



Resources for NNPA Members

Facebook Journalism Project
Success Series 2021



FACEBOOK
JOURNALISM
PROJECT

Introduction

THE FACEBOOK JOURNALISM PROJECT SUCCESS SERIES

About the Program

The Facebook Journalism Project Success Series is a new monthly series designed to help publishers optimize audience engagement and platform revenue opportunities during a climate of declining print readership and advertising.

The series is part of a year-long, exclusive partnership between the National Newspaper Publishers Association Fund and Facebook Journalism Project. The Facebook Journalism Project grant will offer virtual programming, support for HBCU students and support for the Digital Messenger Awards.

Facebook Resources for NNPA Members

FOUNDATIONAL MATERIALS FOR NEWS PUBLISHERS ON FACEBOOK

- **Understand top features of Facebook business Pages** and how to maximize their effectiveness: <https://fb.me/fb-pages-features>
- **Register your news Page** and learn 5 benefits available to publishers. The News Page Index ensures your news organization is recognized as a news and media company by Facebook: <https://fb.me/register-news-page>
- **Review News Feed principles** that guide how content appears on our platform: <https://fb.me/news-feed-principles>
- **Use CrowdTangle** to measure success and follow, analyze, and report on what's happening across social media: <https://fb.me/news-crowdtangle>

MONETIZATION OPPORTUNITIES FOR NEWS CONTENT ON FACEBOOK

- **Understand why and how to use Instant Articles:** <https://fb.me/news-instant-articles>
- **Video monetization** is available to publishers who register for the News Page Index and meet certain criteria. Learn about our Video publishing and monetization tools for news publishers: <https://fb.me/video-news-publishers>.
- **Integrate rewarded video through Facebook Audience Network:** <https://fb.me/news-audience-network>
- **Get started with branded content.** You can use Brand Collabs Manager to get discovered for paid partnerships and unlock your earning potential on Facebook: <https://fb.me/news-branded-content>

FINDING NEW AUDIENCES ON FACEBOOK AND INSTAGRAM

- **Take free online courses** to understand your Facebook and Instagram audiences: <https://fb.me/audience-course>
- **Learn why marketing your business and news content is important** for finding new audiences: <https://www.facebook.com/business/marketing/facebook>

For more resources, please visit: <https://www.facebook.com/journalismproject>

Facebook Resources for NNPA Members

RESOURCES FROM OUR PARTNERS

- **The Local Media Association offers free resources for local publishers** interested in using branded content to strengthen their storytelling: <https://fb.me/LMA-branded-content-project>
- **Find out how NNPA member The Afro created new initiatives** for their advertisers and business partners thanks to The Branded Content Project: <https://fb.me/the-afro-branded-content>
- **Free social account audits are available** to members of the Local Media Association (no cost for NNPA members) or by referral through the Center for Cooperative Media. For more information contact us at localnews@fb.com

PUBLISHER SUCCESS STORIES AND CASE STUDIES

- **View our 4-part "Our Voices, Our Power Series,"** where we hosted Black and Latinx publishers as they shared key lessons on storytelling, building community, funding journalism, and taking action on social and racial justice: <https://www.facebook.com/journalismproject/our-voices-our-power>
- **Blavity Inc. shares Facebook Live strategies** for newsrooms forced to innovate and adjust video production during the pandemic: <https://www.facebook.com/journalismproject/blavity-facebook-live>
- **The AFRO outlines its yearlong Black History Month editorial project** and live event series to increase Baltimore's Black voter turnout, supported by a Facebook Journalism Project Community Network grant: <https://www.facebook.com/journalismproject/afro-american-newspapers-suffrage>
- **WURD Radio host and "Rapping Professor" Dr. Aaron Smith explains a 72% increase in overall listens to radio streams on Facebook** for his community-based black talk radio show, "Show on the Go," supported by a Facebook Journalism Project Community Network grant: <https://www.facebook.com/journalismproject/wurd-radio-aaron-smith>
- **Black-owned newsrooms develop branded content revenue strategies with support from the Branded Content Project**, a partnership between the LMA and the Local Media Consortium, funded by a \$1 million investment from the Facebook Journalism Project (Source: LMA): <https://fb.me/branded-content-strategies>
- **For-profit and nonprofit Black publishers explain their strategies for increasing reader donations** during the COVID-19 pandemic (Source: LMA): <https://fb.me/local-news-fund>
- **Publishers use video for fundraising appeals** (Source: LMA): <https://fb.me/video-covid-19>

Final Note

- **Register to future webinars in the 2021 series:** <https://fb.me/facebook-journalism-project-success-series>
- **Questions about our partnership or program?** Please email localnews@fb.com
- **Connect with us:** Sign-Up to the Facebook Journalism Project newsletter to stay up-to-date on our latest news and updates - <https://www.facebook.com/journalismproject/signup>
- **Visit:** <https://www.facebook.com/journalismproject>



FACEBOOK
JOURNALISM
PROJECT