

AdvocacyApp™ for Facebook

GENERATE GRASSROOTS ACTIONS DIRECTLY FROM FACEBOOK

Your Facebook fan page is a great tool for engaging your supporters and keeping them informed. But to have an impact on your issues, you need to turn your Facebook fans into actual advocates who will take action.

AdvocacyApp™ for Facebook allows you to directly recruit and mobilize your fans within Facebook. The application integrates seamlessly with your fan page to turn your Facebook efforts into a true mobilization tool.

KEY FEATURES:

- **Register and Take Action within Facebook**

AdvocacyApp™ for Facebook allows your advocates to register and take action without leaving your fan page. This reduces abandonment rates and increases recruitment conversions.

- **Generate Emails and Phone Calls**

Advocates can send a letter and/or make a call to their elected officials, offering you greater flexibility and impact for your activations.

- **Share on other Social Media Sites**

AdvocacyApp™ for Facebook helps make your message viral by allowing advocates to promote your message through Twitter and other social networks.

- **Invite Friends and Colleagues**

Your advocates can invite their friends and colleagues to become fans and take action, increasing your advocate base and helping your message go viral.

- **Embed Widgets, Media, and File Attachments**

Enhance your action alerts with widgets that your advocates can grab; media content like YouTube videos, podcasts, and photos; and PDFs or news articles with important information.

- **Publish on Fans' News Feeds**

Your advocates can publish updates about their advocacy activity to their profile and friends' news feeds, greatly increasing the awareness and viral potential of your issue.

- **Track Results and Follow the Conversation**

Built-in tracking tools allow you to monitor activity in realtime, follow both sides of the conversation about your issue, segment your users, and measure ROI.

- **Easy to Manage**

Use the back-end interface and content management system to easily create and launch alerts, and track results.

CONTACT US FOR A FREE DEMO

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LET US BUILD YOUR FACEBOOK STRATEGY:

- Audience Intelligence
- Fan Page Setup and Management
- Targeted Facebook Advertising
- Best Practices—for Facebook and Beyond