

FACEBOOK SKILL SHARE

using the platform to spread the League's Message



WHAT IS YOUR EXPERIENCE USING FACEBOOK?

Share outloud or in the chat

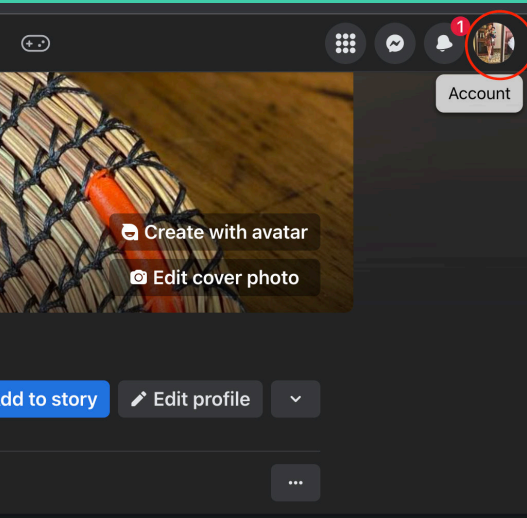
SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED

Facebook also gives users options that help them train the algorithm and customize their feed:

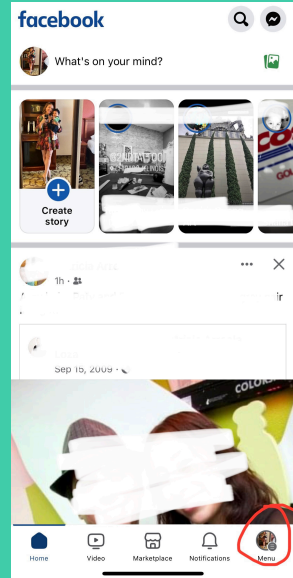
- **Favorites:** You can select up to 30 people and pages to add to Favorites. Posts from these accounts will appear higher in the feed. To access Favorites, click your profile picture, then click **Settings & privacy**, then **Feed Preferences**, then **Favorites**. You can use the other options in this section to snooze, unfollow, or reconnect with other Facebook users. You can also choose to view just content from your Favorites.

SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED - STEP 1

COMPUTER

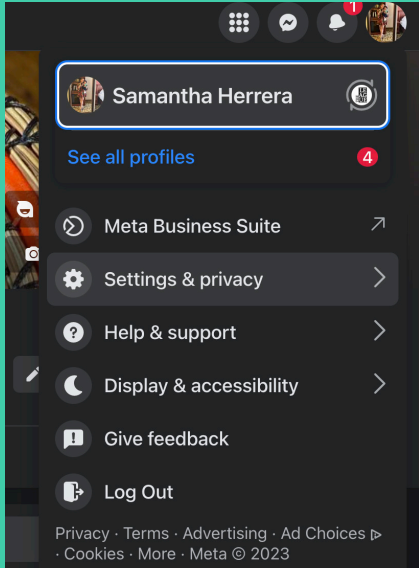


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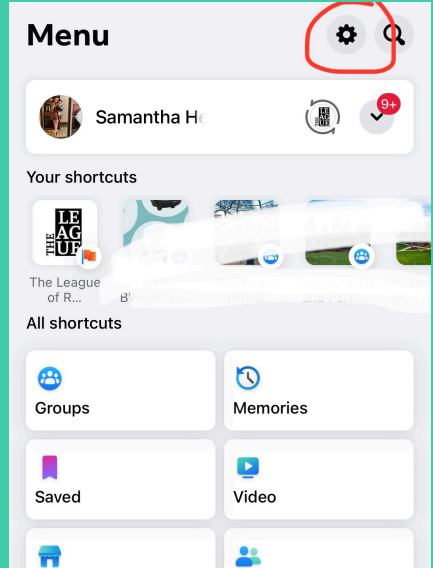


SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED - STEP 2

COMPUTER

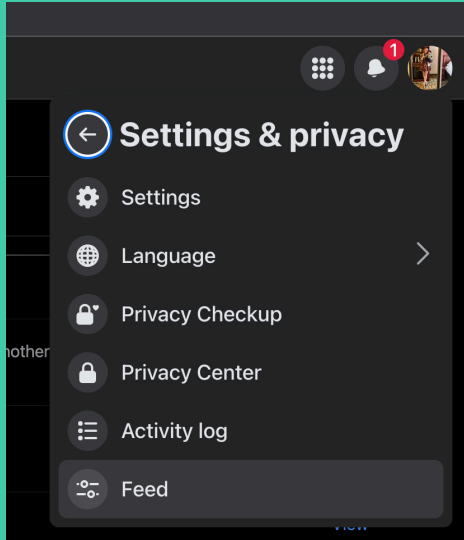


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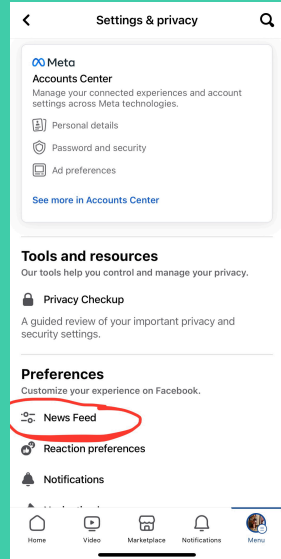


SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED - STEP 3

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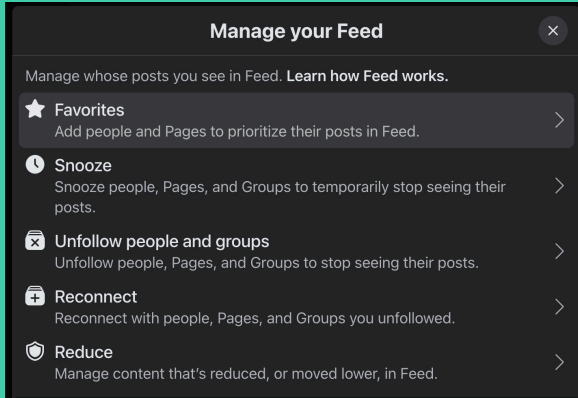


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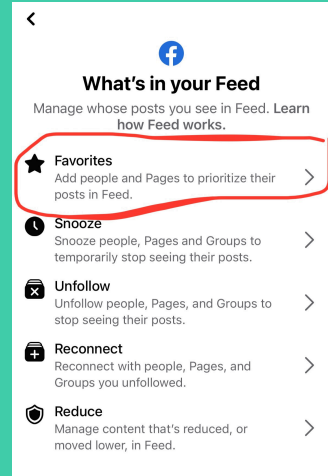


SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED - STEP 4

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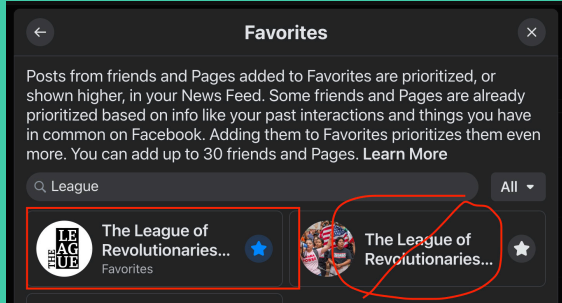


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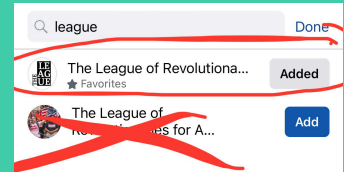
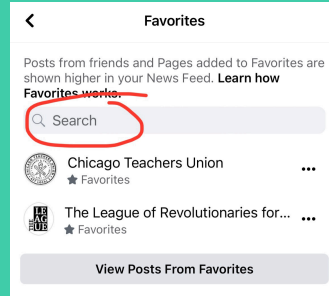


SEEING THE LEAGUE'S CONTENT IN YOUR NEWSFEED - STEP 5

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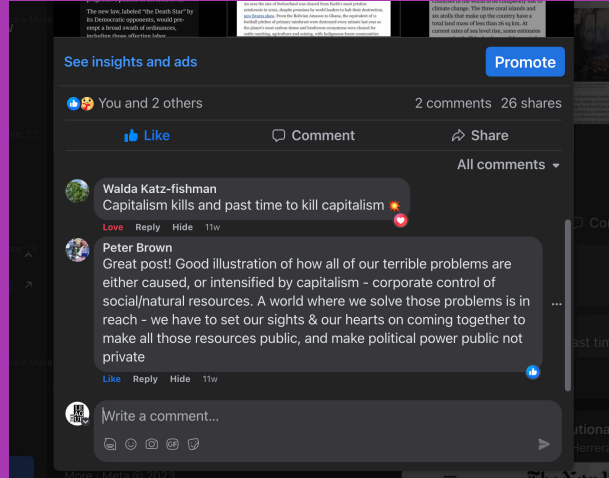


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HOW TO ENGAGE WITH LEAGUE + OTHER COMRADES POSTS:

- Select a reaction on the post
- Add a thoughtful comment to the post or respond to someone else's comment. Generate dialogue.
- Share and add a thoughtful caption.



THE MORE ENGAGEMENT,
THE MORE THE ALGORITHM PUSHES OUT THE POST

WHO IS YOUR FACEBOOK AUDIENCE?

Share outloud or in the chat

ADD A PERSONAL TOUCH WHEN SHARING - consider your audience

You Retweeted



WEAP_Oakland @WEAP_Oakland · 1d

Many cities are confronted to either build the housing needed, or else make excuses to abandon Housing First models and blame the unhoused themselves, and criminalize them. We the people need massive government subsidize housing, now. rallycomrades.org/2023/04/housin...



Dean Preston @DeanPreston · 1d

Replying to @GabeFerreiraD3

Actually, not at all. We work closely with neighbors (housed & unhoused) and outreach teams to try to get folks the help they need including shelter & housing. What we don't do is the lazy, cynical, cru...



LRNA-Chicago Chapter

9h ·

On this May Day, this holiday of the world's workers, as many as 100 people a day are coming to Chicago from Texas, bussed into the city by the state of Texas. They are literally dumped in Chicago and often find themselves in the airport hallways or lobbies of police stations, without resources to find dwellings, employment or food. They are immigrants seeking some form of asylum in the US. Poet Emma Lazarus wrote these words, inscribed on the Statue of Liberty: "Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore. Send these, the homeless, tempest-tost to me, I lift my lamp beside the golden door!"

Both the current administration in Washington and the Texas leadership are mocking that welcome. In cities across the country the homeless already here are being displaced, encampments swept away by police. Housing for all -- immigrants and the already displaced on the streets -- is not a pipe dream. As this Rally! article concludes: "The way forward is to weave together these networks and build the power necessary to defeat criminalization and distribute basic necessities on the basis of human needs instead of private profit." <https://rallycomrades.org/2023/04/housing-is-the-answer-to-homelessness/>



You Retweeted



AJ @All4Liberation · 4d

Capitalism convinces us of scarcity & creates a reality where we struggle to survive, but technology creates the conditions of abundance. We have the capacity to nourish humanity and the planet but capitalism only wants to feed its pockets:



Gritty is the Way @Gritty20202 · 5d

Our capitalist society treats feeding the poor as a greater crime than starving them.

[Show this thread](#)

Under capitalism, food isn't produced to feed people, it's produced to make a profit. When it's not profitable to feed people, we let them starve. Even when our labor has conquered scarcity, capitalism must manufacture it in order to justify its existence.



ALT

OTHER TIPS:

- League video posts get the most engagement
- Facebook wants you to stay on it's platform - don't immediately link to another site
- Don't use "like", "share", or "comment" in your post descriptions
- Any tips from other comrades? What has worked for you? What posts of yours do people engage with the most?