

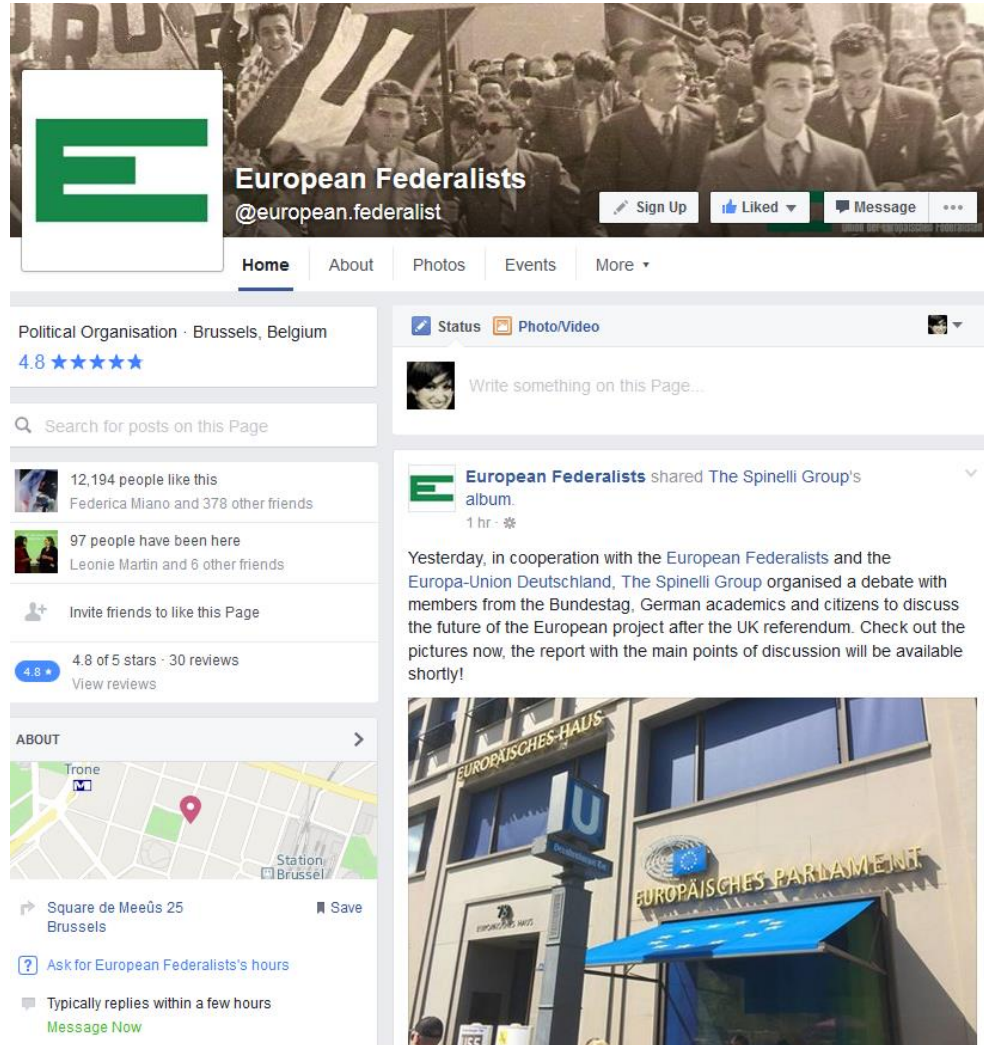
Facebook

Monica Tiberi | 8 July 2016 | The Federalist Academy

- Launched in **2004**
- **1.65 billion** users worldwide (March 2016)
- **307 million** users in Europe (March 2016)
- 30% of users aged **25-34**



Facebook page



- ▶ Cover
- ▶ Profile photo
- ▶ Description
- ▶ Be responsive
- ▶ Call to action buttons: Sign up!

Write a post



It's time to build a Federal Europe!



Like Comment Share

You, Paolo Vacca, Sebastiano Putoto and 1k others

1,177 shares

- ▶ Keep it short
- ▶ Be engaging
- ▶ Add a great visual
- ▶ Be timely
- ▶ Call to action: Share!
- ▶ Be controversial!

Visuals

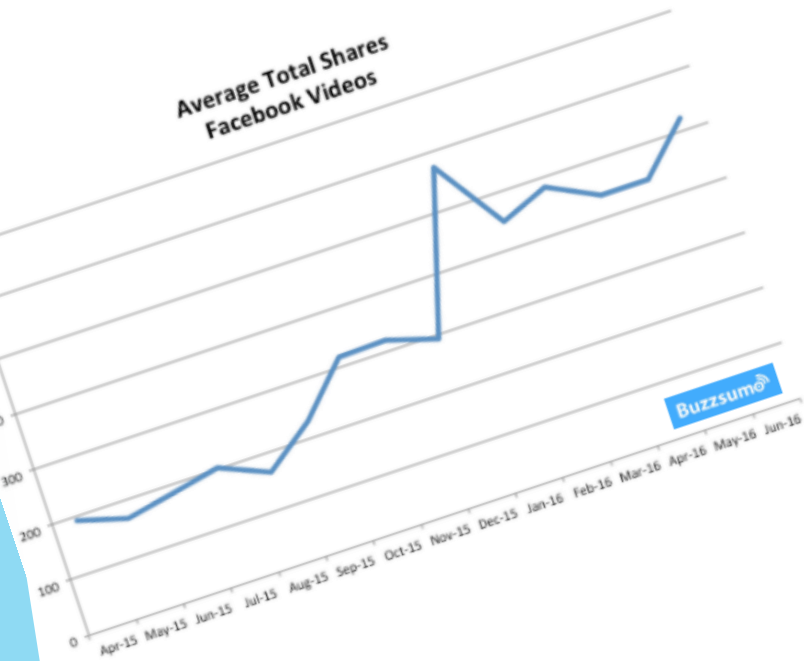


- ▶ Strong image
- ▶ Strong message
- ▶ Branding
- ▶ Size 1200X900 px
- ▶ Ads rule: 20% text maximum

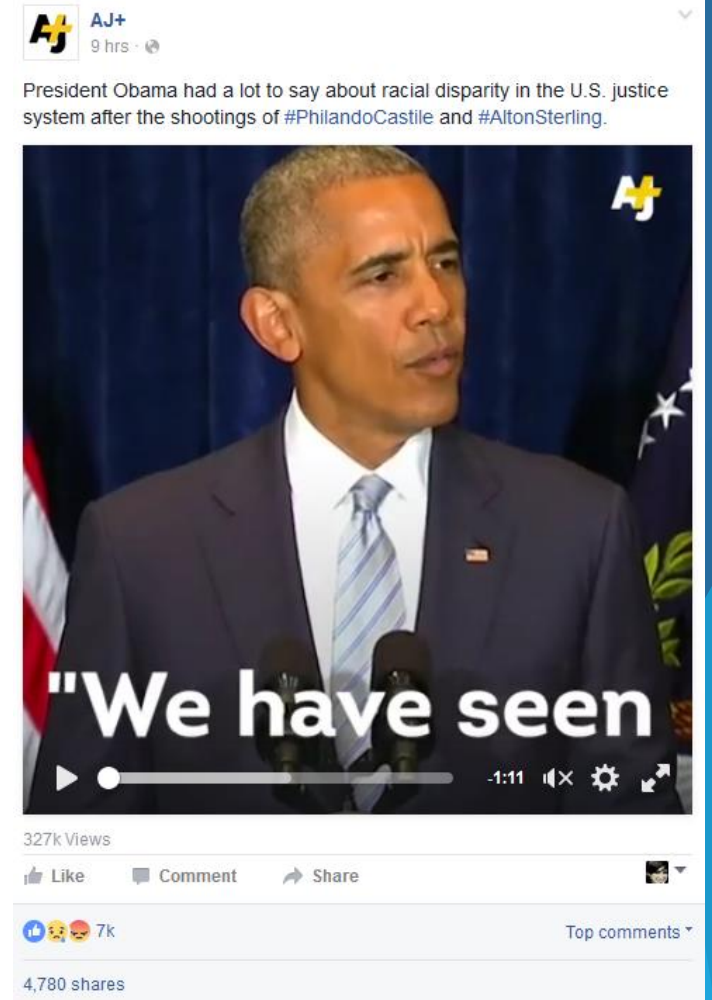


Videos

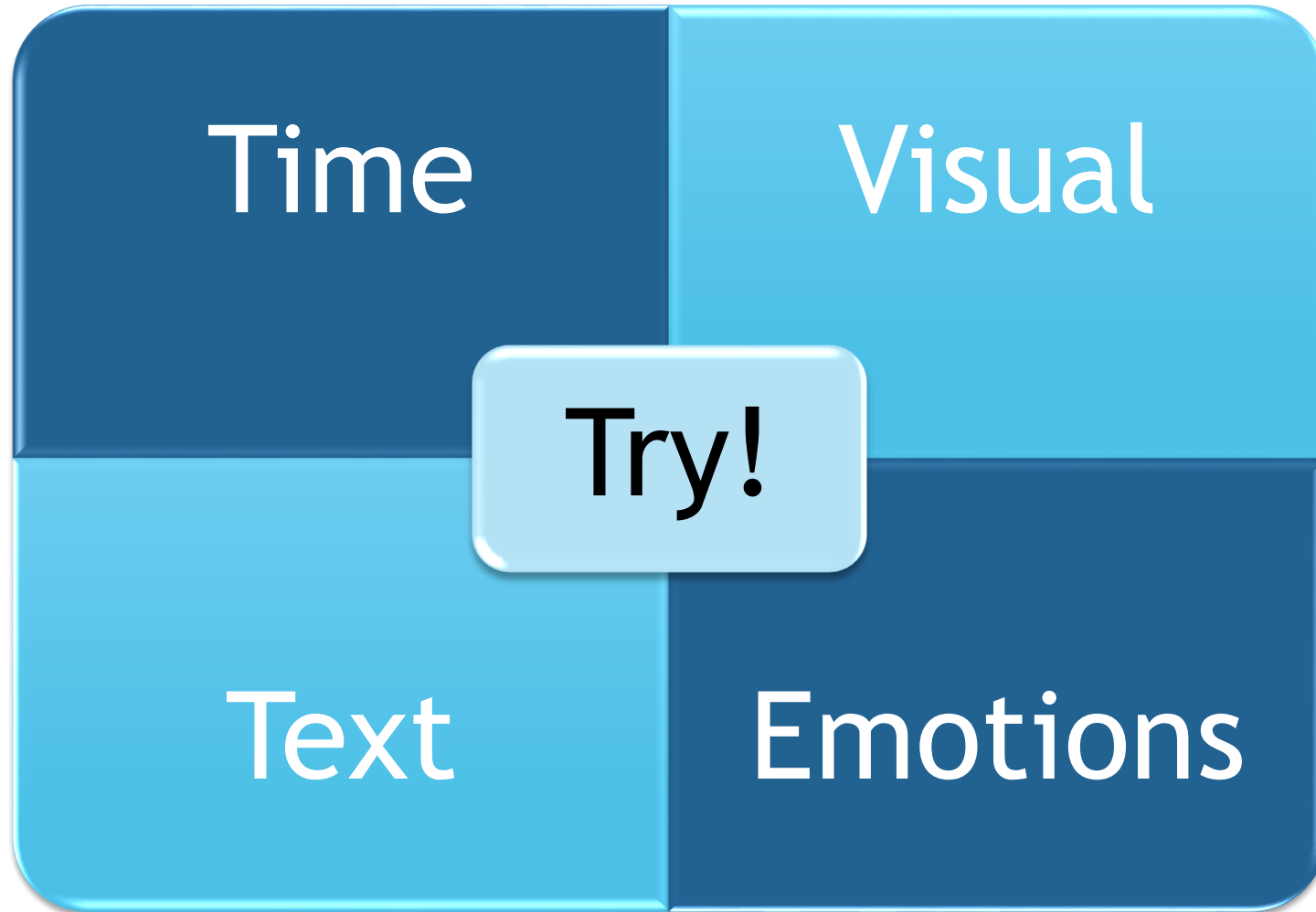
Video is doing to social media what social media did to communications.



- ▶ Increasing share of video content
- ▶ Facebook supporting video content (algorithm update)
- ▶ Live videos boosted the trend
- ▶ Share native content!
- ▶ Add subtitles (90% videos watched with sound off)
- ▶ Keep it short (text and video)



Keep in mind...



Thank you!

