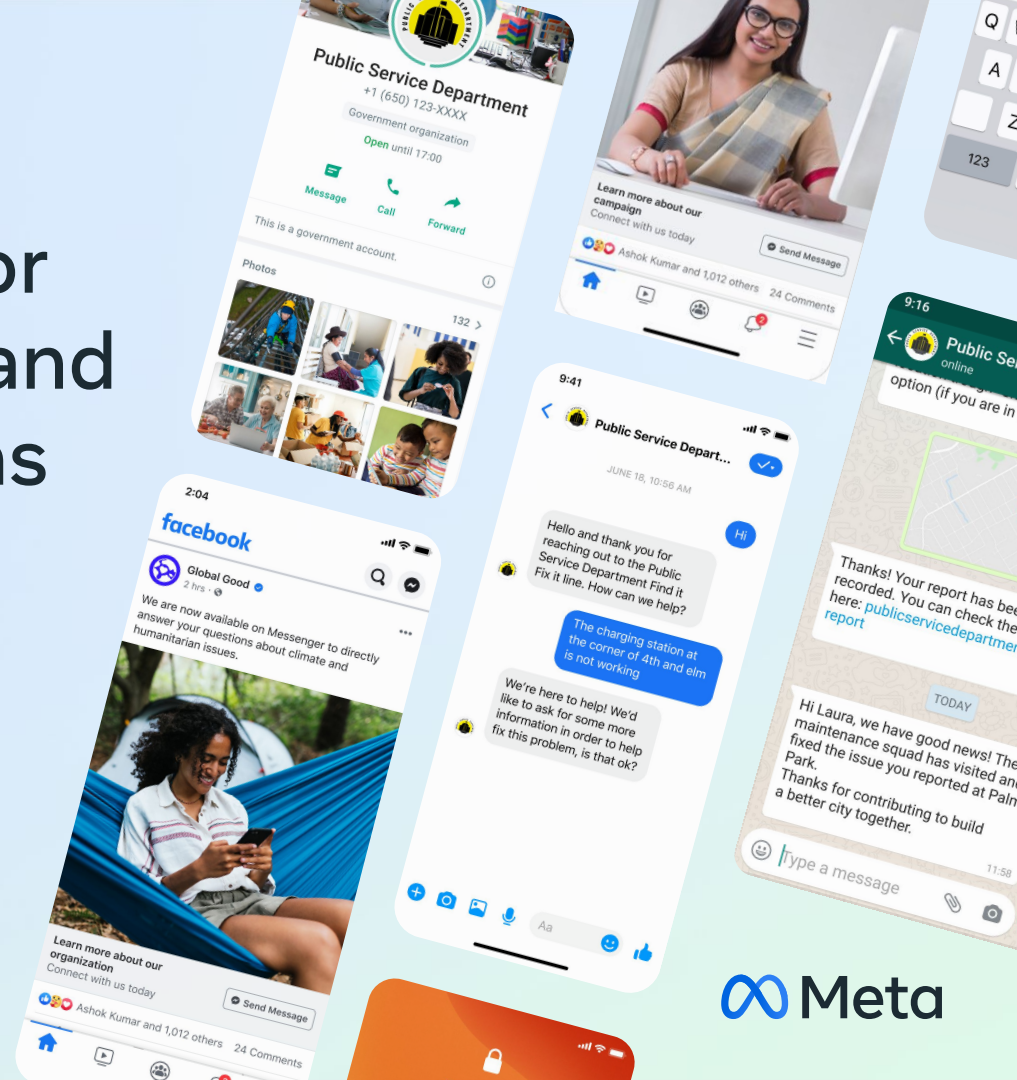


Business Messaging for government, political and nonprofit organizations

Connecting with your community through meaningful conversations



The next era of engagement is now



FACE TO FACE



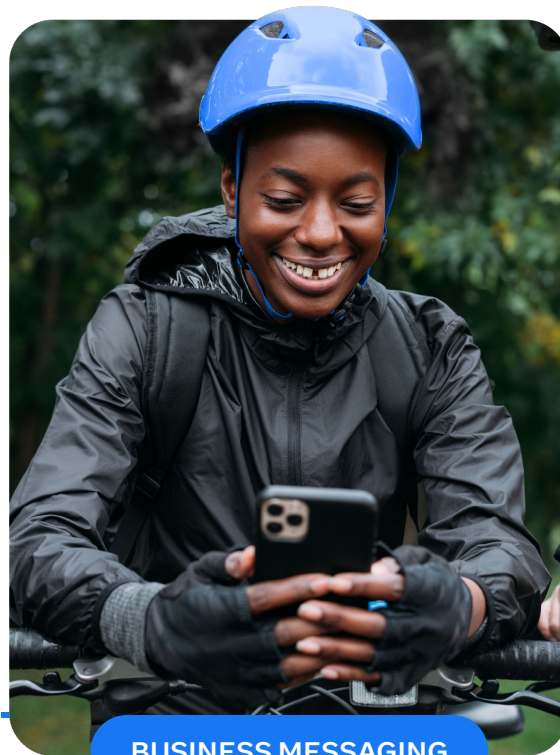
MAIL/PHONE



WEBSITES



APPS



BUSINESS MESSAGING

Personal engagement at scale on
people's preferred messaging
channels, powered by AI



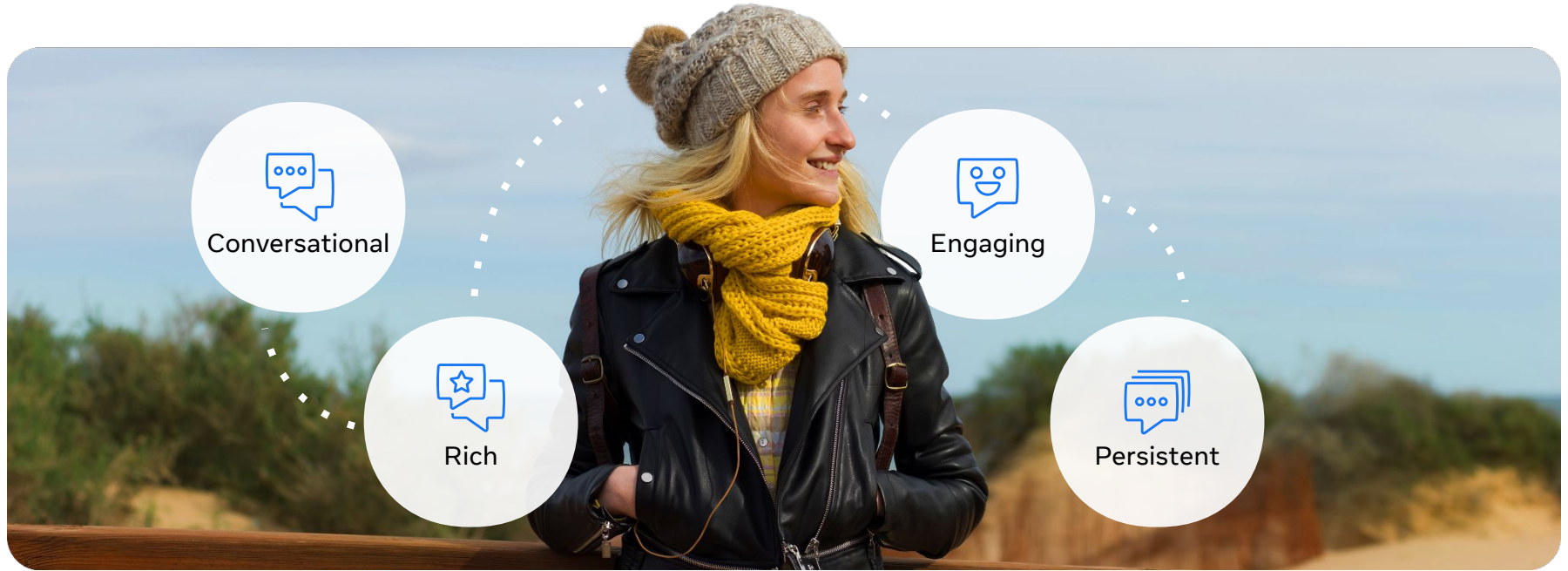
METaverse



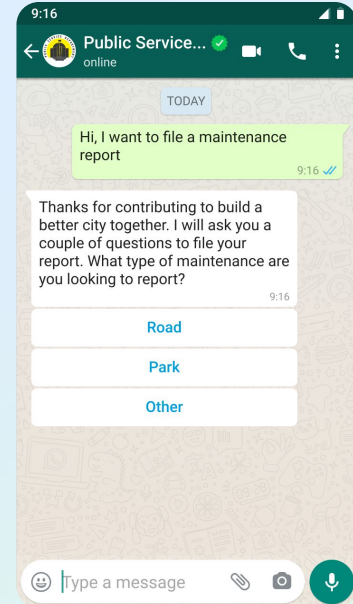
BUSINESS MESSAGING

To engage your community in valuable,
relationship-building conversations on their
preferred messaging platform.

Messaging is transforming communication.



And complements your existing communication strategy.



EXISTING CAMPAIGN



BUSINESS MESSAGING

Messaging can be a powerful tool for government organizations.

To assist with specific goals

- Crisis support
- Community assistance
- Sharing public service announcements
- Providing information to your citizens
- Digitizing public services for efficiency

To provide ongoing support:

- PSAs
- Improving citizen experience
- Responding to comments privately
- Addressing negative posts offline

Messaging can be a powerful tool for candidates for office.

To assist with specific goals:

- Recruiting volunteers
- Driving traffic to your website
- Getting out the vote leading up to election day
- Building supporter list
- Two-way communication with supporters

To provide ongoing support:

- Responding to comments privately
- Addressing negative posts offline

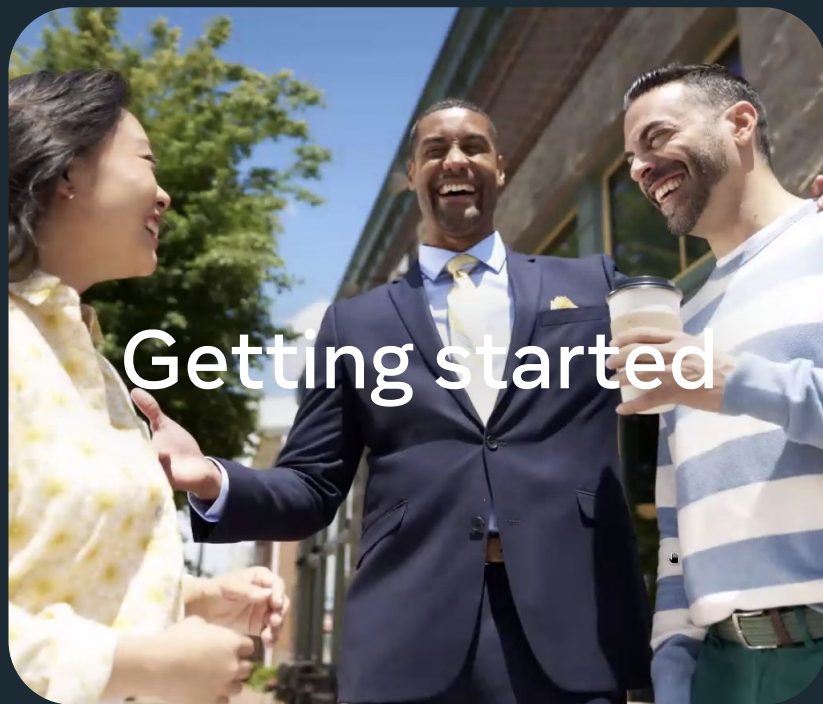
Messaging can be a powerful tool for nonprofit organizations.

To assist with specific goals

- Provide critical support during a crisis
- Create access to information and assistance for your communities
- Engage supporters to help with fundraising goals
- Recruit supporters
- Drive traffic to your website

To provide ongoing support:

- Responding to comments privately
- Addressing negative posts offline
- Supporter engagement



Getting started

Three Platforms with Unique Benefits



Messenger can create more meaningful connections between your organization and your community.



Remove friction and drive efficiency to evolve your community's expectations.



Reach your community with important messages on Instagram.

Create your messaging strategy



Audience

Who is your audience, what Meta messaging products do they use and what do they use them for?



Objectives

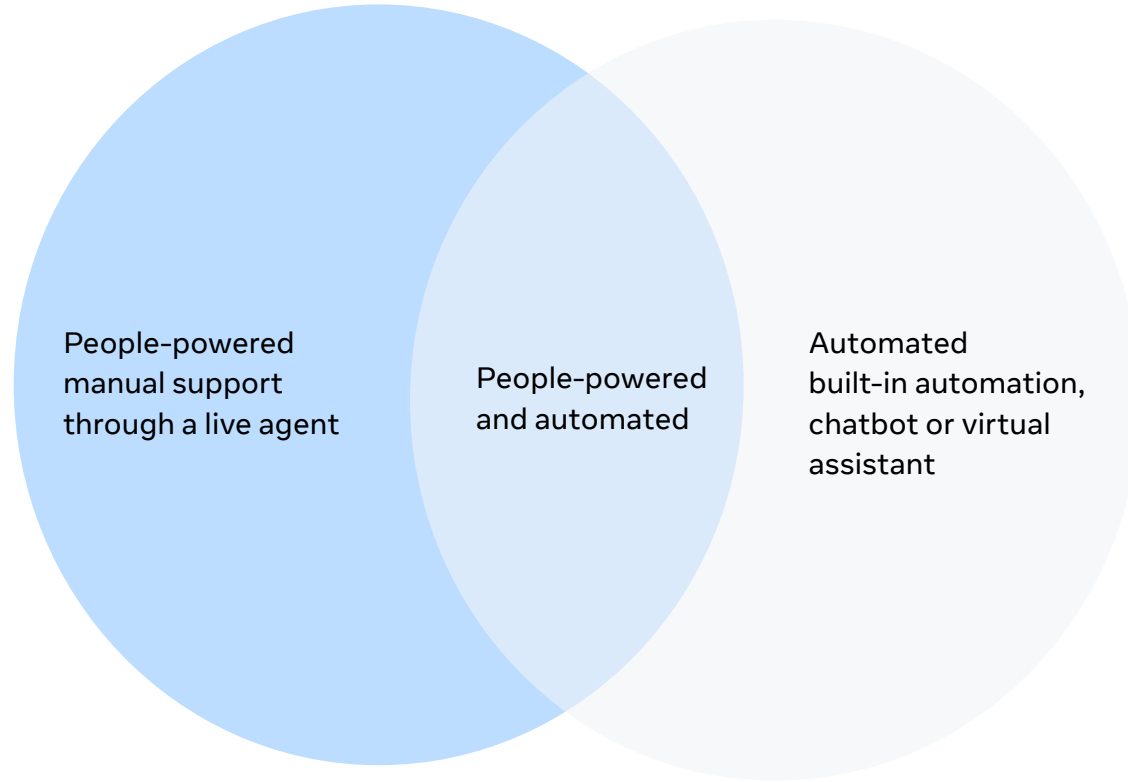
What do you want to achieve through direct engagement?



Activation

How are you going to do it?

Options for activation



Provide on-demand support with a chatbot

- 01 Share important updates quickly and at scale
- 02 Answer FAQs or routine inquiries
- 03 Show rapid response during an emergency or crisis
- 04 Offer 24/7 support, without additional workload on staff
- 05 Provide assistance in local languages





Messaging inspires trust.

Messenger can create more meaningful connections between your organization and your community. It can enable people to connect directly with you at every stage of the journey.

59%

Of people surveyed agreed the ability to communicate with their government on social media apps **helps to build trust between them and their government organizations**



Messenger use cases



Answering FAQs

Raising awareness about an upcoming event

Conducting lead generation

Recruiting volunteers

Allowing private conversations for sensitive topics

Deepen relationships with your community



Set a welcome greeting

Greet people rapidly with Instant Replies

Use an away message

Save time with saved replies

Conversation entry points on Messenger



Customer chat plugin

Send to Messenger plugin

Checkbox plugin

Call-to-action

M.me links

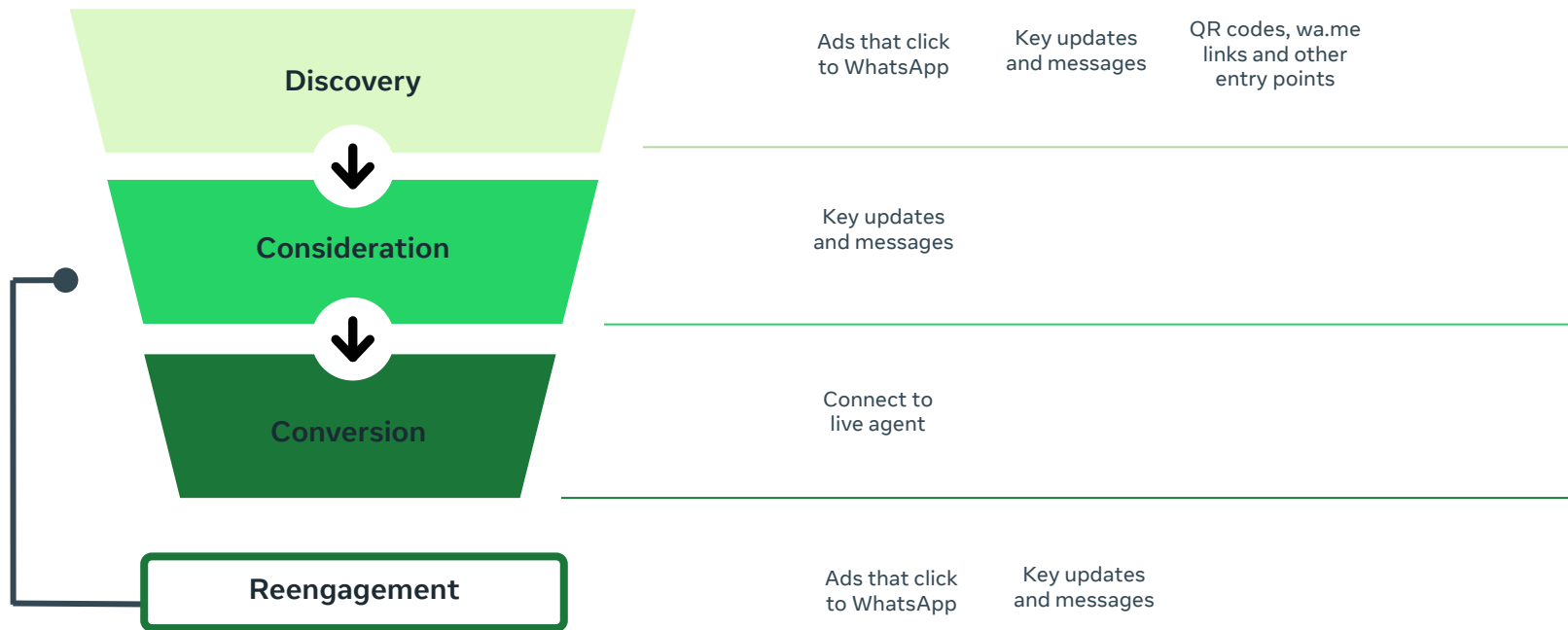
WhatsApp ecosystem

WhatsApp Messenger

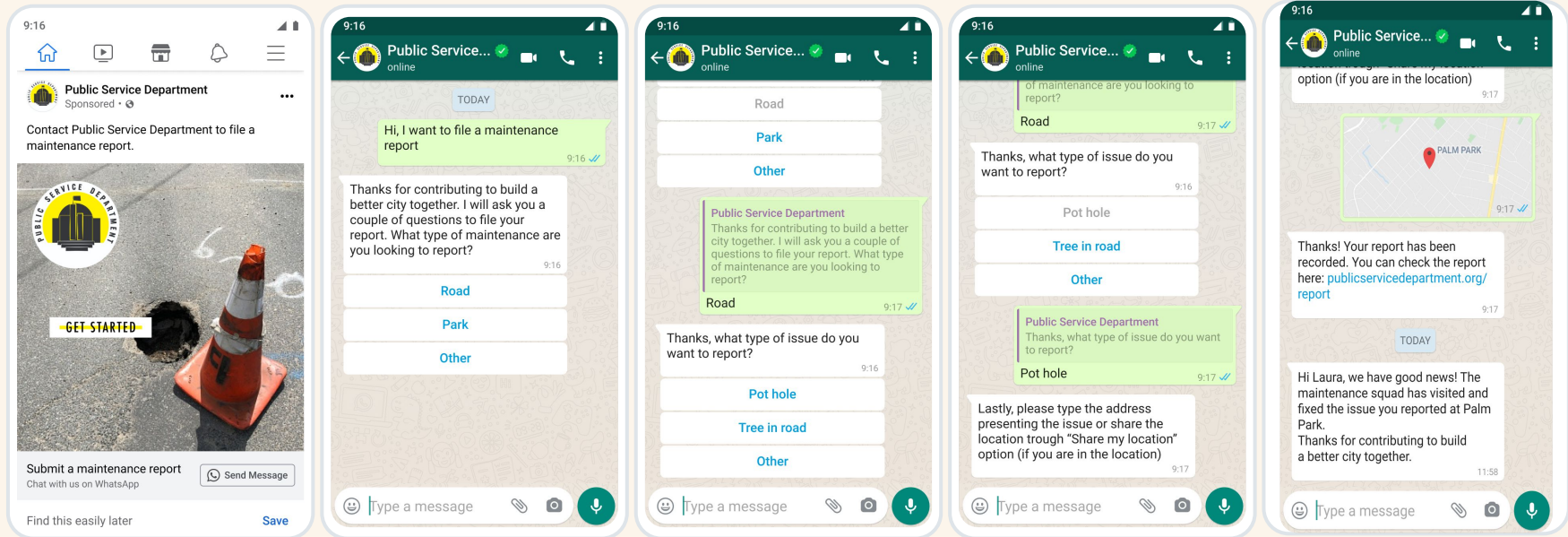
WhatsApp Business app

WhatsApp Business Platform

The WhatsApp Business Platform drives value across the funnel



Propel the conversation



Discovery

Consideration

Engagement

Service

Reengage

Start more conversations on Instagram Direct



Instagram Direct is an in-app messaging product that allows you to privately exchange text, photos, posts and Stories with one or more people.

With Instagram Direct, you can build community through personal connection at every phase of the journey.

Start more conversations on Instagram Direct



Connect with your community
where they are

Build loyalty and trust

Drive conversions

Use ads to start more conversations

Manage all your messages with ease

Integrate messaging seamlessly across
channels

Get started with Instagram Direct



- 01 Make sure you have an Instagram Business account
- 02 Familiarize yourself with the Inbox and Thread management features such as Primary and General inbox tabs, thread filters and flags
- 03 Set up messaging efficiency features such as Saved Replies and Frequently Asked Questions to make it easier and faster to engage in conversations at scale

Best practices across messaging platforms



Create the best messaging experiences

Respond to messages in a timely manner

Incorporate your organization's voice

Make every conversation count

Use automation features to increase efficiency



Communicate regularly with a consistent voice

Be responsive

Keep your audience engaged and build community by regularly responding to messages in your Inbox.

Align platform strategies

If you're using two different messaging platforms for different audiences/purposes, ensure that the experience is consistent across the platforms.

Consider content

Consider the type of content you want to share across messaging apps vs. other platforms.

Build and show your online persona

Messaging is a very personal experience. Think about what your online persona says about the methods of your organization. Consider your tone of voice - ensure it is professional, but also conversational and helpful.

Amplify your messaging campaign



Ads that support messaging experiences.



Ads that click to Messenger or WhatsApp

Send people to your chat thread on Messenger or WhatsApp, respectively



Ads that click to Instagram Direct

Send people from ads into Direct conversations with your organization. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.



Sponsored Messages on Messenger

Send information and updates directly to the people your organization interacts with on Messenger.

Tips for your ads that click to message campaign



Optimize delivery
of your ads.



Set expectations
that your ad will
open a conversation.



Set up a greeting for
people after they
click on your ad.



Create an automated
response for instant
communication.

How to set up a click-to-message ad

To begin, go to Ads Manager and click the green Create button:

- 01 Choose the Engagement objective.
- 02 Name the campaign and set your budget.
- 03 Set the engagement option to Messaging apps and select Messenger, WhatsApp or Instagram.
- 04 Set your ad duration, define your audience and select your ad format to complete setup.
- 05 Create a messaging template to customize the greeting people see after tapping you ad.
- 06 Edit your ad, publish and you're done!



Potential use cases for ads that click to message

Reach and engage people who are most likely to respond to public service announcements (PSAs) or educational information.

Register people for government services.

Drive people to your WhatsApp chatbot from ads on Facebook or Instagram.

Potential use cases for ads that click to message

Reach and engage people who are most likely to respond to educational information.

Register people for campaign events or your newsletter.

Building a messaging ecosystem

Let more people find and interact with your messaging experience by highlighting its presence and benefits through advertising.





Creative considerations

Consider multiple formats and placements across Meta platforms to drive people to your messaging experience.

Ads that click to message

- Feed Ads
- Facebook and Instagram Stories Ads

Measuring success



Ads that click to Messenger

- Messaging conversations started
- Messaging connections
- New messaging connections
- Cost per messaging conversation started

Ads that click to WhatsApp

- WhatsApp conversations started
- WhatsApp responses

Key takeaways

You can build connection, show care and drive consistency to build relationships through messaging.

Communicate directly with your community on the platforms they prefer.

Be timely and set expectations - e.g. let people know when their messaging experience is automated vs when it is a live agent supporting them.

Use messaging to build positive relationships and a positive reputation through good citizen experience.

Consider amplifying your messaging strategy with advertising.

Build a messaging ecosystem that supports your objectives.

Be creative in your approach and consider different formats and placements to drive engagement.



Conversation is at the heart of all relationships - and the relationship you want to build with your community is no different.

We're here to help you build lasting relationships with your community through meaningful conversations, so that every interaction you have on our messaging platforms helps show care and build trust.



THANK

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YOU

