



## Facebook Advocacy Guide

### What is Facebook and why are we using it?

Facebook is a social networking website that allows users to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

The NARFE Headquarters Facebook page is a place where you can get up-to-date information on NARFE's activities throughout the year. Through Facebook, we can promote our advocacy activities to members and supporters, and spread our message to elected officials.

It's easy and quick to post about your advocacy efforts on Facebook. Use the ideas below to post about events and meetings with elected officials on your own Facebook page.

### Follow NARFE on Facebook

Go to [www.facebook.com/NARFEHQ](http://www.facebook.com/NARFEHQ) and click "Like" to follow NARFE on Facebook.

Don't forget to like and share our posts on your individual Facebook page or your chapter's Facebook page to help spread our message.

### Sharing your story

Sharing your story about the great work and community involvement of active and retired federal workers is a great way to show the public all the ways federal employees protect America's heartbeat every day. Remember to post a photo along with your story if you can. Go to <http://www.facebook.com/NARFEHQ> for examples.

To submit your story:

- First, find the post box on your Facebook page and select which type of post you are submitting (text, photo, or video). In the post box, type your story of how you protect America's heartbeat.





- When you are happy with your story, remember to tag the NARFE Headquarters Facebook page in the post so we can see your story.
  - To tag the NARFE Headquarters Facebook page in your post, simply add “@NARFEHQ” to the end of your post and select the NARFE Headquarters Facebook page.
- When you have completed your post, click “Share” and your post will be added to your Facebook timeline.

### **Posting about meetings**

- Are you attending a meeting with an elected official? Before you get there, decide who will take photos during the event and post on Facebook after the event.
- Find your elected official’s Facebook page so you can mention and tag him/her in your posts about the event or meeting.
- In your post, report back about your favorite moment from the event or meeting. Below is a sample post that you can customize:
  - *Last week we attended a meeting with [elected official’s name]! We shared our stories about all the ways federal employees and retirees protect America. [Insert your favorite part of the event here]*
- Remember also to thank the elected officials you met with by posting a thank you on his/her Facebook wall.