

Bringing Communities Together



HOWDY!

Pamela spent 8 years managing marketing/communication for architecture and engineering firms serving municipalities throughout the southern United States..

- Group admin since 2006
- Communities Leadership Summit in 2017
- Facebook Fellow in 2020
- Meta Certified Community Manager
- (Soon!) Meta Certified Digital Marketing Associate
- Current Job Status: Twin Mom / CEO



Relevant Facebook Programs

A (Really Brief) Overview



Meta Elevate

Meta Elevate supports Black and Latinx & Hispanic businesses, creators, leaders, students, job seekers and nonprofits on their path to success.

Features: Live workshops, one-on-one Meta support, scholarships for certification



Power Admins Group Global

Power Admins are Facebook Group admins of active, supportive communities. They are interested in sharing their own experience.

Features: training, live workshops, they get to be the first to try new Facebook tools for group admins.



Meta Boost

Meta Boost is a suite of tools and training programs and events dedicated to helping small businesses grow and equipping more people with the digital skills they need to compete for jobs in the digital economy.

Features: TechStart training, local events, SheMeansBusiness, FBStart

Meta Community Manager Certification

Recognizes the advanced comprehension of best practices and standards for online community management.

Digital Marketing Associate Certification

Measures foundational competency in creating, managing and reporting on ads across Facebook, Instagram and Messenger.

Meta Certification Prep

There are currently 7 certifications available but I recommend the last two on the last side.

Specialized Topics

Free courses that cover topics like, fostering community, run effective public service announcements, encourage people to register for your services, encourage voting, using Facebook apps and services including VR!

LET'S HEAR
FROM YOU

What is a Facebook Group?

- You want to have discussions about a particular topic.
- You want to learn or achieve something and help other people learn/achieve it too.
- You want to build closer relationships with other users through shared interests and goals.

What is a Facebook Page?

- You want to be found, liked, and followed by as many people as possible.
- You want to share all your information publicly.
- You want access to analytics to see how your fans/followers are engaging with you.
- You want to be able to use paid promotions.

Risk

Without close moderation, local social networks risk racism, toxicity, and misinformation.

Reward

Online community-building can facilitate the growth of culture, attracting and retaining the workforce, businesses and people that make a city special

The Community Engagement Cycle



Member Identity & Social Identity

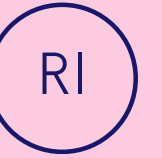
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1. Align with identity of members at each stage
2. Rally around purpose
3. Establish shared language and symbols



Receive Value/ Serve Best Interests

Receive Value / Serve Best Interests



1. Create opportunities for intimate experiences, online or offline
2. Give members autonomy and influence in the community
3. Be authentic and transparent when communicating with your community
4. Facilitate constructive debate between members



Passive Power vs. Active Power

Participate

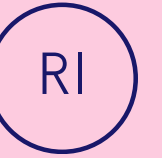
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1. Bring play into the community
2. Facilitate relevant connections between members
3. Guide members on how to make quality contributions
4. Adopt rituals to fuel consistent participation



Intrinsic & Extrinsic

Reward



1. Provide education and personal /professional growth
2. Help members improve their reputation within and outside the community
3. Help members form connections and relationships with each other

LET'S HEAR
FROM YOU



Redesigned

- A redesigned Page layout that's cleaner and more intuitive
- Easy switching and navigation between a public-facing Page and an individual profile. Manage your Page and profile separately.



New Page Experience Features

More Insights

- Actionable insights and more relevant notifications
- Metrics now accessed directly from a post and allow you to in depth analysis
- Updated Page Management tools: You can give others Facebook access or task access



Keep in Mind

- Classic Page roles, such as moderator and editors, will not be available at this time. You can give Facebook access or task access to your new Page to help manage it
- Publishing tools, such as scheduled posts but you can schedule posts from Meta Business Suite or Creator Studio.



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Government Digital Transformation Summit

November 2022

a virtual event designed to enable, educate and inspire government organizations. It brings together government organizations and experts to explore the role of digital technologies in furthering government digital transformation, while reflecting on the opportunities and challenges for government communication and service delivery

food for thought

Digital community-building doesn't begin and end with the sender delivering a message people want to hear.

At the civic level, community building occurs when local governments recognize and elevate the important role residents play.

J.C. McKissen

One Last Slide (promise!)

2FA for Everyone!

What is 2FA?

Two-factor authentication (2FA) is an identity and access management security method that requires two forms of identification to access resources and data.

And also change your password every ninety days!

Thank youuuuu.

