

# 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

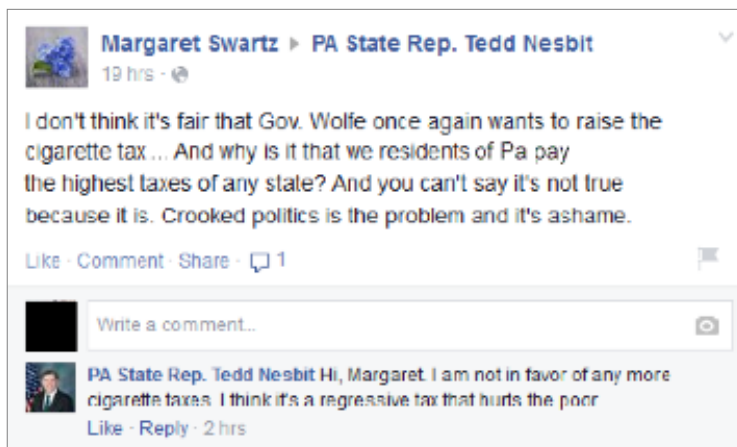


### Why It's Important

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