption includes a link to support your organization. Example: <https://bit.ly/2R7l6MG>
- Create a profile photo filter for your supporters to express themselves. More info: <https://developers.facebook.com/products/frame-studio>
- Use the About and Our Story sections to communicate purpose and compel readers to action. More info: <https://medium.com/centerforcooperativemedia/facebook-page-how-to-optimize-1a316d39c74d>

NEED MORE HELP?

- We are continuing to run a series of webinars for Facebook Fundamentals and Google Fundamentals. If you're worried at all about any of these things, it's a good idea to sign up for one of the webinars.
- If you want more specific assistance, we can set you up with one-on-one coaching with Ned Berke or Toya Wilson-Smith.
- Full details: collaborativejournalism.org/socialmedia