



COVID-19 COMMUNICATIONS MODULE

TOOL 8: SOCIAL MEDIA RESOURCES FOR CITIES

Last updated: April 15, 2020

- **Facebook for Government, Politics & Advocacy:** <https://www.facebook.com/gpa>

Compilation of Facebook resources and best practices for government.

- **Facebook Local Alerts:** <https://www.facebook.com/help/publisher/1064049677089136>

Feature that allows primary government pages (e.g. "City of/ County of XYZ"), law enforcement and emergency responder pages, and public health agency pages to send push notifications to followers to communicate urgent information.

Note: This tool is not available to elected officials or public figures, only the government organizations listed above.

- **Facebook Best Practices for PSAs:** <https://www.facebook.com/gpa/blog/tips-and-tools-for-public-service-announcements>

- **COVID-19 & Instagram Toolkit:** <https://bit.ly/2xkO7iv>

Best practices for Instagram Stories, Live and others.

- **YouTube Live:** <http://services.google.com/fh/files/emails/live-stream-two-pager.pdf>

YouTube's live streaming service that allows you to reach your audience in real-time and interact through live chat and comments.

Note: This is a public platform so is not a great offering for private live streaming.

- **Facebook Live:** <https://www.facebook.com/facebookmedia/solutions/facebook-live>

Tool to interact with viewers in real time that enables you to field viewers' questions and check out their Live reactions to gauge how your broadcast is going in real time.

Note: Not recommended for in-depth working sessions with community members.

- **Twitter Live:** <https://help.twitter.com/en/using-twitter/twitter-live>

Twitter allows you to go live, designate moderators, invite people in, allow people to share that you are live, allows you to keep its recording and truncate recordings.