WELCOME

SHAPING DEMOCRACY
DESIGN • DIGITAL • TRAINING

OLBC
OHIO LEGISLATIVE BLACK CAUCUS

SHAPING DEMOCRACY
DESIGN • DIGITAL • TRAINING

DIGI

DONUTS

What is Digital Politics?

What is Digital Politics?

Communications performed with and/by digital technology in an effort to promote voting and campaigning for policy change, protest and even revolution.

How are people using digital in politics?

Arab Spring

TUNISIA

ENOUGH
HOW MANY
MORE WILL
TAKE?
NOT ONE MORE
#PROTECTKIDSNOTGUNS
#ENOUGH
"Fighting guns w/ guns" is like Saying "Fight the Texas bomber w/ bombs"
DEFEND
AND THE
ONE LIFE
GUNS
IS GREATER THAN
World
NOW
UGH IS ENOUG

Who ran a great digital campaign?

LIVE
RNC
2016

Brad Parscale

60 MINUTES
Overtime

How much do you think Trump spent on digital in the last few weeks?

$94 Million

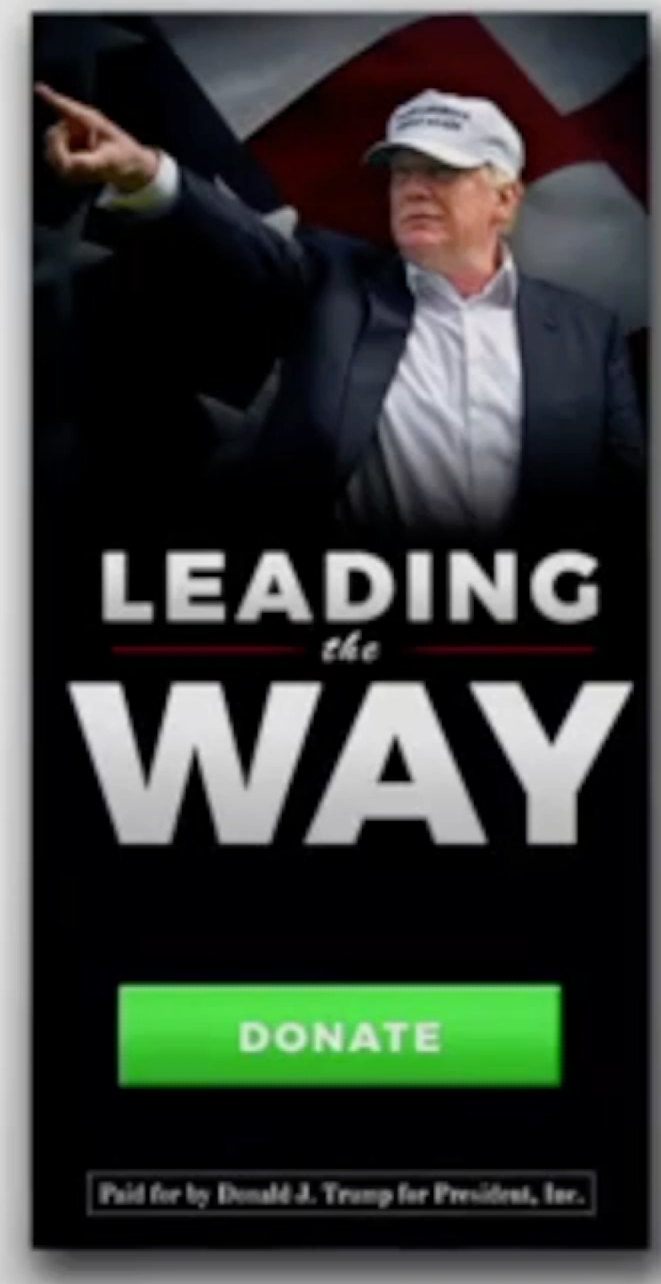
How much do you think Clinton spent on digital in the last few weeks?

$16 Million

How much do you think Trump raised?

How much do you think HRC raised?

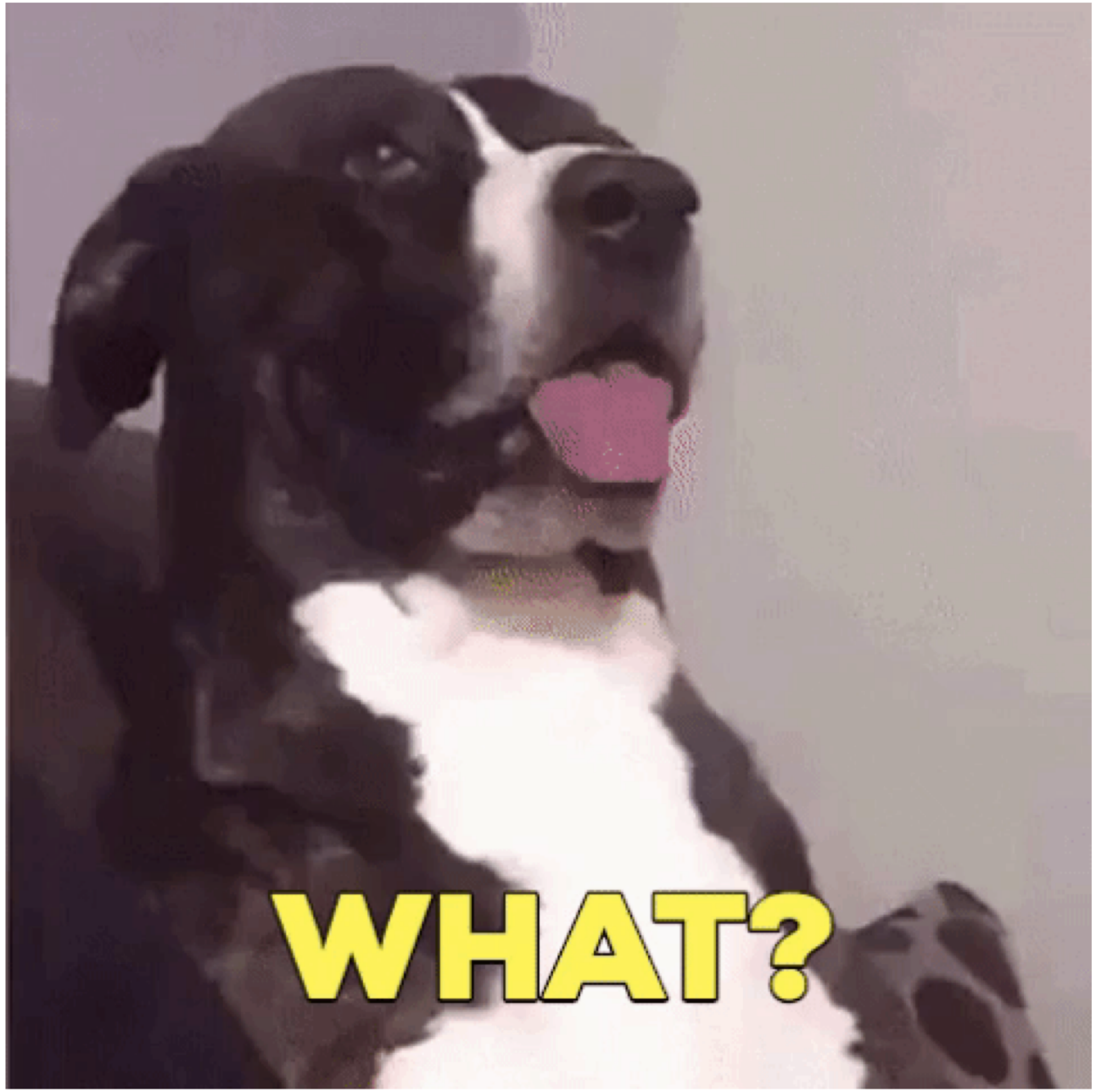
ASPIRE
to
GREATNESS
DONATE
Paid for by Donald J. Trump for President, Inc.


LEADING
the
WAY
DONATE
Paid for by Donald J. Trump for President, Inc.

UNITY
AND
STRENGTH
DONATE
Paid for by Donald J. Trump for President, Inc.

ONLY
TRUMP
CAN STOP
CROOKED
HILLARY
DONATE NOW
60
MINUTES
Overtime

GREATER
TOGETHER
DONATE
Paid for by Donald J. Trump for President, Inc.


WHAT?

How he did it

- Advertising
- Micro-targeting
- Targeted Messaging
- A/B Testing

How does this information help your campaign?

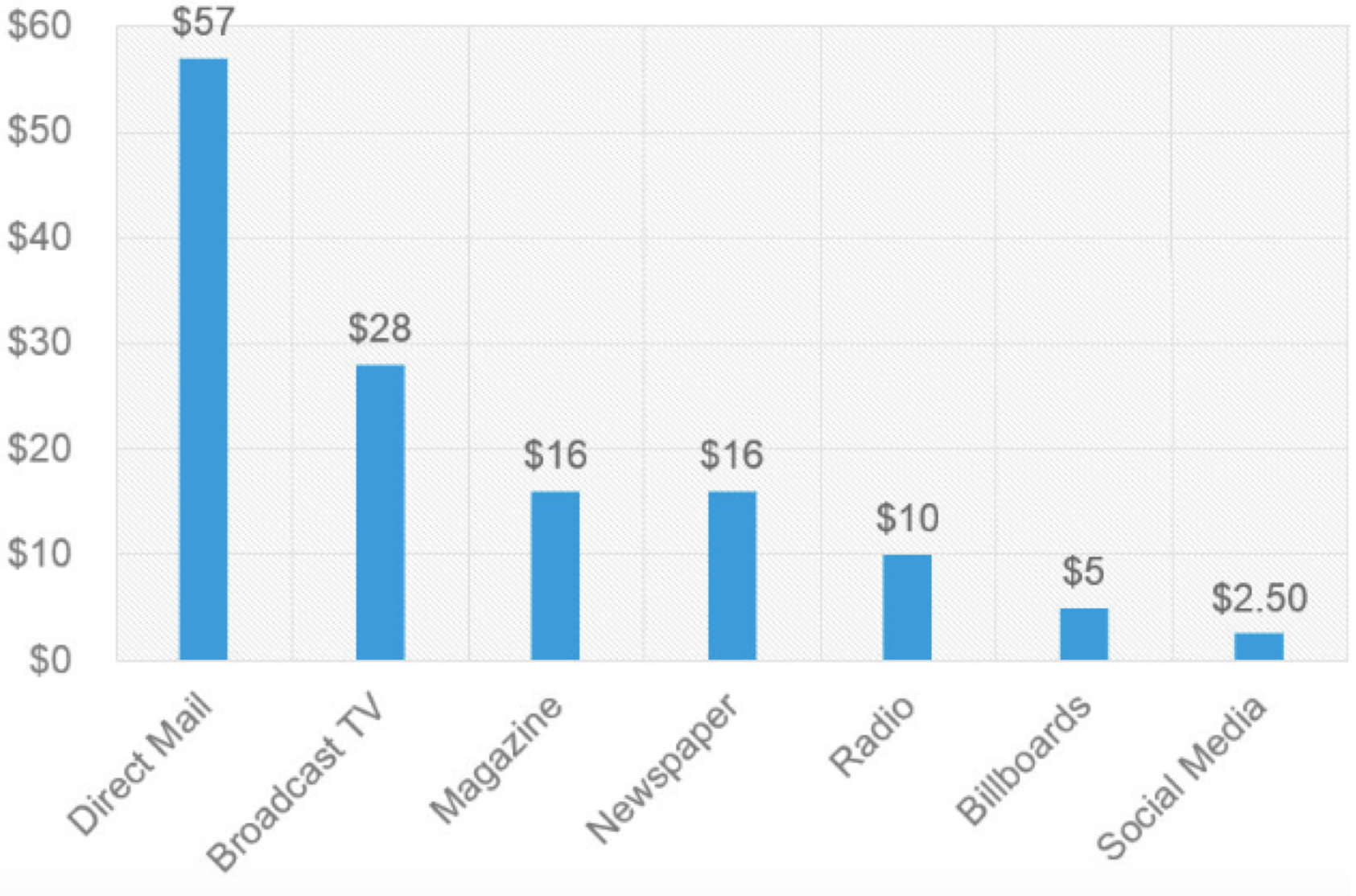
Digital for your campaign

- Affordability
- Greater Reach
- Active Engagement
- Advance Targeting
- Easier Flexibility

THREE -HUHHA

Digital is affordable!

Cross Channel Media Costs Comparison CPM



What platforms are available?

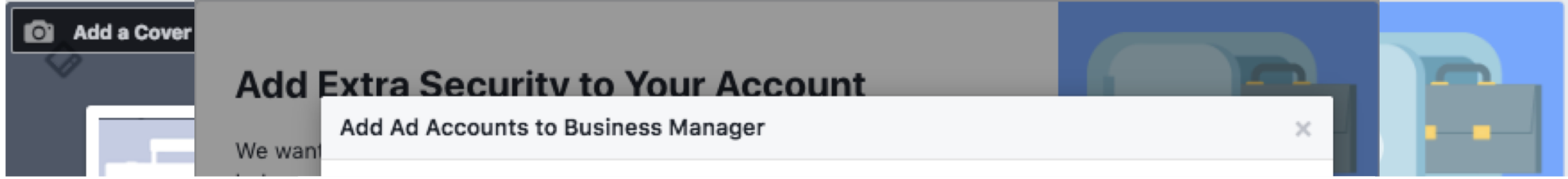
- Social Media
- Website
- Advertising
- TV
- Radio

Facebook

- Cheap
- Easy to use
- Unique Targeting
- Ever updating algorithm

Facebook Business Manager

1. Go to business.facebook.com/create and select Create Account.
2. Enter your name and confirm your identity with Facebook login credentials.
3. Follow the prompts to create your business account.



Add Ad Accounts to Business Manager

Nice work!

453405898431889 has been created and added to this Business Manager account.

Note: To use this ad account you'll need to select a payment method. If you need to set-up a new payment method please go to Payment Methods and add a payment method to your business.

Close

to Facebook's Terms including the payment terms for the selected payment method.

Facebook.

one in Business Manager.

invitation to join this Business Manager.

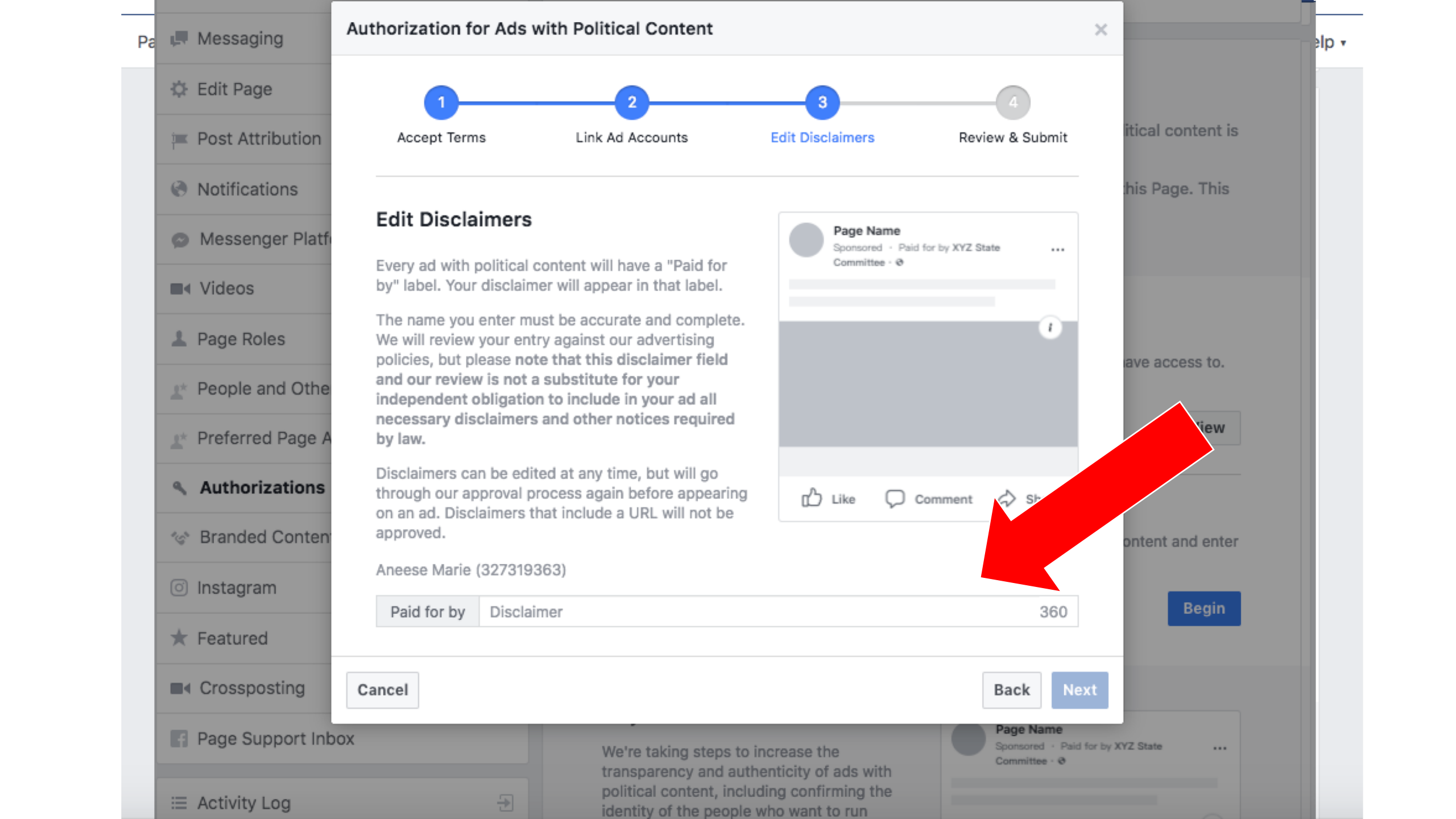
Add Page

Add Ad Account

Add People

Facebook: Political Ads

- Be a Page Admin
- Set up 2-step Verification
- A US driver's license or US passport.
- A US-based residential mailing address.
- The last 4 digits of your Social Security number.


Authorization for Ads with Political Content
1
Accept Terms
2
Link Ad Accounts
3
Edit Disclaimers
4
Review & Submit
Edit Disclaimers
Every ad with political content will have a "Paid for by" label. Your disclaimer will appear in that label.
The name you enter must be accurate and complete. We will review your entry against our advertising policies, but please note that this disclaimer field and our review is not a substitute for your independent obligation to include in your ad all necessary disclaimers and other notices required by law.
Disclaimers can be edited at any time, but will go through our approval process again before appearing on an ad. Disclaimers that include a URL will not be approved.
Aneese Marie (327319363)
Page Name
Sponsored · Paid for by XYZ State Committee
Like
Comment
Paid for by
Disclaimer
360
Cancel
Back
Next
Messaging
Edit Page
Post Attribution
Notifications
Videos
Page Roles
Authorizations
Branded Content
Instagram
Featured
Crossposting
Page Support Inbox
Activity Log
We're taking steps to increase the transparency and authenticity of ads with political content, including confirming the identity of the people who want to run
Begin

Ad Walk-through

Questions?

Thank you!

References

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- https://www.bbc.com/news/world-us-canada-43214457
- https://www.cbsnews.com/news/facebook-embeds-russia-and-the-trump-campaigns-secret-weapon/
- http://fortune.com/2016/12/09/hillary-clinton-donald-trump-campaign-spending/
- Analyst Institute
- Facebook ad archive: https://www.facebook.com/politicalcontentads/