

POLITICIAN'S GUIDE TO facebook

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Table of Contents

The Politician's Guide to Facebook video series can be found on the accompanying DVD or at www.youtube.com/user/politicsonfacebook.

The Case for Facebook . . . pp. 3-16

Works Cited . . . p. 17

Executive Summary . . . p. 18

Creating and Managing a Facebook Page Explained . . . p. 19

Video Transcripts . . . pp. 20-46

The Case for Facebook Script . . . pp. 20-21

Page Setup Tutorial Script . . . pp. 22-28

Interaction Tutorial Script . . . pp. 29-32

List Building Tutorial Script . . . pp. 33-36

GOTV Tutorial Script . . . pp. 37-39

Events Tutorial Script . . . pp. 40-42

Insights Tutorial Script . . . pp. 43-46

Glossary of Terms . . . pp. 47-54

Anatomy of a Facebook Page . . . 55



The Case for Facebook

Introduction

With every passing election, the age old struggle between Democrats and Republicans for electoral supremacy becomes increasingly refined. From one election cycle to the next, campaign tools and tactics gradually evolve. Over the past two years, the social networking website *Facebook.com* has emerged as a tool for political communication and organization.

It does not seem that Facebook will radically alter or revolutionize political campaigning as we know it, but it does seem that Facebook is capable of playing a helpful role in campaigns. It is yet another tool available to campaigns, and one that seems to have great potential. Political candidates have used Facebook to connect with hundreds, or thousands, or hundreds of thousands of supporters. The fact that it does not cost a campaign any money to establish a presence on Facebook makes it all the more appealing.

In spite of this, most political candidates do not have Facebook pages. This essay intends to depict the reasons why a political candidate should incorporate Facebook into his or her campaign tactics. This essay also aims to allay the fears and address concerns that many campaigns have over Facebook. The number of Facebook candidate pages will likely increase along with increasing understanding of the potential benefits of Facebook campaigning.

The Beginning

In February of 2004, “Mark Zuckerberg and co-founders Dustin Moskovitz and Chris Hughes launch[ed] Facebook from their Harvard dorm room” (Facebook).

Facebook is an online social networking site that enables people to connect with their friends, family, and coworkers. To do so, an individual creates a profile of him or herself on the site, which includes their interests, activities and photos. To connect with others on the site, people can search for their peers and add them as friends. From there, they can send messages to friends, post photos, and join groups of like-minded individuals.

This online social utility has struck a chord with users across the net. By September 2006, Facebook had accumulated over 9 million active users, those who had visited the site in the last 30 days. As Facebook was only available for college students in 2006, the vast majority of its users were in their teens and twenties. It was at this point, in September of 2006, that Facebook opened its doors to politicians and political candidates.

The Off Year Races

Programmers at Facebook created a blank profile of each registered candidate for a Senate, House, or governor’s seat in the 2006 midterm races. Every Democrat, Republican, or third party candidate for federal office or governorship that ran in 2006, some 1,600 in all, was offered a blank profile to develop as they saw fit and utilize to connect with their potential supporters and voters. Many candidates seized the opportunity to develop another medium of contact with the voters. Candidates such as Democratic senatorial candidates Amy Klobuchar and Jim Webb and Republican

gubernatorial candidate Rich DeVos updated their profiles, attracted supporters, and communicated with those supporters (Hiatt). Many candidates, however, did nothing with the Facebook account available to them. Senatorial candidates like Ben Cardin and Bernie Sanders, along with a whole host of House candidates, failed to use their accounts; their only presence on the site was a generic American flag photo, a placeholder used for undeveloped politicians' accounts. These undeveloped profiles persist to this day, many with hundreds or thousands of supporters.



Humanization

For years, politicians have gone to great lengths to showcase their human sides for the voters. Candidates have spent millions on advertisements, played saxophone on live television, dragged their families around the country, or appeared on sketch comedy shows to say “Sock it to me.” The aim of these efforts is to create a favorable impression with the voters and to show that there is a real person behind the suit and lapel pin who is real and likeable. This is an endeavor for which Facebook is uniquely positioned.

Towards that end, candidate pages are set up in a fashion very similar to those of regular users. This creates the impression that the candidate is a person, just like any other. To foster this impression, Facebook gives candidates full control over the content of their pages and the messages they convey to supporters.

Within a candidate's page, there are several distinct areas that can serve a humanizing role. Prominently displayed in candidate pages are text boxes dedicated to very human topics such as "interests", "activities", "favorite movies", "favorite books", and "about me." These are key opportunities to show off down-to-earth aspects of a candidate's life. For instance, Barack Obama lists his activities as "basketball, writing, loafing w/ kids;" and Virginia Governor Tim Kaine has "paddling, playing the harmonica" in his activities.

The candidate's profile picture can certainly be used in a humanizing way. Instead of the usual photo set in a work environment, those operating a candidate's page need only post a personal photo of the candidate. This is the case with Al Franken, a Democratic-Farmer-Laborer (DFL) Senatorial candidate from Minnesota. His profile picture is one of him with his wife, sitting together and looking happily married.

In this same vein, candidates can post videos and photos to their pages. Democratic candidate from Nebraska Scott Kleeb posted a photo album titled "Kleeb Family" which includes photos of Scott, his wife and their young children.



Barack Obama posted a biographical video titled "Meet Barack Obama," which involved very personal anecdotes about the last time he saw his father and growing up with his grandparents. Powerful pictures and video like these can drive home personal messages in ways that text alone cannot.

Communication

The humanization of a candidate is just one aspect of a Facebook campaign's ability to communicate with supporters and influence voters. A candidate can advance selected campaign themes through his or her Facebook activities and information. If a campaign wants to push a certain topic, such as healthcare, they can post videos, write notes, and send out updates on healthcare. Updates are Facebook's way of letting a candidate's page send a message to all of a candidate's supporters.

One aspect that is often overlooked is the power of voter persuasion on Facebook. When users interact with a politician's page, be it as a supporter, writing on the wall, commenting on a photo or video, or participating in a candidate's discussion group, a News Feed story is generated. This story appears not only on the user's profile, but also in that user's friends' News Feeds. In this way, users who do not yet support a candidate can receive notifications about a candidate if their friends support



that candidate. These notifications can be especially persuasive, as friends are credible messengers whose opinions are very influential. Also worth noting, if a user has multiple friends who interacted with

a candidate, he or she will receive updates alerting them to the fact with News Feed stories along the lines of "Six of your friends are supporting Scott Kleeb." The opinions of friends are very valuable; especially multiple friends in conjunction, which can create

a bandwagon effect. As such, a politician's page is not limited to supporters because it can be communicated via a credible messenger to the friends of supporters.

Organization

In addition to serving communicative and persuasive roles in a political campaign, Facebook can also be an organizational tool. Facebook affords those operating the pages of political candidates the ability to reach out to supporters and get them engaged in a variety of ways. Through the site, candidates can organize supporters and mobilize them to attend rallies and events, volunteer, register to vote, request absentee ballots, or go to the polls. There are several avenues available on the site through which these goals can be achieved.

Events

The Events application is one of Facebook's first features. Originally, Events were used primarily for individuals to invite their friends to college parties. Over the last 4 years, the scope of Facebook Events has expanded dramatically. Now, politicians can create events on the site and invite all of their supporters to attend. There is great breadth to the types of events that politicians can create and promote on the site, from literal gatherings such as campaign rallies to more general occurrences, such as Election Day. It certainly would be to a candidate's advantage for their supporters (and their supporter's friends, thanks to the News Feed) to be reminded of the upcoming election every time they logged into Facebook.

The functionality of Facebook events is quite similar to that of the much heralded *meetup.com*, which was made famous by the 2004 presidential campaigns of Howard Dean and Wesley Clark. The platforms operate in much the same way, allowing individual users to become informed and involved in real world happenings through online event portals. One key difference between the two is that Facebook has a much larger megaphone than Meetup ever did, thanks to Facebook's integration of the Events application into its vast network. Joe Trippi, Howard Dean's campaign manager, put it best when he compared their pioneering online abilities with those available today, "We were like the Wright brothers, now we're landing on the moon" (New Politics Institute).

Updates

As mentioned earlier, politicians can send out Facebook Updates, messages from the campaign to all supporters. In addition to being a tool for propagating campaign themes and messages, Updates can be used as an organizational tool. Through the Updates, politicians can inform their supporters of ways to get involved in the campaign. A simple utilization of this tool would be to update supporters with a reminder to vote or a link to a beneficial YouTube clip. There is greater potential, too. Many states have their voter registration and absentee ballot applications available online, which Facebook candidates can disseminate to their supporters through updates, as Jim Webb did in 2006. An example of integrated usage of the Updates feature comes from the most successful Facebook candidate to date, Barack Obama. On Feb 7th, 2008, Obama sent out an update to his supporters that included a link to Obama's online phone banking center, asking for supporters to make calls on his behalf from home (Updates).

Functionality

Facebook seems to be positioned for making a greater splash in the upcoming 2008 elections. To make this possible, it has undergone numerous changes in the last two years. Facebook has upgraded its platform in ways favorable to political candidates such as the adoption of the Facebook pages model, which brings with it several advantages over its predecessor. User support of political candidates is now more visible than in times past. A Facebook user can now display the names and photos of the politicians they support in his or her profile, for all of his or her friends to see. In that same vein, whenever a user interacts with a politician's page, it generates a Facebook story that appears on that user's Mini-Feed, as well as in the News Feeds of his or her friends and family.

The new politician pages model for Facebook has other functional upgrades. Via Updates, politicians can now simultaneously message every single one of their supporters, regardless of how many there are. It used to be that if a politician garnered more than 1000 supporters, Facebook's spam-filtering software would prevent such mass messaging, but no longer. Those operating a politician's page now have access to Insights, which provides detailed demographic information, such as the age and gender of their supporters. Facebook Insights also offers in depth usage statistics and tracks total supporters, page views, unique views, and photo views. These are all data that were previously unavailable. These data are available on the site in graph form and also as a downloadable Microsoft Excel document.

These last two years have seen significant improvements in functionality for the site's platform. The Facebook of 2008 is much better suited to an effective voter persuasion and mobilization regimen than was the Facebook of 2006, which itself was very successful at political integration.

The Numbers

Much more striking than the mechanistic and functionality changes Facebook has undergone is the tremendous growth the site has experienced. On Election Day in 2006, the site had an estimated 9 million active users (those who had logged in within 30 days). In stark contrast, Facebook today boasts an astronomical 70 million active users. To boot, the site is sustaining a growth rate of 250,000 new users a day, which it has since January 2007 (Timeline). As such, the site is adding a population of new users nearly equal in size to its total 2006 userbase **every single month**.

The dedication these users have to Facebook is equally impressive. Nearly half the site's 70 million active users return on a daily basis. They spend a great deal of time, too. A Facebook user spends on average 20 minutes a day at the site. All of this activity results in over 65 billion page views per month. Facebook is ranked by comScore as the fifth most visited site in the world (Statistics).

Not only has Facebook's userbase grown considerably since the midterm elections, its demographics have also matured. During the midterm elections, its userbase was almost entirely those in their teens and twenties, as the network was available only to those in college or high school. After the midterms, Facebook opened

its gates to the public. Anyone and everyone with a working email address could establish a profile. This has led to a dramatic change in the demographic makeup of the site. Facebook, once a bastion of students, is now populated by a majority of users beyond college age. This is very important to note, as Facebook is still widely regarded as a site for college students and a place to court only the youth vote. At present, the fastest growing demographic on Facebook is those aged 25 and older, so this maturation of the site shows no signs of abating (Statistics). Facebook is no longer just a place to court the youth vote as it was in 2006. Today, it is a place to court **the** vote.

This is not to say that Facebook has somehow lost its storied grip on today's youth. This is far from the truth, as 85 percent of students at 4 year colleges maintain active profiles on the site. Clearly, the youth and the youth vote are still on Facebook in abundant numbers, it's just that every other demographic has swelled in enrollment as well.

Facebook's Political Outreach

Coupled with its impressive number of users and newly revamped political functionality, Facebook is placing a strong emphasis on electoral encouragement. It has been working to inject itself into the world of politics, through its efforts both online and offline. Facebook sponsored televised presidential debates in conjunction with ABC News, which it used to promote itself and its US Politics application.

The US Politics application is the site's designated hub of political engagement. The application hosts links to all of the politician's pages, debate groups, and interactive

surveys. As of January 4, 2008, over 1 million users have added this application to their profile and over 300,000 had participated in a US Politics debate group. Tens of thousands regularly reply to the ABC sponsored surveys. Just as user activity on a politician's page gets reported through the News Feed to that user's friends, so does activity on the US Politics application. This is yet another avenue through which users can share their beliefs with their friends and potentially influence them.

An Engaged Audience

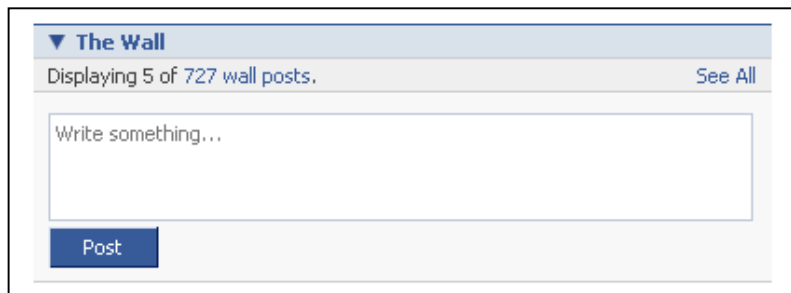
This high level of participation on the US Politics application is telling of the politically engaged nature of many Facebook users. If given the proper vehicles for expression, Facebook users have shown that they will engage in the political process and make their voices heard, not only to politicians but also their friends, family, and colleagues. The eagerness many Facebook users have for politically engaging online is underscored by an internal Facebook survey. This survey found that "more than 54% of users were more likely to vote for a political candidate if they could learn about them on Facebook." If users are presented with the appropriate tools, they will use them. In short, Facebook is a behemoth website with tens of millions of active users who are willing and able to become supporters of political candidates.

This, of course, hinges on whether the political candidates are there to receive these users' support. Facebook has the continuing problem of lack of adoption by many political figures. In 2006, when Facebook first launched its profiles for candidates program, it created a blank profile for every registered federal and gubernatorial candidate for the midterm election. That totaled some 1,600 profiles created, the

majority of which were never utilized. As of January 4, 2008, there are only 500 active politician pages for United States politicians. When considering that these accounts are available to candidates for President, Senate, House, and governor, as well as any local or state office, it is abundantly clear that there is a failure to take advantage of this technology.

Challenges

Why is it that more candidates are not adopting the Facebook platform and developing their own pages? Many candidates and staff fear losing control of their message, which is one problem they perceive with social networks like Facebook and MySpace. Those who discount Facebook often point to “The Wall,” a portion of a candidate’s page where supporters can leave comments. By and large, these



messages are positive, but there is the potential for divisive and negative comments from time to time, such as one posted on

Former Senator George Allen’s Facebook account in 2006, “Allen in 08! He still one of us, the South will Rise again!”

Fortunately, there are safeguards available to restrain such activity. Those operating a candidate’s page have the option of deleting any comment they see fit, be it negative or hateful. They also have the option of banning users whom they consider

disruptive. In this way, the campaign can ensure that their Facebook page will offer unmitigated promotional material.

As addressed earlier, many discount Facebook as a toy of the young, not fit for a political effort. With today's mature Facebook audience, that is simply not the case, as the majority of users are beyond college age. Regardless of age, those candidates who have adopted Facebook have reaped the benefits in the form of thousands of supporters. Mark Warner, whose election for Senator from Virginia is not for another 6 months, has already accumulated a base of nearly 6,000 supporters. Al Franken, who is in the midst of a primary for the Minnesota DFL Senate nomination, has racked up over 7,000 supporters. Presidential hopeful Barack Obama has garnered a record 800,000 supporters.

Conclusion

During this 2008 campaign cycle, candidates from both sides of the aisle will continue their ongoing struggle to win over the votes of as many people as possible. Over the last few cycles, a new front has opened up in this battle: the Internet. By opening its network to politicians in 2006, Facebook has injected itself into the world of campaigning. In the ever more competitive, expensive, and exhaustive search for votes, the potential that Facebook campaigning affords should not be discounted.

Those who take the platform most seriously have benefited and will benefit from it the most. They acquire more supporters on the site, which can have several implications. First off it translates into more likely voters, as someone who commits to

support a candidate on Facebook will feel somewhat more invested in the candidate and can be considered a more reliable vote. Greater integration of Facebook into a campaign can translate into greater potential for free publicity in the form of page views, YouTube views, and campaign website views. As Facebook utilization and supporters increase, so does the potential for supporter activism, be it in the form of attending a rally, canvassing, or even phone banking from home.

Since Facebook is free of charge, and will cost a campaign literally zero dollars, the benefits of adopting the Facebook platform vastly outweigh the costs. All it really takes to manage a successful Facebook campaign is time, energy, and a little creativity. For most campaigns, all this will require is an intern or dedicated volunteer assigned to managing the page. The ability to reach out to Facebook's massive userbase of 70 million for such a small investment truly makes Facebook a bargain.

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The Politician's Guide to Facebook: How to Win with the New Media

Matt Kent

For over two years now, political candidates have been using Facebook to connect with hundreds, or thousands, or hundreds of thousands of supporters – for absolutely no cost. The site's extensive functionality and massive popularity have quickly turned it into an exciting and powerful new tool for political campaigns. Despite this, most Democratic candidates for federal office have not seized on this opportunity.

Does your candidate have a Facebook account? Here are a few reasons he or she should.

Facebook is immensely popular:

It is the 5th most visited website in the world.

It has over 70 million active users and is growing rapidly.

Users spend an average of 25 minutes on the site daily.

Facebook users are eager to become politically engaged:

Over 1 million users already support at least 1 candidate.

54% of Facebook users would be more likely to vote for a candidate if they could learn more about them on Facebook.

Facebook is more than just the youth vote:

Over half of Facebook users are outside of college.

The site's fastest growing demographic is those age 25 and older.

Facebook is a communications tool that can be utilized for:

Advancing campaign messages.

Humanizing your candidate through personal connections.

Facebook is an organizational tool that can be used to:

Educate supporters about campaign events and volunteer opportunities.

Distribute voter registration and absentee ballot application forms.

Get supporters to the polls on Election Day.

Facebook can supplement campaign tactics through:

Propagating email list building contests and petitions.

Increasing traffic to campaign websites and YouTube videos.

Providing additional pools of supporters to ask for donations.

Facebook allows control of your message through moderating capabilities, such as:

The ability to delete inappropriate comments.

The power to ban repeat offenders from your page.

It is free.





Creating and Managing a Facebook Page

In general, Facebook is a user friendly website. The site is designed to accommodate those who are new and unfamiliar with its platform. At the same time, the site is very intricate and the services it offers are varied. As such, merely describing how to set up a Facebook page for your political candidate and how to manage the page would not suffice. There are too many steps and details to cover for text alone.

For this reason, I have created a series of video tutorials that explain step by step how to create a page and how to fully utilize it. The visuals and commentary the videos offer should make the process of managing a Facebook campaign a fairly easy thing to do. These videos can be found on the DVD included in this package. They are also available on the internet at www.youtube.com/user/politicsonfacebook.

The videos cover a lot of content in a short amount of time, so **make sure to pause or rewind frequently**. To ensure the clarity of the message in the videos, I have also included the transcripts from the videos in the following pages. Feel free to reference those to supplement the tutorial videos.

Without further ado, go watch those videos!



The Case For Facebook Script

Hello and welcome to the Politician's Guide to Facebook. I'm Matt Kent and I hope to convince you to get your political candidate on Facebook.

Facebook is a social networking website where individuals can create online profiles of themselves and interact with the profiles of their friends and family.

For over two years now, political candidates have been able to create their own Facebook profiles, which they've used to connect with hundreds, or thousands, or hundreds of thousands of supporters. All for no cost.

Here are a few more reasons why you should start campaigning on Facebook.

- 1) Facebook is immensely popular. With over 70 million active users and 65 billion page views monthly, it is the fifth most visited website in the world.
- 2) Facebook users are eager to become politically engaged. Over a million users already support at least one candidate and 54% of users said they would be more likely to vote for a candidate if they could learn more about them on Facebook.
- 3) Facebook is more than just the youth vote. Once a haven for college kids, the site is maturing. Now, over half the users are outside of college and the fastest growing demographic is those age 25 and older.

- 4) Facebook is a communications tool which can advance campaign messages while humanizing your candidate.
- 5) Facebook is an organizational tool that can be used to educate supporters about campaign events and volunteer opportunities. It can be used to distribute voter registration and absentee ballot application forms. It can help get supporters to the polls on Election Day.
- 6) You can use Facebook to build up your e-mail lists, increase traffic to your campaign website and YouTube videos
- 7) With its strong moderation capabilities, such as the ability to delete inappropriate messages and ban repeat offenders, you can ensure that you retain control of your message on Facebook.
- 8) It is **free**. The only real requirements of Facebook are a computer and someone to manage the page. Now that person could even be a trusted volunteer or an intern, who work for free.

To learn more about these benefits and how to create a Facebook page for your candidate, be sure to check out the other videos from The Politician's Guide to Facebook. I'm Matt Kent and I'll see you on Web 2.0.



Profile Setup Tutorial Script

Over the last cycle, the social networking site Facebook.com has been positioning itself as a new medium for political communications and organization. With its massive user base of 67 million people and its costs being literally zero, Facebook is a great bargain for those looking to connect with voters. Over the last 2 years, candidates have used Facebook to reach out to hundreds, or thousands, or hundreds of thousands of supporters.

Hi there, I'm Matt Kent and I'm here to help you create a Facebook page for your political candidate. Well, let's get down to it.

First, log in to your regular Facebook account. If you are working for a sitting member of Congress, you may already have a blank profile. You can find this out by typing their his or her name into the search bar. If you candidate has a blank page with a flag for a picture, you can send an email to ezra@facebook.com explaining the situation and your position in the campaign and he should give you access to the account.

If your candidate has no profile, then type www.facebook.com/pages/create.php into the address bar. This will take you to where you can create a new page. Click "Artist, band or public figure" and choose "Politician" from the drop down

menu. Type in the name of your candidate. For the purposes of this tutorial, I'll be working for Test Candidate. Go ahead and click "Create Page".

Congratulations! You've created your candidate's page, although it's looking a little sparse. We'll spruce it up by adding a profile photo of your candidate. Click the "Edit page" link. This is your profile editing page. Click the "Profile Picture" link. To upload a profile photo of your candidate you have saved on your computer, click the "Browse" button. Select your preferred photograph. Check this box here and now, click the "Upload Picture" link. There's your photo. Now click your candidate's name in the top left corner to return to your profile.

Now let's add basic info about your candidate. Click the "Edit Page" link. Now click the "Basic info" link. Here you can enter what office your candidate is running for, their as well as party, as well as their current office. It's important to remember that you don't need to, and probably shouldn't, fill in every blank for this profile. There's no sense in overwhelming your visitors with too much information. Once you save, go ahead and click on your candidate's name to return back to your profile. Scroll down and there's your basic info.

Next, we'll move on to detailed info. Click the "Edit page" link, now choose detailed info this time. For website, you'll definitely want to list your campaign website. If you want, you can add others as well. Many candidates opt not to list their political views, as the options are limiting. Don't worry if you decide to leave

it blank as your page already identifies your party affiliation. Now, feel free to pick and choose which of these fields to fill in. Just keep in mind that this is a great opportunity to humanize your candidate. Visitors will be more likely to make a personal connection with your candidate if you include specifics rather than generalities. I would recommend that you make an effort to find out your candidate's interests in things such as movies, activities, and music.

Most likely you can leave the work info blank. Those currently holding office already have that listed in their basic info section. And, unless your candidate's work is especially relevant to their candidacy, I'd skip the section entirely. Then, after you save, just click your candidate's name to return to the profile. If you scroll down, you can check out your new detailed info.

You can add contact information for your campaign. Just go back to the "Edit page" and choose "Contact info". I think I'm going to list email and phone number. Just go ahead and save and return to the main page.

From here, we're going to add video content. To do so, we're going to add a Facebook application called "YouTube Box". Now, Facebook offers their own video application, but "YouTube Box" is better fitted to our needs, as it allows us to display videos straight from YouTube. In the top left hand search bar, type in "YouTube Box" and hit enter. You'll have the option for several applications with similar names. I suggest the one simply named "YouTube Box".

Here at the application page, select the “Add to Page” button in the top right corner. Now click the “Add YouTube Box” button and let’s configure this application. Click the “Add video” link. Now we have to find the videos we want to add to your profile. Open YouTube.com in a new Internet browser window. You may already have some videos you like from your candidate’s YouTube account. I’ll demonstrate with Senator Barack Obama’s announcement speech.

What we need here is the “embed code”. You can find that down here under the video description. Right click this text and selection “copy”. Now, we can go back to Facebook and paste this code in the “video embed code” text box. Now, go ahead and give your video a title. From here, click “Add”. Repeat this process for every video you want to add to your profile.

And so, here’s a list of your videos. If this list has sample videos, make sure to delete them. As you can see, I’ve added another video, this one of Virginia Governor Tim Kaine playing the harmonica, something very personal. Next, let’s publish these to your page. Click the “Preview and Publish” link. Now click “Save to profile”. Let’s go check it out.

The video box is located all the way down at the bottom of the page. We can fix that, though. Click on the title bar and drag it up to the top of the page. I recommend putting it in the right hand column, right above or below the photos

where they will be most visible. Give a video a click and there it is, video on your profile. Just as a note, you can move almost any box on your profile in this manner.

No profile would be complete without some photos. This is yet another opportunity for viewers to connect with and get excited about your candidate. and get excited about their candidacy. Your goal here is to showcase your best photos, not just create a dump for every single photo your campaign ever took. Scroll down to the “Photo” box and click “Add photos”. Next, click the “Create Album” link. You can create several albums. You can have one for family life, or the campaign trail, or for official duties. Here you can name your album. This one will be family photos.

Now you can upload these photos. This upload tool will open and you can choose which of your files you would like to add to this album. I’ll just make a small sample. Once you’ve selected the photos, click “Upload”. Once the photos have uploaded, you can give them captions and tell people a little more about the pictures. Here, a little effort can go a long way, so try and to resist the urge to skip it. Choose one to be the album cover and save changes. Now, go back to the candidate’s page, scroll down and there’s your first photo album.

One thing we’re missing is supporters. I think I’ll become Test Candidate’s first supporter.

If you want this page can be a joint effort. You can add others as administrators. In this case, Josh Goodman and Carol Whitney can have the same control over Test Candidate's page as I do. This collaboration can take the burden off a single administrator and bring fresh perspectives to the page.

And just a couple more bits more to cover. Since we're using the "YouTube Box" application, we can remove the default video application. Just go down to that application, and click on the "X" and choose "Remove application". Another important reminder, : you can later go back later and edit any of the information you've put on this page. It's all accessible from the "Edit Page" link.

Now that you have all the basic elements under your belt, it's time to share your page with the world. At the very top of your candidate's page, click the "Publish" link. With that, your page is public and out there for all of the Facebook community to see. Over time, folks from Facebook will sign up as supporters of your candidate.

Now, why don't we give that a kick start? To get your initial base of supporters, I'd recommend you turn to your Facebook friends and ask them to become Facebook supporters. To do that, just click the "Share with Friends" link. Then you can select friends to share with, along with sending them a personal

message of encouragement. It may take awhile, but I'd add most, if not all of my Facebook friends.

Another method I'd suggest is to look up the Facebook groups for College Democrats of colleges in your district or state. Then, you can message the administrators of these groups and ask them to become supporters and to message their members to support your candidate on Facebook.

You can also attach a link to your Facebook profile in campaign emails to supporters, encouraging them to show their support on Facebook. Another very popular method is to put a link on your campaign website.

Whatever you do, make sure you do something. Go out there and build up a base of supporters on Facebook. This is crucial to the effectiveness of your Facebook campaigning.

That concludes my walkthrough for setting up a Facebook account. This tutorial only covered the basic elements of a functioning profile. So, join me next time when I'll elaborate on advanced communications and organizational techniques.

Until then, I'm Matt Kent, reminding you to go get your candidate on Web 2.0.



Interaction Tutorial Script

Welcome back for another installment of The Politician's Guide to Facebook. I'm Matt Kent and I'm here to show you how to get the most from your candidate's Facebook page. In this video, we'll be covering profile interaction.

After managing your page for a while, you'll likely notice that supporters have been interacting with your candidate's page. There may be messages on your Wall, items you post on your profile, or your discussion board. Supporters may have even uploaded their own photos and videos to your candidate's page.

These interactive elements can play a significant role in your Facebook campaign, as interacting with your profile lets individuals express their support for your candidate. This can also result in those individuals feeling more connected to and invested in your campaign.

At first glance, the relationship between a candidate and their Facebook supporters may appear to be a fickle one, but it is not. People use their Facebook profiles to express themselves to the world and many are wary to add information and content that they are unenthusiastic about. If someone becomes your supporter, they're probably excited about your candidate.

Those who go a step further and reach out and interact with a candidate's profile are an even more select group. They went the extra mile and left some message on your candidate's page.

This is a demographic ripe for participation and you would be wise to reach out and draw them further into the campaign. You can message these supporters with a personal invitation to take a more active role in the campaign. Let them know about a nearby campaign office or an upcoming event.

As an added bonus, when your supporters interact with your page it will generate a Facebook story. These stories can bring your page to non-supporters, as they will be displayed on the Mini-Feed of interacting individuals and the News-Feeds of their friends. In this way, the more interaction your page generates, the wider the visibility your page will garner. So, how can we increase the interactivity on your page?

One method is to plant some seeds. Mark Warner's campaign did just that with their Discussion Board. As you can see here, they started the first thread, and they wrote: "We are looking for students interested in helping our campaign for the U.S. Senate. If you are interested in helping organize students on your campus, post in the discussion board below, and a member of our staff will get back to you. We're looking for 2-3 people at each school to be our points of contact over the next few months and into next fall. If you are able and willing to

organize for and coordinate with our campaign on your campus, leave a post in the discussion board below!" So far 45 people have replied and indicated their willingness to help out Warner's campaign.

A surefire way to increase your page's interactivity is to provide content for your supporters to interact with. Beyond posting videos and photos, you can use Posted Items, or write Notes. With these items, you can act as a firestarter for discussion. The Facebook Notes application is their version of a blog. You can write your own entries or you can set it so that entries from your campaign's official blog are automatically imported to your Facebook account as Notes. To work with Notes, go to your Edit Page and choose "Notes".

The Posted Items application enables you to highlight any content you want. It can be from Facebook, such as an event, or it can be from outside Facebook, such as "wexlerwantshearings.com". This application doesn't come with your page, so we'll have to add it, just as we did with the YouTube Box application. Type "posted items" into the left hand search bar. Choose the application, and then select "Add to Page".

Once you've added the application, it will appear in a box on your profile. You can now post items simply by typing their URL into the Posted Item application. One word of caution: unless you change the settings for this application from the edit page, any of your supporters will be able to post items to your page.

This brings me to moderation. One of the greatest concerns campaigns have with Facebook is the worry that they could lose control of their message on the site. It is for this reason that Facebook has provided page managers with strong moderating abilities.

Not every message on your profile will necessarily come from a supporter. If someone is posting offensive or inflammatory comments on your page, you have the ability to delete those messages. If a user makes a habit of vandalizing your page, you can ban that user. With these abilities, you can ensure that the content of your page is what you deem appropriate. Just remember that if this is a priority for you, you will need to check up regularly and stay on top of this.

The take home message of this is to stay active with your Facebook page. If you want to guard your page from vandals, or draw vocal supporters further into the flock, you will need to invest time into managing your page. It's for reasons like this that you would probably want to have interns and volunteers involved in the page.

That's all I've got for you now. If you want to squeeze every last drop from your Facebook campaign, be sure to check out the other Politician's Guide to Facebook videos. Until then, I'm Matt Kent



List Building Script

Hey there again folks. This is Matt Kent, and that means its time for another installment of The Politician's Guide to Facebook. This time around we're going to discuss list building for your campaign and how Facebook can help out with that.

One of the tried and true tools for raising political cash is the email list. When equipped with large email lists of supporters, political campaigns of all stripes have been able to raise large sums of money. One of the requisites for this plan is, of course, getting a sizeable email list. Here, Facebook can help.

As I've said before, through Facebook, you can connect to hundreds, or thousands, or hundreds of thousands of supporters. These supporters are a natural pool from which to collect email addresses. Now, due to Facebook privacy settings you won't be able to just pull the email addresses from each supporter's profile. Instead, they will have to give it willingly to you.

Fortunately, there are several ways to get them to do just that. One of those ways is to make a petition. You can have petitions where folks are required to sign their email as well as their name. And almost everyone is willing to sign a petition, especially for something they care about.

Heck, I recently added my name to an FEC complaint against John McCain by Jane Hamsher of the blog Firedoglake. Now I'm getting emails from Firedoglake.

Representative Wexler from Florida has been making great use of petitions to build email lists. At www.wexlerwantshearings.com, you can add your name (and email address) to the 230,000 others who have signed on to Wexler's call for impeachment hearings of Vice President Cheney.

Another such way to harvest emails is to hold a contest. Scott Kleeb, for example, let his supporters vote for his official campaign logo. To cast their vote, his supporters had to include their name, ZIP code, and email address. The Kleeb campaign got over a thousand votes (and email addresses) for their efforts.

Now there are plenty of other great contests that your campaign could hold. There are many small aspects to your campaign that your supporters would love to have a say in. They may not necessarily get to choose your position on Iraq, but they can choose your campaign logo, or your merchandise, or where you will hold a campaign event on a particular day. Consider holding a 2 week contest to decide which college your candidate will speak at. At the very least, the College Democrats from the competing schools will be working to get folks from their schools to vote in your contest.

So, how do you get this content out to your supporters? One way to promote content like this would be to post it on your profile. As I showed you in the Interaction tutorial, you can use the Posted Items application to place content like this right on your Facebook profile where it can be seen by visitors.

While this is a good first step, posting items is only a passive means of propagating material. We can go a step further and actively transmit this content to all of your supporters at once - you can send out an Update. In the top right corner of your candidate's profile, click the "Send an Update to Supporters" link.

In the Update, you can explain the contest or petition. Tell people why they should get in on the action. Here you can provide a link to the content. Keep in mind that only URLs that start in "http://" will appear as hyperlinks. Take a look [here](#) to see how different URLs display in a Facebook Update. Also note, the first link you add to an Update will display again at the bottom of the page, along with a picture from the linked page.

If you want to push a contest or petition on your supporters, you can certainly send out more than one Update on the topic. No need to be shy. You can even make different pushes for email addresses over the course of a campaign.

So, hopefully I have shown you some ways in which you can convert your Facebook supporters into a staple resource of political campaigns, an email list. I also hope that this underscores just how versatile a tool Facebook can be for your campaign.

Until next time, I'm Matt Kent. Thanks for watching.



GOTV Script

Hello again folks. This is Matt Kent and welcome back for another installment of The Politician's Guide to Facebook.

Beyond all of the communication, organization, and fundraising that typify electoral politics, political campaigns are about winning votes. Tragically, people aren't able to cast their votes via Facebook. Instead, we'll have to settle for using Facebook to help get people out to the polls on Election Day. With that in mind, here are a couple tips for conducting Facebook GOTV.

You can use Facebook to help get ballots into your supporters' hands. With every state's voter registration forms and most states' absentee ballot application forms being available online, you can use Facebook tools to distribute them to your supporters. Once you've located these documents online, you can send out Updates to supporters like I am through Test Candidate's page. I am also going to share them with the Posted Items application. If you want, another way to disseminate this content is by writing a Note.

As I mentioned in the Facebook Events tutorial, you can use that application to publicize and organize campaign events. This tool will definitely come in handy at election time. Facebook Events should be created for your get out the vote efforts. Either you can create them through your candidate's page or you can get

supporting groups to create their own. Of course, you can always do both, and maximize the outreach. I would definitely encourage that when it comes to making events for Election Day. You'll certainly want to reach as many as possible for that.

To help get more folks registered to vote and vote absentee, I want to direct you to a new application created by Facebook: Static FBML. This application allows you to post HTML content to your candidate's page. If you look at Test Candidate's page, you can see that I've used the application to post a banner that links to Rock the Vote's online voter registration form. Here, I'll show you how you can add this to your candidate's page.

First we have to add the application to your page. In the upper left-hand search bar, type in "Static FBML" and hit enter. Go ahead and click on the application. In the application page, click the "Add to Page" link in the top right corner.

You can use the Static FBML application for many purposes. You can use it to hyperlink your profile photo. You can use it to share widgets and outside content. Right now, I'll show you how to use Static FBML to promote voter registration amongst your page's viewers.

Go to the Edit Page and click on Static FBML. Here is a text box where you can enter HTML. To recreate my Register to Vote banner, open a new internet

browser window and go to the Facebook page of Test Candidate. I have the HTML displayed in a post on the discussion board. Copy that text and paste it into the Static FBML text box. Click “Save Changes”.

If you return to your candidate’s page, you should see your new voter registration tool. Give it a click and test it out. If you need to make any changes, you can click the “edit” link in the application window.

Well, I hope these tools and tips can be of help in your quest to get out the vote. If you have any questions, or if you have any suggestions for me, go ahead and drop me a line. Until next time, I’m Matt Kent and thanks for tuning into The Politician’s Guide to Facebook.



Events Script

Welcome back for another installment of The Politician's Guide to Facebook. I'm Matt Kent and in this video, we're going to explore the organizational capabilities of the Events feature on Facebook. We're going to talk about how this application can translate into more participants, more volunteers, and ultimately more votes for your campaign.

When it comes to organizing supporters, the Facebook Events application is right up our alley. With this application, you can create pages for campaign events and share them with your supporters. Here's how it works.

Now to demonstrate, I'll be creating an event for Test Candidate. Head on over to the Edit Page. From here, click the Events link. In this example, he'll be speaking at Ithaca College, so I'll name it appropriately. Go ahead and give your event a catchy tagline.

After filling in the descriptive information about the event: who what when where why, click the Create Event link.

Now we can customize the event. You'll definitely want a photo for your event. You can make a Photoshop masterpiece or use something as simple as a photo of your candidate.

You can also edit what appears on the event page. If you want, you can choose not to display the guest list.

Now it's time to share your event with all of your supporters, if you so choose.

The way to do that is with one of those mass messages, an Update. In the Update, you have the capability to explain a little bit about the event, make a pitch for why people should come, and also plug any volunteer opportunities.

If you go back to your candidate's page, you'll see they have an event created. If you want to check up on the event page, or if you want to edit anything, you can access that clicking on the event link from your candidate's page.

We can create events for all sorts of stuff. Here we have a campaign rally and a volunteer phone bank (poof). Facebook Events is a great medium to use to communicate with volunteers, as you can create these volunteer events that volunteers can gravitate towards.

A handy feature of the Events application is that those supporters of yours who have been invited to these events will be reminded by Facebook as the events draw near. This can be very worthwhile, especially if you create an event for Election Day. In the days leading up to Election Day, your supporters will see reminders about the upcoming vote whenever they log into Facebook.

To help spread the word for your events, you can encourage involved groups to create their own event pages for your campaign activities and invite their members that way.

Of course, you're going to have to find the right fit for your campaign when it comes to using Facebook Events. Maybe you want to rely on other groups creating the events. Maybe you don't want to send out an Update for every event.

Whatever the case, just make sure you take advantage of the Events feature. If you have any questions, be sure to drop me an email. See you next time!



Insights Script

Hey there, this is Matt Kent welcoming you to another installment of The Politician's Guide to Facebook. In the other videos of this series, I have made a litany of suggestions as to how you should conduct your Facebook campaign. In this video, I want to show you how to put those suggestions to the test, to see if they are proving worthwhile.

I want to direct you to the Insights feature on Facebook. It is a metric by which you can gauge the effectiveness of your Facebook campaign. To get there from your candidate's page, click the "View Insights" link in the top right corner.

What you see here is a graph. It is depicting how many views your candidate's page has garnered over the last two weeks. You can expand the scope of this graph and look further back in time. If you click here, you can select what metric the graph displays. Among others, we can look at the unique page views, the number of fans, or the number of wall posts.

If you scroll down, you can see demographic information for your supporters. As you see here, it breaks the information down into age and gender.

This information can help in a couple ways. First off, the demographic information can let you know who you are communicating with via Facebook, enabling you to tailor your messaging and your outreach.

The page usage graph can give you a glimpse at how effective your page outreach has been. Of course it's not a perfect measure, but it can give you some idea about what kind of impact your page is having. An easy way to gauge the popularity of your page is to look at your total number of supporters (which are called fans here on the Insights page) as well as the total page views.

You should be aware of how these numbers are affected by campaign activities. The easiest metric to keep an eye on is the number of supporters. Throughout the course of your campaign, you'll always want that number to be increasing. As Election Day draws closers, and the campaign grows more intense, and more people start to pay attention, the ranks of your Facebook supporters should grow as well. If your supporter growth slows, stops, or reverses, you should consider new tactics in your Facebook campaign.

Now, when you utilize the Update feature on Facebook, you send out a message to each of your Facebook supporters. If you send out too many Updates, your supporters will think you are spamming them and rescind their Facebook support of you. On the flip side, you can send out too few Updates and not get all the

utility it has to offer. With Facebook Insights, you can find that magic middle ground between underutilization and spam.

If you set the graph to display removed fans, you can compare it against the days you've sent out Updates. If a significant number of fans are removing their support on the day of or after you send out Updates, you should probably step back and lay off the Updates for a while. On the other hand, if you aren't seeing that, you can probably kick your Updating up a notch.

Just like traditional campaigns do with polling, you should definitely check in with the Insights after you do something of note and see if your efforts have made the desired impact. If you want to share this data or perform further analysis on it, you can download all of the Insights information as an Excel file onto your hard drive.

One more thing to note, you can see how well your YouTube videos are performing on Facebook. To do this, visit your video pages on YouTube and click on the Statistics and Data tab. There, you can see which websites are linking to your video. If your Facebook page is generating clicks, it should come up on this list.

Facebook Insights can help you make sure your Facebook campaign is on the right track and can alert you if it's taken a bad turn. You just have to check in

with it periodically and know what telltale signs to look for. Hopefully I've equipped you with enough understanding of the Insights feature to do just that. But, if you have any questions, make sure to shoot me an email. I'm Matt Kent and thanks for watching the Politician's Guide to Facebook.



The Glossary

*Many entries from this glossary also appear in the attached visual glossary, **Anatomy of a Candidate's Page**. Please consult that reference for additional information, such as the location and appearance of the entry on Facebook.*

Admins

Short for administrators, and synonymous with page managers, admins are the Facebook users authorized to make changes to the candidate's page. They run the page. The creator of the page will be the first admin, but he or she can make anyone else an admin by clicking "edit admins" in the upper right of the profile.

Application

The various tools that provide functionality on Facebook. Your page will come standard with many applications, such as Photos, Events, Notes, and The Wall. Additional applications, such as Posted Items, YouTube Box, and Static FBML can be added to your profile later for added functionality.

Basic Info

Fundamental information of your candidate, describing what your candidate is running for and where.

Contact Info

The means by which supporters can contact your campaign. Providing this information can lower the barrier of entry for supporters to get involved with your campaign. An office phone number and email should be sufficient. If you have a dedicated campaign instant messenger account, make sure to list it.

Detailed Info

Personal information about the candidate, such as their favorite movies and activities. This information can help page viewers form personal connections with your candidate over their shared interests. Not every blank needs to be completed.

Discussion Board

A feature found on a candidate's page that allows supporters of a candidate to discuss the candidate, election, and other relevant topics. The administrator is recommended to participate in and spur discussion.

Edit Page

The area from which you can make any changes to your profile. The "edit page" link at the far top right of your page can get you there, as can the "Ads and Pages" link in the upper left corner beneath the search bar.

Email List

A fundraising and voter communication tool comprised of thousands of personal email addresses. These addresses are sent emails requesting funds or action from the recipient on behalf of a candidate. Facebook can play a role in accumulating addresses for email lists.

Events

A feature by which your candidate can invite supporters to attend rallies, speaking engagements, or other gatherings taking place in the “real world.” A supporter who has RSVP’d to one of these events will be automatically reminded of its date every time they log in to Facebook.

Facebook Page

A home on Facebook for a public figure, artist, or band. It has properties distinct from those of a Facebook profile, as it is designed to allow interface between the representatives of the public figure and other Facebook users as a whole.

Facebook Profile

The page of an individual Facebook user. Your supporters will have a profile, whereas you will be maintaining a page.

Groups

Collections of Facebook users with common interests. Groups on subjects related to your candidate can be a useful outreach tool. For example, the administrator of a College Democrats group from a local college could be asked to help recruit more supporters from their Facebook group. Only personal profiles and not pages, such as your candidate's, can join groups.

Guest List

The list of people who have been invited to a Facebook Event. The guest list displays in those attending, maybe attending, not attending, and those awaiting reply. If you are an administrator for an event, you can decide whether or not to publicly display the guest list for your event.

Insights

A link in the upper right of your page, only accessible to administrators, which redirects to a page with demographic data about who is viewing your page and how often. This can be used to gauge the effectiveness of your Facebook campaign efforts.

Mini-Feed

A section near the center of the page or profile showing recent activity on the part of the user. Anyone who visits your page will see quick links to things your

candidate has posted or uploaded. Every user has a Mini-Feed on their profile, which displays when they interact with your page.

News Feed

While this exists only for profiles, and not pages, it is relevant to a Facebook campaign. The news feed is the first thing regular users see when they sign in. It provides a summary of recent activity by their friends, and links them to it. When one user supports your candidate, it will appear on their friends' news feeds, and in this way can serve as a powerful viral networking tool.

Notes

Facebook's version of a blog. You can either write your own entries or import entries from the official campaign blog. This can be accessed from the "edit page".

Posted Items

This application allows content from across the internet to be displayed and promoted on a candidate's page. You can share items from Facebook, such as Events, or you can share items from outside Facebook, such as www.wexlerwantshearings.com. Posted Items does not come standard with a candidate's page, so it needs to be looked up in the search bar and added to your candidate's profile. Unless the settings are changed, your supporters will be able to post items to your page as well.

Photos

Facebook allows users to upload and tag photos of themselves, which become visible to all of their friends/supporters. Photos can show another side of candidate and can be a valuable tool for humanizing candidates on Facebook. Unless disabled, supporters will be able to upload “Fan photos” to your candidate’s profile.

Profile Picture

The primary identifying photograph of your candidate that appears at the top of your page. When your candidate is mentioned in a News Feed and Mini-Feed story, he or she will be depicted by the profile picture. By installing the Static FBML application, you can add HTML to your picture.

Search Bar

Tool used to browse Facebook for individual profiles, events, applications, and other Facebook content.

Social Networking

A general term for websites that allow individuals to create online profiles for themselves and interact with their friends and family’s profiles. Some examples include Facebook.com, MySpace.com, Friendster.com, and my.barackobama.com.

Static FBML

Facebook application that enables page managers to insert HTML codes into their Facebook page. On this profile, Static FBML was used to post a banner from that is hyperlinked to Rock the Vote's online voter registration application form. This application also allows HTML coding to be inserted into a candidate's profile picture.

Supporters

The Facebook users who have chosen to list your candidate as one they support. A list of them is visible on the right side of the page. On the Insights page, they are called Fans.

Updates

Blanket messages sent by your candidate's page and received by all of your supporters, except those who have actively opted out of them. An update can cover anything, including campaign news and fundraising asks. There is a link for sending out Updates in the upper right of the profile, beneath the "edit page" link.

URL

Short for Uniform Resource Locator, the URL is the address for a website. A typical URL begins "http://www." The place where URLs are found is called the address bar.

Video

Facebook pages come equipped with a video application simply called Video. This application is considered inferior to the YouTube Box video application because it requires videos to be uploaded from a computer, whereas YouTube Box can display video directly from websites like youtube.com. It is recommended that this application be removed from the page by clicking the “X” in the application box.

The Wall

in the lower right of your page, the wall is a space where supporters can leave messages that are visible to all who view the page. Administrators can delete abusive comments or reply to supporters who have left words of encouragement.

YouTube

A website that hosts and plays videos on the internet. All federal campaign candidates should have a dedicated account on YouTube.com where they can add their campaign videos. YouTube videos can be displayed on a candidate’s page by installing the “YouTube Box” Facebook application.

YouTube Box

A Facebook application that allows an administrator to upload videos already posted on the popular video hosting website YouTube. It does not come standard with your candidate’s page and must be added separately.

The Candidate's Guide to Facebook: How to Win with the New Media

Matt Kent

Prof. Carol Whitney
Advisor

Anatomy of a Facebook Page

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The Wall is a space where supporters can leave messages that are visible to all who view the page. Administrators can delete abusive comments or reply to supporters who have left words of encouragement.

Notes

Facebook's version of a blog. You can either write your own entries or import entries from the official campaign blog. This can be accessed from the "edit page".

The screenshot shows a Facebook profile for 'Test Candidate'. The page is divided into several sections, each labeled with a letter from A to M. The top navigation bar includes 'facebook', 'Profile', 'edit', 'Friends', 'Inbox', and links for 'home', 'account', 'privacy', and 'logout'. The main content area includes a search bar, a profile picture, a cover photo, and various tabs like 'About', 'Timeline', 'Photos', 'Videos', 'Events', 'Notes', and 'More'. The 'About' tab is selected, showing 'Basic Info', 'Detailed Info', 'Education Info', 'Contact Info', 'Mini-Feed', 'Posted Items', 'Discussion Board', 'The Wall', and 'Notes'. The 'Basic Info' section includes fields for Country, Office, State, District, Party, Current Office, and State. The 'Detailed Info' section includes fields for Gender, Relationship Status, Birthdate, Hometown, Religious Views, Activities, Favorite Music, Favorite Movies, and Favorite Books. The 'Education Info' section includes fields for Grad School, College, and International Studies. The 'Contact Info' section includes fields for Email and Phone. The 'Mini-Feed' section shows a post from 'Join Wedder's Call for Cheney Hearings'. The 'Posted Items' section shows a post from 'Help Test Candidate's Campaign'. The 'Discussion Board' section shows a post from 'Help Test Candidate's Campaign'. The 'The Wall' section shows a post from 'Tom Calabrese (Fashion Institute) wrote at 11:26pm yesterday'. The 'Notes' section shows a post from 'Franken says his special interest is the middle class'.

Edit Page

The area from which you can make any changes to your profile. The "edit page" link at the far top right of your page can get you there, as can the "Ads and Pages" link in the upper left corner beneath the search bar.

Supporters

The Facebook users who have chosen to list your candidate as one they support. These are the Facebook users that you can contact with Updates.

YouTube Box

A Facebook application that allows an administrator to upload videos already posted on the popular video hosting website YouTube. It does not come standard with your candidate's page and must be added separately.

Detailed Info

The means by which supporters can contact your campaign. Providing this information can lower the barrier of entry for supporters to get involved with your campaign. An office phone number and email should be sufficient. If you have a dedicated campaign instant messenger account, make sure to list it.

Photos

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