

CONNECTING ON FACEBOOK

FACEBOOK BY THE NUMBERS



1.35 billion monthly active users



864 million daily active users



Users spend an average of **40 minutes a day** checking Facebook

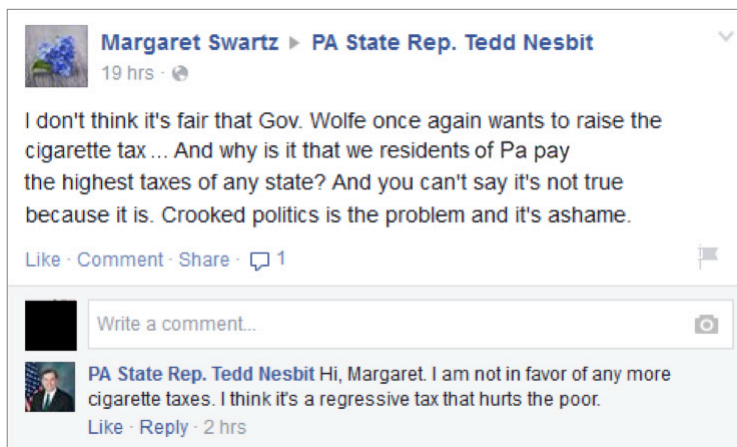


Why It's Important

One-third of Americans get their news from Facebook. By being an advocate on Facebook, you can help drive awareness, ignite conversation, and engage your legislators.

TOP FACEBOOK TIPS

- **Spread the Word.** *Citizens for Tobacco Rights* provides members with important updates in their states. Letting your Facebook friends know about unfair taxes and regulations is a great way to build opposition to these proposals.
- **Like Citizens for Tobacco Rights on Facebook.** Liking our page will help you receive real-time updates and action alerts right in your news feed. <http://www.facebook.com/CitizensforTobaccoRights>



- **Share Your Actions.** Many people are afraid to call or email their elected officials. After you take action, let your Facebook friends know that it was easy and will make a difference. Be sure to tell them to visit TobaccoRights.com for information on how to speak out.
- **Contact Your Legislator.** Facebook gives you an outlet to directly contact your legislator. Speak out — tell them how targeting adult smokers would hurt you.
- **Recruit Your Friends:** Link to TobaccoRights.com and encourage your friends to sign up for CTR to learn more about issues affecting adult tobacco consumers and take action.

FACEBOOK QUICK REFERENCE GUIDE

Get an Account	Posting Tips	Facebook Jargon
<p>http://facebook.com</p> <p>You'll need:</p> <ul style="list-style-type: none"> • Your Full Name • Email or Cell Number • Birth Date 	<ul style="list-style-type: none"> • Keep your posts short • Include links, pictures and graphics in your posts • Tag friends, family, or CTR in your posts • Avoid angry or negative language • Offer valuable information and interesting facts • Post between 8 am and 9 pm 	<ul style="list-style-type: none"> • Like: Clicking “like” is a way to give positive feedback • Newsfeed: Constantly updating list of stories in the middle of your homepage • Notification: Updates about activity on Facebook. • Profile: Your collection of photos, stories, and experiences that tell your story • Tagging: A tag links a person, Page, or place to something you post
How to Join the Conversation	Etiquette	Quick Facts
<ul style="list-style-type: none"> • Like A Post: See an article, picture, graphic or statement you like? Hit “like” and show your support! • Share: Do you agree with a post or have an infographic that you want your friends to see? Click “share” so all your friends and family see the content. • Comment: By commenting on posts, you are not only sharing your opinions, but you are sharing the content with your friends and family. 	<ul style="list-style-type: none"> • Use your own voice • Include links and images whenever appropriate • Share content you think is interesting • Say please & thank you • Give credit to your sources • Be personal & transparent • Don't overdo it — too many posts can drive away followers 	<ul style="list-style-type: none"> • Facebook owns several other popular social media services including Instagram and WhatsApp. • People share an average of 1.3 million pieces of content on Facebook every minute. • Cristiano Ronaldo has the most Facebook fans (107.6 million) of anyone in the world. Shakira is second with just over 103.3 million fans.