



HELLO!

With the largest community of entertainment fans in the world and over **1 billion people connected to a public figure**, Facebook is the best place for you to reach a global audience. People are their real selves on Facebook, not random screen names or handles.

Fans on both Facebook and Instagram love to hear directly from the entertainment creative community. It's a meaningful part of their media experience.

Used in the right way, the combination of Facebook and Instagram can be just as meaningful for creative talent, especially for those interested in **strengthening your connection with fans, promoting new projects, advocating for a cause, and using the latest creative storytelling technology.**





2 billion people use Facebook every month to stay connected and build meaningful communities, to share and express what matters to them, and to stay informed and entertained.



770M

People are connected to a TV show Page



680M

People are connected to a movie Page



800 million people use Instagram every month to share ordinary and epic experiences through photos and videos.



466M

People are connected to a verified public figure



352M

People are connected to a verified music account



149M

People are connected to a verified TV account



THE TECHNICAL PART

- 01 GETTING STARTED
- 02 REPORT PROBLEMS
- 03 STAY SAFE & COMPLIANT

THE CREATIVE PART

- 01 CREATE CONTENT
- 02 OWN YOUR NARRATIVE
- 03 MAKE A CONNECTION
- 04 GROW YOUR AUDIENCE



Create a Facebook Page

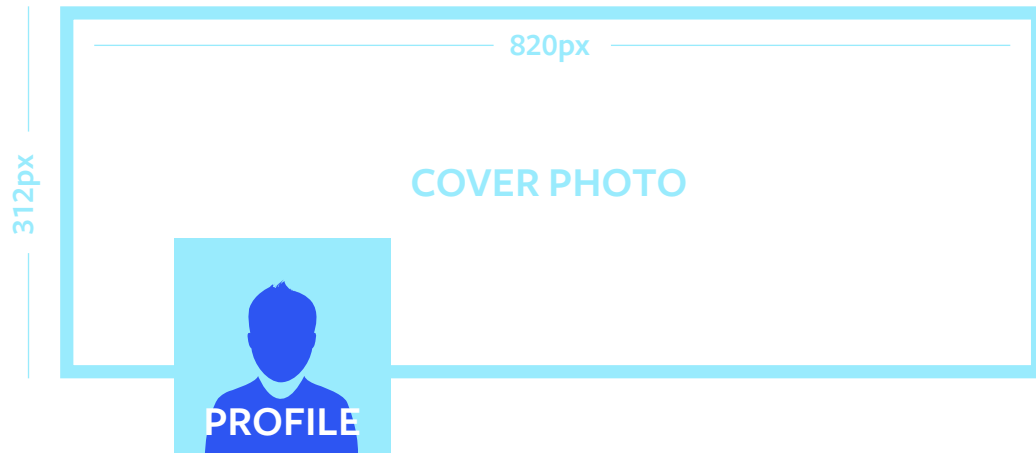
In order to create and manage a Facebook Page, you need to have a Facebook profile. Profiles are used to connect with family and friends. Pages are used to help people build a public presence or brand with a large fan base.

Pages look similar to profiles but offer unique features for having a large audience (such as comment moderation, blocking abuse, and audience insights).

Before you create a Page, you'll need two items (can be a photo or video):



- One for your profile picture
 - Photo (ideally 180x180 pixels)
 - Video (same dimensions, up to 7 seconds long)



- One for the cover photo
 - Photo (ideally 820 pixels wide by 312 pixels tall)
 - Video (ideally 820 pixels wide x 456 pixels tall; 20-90 seconds long).

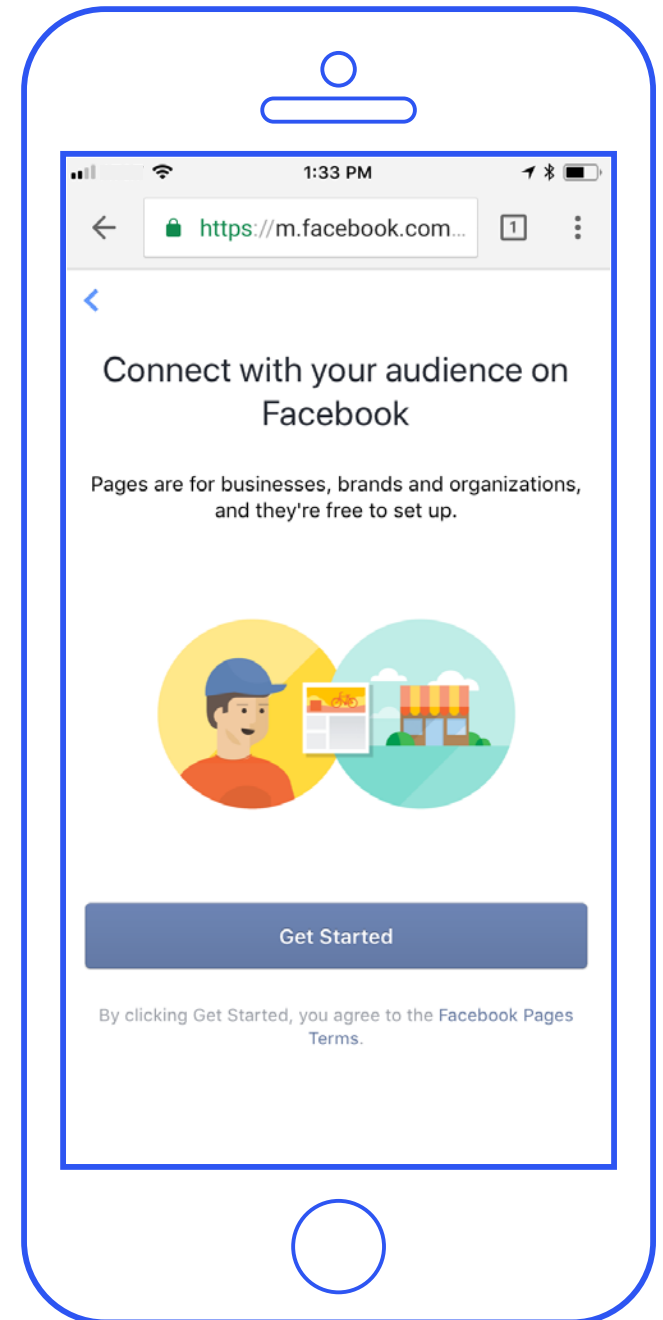
Your profile and cover photo/video can be a favorite personal moment or a powerful shot from your recent or upcoming work.

To create a Page:

1. Login to Facebook and go to facebook.com/pages/create
2. Choose Artist, Band or Public Figure
3. Select a more specific category from the drop-down menu (e.g. Public Figure, Actor, Producer, Writer)
4. Enter your name as you'd like it to appear on the Page.
 - If your desired Page name is already taken by a fan Page, add in "Official" or another variation so that you can move forward. After you complete the Page, reach out to us and we can fix the name and assist with other operation requests.
5. Click Get Started.

After you click Get Started, follow the prompts (but feel free to skip sections not outlined below):

1. About: Add a few sentences to introduce yourself.
2. Choose a URL that is consistent and easy to find at facebook.com/yourname.
3. Add your profile and cover pictures/videos.



FACEBOOK PAGE SETTINGS

While on your Page, go to **Settings** at the top right corner. We suggest the following options under the **General** menu:

- **Visitor Posts:** Choose Disable posts by other people on the Page.
- **Messages:** Uncheck the box if you don't want people to be able to contact the Page privately.
- **Tagging Ability:** Uncheck the box so that others will not be able to add unrelated tags to your posts.
- **Others Tagging this Page:** Check the box to allow others to tag your Page in their own posts and help it grow.
- **Page Moderation:** Add words here that you do not want to be allowed in the comments on your Page.
- **Profanity Filter:** You can choose whether to block profanity from your Page, and to what degree.



Under the **Edit Page** menu, you can arrange the tabs that appear on the left side of your Page. We suggest:

- Turn off **Use default tabs**.
- Turn off the **Review tab**.
 - If you see Review as an option in the list of tabs, click the Settings button next to it, then switch it to Off.

[Learn more about customizing your Facebook Page here.](#)

FACEBOOK PAGE ROLES

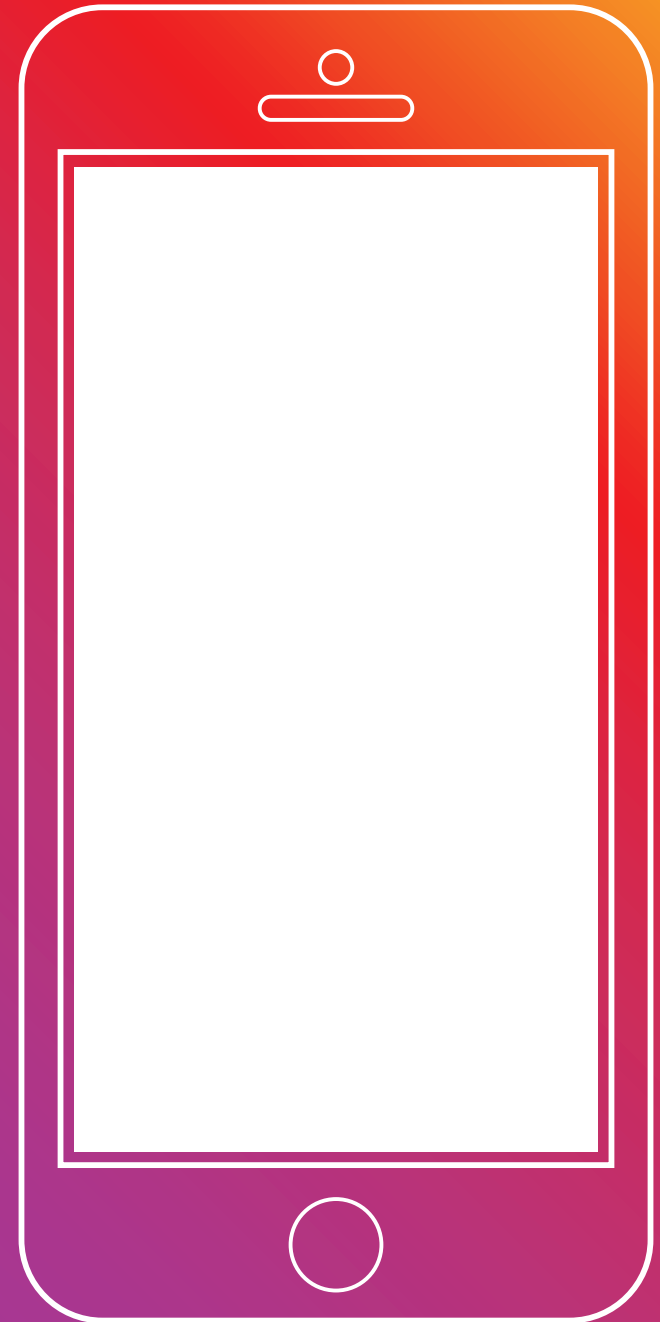
To let other people manage your Page, you can give them specific access (or restrict access) through a Page Role. While looking at your Page Settings, go to Page Roles in the left column to add or delete people. Learn more [here](#).

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads, promotions or boosted posts	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

INSTAGRAM

You have two options for creating Instagram accounts. You can either create an account as an **individual** or as a **business**. If the account is for your show or movie, then choose business, but if it's for you as a person, choose an individual account.

1. Download the Instagram app for iOS from the [App Store](#), Android from [Google Play Store](#) or Windows Phone from the [Windows Phone Store](#).
2. Once the app is installed, tap to open it.
3. Tap **Sign Up**, then enter your email address and tap **Next**. You can also tap **Log in with Facebook** to sign up with your Facebook account.
4. If you register with email, create a [user name](#) and password, fill out your profile info and then tap **Done**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



CONNECT YOUR FACEBOOK AND INSTAGRAM ACCOUNTS

Linking your accounts is an easy way to ensure that every time you share something to Instagram, it will automatically be shared natively to your Facebook Page.

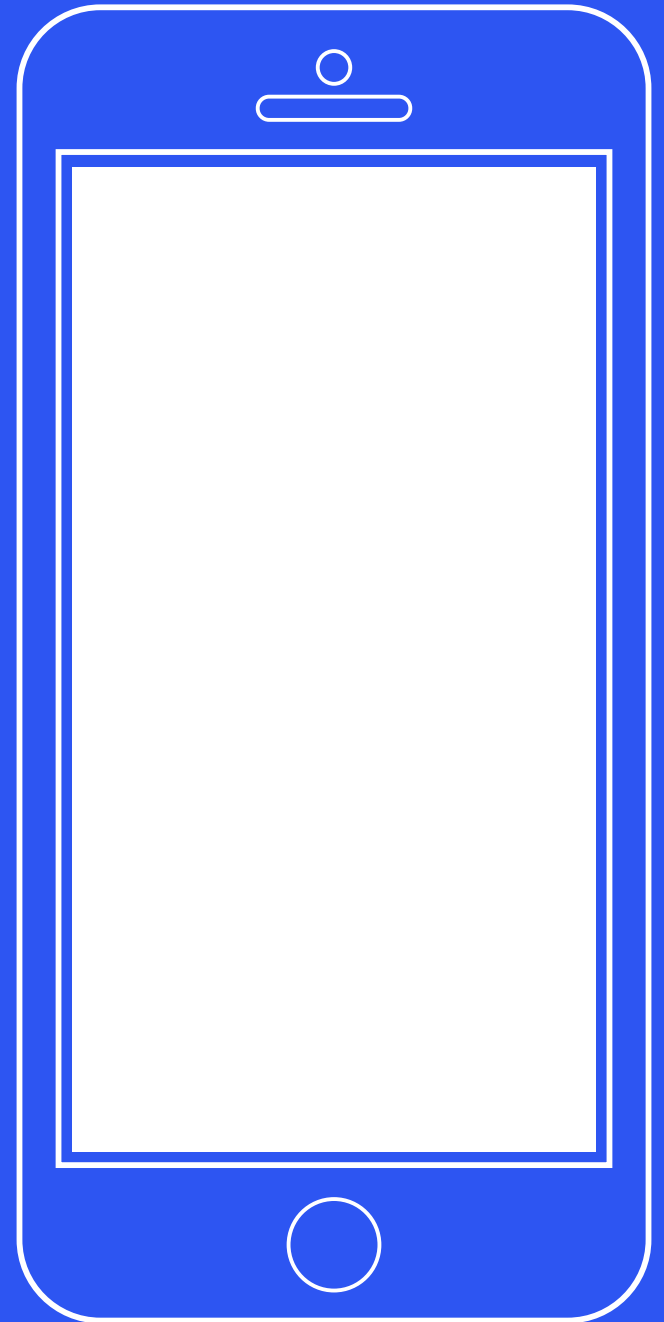
1. On desktop, log in to the Instagram account you want to connect (www.instagram.com).
2. Using a separate tab in your browser, log in to your Facebook Page.
3. Navigate to facebook.com/pages/instagram.
4. Tap **Connect to Instagram**.



Introduce Yourself

Set the tone for your online presence. Your first post can be funny, opinionated, break an exclusive piece of news, or highlight a throwback moment.

If you have other social media or online presences, let those fans know about your new accounts.





To foster free and open dialogue, we often allow the Facebook community to speak freely and criticize public figures, including elected officials, athletes, actors, etc.

However, we prohibit the harassment of anyone, which often takes the form of repeated and unwanted contact through messages and comments.

If you ever feel threatened by someone, we encourage you to contact your local authorities.

For general support, search and submit requests at facebook.com/facebookmedia/support.

Facebook

REPORT ABUSIVE CONTENT

The best way to report abusive content or spam is by using the report tools that appear near the content itself. We will review the report and take appropriate action.

To report a comment on Facebook:

- On desktop, In the top right of the comment, click X. On mobile, press and hold down on the comment.
- Select Report.

See instructions for how to report all types of Facebook content (including events, messages, and groups) [here](#).

Remember: When you report an inappropriate comment, your report is anonymous and your information isn't shared with the person who posted the comment.

COMMENT MODERATION

BLOCKING WORDS ON YOUR PAGE

When people include a word you've blocked in a post or comment on your Page, it'll be automatically marked as spam.

To block words:

1. Click **Settings** at the top of your Page.
2. From **General**, click **Page Moderation**.
3. Type the words you want to block, separated by commas. You'll need to add both the singular and plural forms of the word you want to block.
4. Click **Save Changes**.



PROFANITY FILTER

You can block different degrees of profanity from appearing on your Page. We determine what to block by using the most commonly reported words and phrases marked offensive by the community.

To turn on the profanity filter:

1. Click **Settings** at the top of your Page.
2. From **General**, click **Profanity Filter**.
3. Select **Medium** or **Strong**.
4. Click **Save Changes**.



HIDE COMMENTS

When you hide a comment from a post on your Page, the comment will only be visible to the person who wrote it and their friends. To hide a comment from a post on your Page:

1. Hover over the comment
2. Click and select **Hide Comment**



DELETE COMMENTS

When you delete a comment from a post on your Page, the comment will be permanently removed from the post. To delete a comment from a post on your Page:

1. Hover over the comment
2. Click and select **Hide Comment**
3. Click **Delete**



BAN USERS

There are several ways to ban a person or another Page from your Page.

[Learn more here.](#)

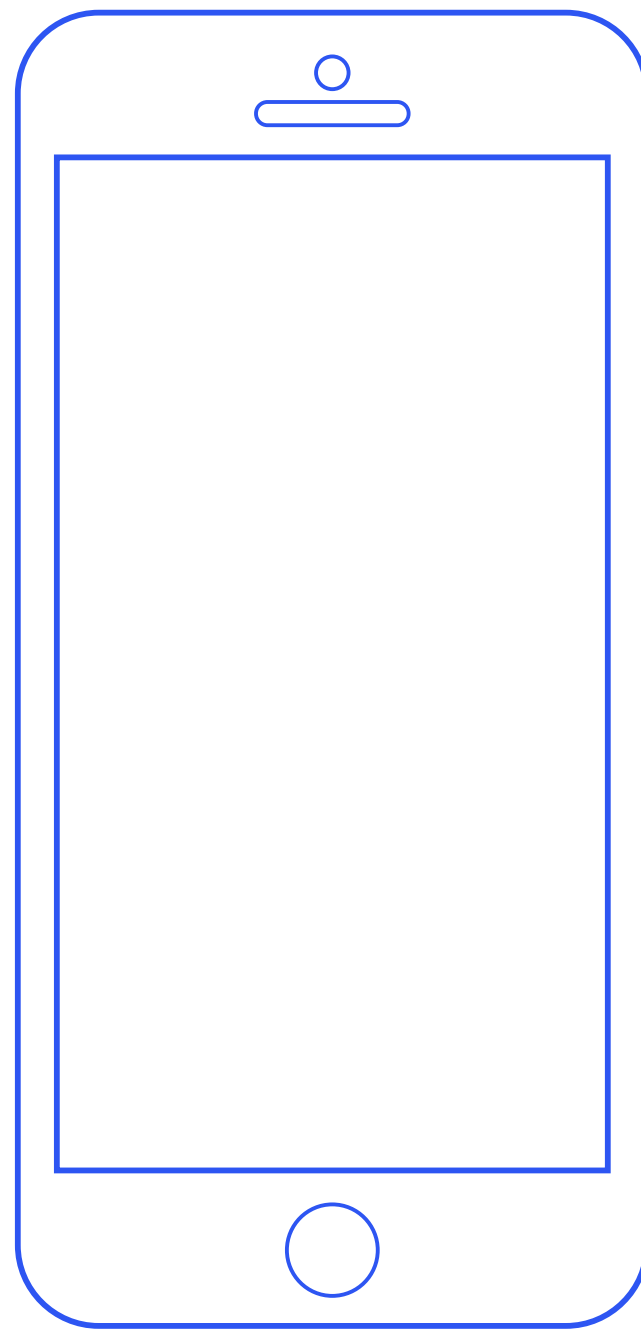
From the people who like your Page:

1. Go to **Page Settings**
2. Click **People and Other Pages** in the left column
3. Search for the person you want to band and check the box next to their name
4. Click and select **Ban From Page**
5. Click **Confirm**



From a comment on a Page post:

1. Hover over a comment by the person or Page you want to ban
2. Click **Hide Comment**
3. Click **Ban [Name]**



Instagram

For general support, you can search help.instagram.com.

TO REPORT A POST ON INSTAGRAM:

1. Tap the speech bubble icon below the photo
2. Swipe your finger to the left over the comment you'd like to report
3. Tap the exclamation stop sign icon
4. Tap **Report Abuse**



See instructions for how to report other content, like comments, on Instagram [here](#).

ENABLE COMMENT MODERATION:

1. Go to your Instagram profile in the app
2. Click the wheel at the top right
3. Under **Settings**, tap **Comments**
4. Slide **Hide Inappropriate Comments** to **On**, and add specific words, phrases, emojis you'd like to block under **Custom Keywords**
5. Tap **Done**



TURN OFF COMMENTS FOR A SPECIFIC POST:

1. Before posting, go to **Advanced Settings**
2. Select **Turn Off Commenting**
1. If a post is already up, you can tap ... as if you were going to edit it
2. Select **Turn Off Commenting**







Protect Your Accounts

Rest easy after reviewing security tips for [Facebook](#) and [Instagram](#). Your accounts are your intellectual property, so stay on top of who has access to them.

FACEBOOK AND INSTAGRAM GENERAL TIPS

- Never click suspicious links, including links on Facebook, Instagram, or in email, even if they appear to come from a friend or a company you know. If you see a suspicious link on Facebook, report it.
- Keep in mind that Facebook and Instagram will never ask you for your password in an email, and Facebook and Instagram will never reach out to you via Messenger.
- Make sure your email address is not widely known (e.g. not in the description of your videos, on your website, or in your Instagram bio).
- Protect your password. Don't use your Facebook or Instagram password anywhere else online.



FACEBOOK EXTRA SECURITY FEATURES

1. Review your Facebook security settings at <https://www.facebook.com/settings?tab=security>.
2. Turn on login approvals and alerts:
 - When you turn on login approvals, you'll be asked to enter a special security code each time you try to access your Facebook account from a new computer, phone or browser. [Learn more](#).
3. Add trusted contacts
 - Trusted contacts are friends you can reach out to if you ever need help getting into your Facebook account. [Learn more](#).
4. For social media managers who need access to your public Facebook Page, assign them a role. It's always best to assign roles only when necessary to manage your public presence. [Learn more](#).



Read more about keeping your information secure at [facebook.com/facebookmedia/best-practices/security](https://www.facebook.com/facebookmedia/best-practices/security).

ENABLE INSTAGRAM TWO-FACTOR AUTHENTICATION

Two-factor authentication provides an extra layer of security in the login process by requiring both something you know (account password) and something you have (a mobile phone). If someone has your password but does not have your phone, they cannot access your account.

1. From your Instagram profile, click the gear icon to go to **Options**. Tap **Two-Factor Authentication**.
2. Toggle **Require Security Code** to the 'on' position.
3. Add a phone number if there isn't already one on the account.
4. Enter the confirmation code sent via SMS and click **Done**.



You can also use two-factor authentication if several devices are used to manage your account. When you first set two-factor up, you will be required to enter a code on each device. The code will be sent to the phone number provided while enabling two-factor authentication. Multiple phone numbers are not supported.

KNOW OUR CONTENT POLICIES

Think twice before posting content that might violate our [Community Standards](#). Always be sure you own the rights or have permission to use the content you post. Keep in mind that there are penalties for violating our policies, which include having a post removed from the platform.

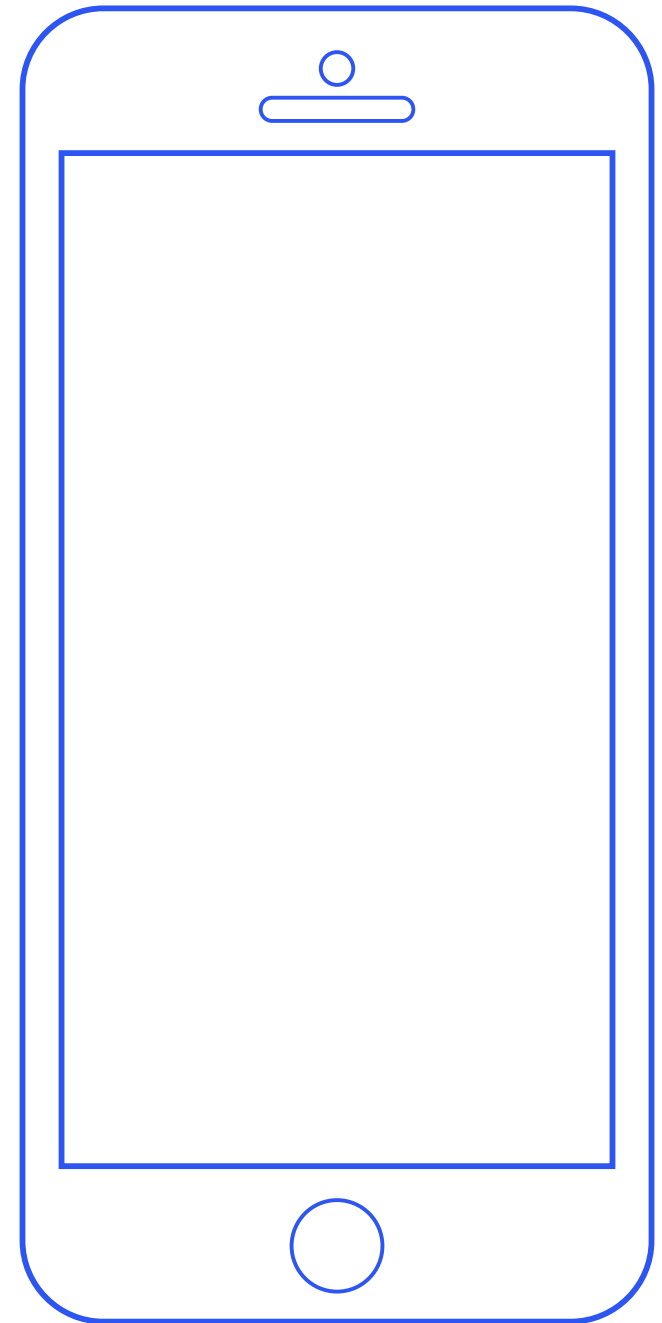
Please reach out to us if you have any issues related to intellectual property and pay close attention if you ever receive a notification from us on this topic.



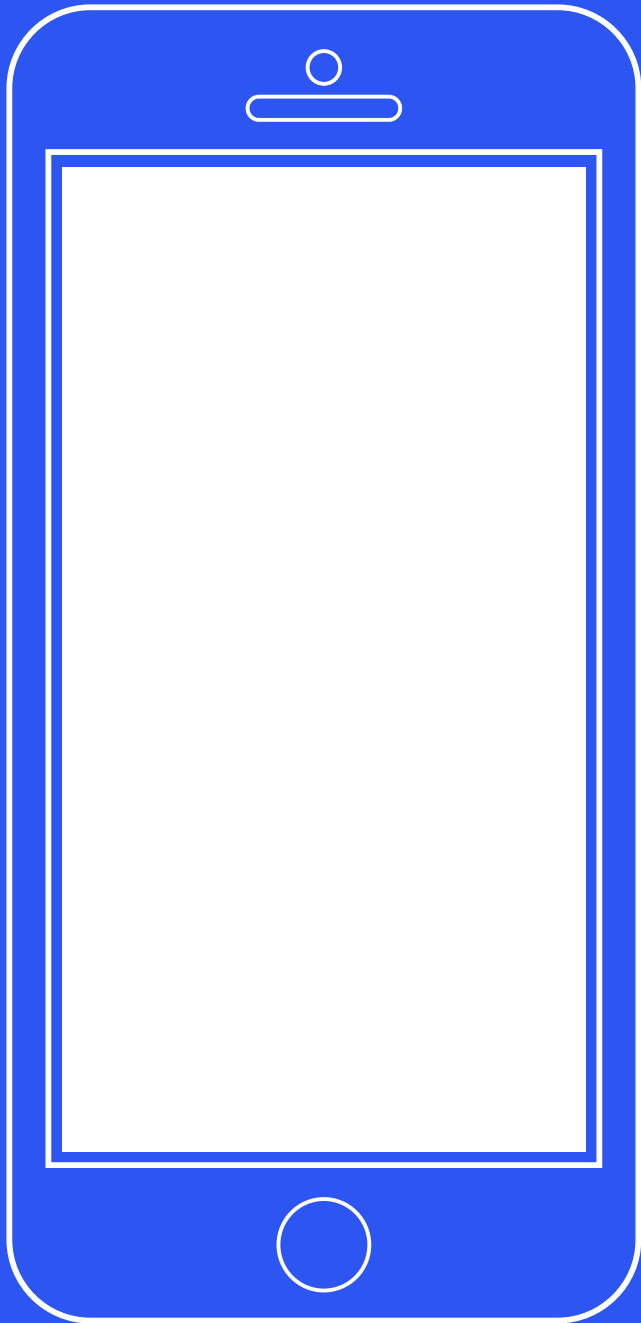
BRANDED CONTENT POLICY

Content that specifically mentions or features third party products, brands, or sponsors is defined as branded content on Facebook and Instagram.

You can share branded content on Facebook and Instagram as long as you follow the branded content policy and ads policy and use the branded content tool to tag marketers in the posts. [Learn more here](#).







Post Regularly

Publishing consistently can help grow your audience.

Consider breaking news to your loyal fans on Facebook and Instagram first and responding to news directly to control your narrative.

Don't fear posting too frequently! Facebook and Instagram feeds (what someone sees right after they log in) are personalized home pages with an ever-changing collection of posts from all of one's connections. These feeds aim to only surface the most relevant content to people, so fans shouldn't feel spammed.



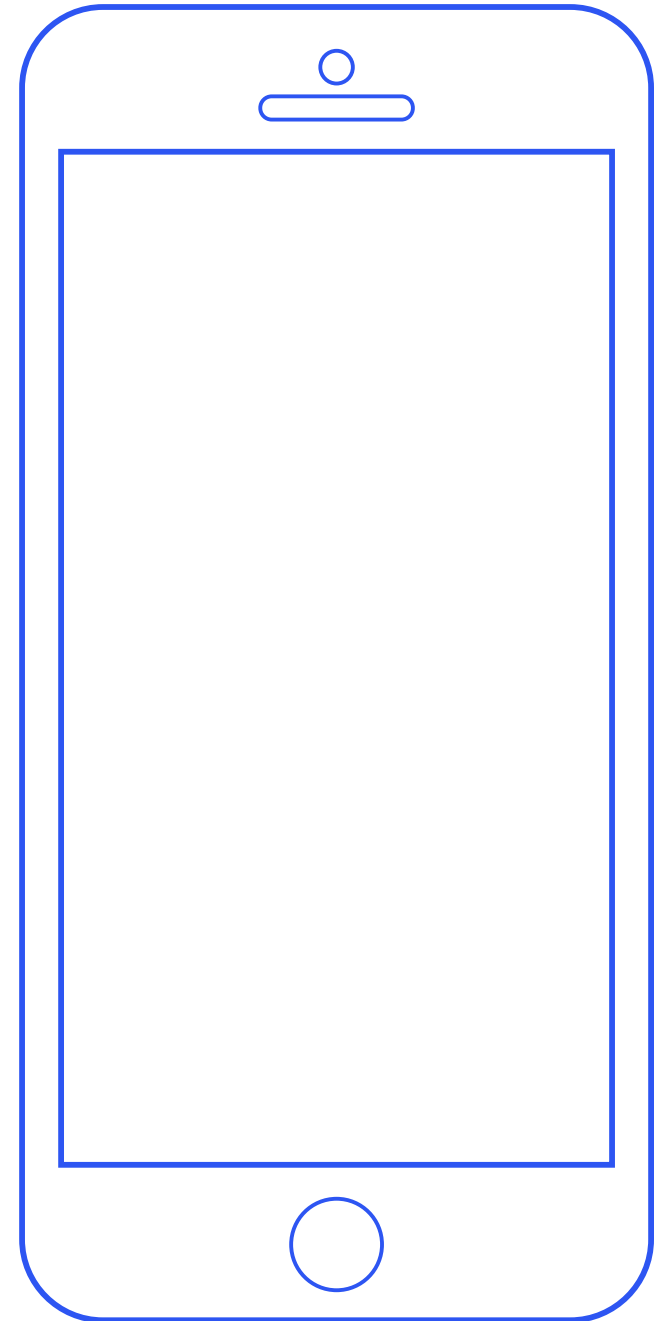
Provide Context

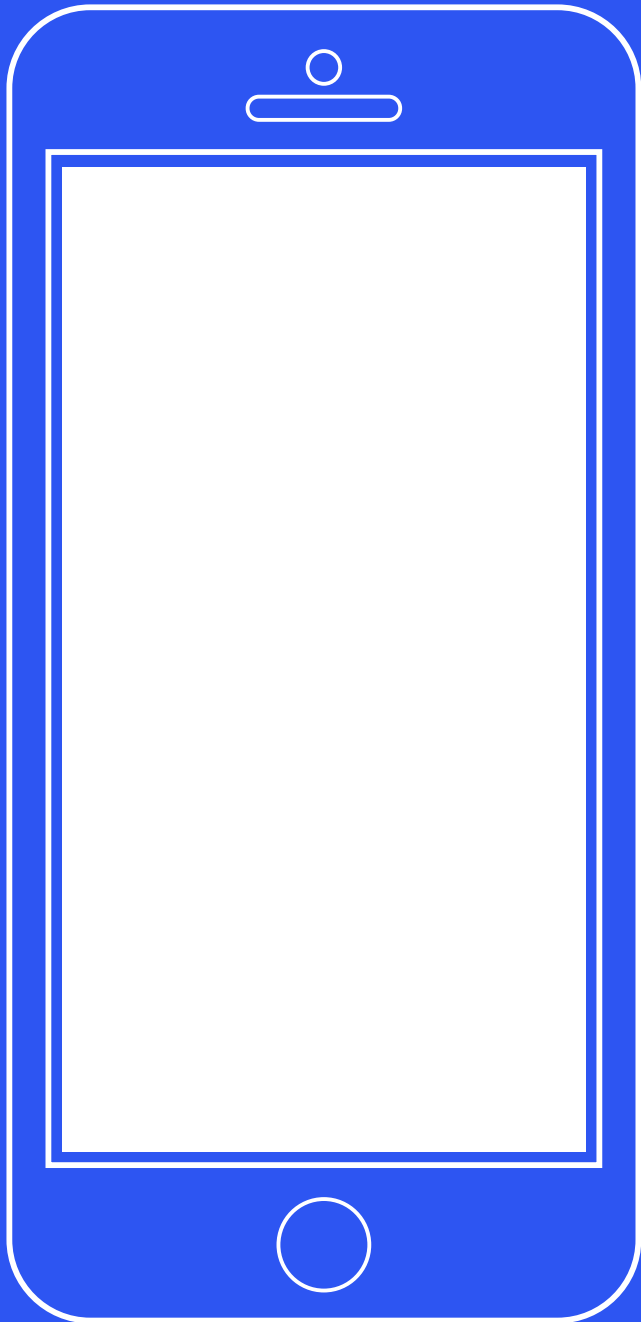
Don't forget the basics. No matter what type of content you post - whether long-form or stream of consciousness - we recommend adding a description to your posts.



Experiment and Get Creative

People love hearing your news and announcements on Facebook and Instagram, and they feel especially rewarded when they get to be the first to see the promo for your latest project directly from you.





CREATE ON FACEBOOK

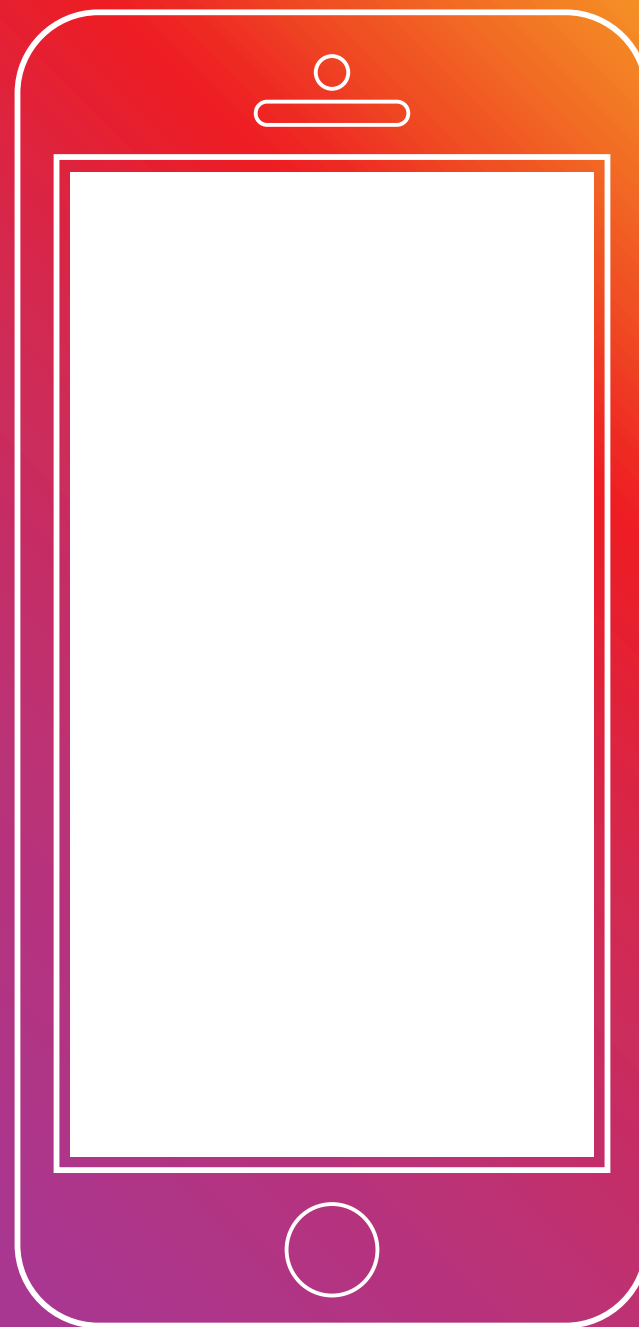
- Engage with your audience directly through [Facebook Live](#)
 - Over the past year, daily watch time for Facebook Live broadcasts has grown by more than 4x!
- Create professional quality videos, add graphics, schedule live broadcasts, and more with the [Facebook Live API](#)
- Post photos and create photo albums
- Upload high-quality videos
- Express yourself through short and long form text
- Start a [fundraiser](#) for your favorite nonprofit
- Experiment with [360 videos](#) and photos
- Create a Facebook [Group](#) where your fans can interact with each other
- Post [Stories](#) that are only visible for 24 hours
- Find the right people, capture their attention, and get results [through advertising](#)



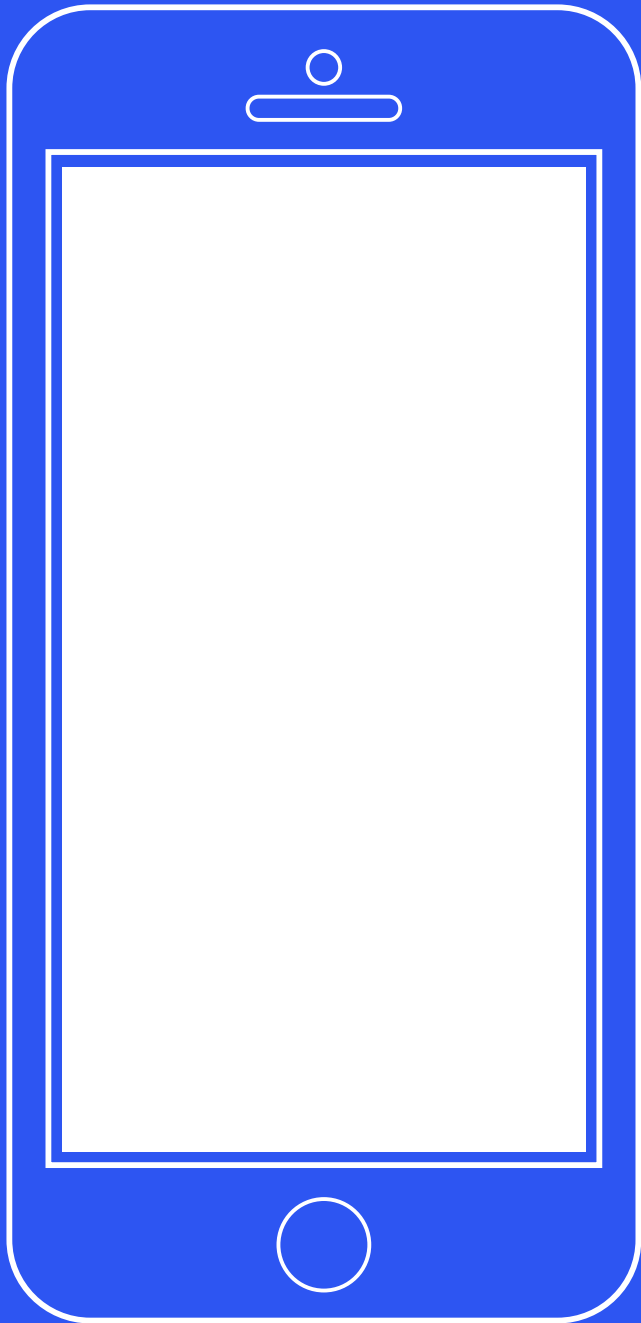
CREATE ON INSTAGRAM

- Immerse fans in your everyday world with *Stories* that disappear after 24 hours.
 - Since they disappear, Instagram Stories are a fun way to take people behind the scenes in a very raw, uncut way!
- Share memorable moments through *multiple photos and videos* in one post.
- Add special filters, face masks, stickers, polls, and more.
- Flex your creativity through Instagram apps like *Layout*, *Hyperlapse*, and *Boomerang*.
- Share *live video* to bring fans with you in the moment.
 - Live video on Instagram is ephemeral and can disappear the moment you're done or you can share it to your Stories for 24 hours.
- Share your story with a wider audience *through advertising*.

Everyone has different types of content they enjoy engaging with, so creating diverse content will increase your chances of satisfying a wider audience. Don't be afraid to try new things!







Promote Your Projects

Start early and think about the type of content you can create for each new project to complement the promotion.

Even if you can't reveal much about your project before its release, capture and save photos and videos for a later time when they can help with continuing buzz.



A few ideas to get you started:

PRE-PRODUCTION

- First-looks at scripts/covers
- Table reads
- Preparing/transforming for a role



DURING PRODUCTION

- Interview the crew
- First/last day on set
- Routine to get into character
- From the makeup chair
- Wrap party
- Set snacks



POST-PRODUCTION

- Share articles about your project
- Watch-parties with your cast, friends, or family
- Ask the studio/network for assets that you can share
- Tune-in posts to remind the audience about the premiere
- Q&As



Support Your Cause

To support a nonprofit or cause that you care about, use Facebook and Instagram to help promote their work and even help fundraise.

It helps to explain why the cause is important to you and to make sure you're comfortable answering questions about the work of the organization.

DONATE BUTTON IN FACEBOOK LIVE

Verified Facebook Pages even have the ability to add a Donate Button in their posts and live videos to raise money on behalf of a nonprofit organization.

Note: For verified Pages, only Page administrators can add a donate button to a live video and the donate button can only support a nonprofit.

To add a Donate Button to your live video using the Facebook for iOS app:

1. Tap **Live** at the top of the News Feed of your profile or verified Page
2. Tap ...
3. Tap **Add Donate Button**
4. Select a nonprofit or fundraiser you created
5. Tap **Go Live**



Everyday Passions

What are you passionate about? What would you be comfortable sharing on a regular basis? Think about 10 different categories of content that fits this criteria. Even your normal routine can be fascinating to your fans.

If something sticks, consider creating a recurring content series.

Category examples:

- Work updates and announcements
- The latest recipe I'm testing
- My latest hiking trip/ surfing outing
- My new favorite band/song
- What I'm reading
- Today's breakfast
- My workout
- Meet a member of my crew/friends/family
- Fan Art
- Personal life updates
- Quote of the Day
- Travels and trips

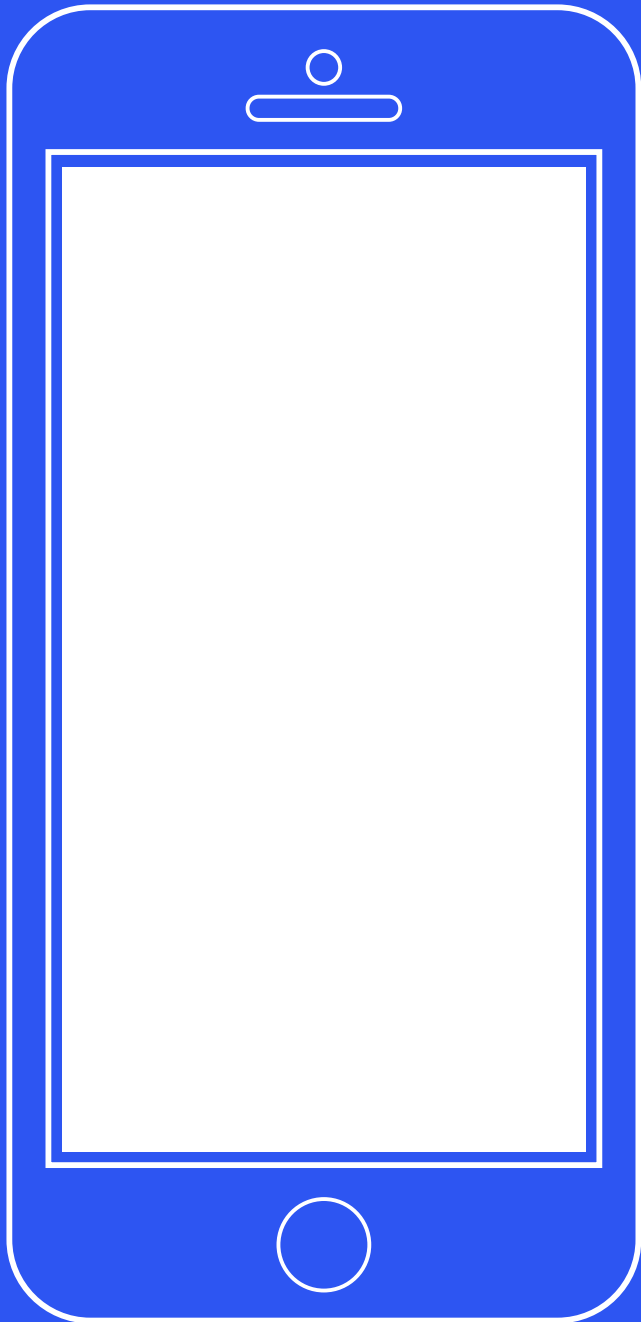


Consider creating a content calendar for your first month to help you get into a posting routine that you can realistically stick to. You can also schedule posts ahead of time to stay consistent.

It's Not All About You (Well, Not Always.)

Celebrate cast mates, friends, and other creators. Sharing posts from others is a simple way to post more frequently and allows you to highlight what's important to you. You can also share links to interesting articles that include your own take.





Connect With Fans

- Your fans will love it if you engage with them directly. Show them some love by reacting to or replying directly to comments on your posts.
- When doing a live video on Facebook or Instagram, write a description so that someone joining late knows what you're talking about.
- Give your fans a shout out by name when they join your live video and when replying to questions and comments. Not only is this a great way to show you appreciate them but they're more likely to tell other people to follow you or join your next live.
- Invite fans to join you on screen in your live broadcast on *Facebook* and *Instagram*, no matter where they are.



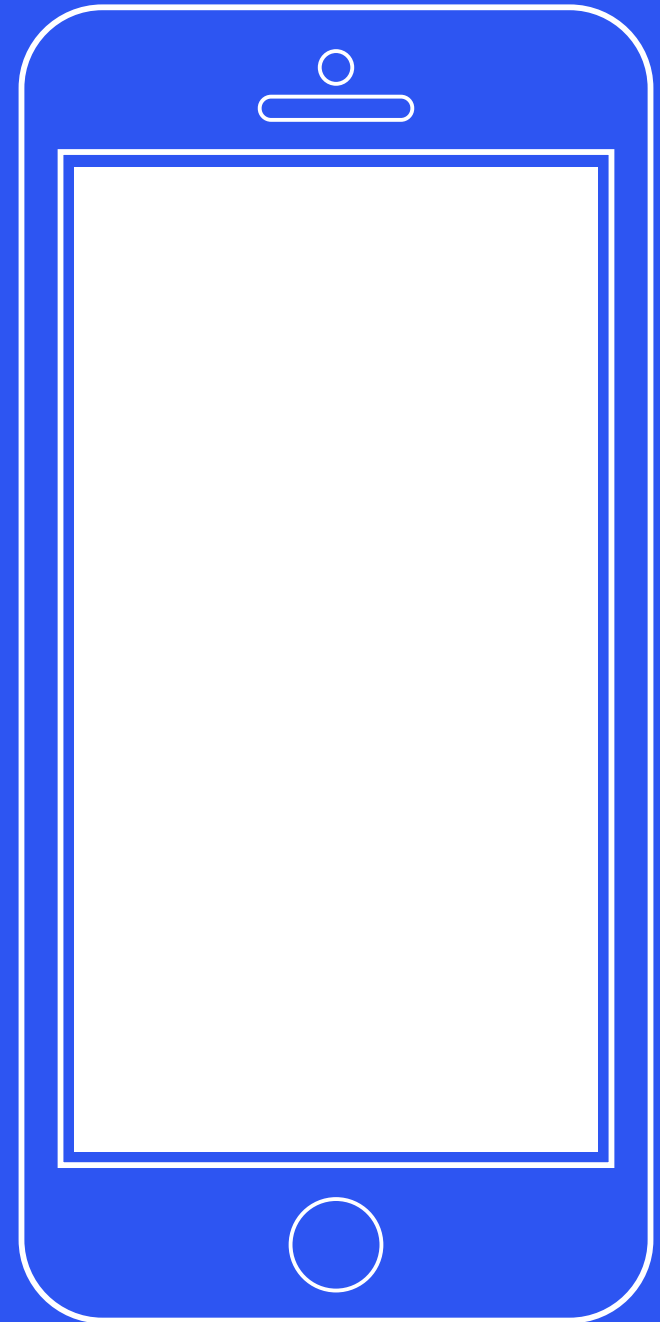
Connect With Fans Through Groups

Build a meaningful community for your fans by creating a *Facebook Group*.

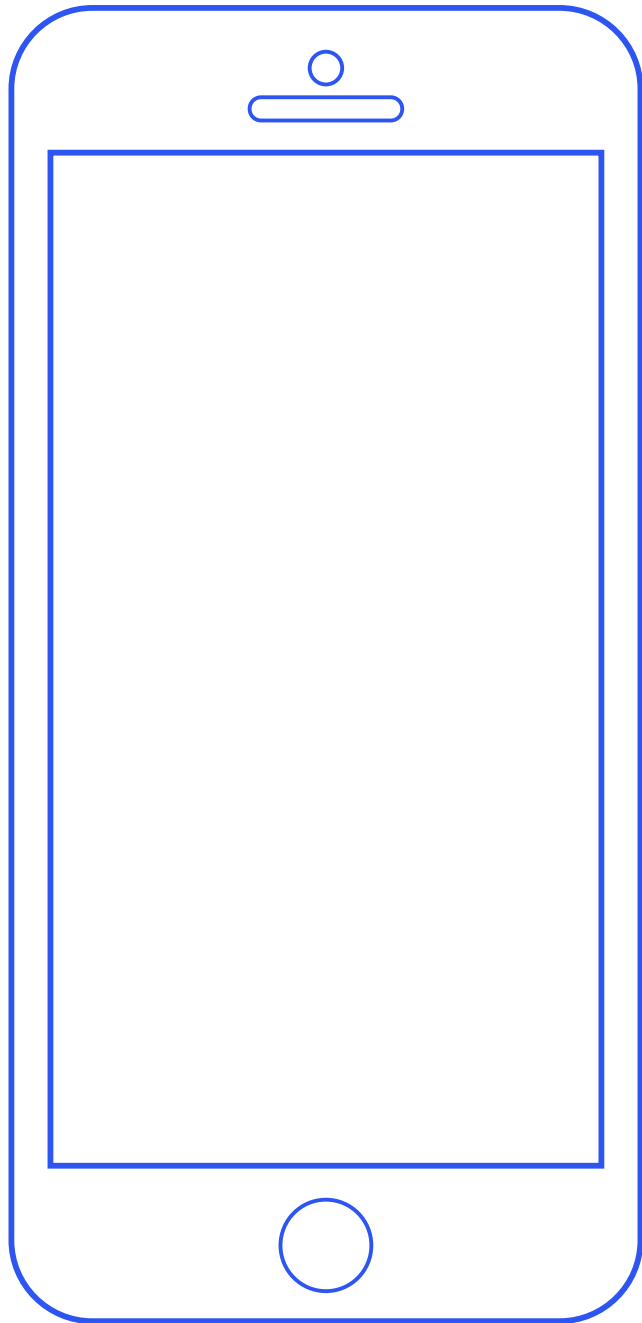
A group is the best place for your fans to share and discuss their shared interests with each other.

To create a group with your Page as the admin:

1. Go to your Page.
2. Click the **Groups** tab in the left column. If you don't see it, *manage your Page's tab and sections* to add the tab.
3. Click **Create Group**.







Expand Your Audience

You might be surprised to know that your favorite film, current project, or fellow cast members have a presence on Facebook and/or Instagram.

To potentially increase the distribution of a post, we recommend tagging Facebook Pages and Instagram accounts that are connected to the content.

Tagging other accounts in your posts and Stories will make them eligible to appear in the Facebook News Feed and/or the Instagram Search and Explore page of people who follow those accounts. It's a great way to show who you're with and who you're thinking of, and if your friends do it for you, you may gain some of their followers!

TO MENTION A FACEBOOK PAGE OR INSTAGRAM ACCOUNT IN A POST OR COMMENT:

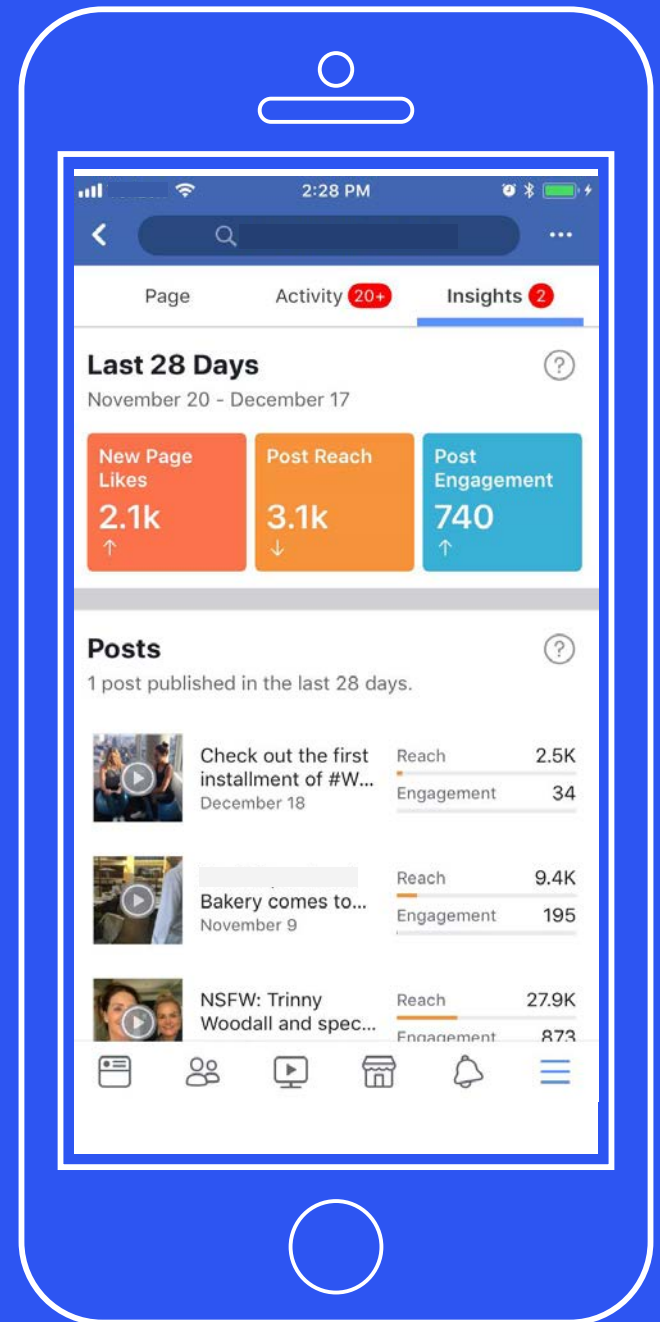
1. Type "@" and then start typing the name
2. Select the Facebook Page / Instagram account from the list that appears

Dig Deeper With Insights

Your *Page Insights* can help you learn more about which content resonates most with your fans.

Use the Insights to:

- See peak times when your fans are online to help inform when you should post
- Check out fan demographics
- Find out what your most engaging post types are
- Discover your top 5 posts
- Dig into your video analytics



Shipped with love from Facebook

PLEASE REACH OUT TO YOUR FACEBOOK
CONTACT WITH ANY QUESTIONS

