

Supporting your community during a crisis

Best practices for crisis readiness,
response and resilience





How Meta can support in times of a crisis

Overview

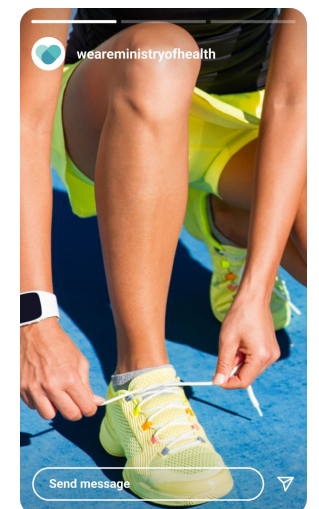
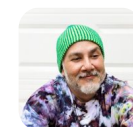
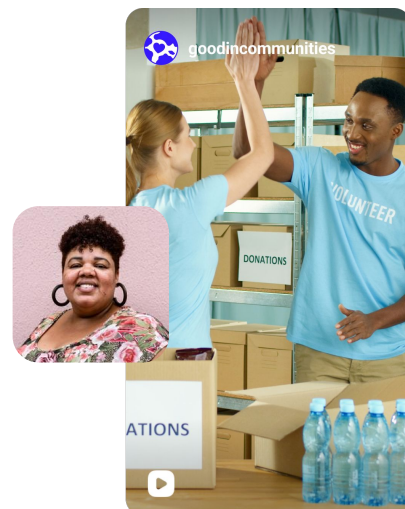
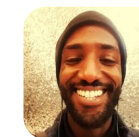
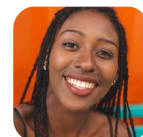
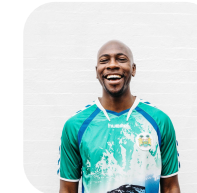
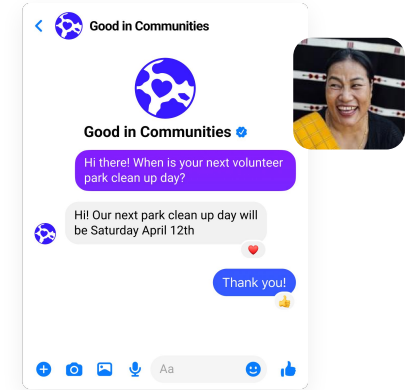
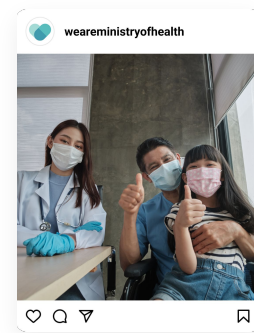
We connect nearly half the
world's population in inspiring
and innovative ways

3.4B

people use at least one Meta
technology on a **daily** basis

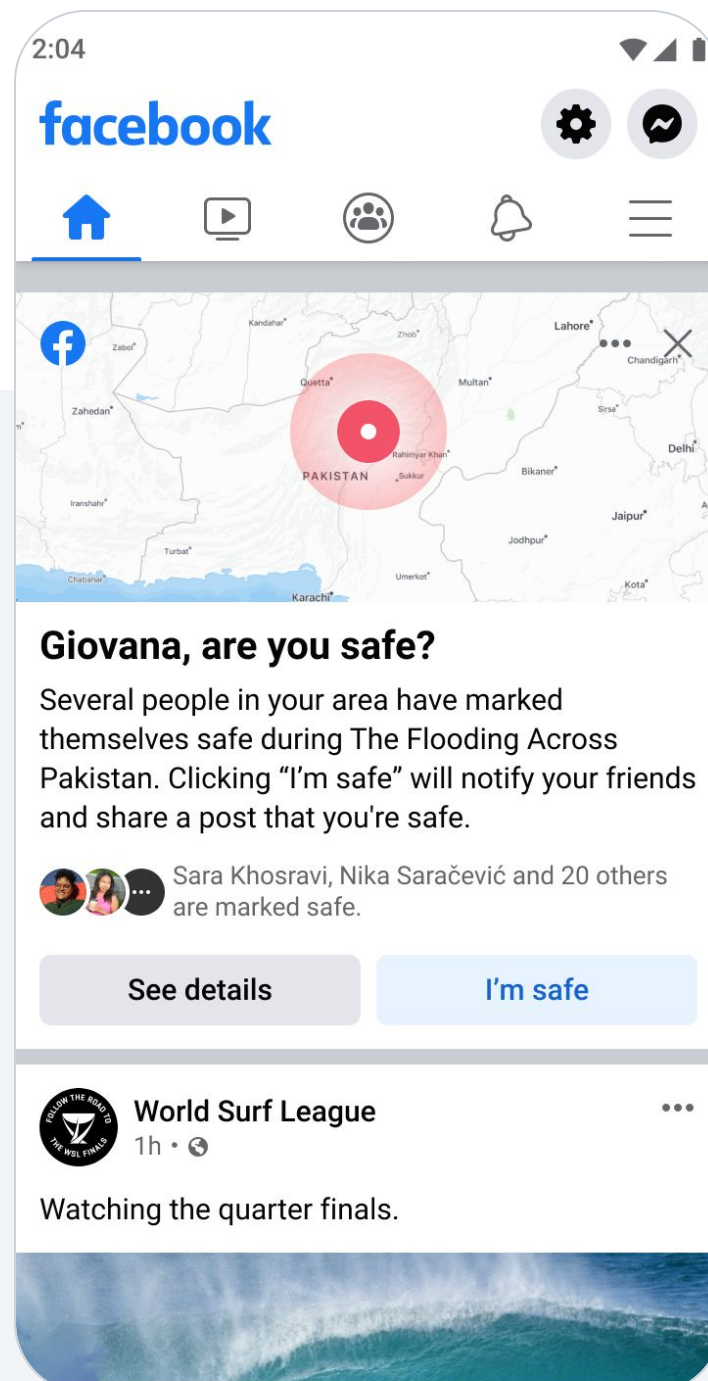


Source: Meta Q125 Earnings, May 2025

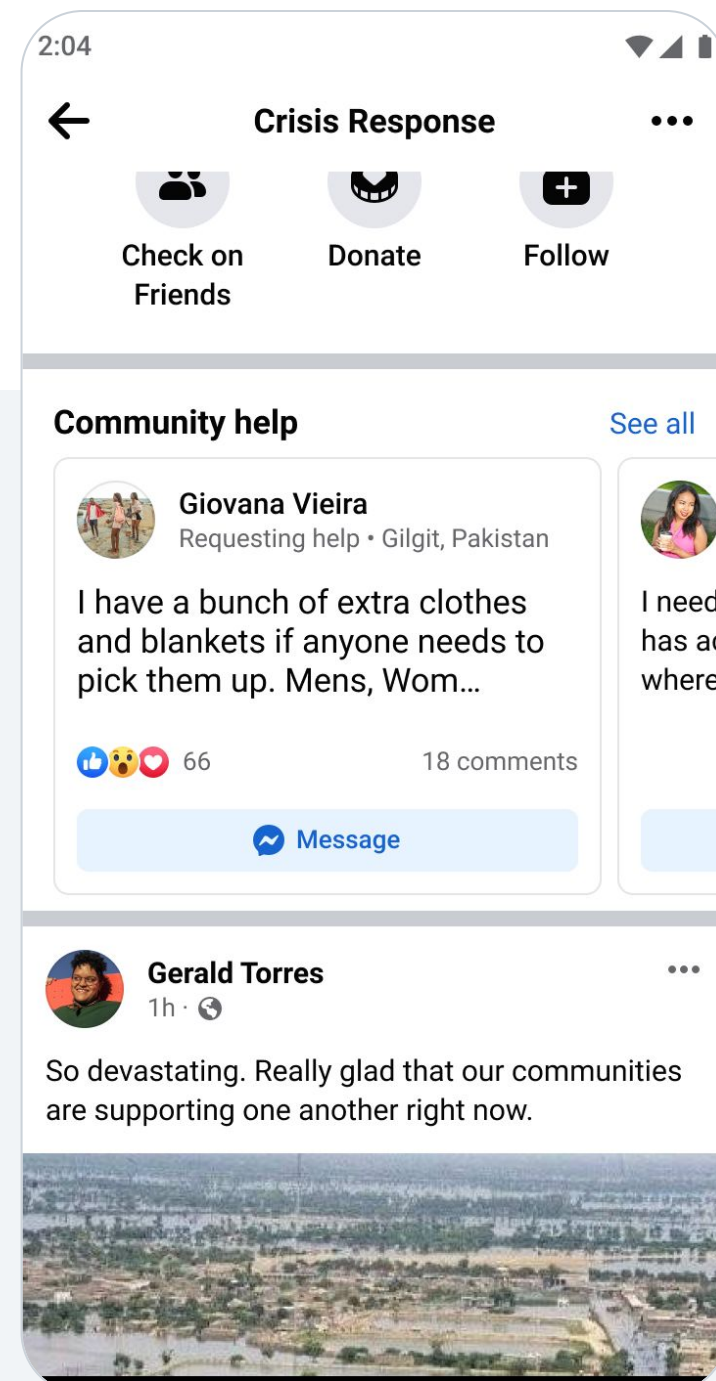


We have invested in products to connect people with resources and information during times of crisis

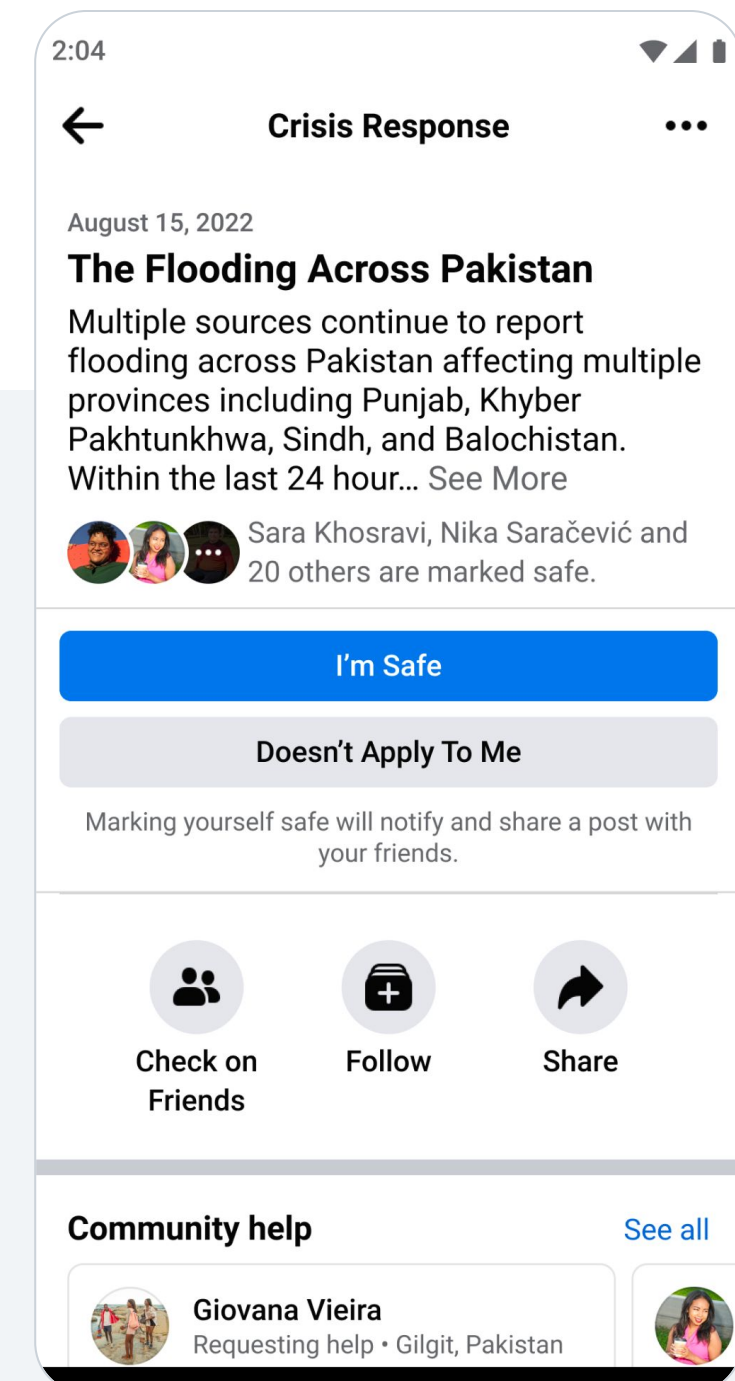
Safety Check



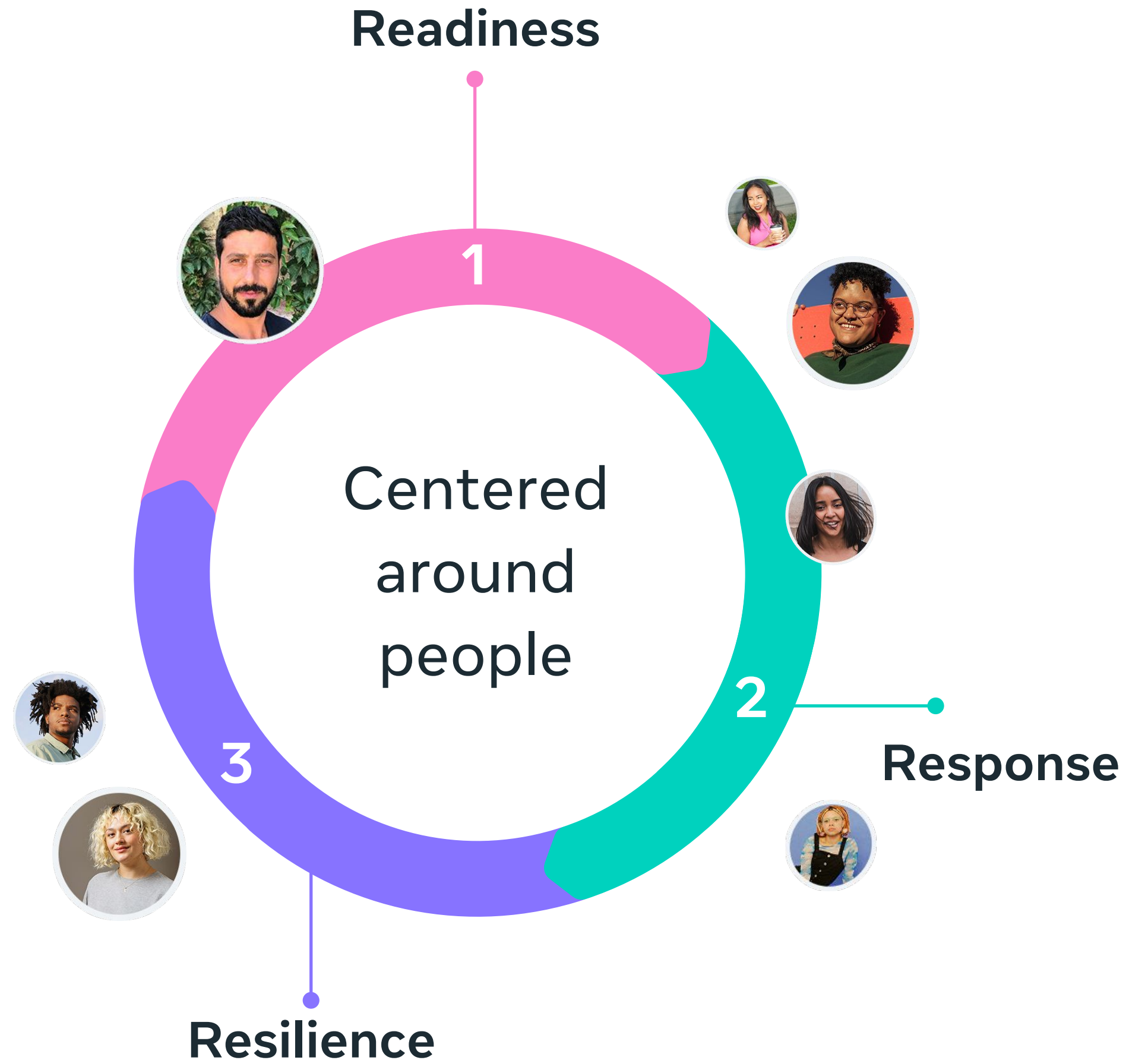
Community help



Crisis Response



Meta technologies can enable you to reach and connect with your community across the readiness, response and resilience phases of crises

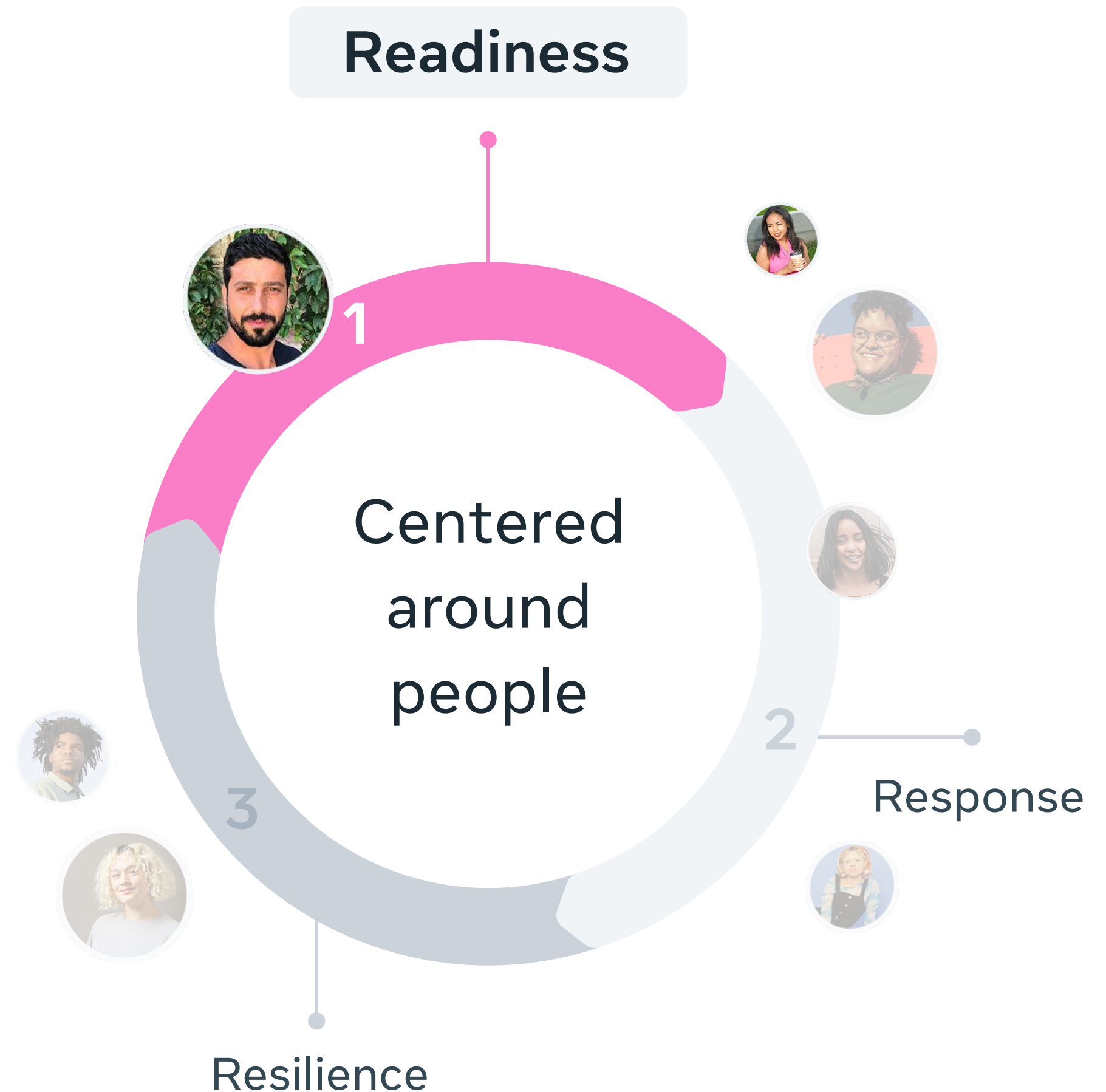


Readiness

How to prepare for a crisis moment

Before a crisis arises, ensure that your content strategy is in place and ready to launch at a moment's notice:

- ➔ Create your Facebook, Instagram and WhatsApp assets, request verification and make sure you're following safety and security best practices.
- ➔ Build your community by establishing your organic content strategy.
- ➔ Set up your messaging strategy, to enable two-way conversation with your community when a crisis arises.
- ➔ Ensure your accounts are safe and secure.



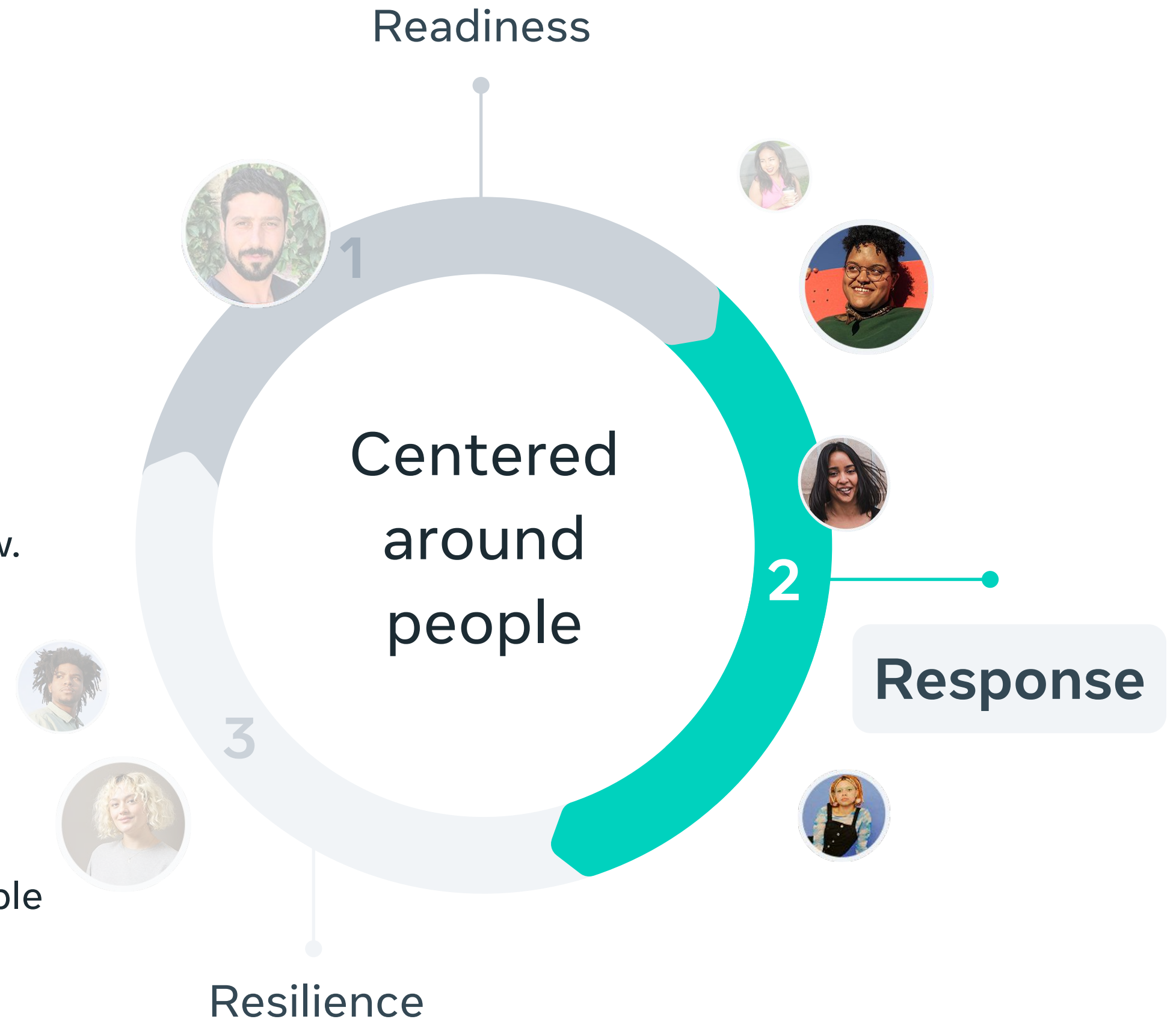
Response

What to do during a crisis moment

During a crisis, activate on your established Meta tools and strategies to connect with and support your community:

- ➔ Pin a post on your Page that contains all the key safety information your community needs to know.
- ➔ Activate your strategy for what, where and when to post.
- ➔ Set up fundraisers for emergency relief and support efforts.
- ➔ Launch advertising campaigns to reach more people with your safety messaging.
- ➔ Leverage local alerts*

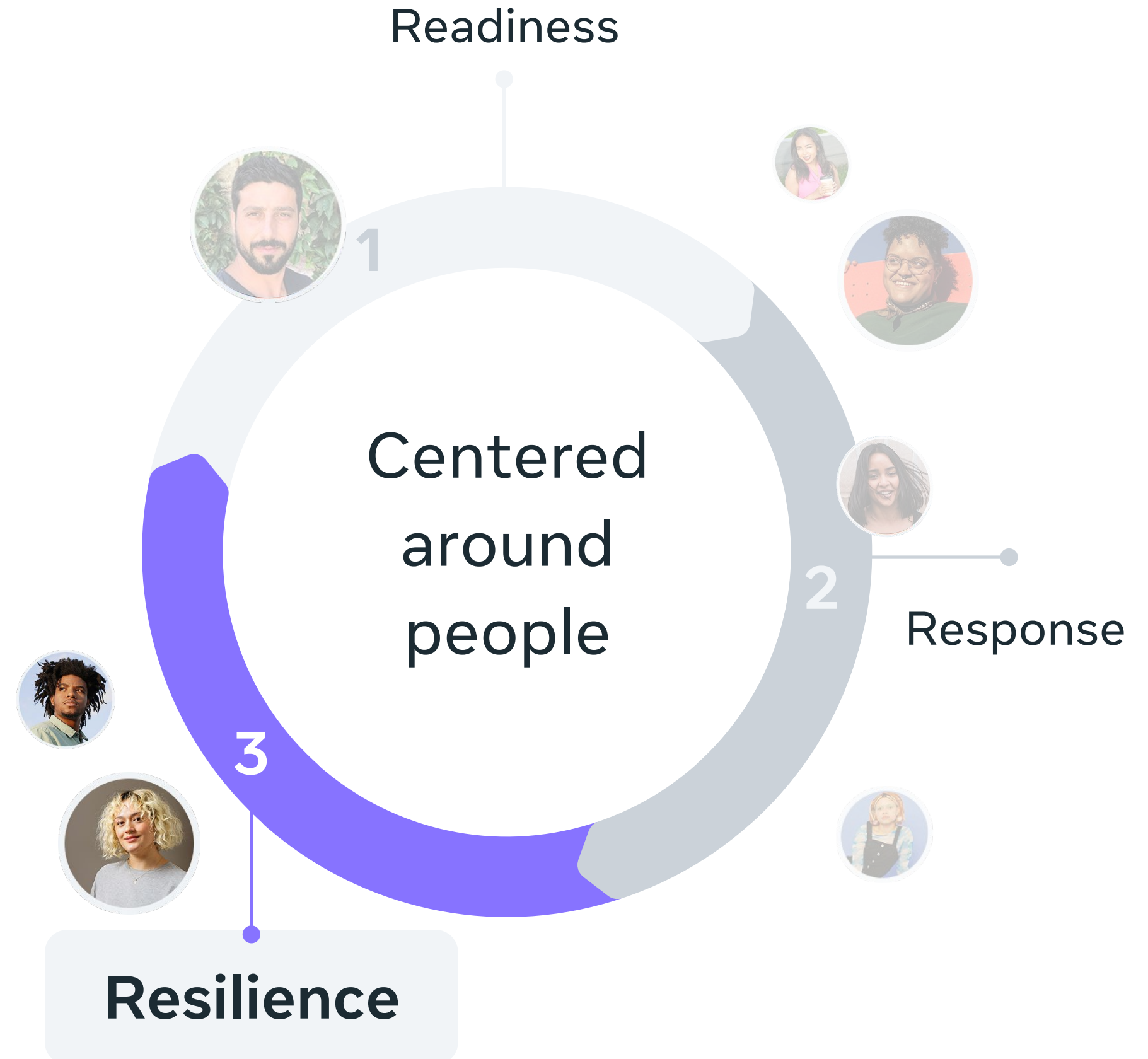
* In the US, Mexico and Australia only



Actions to take after a crisis moment

After a crisis, deepen community-building and ongoing conversation around crisis readiness:

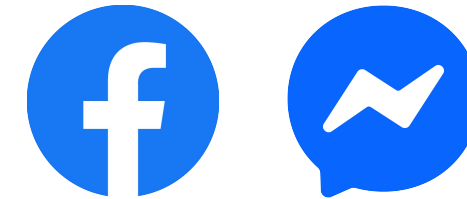
- ➔ Transform the increase reach you gained during a crisis into ongoing ties with your community.
- ➔ Leverage our performance best practices to take your future ad campaigns to the next level.
- ➔ Measure the success of your marketing efforts, and build out a strategy for continuous learning and improvement.
- ➔ Continue to engage your community with resources through organic and paid channels.



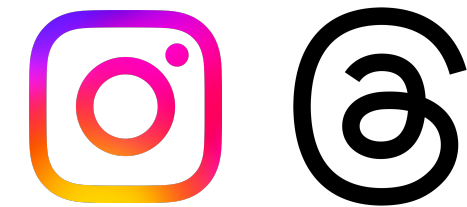


Meta is for connection
that increases the agency
you have in your world

Meta technologies help
people and organizations
connect in different ways
during crisis moments



For social discovery
that opens your world
in big and small ways



For everyday creativity
that connects you

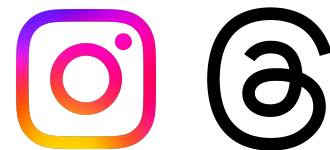


For privacy
that frees you to be real
with one another



For social discovery

- Share posts and stories and pin posts with key crisis response content at the top of your Page.
- Use Messenger to communicate with constituents or supporters.
- Create groups to coordinate volunteers.
- Share live videos to show your community how you're responding.
- Host both in-person and live events.
- Raise money for disaster or crisis relief.
- Make clear public service announcements.



For everyday creativity

- Share photos and videos; edit them in-app.
- Engage your community with interactive Stories and highlights showing relief and rebuilding efforts.
- Use direct messaging to communicate with supporters.
- Raise money for crisis response and recovery.
- Share important safety information in a digestible, entertaining format.
- Share live videos to engage with your audience.
- Create short immersive videos called reels.



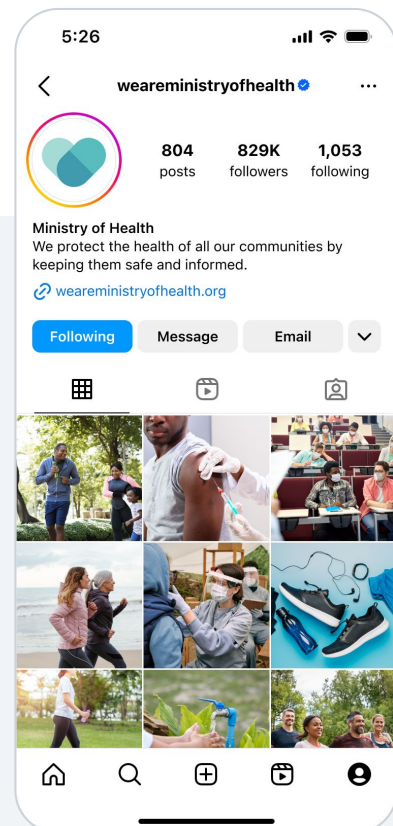
For privacy

- Create a profile with important info for your organization.
- Connect with people and increase responsiveness through automated messaging.
- Highlight crisis support services.
- Catalog to showcase your services, such as programs or events
- Leverage broadcasting capabilities with channels.
- Use end-to-end encrypted call and chat experience for people around the world.
- Use QR codes and short links to make it easier for your community to find you.

Choose a placement for your audience to engage with your content before, during or after a crisis moment

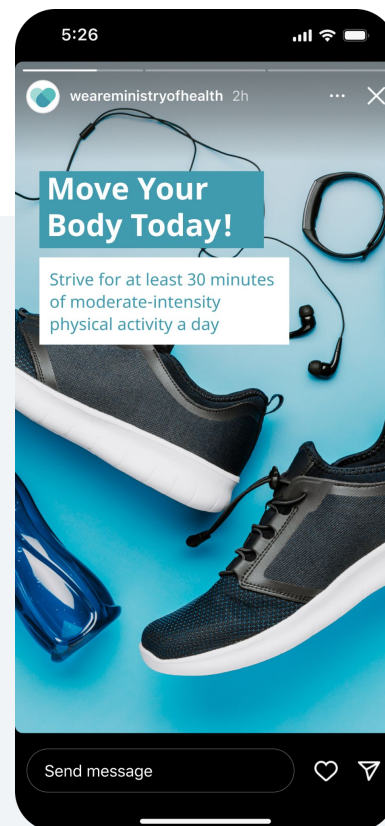
Feed

Curated highlights



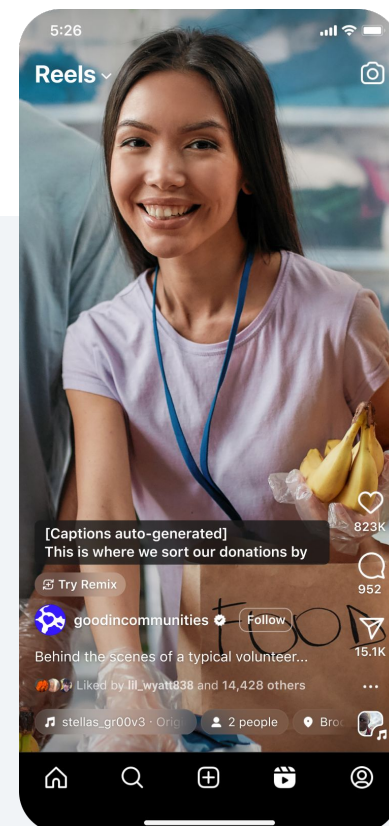
Stories

Ephemeral moments



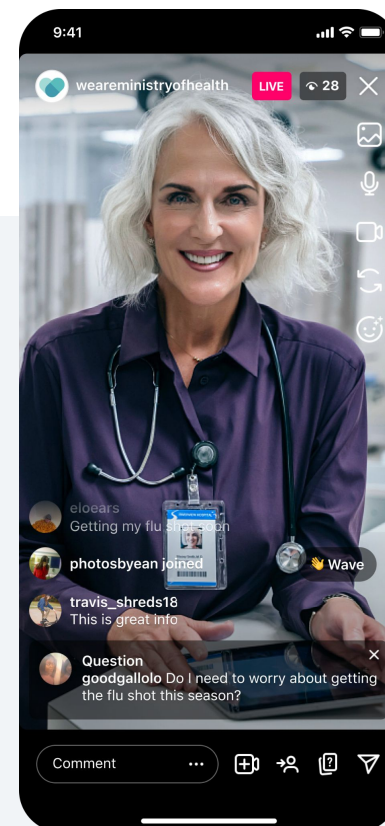
Reels

Short, entertaining videos



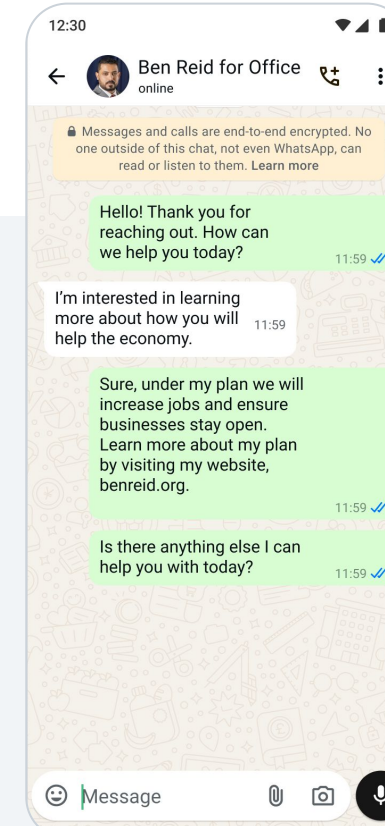
Live

Interact with your audience



Channels

Connect with core audience



Threads

Join public conversation



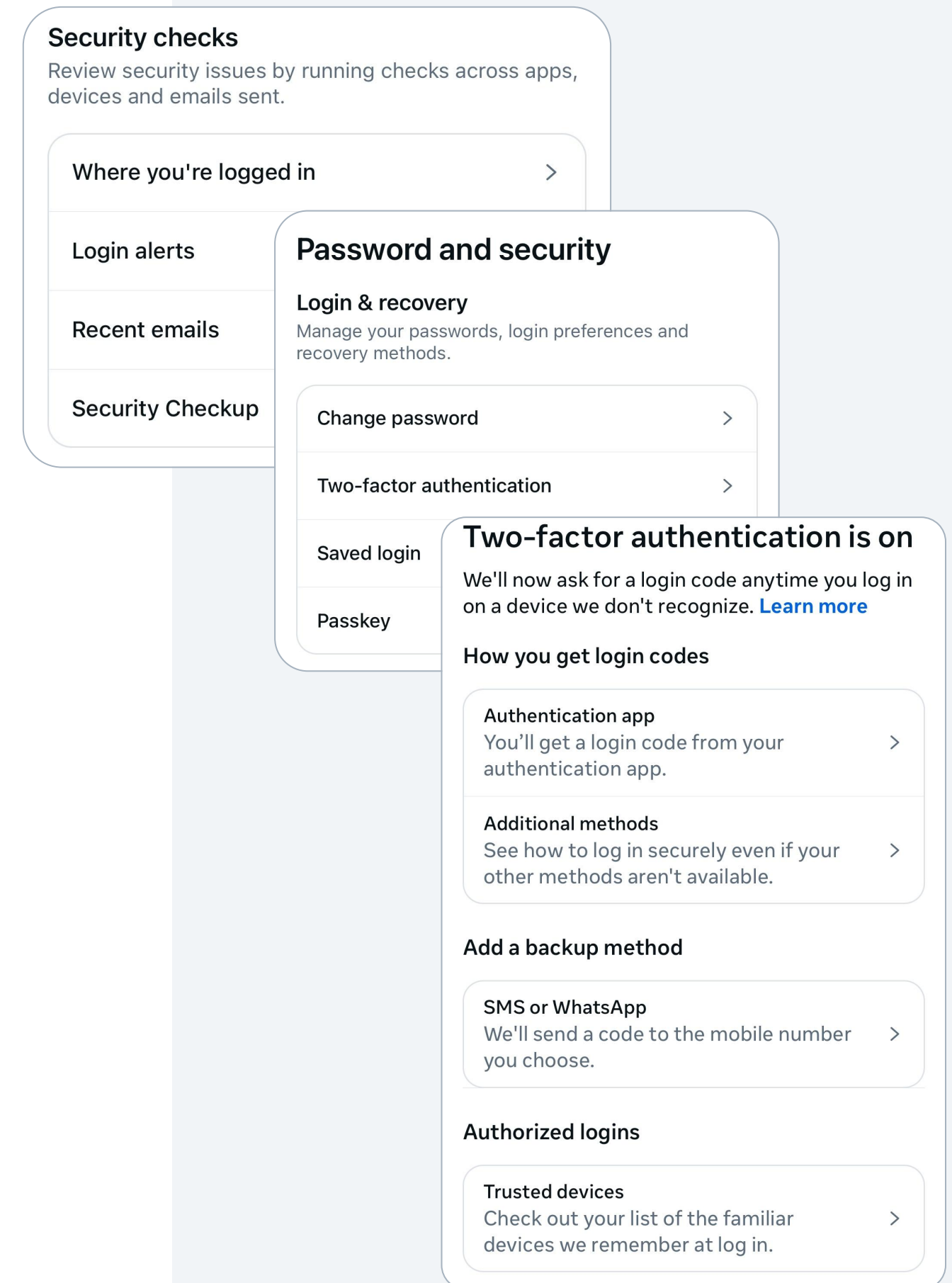
Groups

Build community



Keep your accounts safe and secure before, during and after a crisis moment

- ➞ Turn on two-factor authentication to create an extra layer of protection when accessing your account from a new computer, phone or tablet.
- ➞ Cross-reference any support emails you receive about your accounts in your account settings before actioning on them.
- ➞ Receive an alert when someone tries to log in to your account from a device we don't recognize.
- ➞ Regularly audit who has roles and permissions for your Meta assets, and ensure the right people have the right level of access.
- ➞ Leverage Meta's moderation tools manage comments, posts, tags and blocking on your Page and accounts.



Regardless of where you are in the crisis cycle, Meta technologies can help you connect with people



Any



questions?



How Meta can support in times of a crisis

Detailed guide

Readiness

How to prepare for a crisis moment



Building your community and content strategy **before** a crisis hits allows you to respond quickly

01

Create your Meta accounts and ensure they are secure and verified

02

Establish your organic content strategy

03

Build out your messaging strategy

Readiness

01

**Create your Meta
accounts and
ensure they are
secure and verified**

02

Establish your
organic content
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messaging
strategy

Readiness

Checklist for getting started on Meta technologies

When getting started on Meta technologies, consider this recommended checklist for creating accounts.

- ✓ Create Facebook Profile
- ✓ Create Facebook Page
- ✓ Create personal Instagram Account
- ✓ Create a business portfolio on Business Manager and manage activity on Meta Business Suite
- ✓ Add Facebook Page and Instagram personal account to your business portfolio
- ✓ Consider transitioning your Instagram personal account to a business account
- ✓ Link Facebook Page and Instagram Account
- ✓ Assign roles for Facebook Page and Instagram Account via Meta Business Manager
- ✓ Create Threads account from Instagram account
- ✓ Submit verification for Instagram account and Facebook Page
- ✓ Create a WhatsApp Business Account
- ✓ Add WhatsApp Business Account to business portfolio



Pro tips

- Continue to review Facebook Page Status and Instagram Account Status.
- Remember to check admins and usernames before transitioning accounts.

Apply for verification on Facebook and Instagram

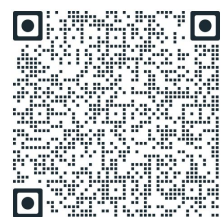
A blue checkmark [verified badge](#) helps people easily recognize governments, organizations, and public figures that they want to support because Meta has confirmed an authentic presence.

[Apply for a verified badge](#) if you meet eligibility requirements.



Pro tips

- Once verified, you will not be able to change your username on your account.
- Verification cannot be transferred to a different account that represents something else even if owned by the same entity.



Visit Meta Support Pros to apply for a verified badge.



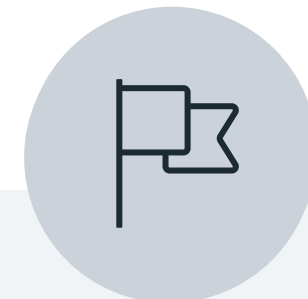
Authentic

Represent a real person or identity



Unique

Be a unique presence of the entity



Notable

Well-known, often-searched entity



Complete

About section, Page category, profile/cover photo and relevant post

Readiness

01

Create your Meta accounts and ensure they are secure and verified

02

Establish your organic content strategy

03

Build out your messaging strategy

Readiness

Drive authenticity with a content strategy

A simple yet useful tool that provides a structured framework to create content, creates an understanding of the type of content to develop and source, and helps foster growth and engagement in your community.

Consider the audience you want to cultivate:

- Why do I want to build a community?
- What impact do I want this community to have?
- Who can I connect with for insights on what the community needs?



Elements of drafting an effective content strategy



Start with an objective for your content

Aligning on objectives and desired outcomes upfront will set your organization and community up for success.

What do you want people to do?

Why does your organization do what it does?



Create a goal for your community

Identify your community’s role in accomplishing the objective, and articulate the vision that your organization has for the community it serves.

What is the impact you want your community to make in your organization?

How do you envision your community creating change?



Outline key activities

Determine specific programs, actions, tasks and deliverables that your organization and community are participating in.

Tell a story about these activities - such as explaining how your unique value proposition impacts your community.

What tasks does your community perform to fulfill its goals and objective?

How does your organization create and deliver value to your online community?

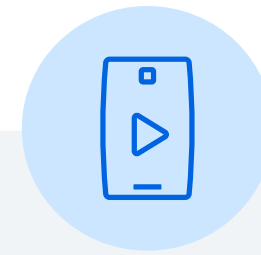
Content diversification considerations to keep audiences engaged



Motivators



Creative
concepts



Story types



Visual
formats

Explore different creative concepts for a crisis message

Incorporate different ways to tell your story to create effective content when crafting messages.

Make it...	How?
 Specific	• Creative concepts benefit from specific focus on a topic relevant and original for the audience. • Consider specific and direct messaging when creating headlines and call-to-actions.
 Concise	• Keep creative brief and focused on the most important message for your audience. • Concise language that emphasizes value for the audience and next steps are more likely to spark interest and lead to more engagement.
 Personal	• Focus messaging around personalized guidance, timely moments, and user behavior to capture attention. • Positioning tips as intended for a specific audience can be more engaging.
 New	• Lean into new ideas for your audience, such as updated guidance or information to generate interest. • Even without new updates, it can be beneficial to acknowledge when you plan to provide new or updated guidance that may be compelling.
 Local	• Consider region-specific language or cultural practices that may appeal to local or regional nuances • Also review if content that has proven successful in other localities can translate well into new places.

Readiness

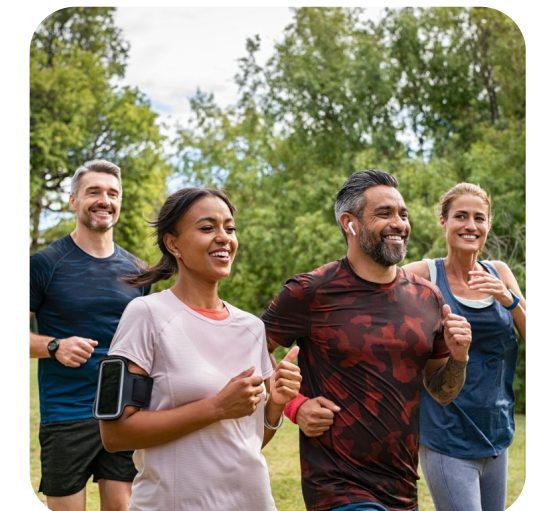
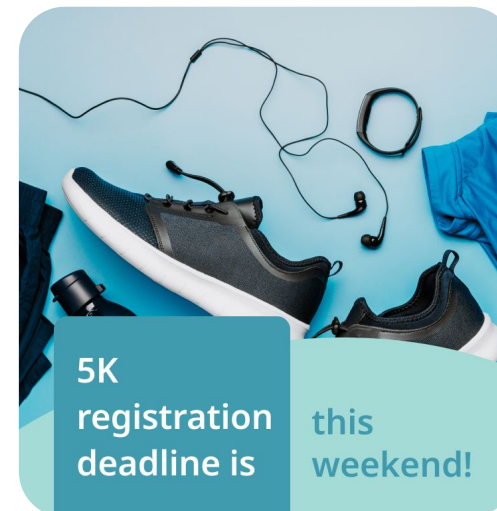
Reduce fatigue with visual formats

Visualize your message and concepts concisely and consider the language that resonates with your audience while avoiding repetitive visuals.

Review visuals formats:

- Do you need more video? Some static?
- Is everything too uniform?
- Could simple animations be added?
- Is your branding consistent and strong?
- Is there an opportunity to include more lo-fi creative (possibly via creators)?

Avoid the sea of sameness through visuals



Readiness

01

Create your Meta
accounts and
ensure they are
secure and verified

02

Establish your
organic content
strategy

03

**Build out your
messaging
strategy**

Readiness

Messaging is transforming communication



Three platforms with unique benefits



Messenger can create more meaningful connections between your organization and your community.



Reach your community with important messages on Instagram.



Remove friction and drive efficiency to evolve your community's expectations.

Create your messaging strategy



Audience

Who is your audience, what Meta messaging products do they use and what do they use them for?



Objectives

What do you want to achieve through direct engagement?

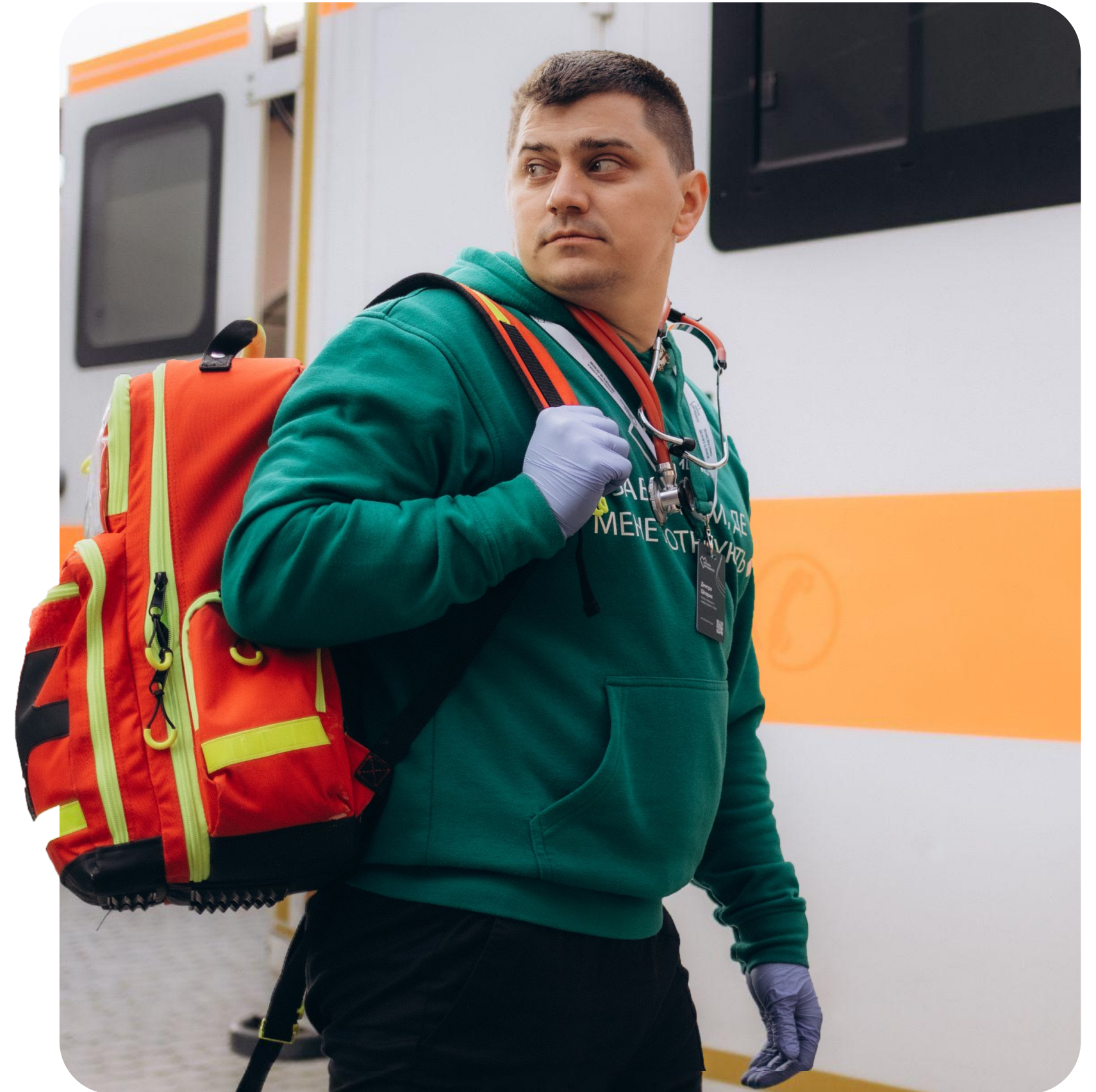


Activation

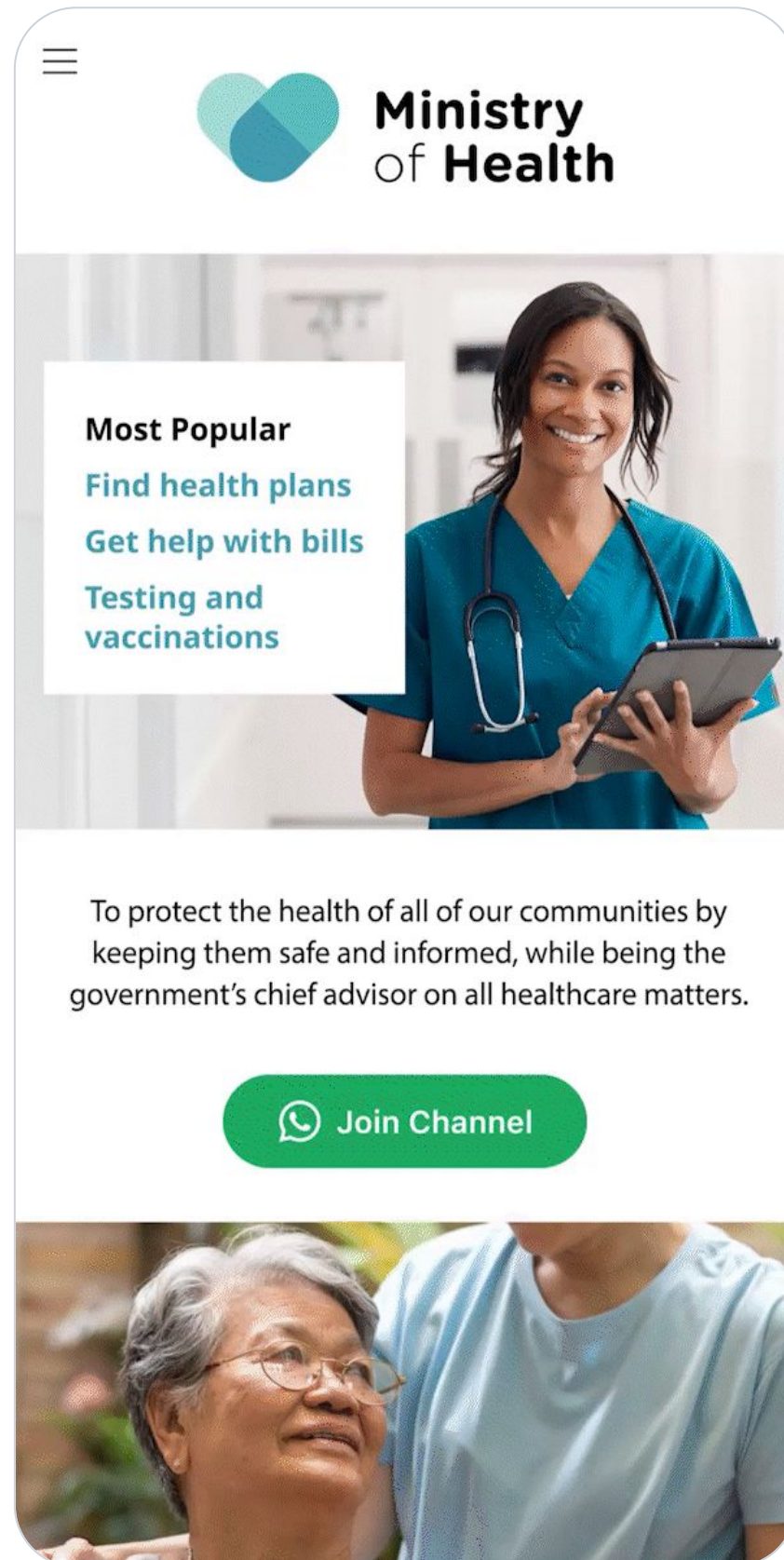
How are you going to do it?

Provide on-demand support with a chatbot

- 01** Share important updates quickly and at scale
- 02** Answer FAQs or routine inquiries
- 03** Show rapid response during an emergency or crisis
- 04** Offer 24/7 support, without additional workload on staff
- 05** Provide assistance in local languages



Readiness



Set up your WhatsApp Channel to be ready to share real-time updates during a crisis



One-way broadcasts

Allows you to broadcast updates to an audience of any size with a familiar interface.



Direct and chronological

With no algorithmic feed, a reliable way to deliver your most timely, useful updates.



Built with privacy in mind

Engage and expand your audience and share regular, authentic updates, without compromising your privacy.

Response

What to do during a crisis moment



Response

During a crisis, activate on your established Meta tools and strategies to connect with and support your community

01

**Determine what,
where and when
to post**

02

**Establish
fundraisers for
emergency support**

03

**Activate
advertising
campaigns to reach
more people**

Response

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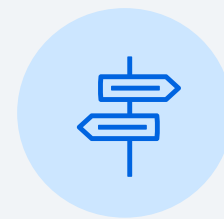
Response

Best practices for posting content during a crisis moment



What to post

Post original content about your organization that appeals to a wide variety of audiences by testing formats.



Where to post

Publish and engage with your audiences across Meta technologies - Facebook, Instagram, WhatsApp and Threads.



When to post

Keep your audience coming back to learn more about your organization's work by posting new content consistently using best practices.

Response

What to post

Post original content that about your organization that tells a story to a wide variety of audiences.



Write a story with a single minded message

- ➔ Include a beginning, middle and end
- ➔ Hook your audience
- ➔ Add a rewarding ending



Communicate across creative elements

- ➔ Choose relevant account to post from
- ➔ Add a clear headline that summarizes the story
- ➔ Create an image, video or carousel that is best for your story



Adapt the post for multiple formats

- ➔ Edit the post into various aspect ratios
- ➔ Expand the story into videos or carousels
- ➔ Consider combining image posts to create a video

Response

Where to post

Publish and engage with your audiences across Meta technologies – Facebook, Instagram, Threads, and WhatsApp.



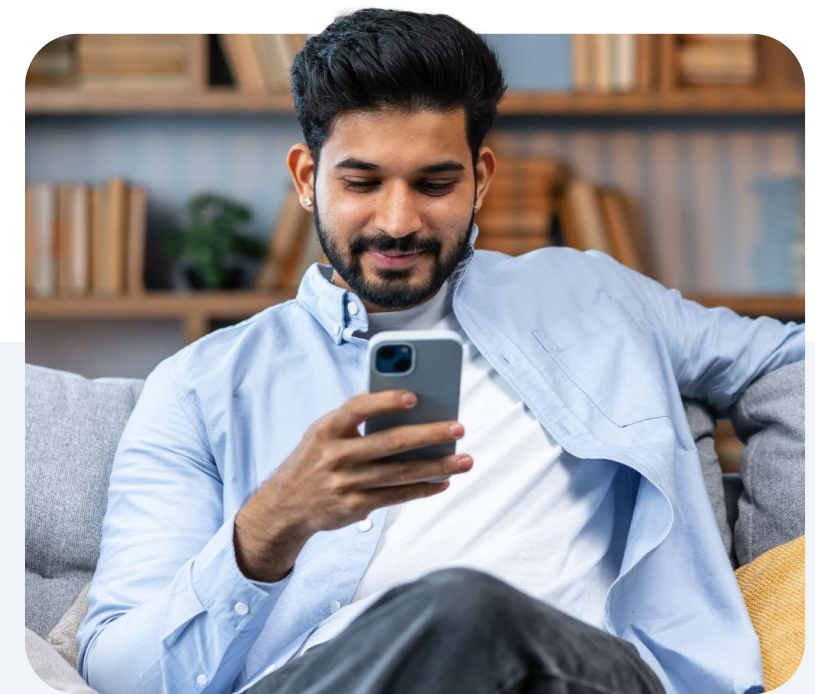
Understand each of Meta technologies

- ➔ Outline your organizational goals
- ➔ Build a plan for what technologies meet your organizational goals



Choose the right placement of your message

- ➔ Review media formats across Meta technologies
- ➔ Build content that's relevant for each type of placement



Crosspost between Meta technologies

- ➔ Seamlessly post between technologies, such as between Facebook and Instagram
- ➔ Encourage people to follow your accounts across Facebook, Instagram, WhatsApp and Threads

Meta technologies help people and organizations connect in different ways

	Build and grow your audience and establish a digital presence.		Develop lightweight conversations and stay relevant with your community.	Deepen connections by directly reaching people and turning followers into supporters.	
Organizational goals					
 For social discovery that opens your world in big and small ways	• Feed • Stories	• Reels • Videos		• Lives	• Events • Groups
 For everyday creativity that connects you	• Feed • Stories	• Reels • Videos	• Threads conversations	• Broadcast channels • Lives	
 For privacy that frees you to be real with one another			• WhatsApp direct messaging¹	• WhatsApp channels²	

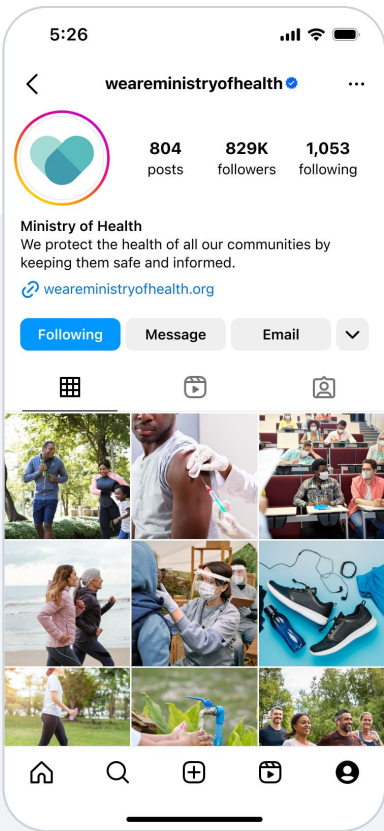
Notes: 1) End-to-end encrypted. 2) Not end-to-end encrypted.

Response | Where to post

Choose a placement for your audience to engage with your content before, during or after a crisis moment

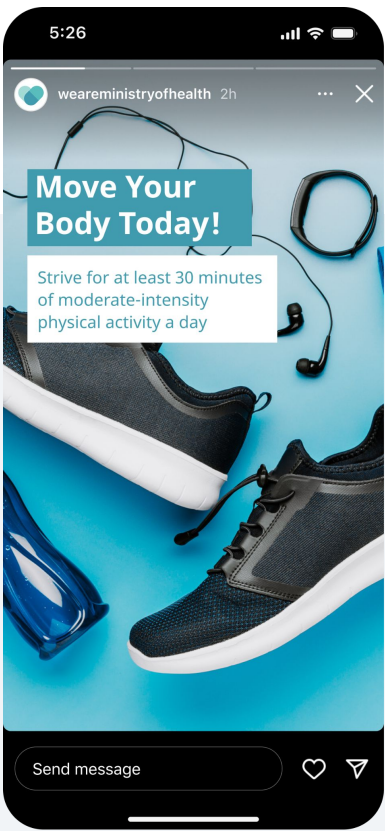
Feed

Curated highlights



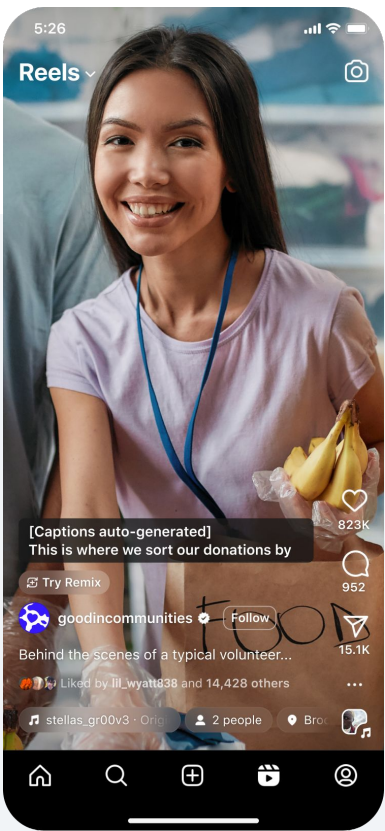
Stories

Ephemeral moments



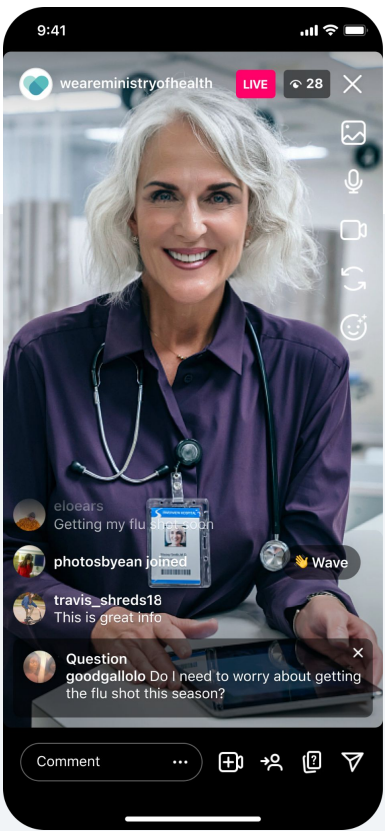
Reels

Short, entertaining videos



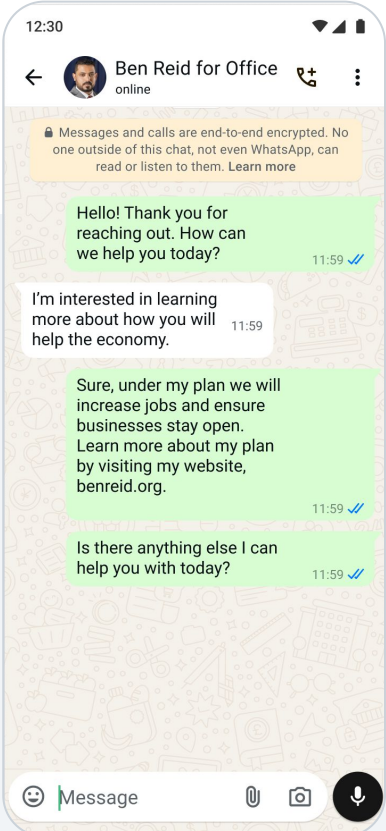
Live

Interact with your audience



Channels

Connect with core audience



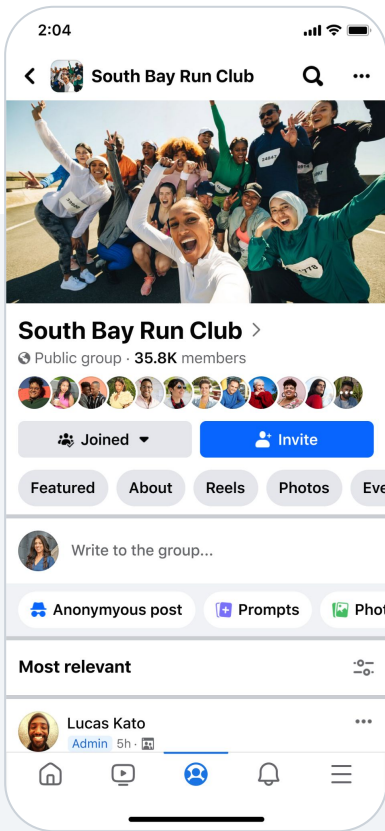
Threads

Join public conversation



Groups

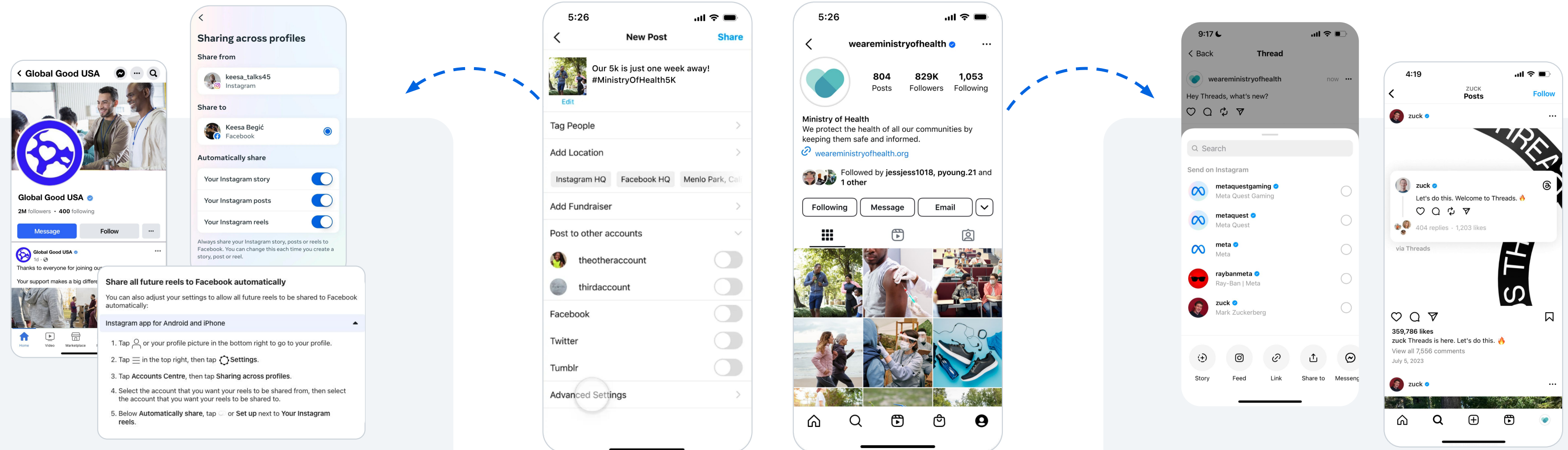
Build community



Response | Where to post

Crossposting between Facebook, Instagram and Threads

Seamlessly share your content across Meta technologies, so your content can reach larger audiences without extra effort.



Once your accounts are linked, share your Instagram content to Facebook to engage your existing Facebook audience — and reach more people — without having to update twice!



Pro-tip: Make sure your Instagram account is linked to your Facebook Page first.

When you share a post on Instagram, you can also choose to share it on [Threads](#): an app from Instagram where you can view and share public conversations.

Response

When to post

Keep your audience coming back to learn more about your organization's work by posting new content consistently using best practices.



Plan for consistent posts:

- ➔ Use a content calendar to plan
- ➔ Post regularly to stay in supporters' feeds



Schedule content frequency

- ➔ Consider scheduling posts in advance
- ➔ Maintain frequency based on type of content



Adopt a test and learn approach

- ➔ Determine optimal frequency
- ➔ Experiment with new schedules based on audience behavior

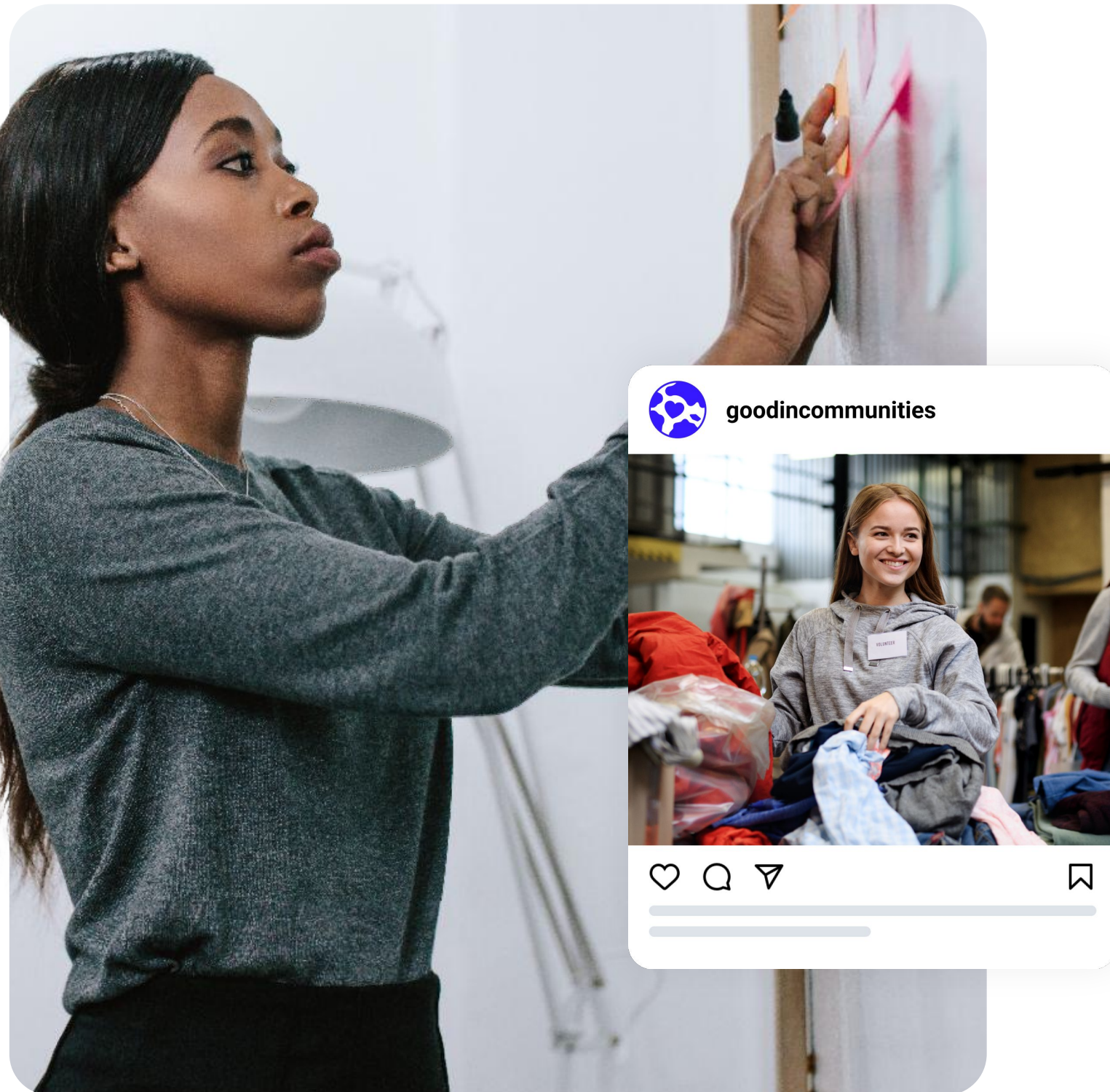
Response

Pinning a post on your page

Pinning a post during a crisis makes it easy for your community to find authoritative information when they come to your Page.

Think of your pinned post as a centralized and concise hub for urgent public safety information, including:

- Up-to-date evacuation information
- Where people can access recovery services and support
- Emergency fundraisers for recovery and relief



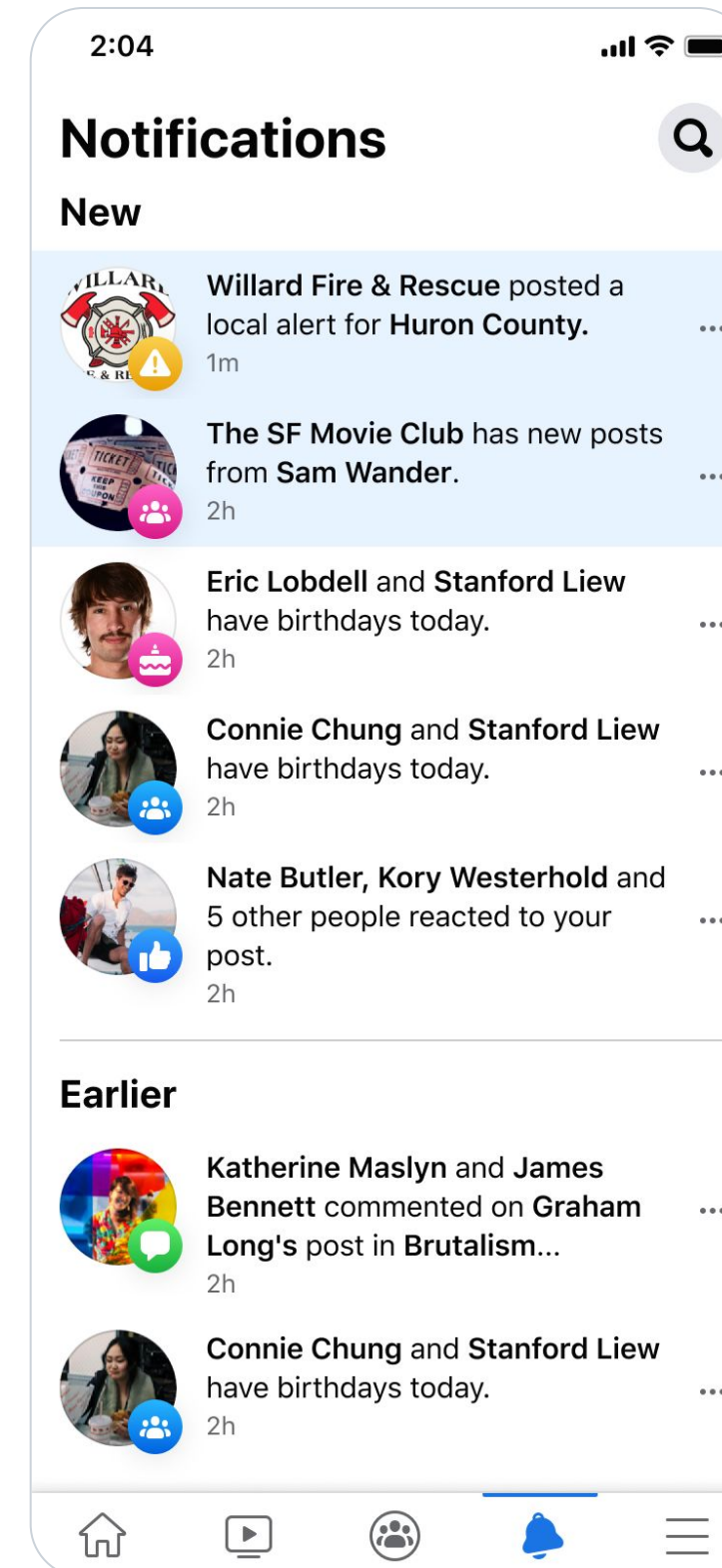
Response

Leveraging local alerts

The Local Alerts tool enables local/regional government organizations, public health agencies and first responder Pages to communicate urgent information to people on Facebook.

When a local alert is posted, it sends a notification to all Page followers within a designated geographical community.

Consider leveraging the tool to increase reach for authoritative content during a crisis.



Response

01

Determine what,
where and when
to post

02

**Establish
fundraisers for
emergency support**

03

Activate
advertising
campaigns to reach
more people

Response



People have raised over
\$8 billion
through fundraisers on
Facebook and Instagram

Response

Fundraising tools available



Facebook

- Nonprofit Page fundraiser
- Supporter fundraiser
- Page with donate button

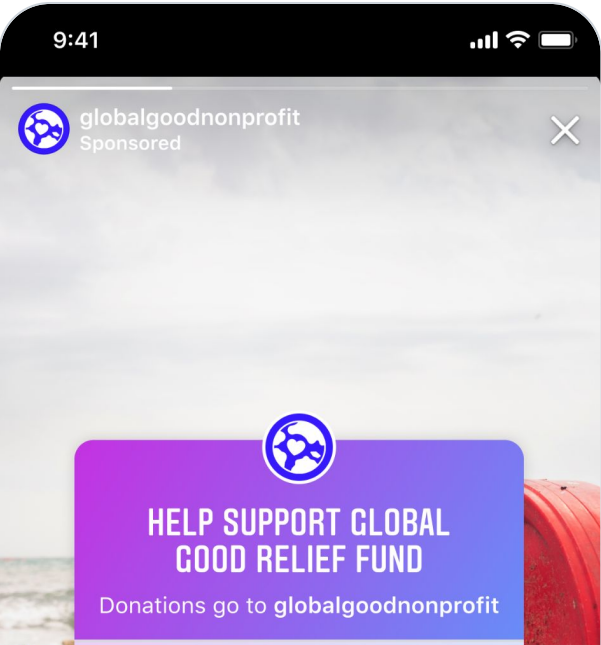
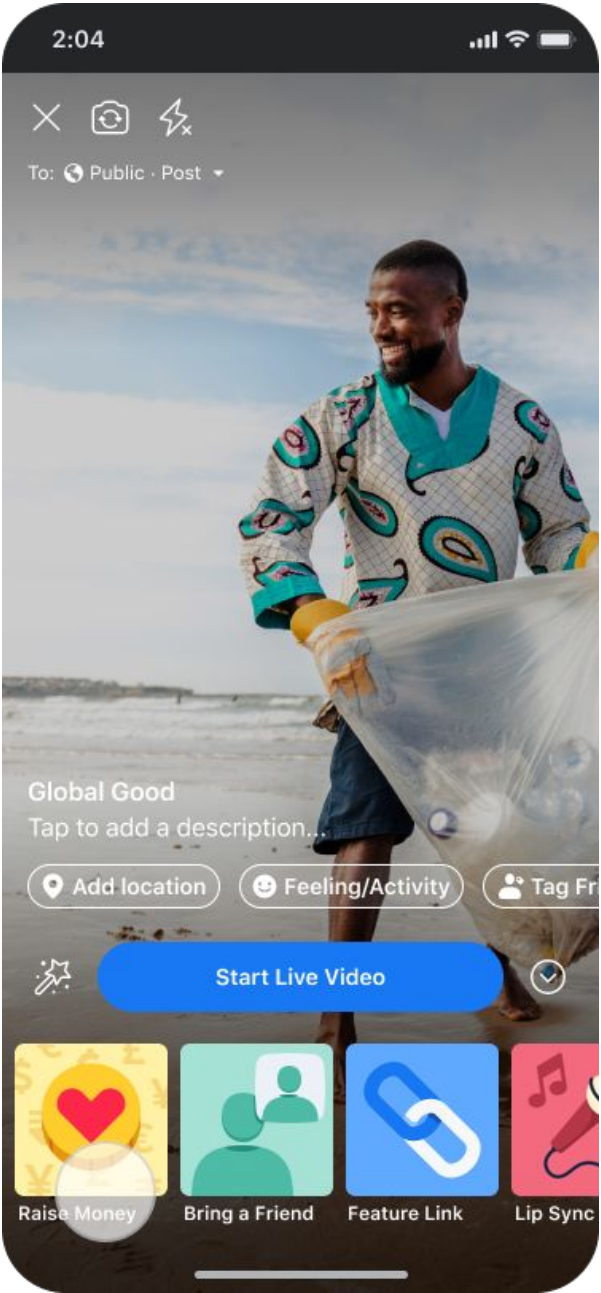
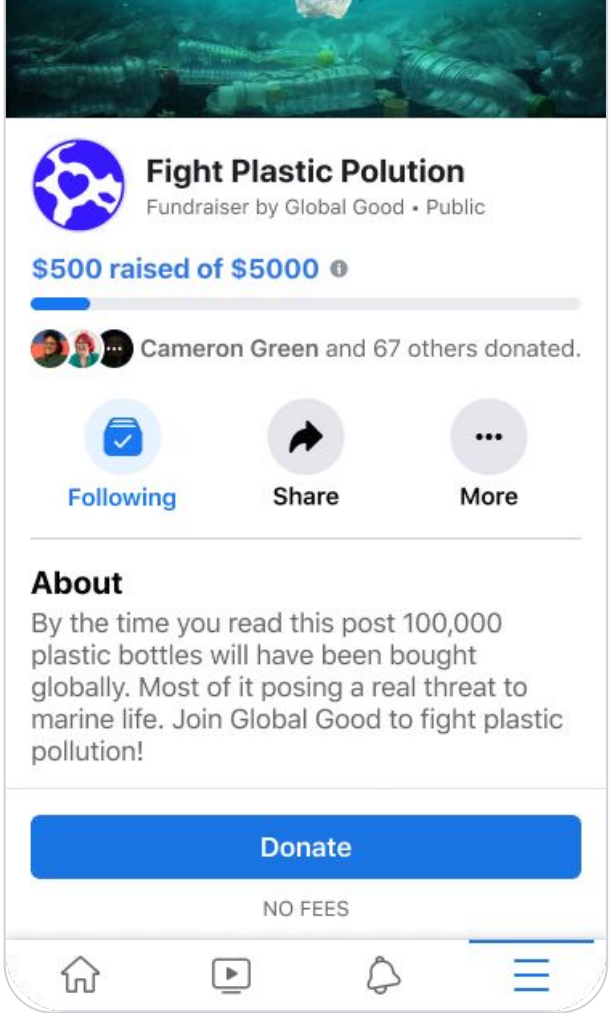
- Post with donate button
- Live with donate button
- Live with fundraiser



Instagram

- Profile with support button
- Nonprofit fundraiser
- Donation sticker in Stories

- Live donations
- Group fundraisers
- Fundraiser in Reels



Response

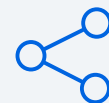
Fundraising best practices



During your campaign, focus on connecting and engaging with your supporters.



Like and comment on donations.



Encourage sharing.



Schedule a Live video.



Thank your supporters.



If you reach your goal, increase it.



Give updates and highlight milestones.



Encourage supporter fundraisers.

Response

Fundraising best practices



After your campaign ends, celebrate your achievements with your community:



Say thank you.



Celebrate the funds raised.



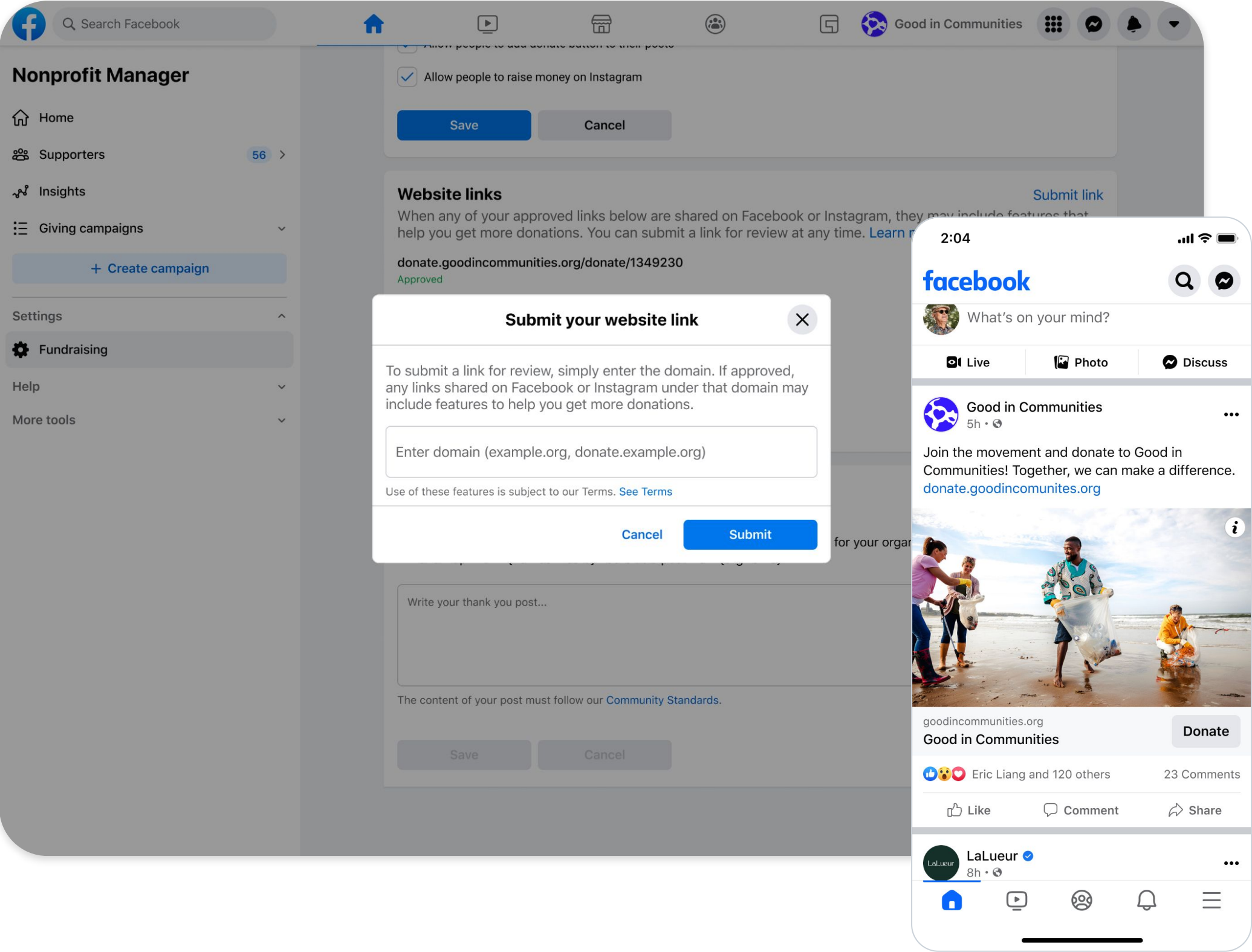
Talk about how the funds will be used.



Share an update on the impact the funds had on your cause.

Response

Submit fundraiser URLs for special features that may help you get more donations



Response

01

Determine what,
where and when
to post

02

Establish
fundraisers for
emergency support

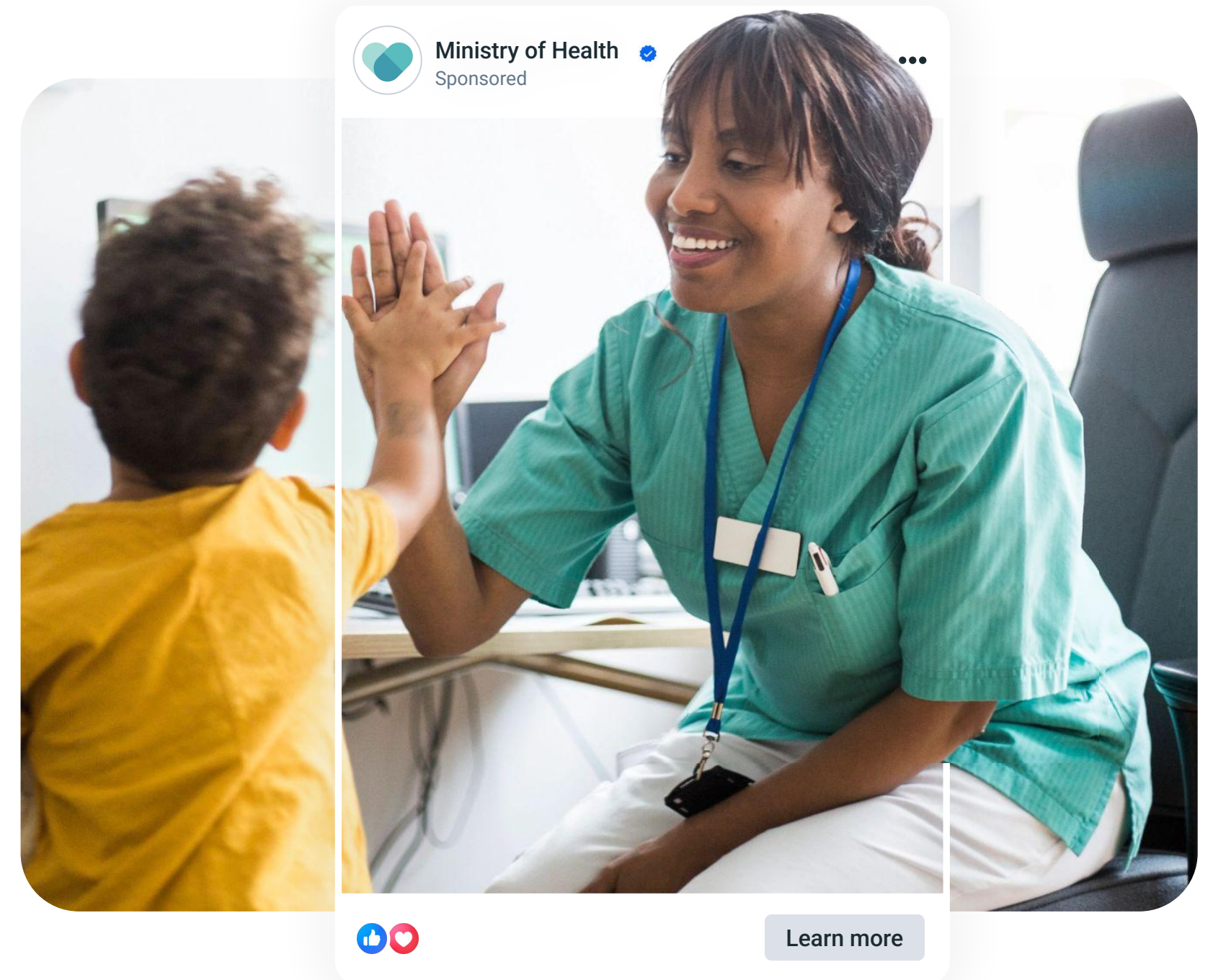
03

**Activate
advertising
campaigns to reach
more people**

To reach audiences effectively...



 [Learn more](#)



[Learn more](#)

... harnessing the potential of advertising on Meta technologies is essential.

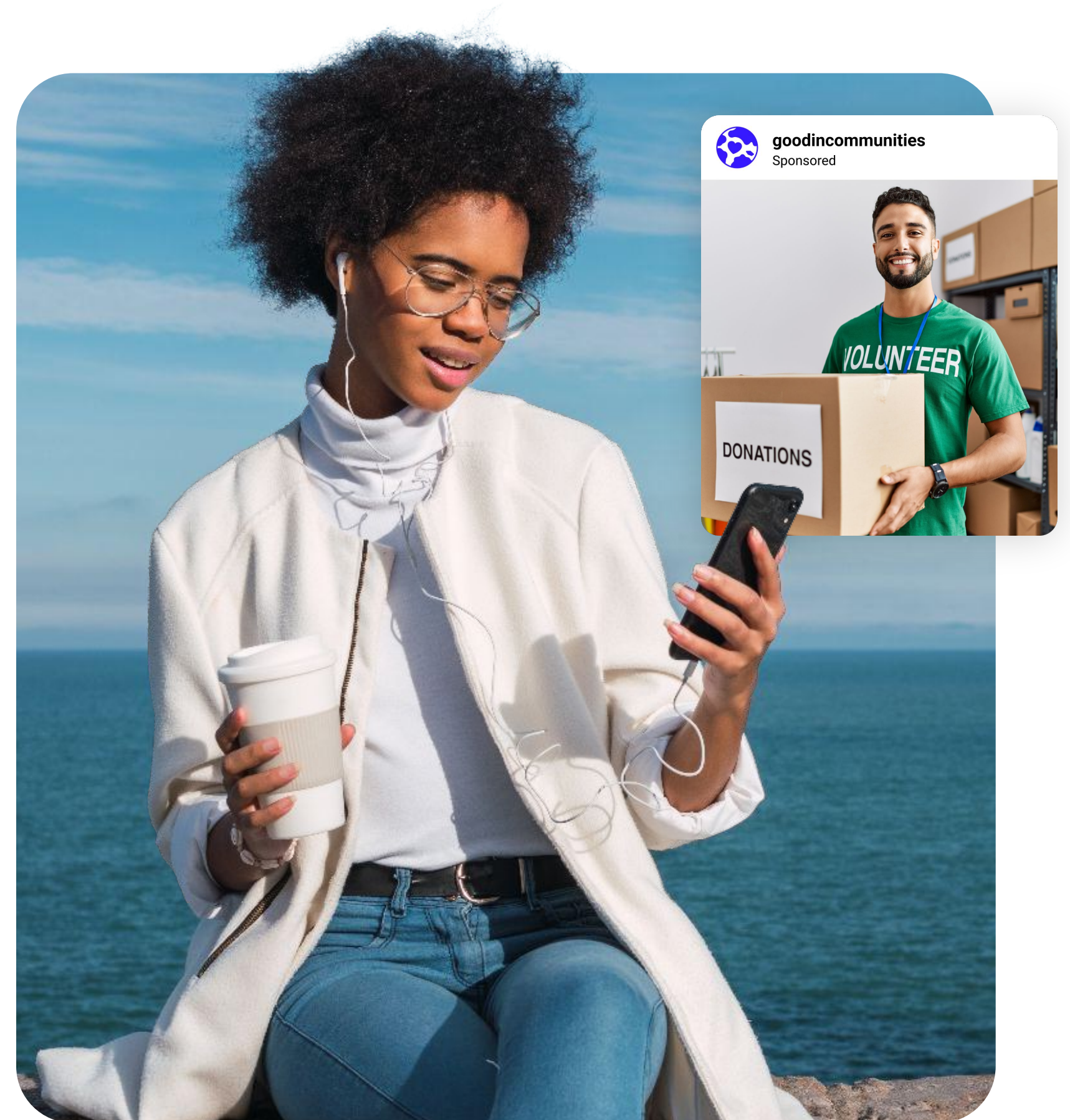
Response

Getting started: Boosting posts

A boosted post is an ad you create from an existing piece of content (e.g. post, Stories, video, Reels) you published on your Facebook Page or Instagram account. This is the simplest way to have your post reach more people on Facebook, Messenger or Instagram.

When you boost a post, you can decide on:

- Your goal
- The ad text
- The schedule and duration
- Your budget
- Your placements



Response

Getting started: Running Meta ads

While a boosted post is still considered an ad, Meta ads created through Meta Ads Manager and Meta Business Suite offer more advanced customization solutions.

These include:

- Choose different ad placements
- Use specific ad objectives
- Maintain creative control
- Use advanced targeting capabilities

[Create New Campaign](#) [Use Existing Campaign](#) ×

Auction ▼

Choose a campaign objective

☒  Awareness

☐  Traffic

☐  Engagement

☐  Leads

☐  App promotion

☐  Sales



Awareness
Show your ads to people who are most likely to remember them.

Good for:

Reach

Brand awareness

Video Views

Store location awareness

[Learn more about campaign objectives](#) [Cancel](#) [Continue](#)

Response

Creative considerations for nonprofit marketers

- 01 Be upfront with the problem
- 02 Show there is a solution and make it specific and tangible
- 03 Ease into action
- 04 The cause is the hero
- 05 Share the mic

Disclaimer: Global Good is a fictional nonprofit designed by Facebook. Any similarities between the Global Good materials and real life nonprofits are not intentional.



Response

Partner with creators to help your organization raise awareness

55%

of people surveyed agree that
creators on Reels help them
discover new organizations.

Source: Commissioned by Meta research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least people who use Reels weekly.



Response

Leverage partnership ads

Partnership ads (formerly branded content ads) are the most performant and transparent way for advertisers and creators to run ads together.



Creator checklist

- ➔ Use partnership ads.
- ➔ Diversify your creator mix.
- ➔ Boost performance with a mix of BAU and PA.

+18%

Adding at least 20% partnership ads on top of a BAU strategy drove 18% higher median brand lift on Ad Recall.¹



Briefing a creator

- ➔ Inspire.
- ➔ Collaborate.
- ➔ Keep it brief.

+71%

Adding at least 20% partnership ads delivery on top of a BAU strategy drove over 71% higher median brand lift on Intent.²

Source: 1. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 24 NORAM brand lift studies between June 01, 2023 to 30 June, 2024. 92% Confidence of BAU + PA outperforming BAU strategy. 2. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 14 GLOBAL brand lift studies between June 01, 2023 to 30 June, 2024. 98% Confidence of BAU + PA outperforming BAU strategy.

Resilience

Actions to take after a crisis moment



After a crisis, deepen community-building and ongoing conversation around crisis readiness

01

Turn increased reach and awareness into ongoing ties with your community

02

Leverage Performance 5 to take your future ad campaigns to the next level

03

Measure the success of your marketing efforts

Resilience

01

Turn increased reach and awareness into ongoing ties with your community

02

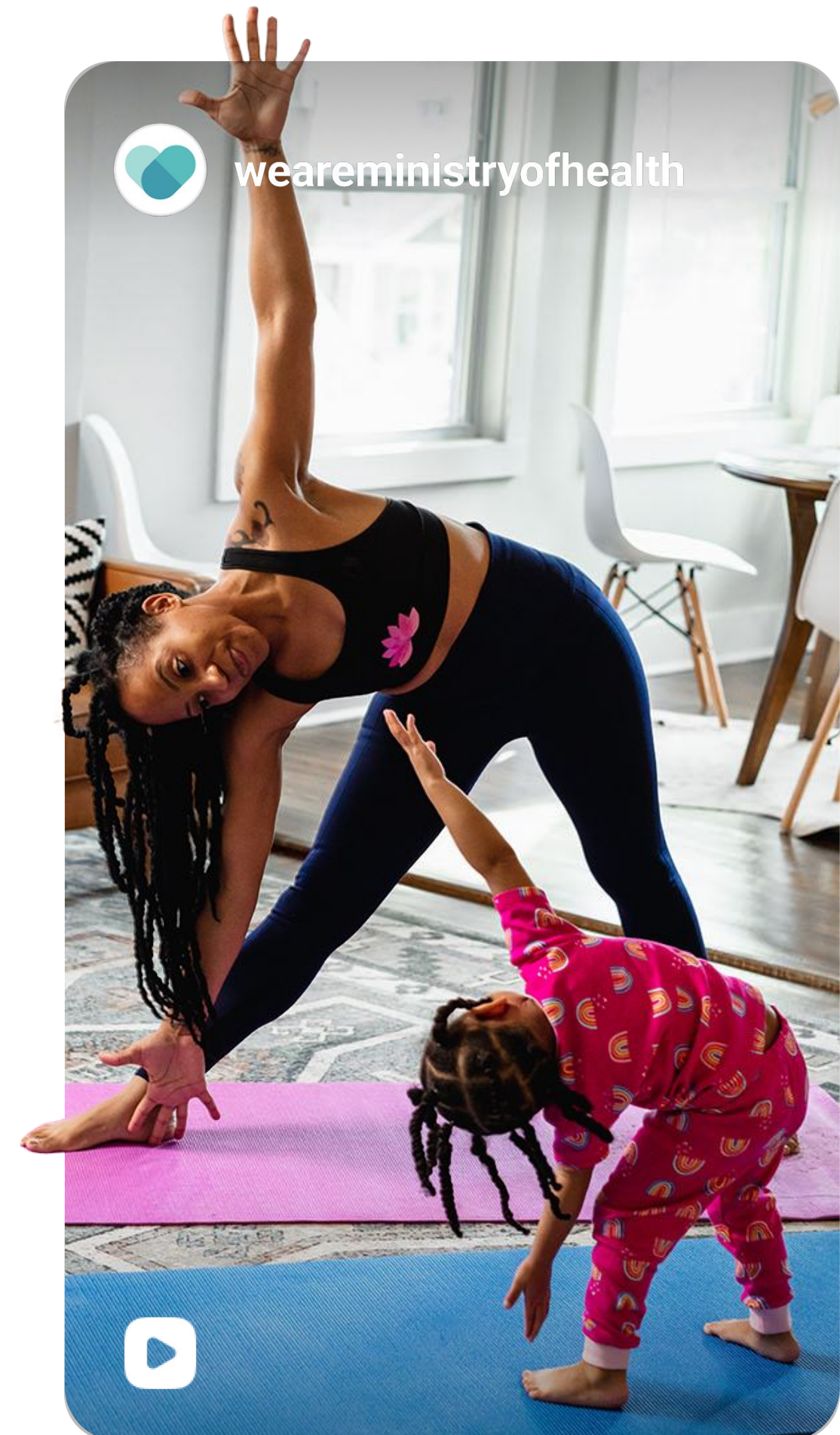
Leverage Performance 5 to take your future ad campaigns to the next level

03

Measure the success of your marketing efforts

Resilience

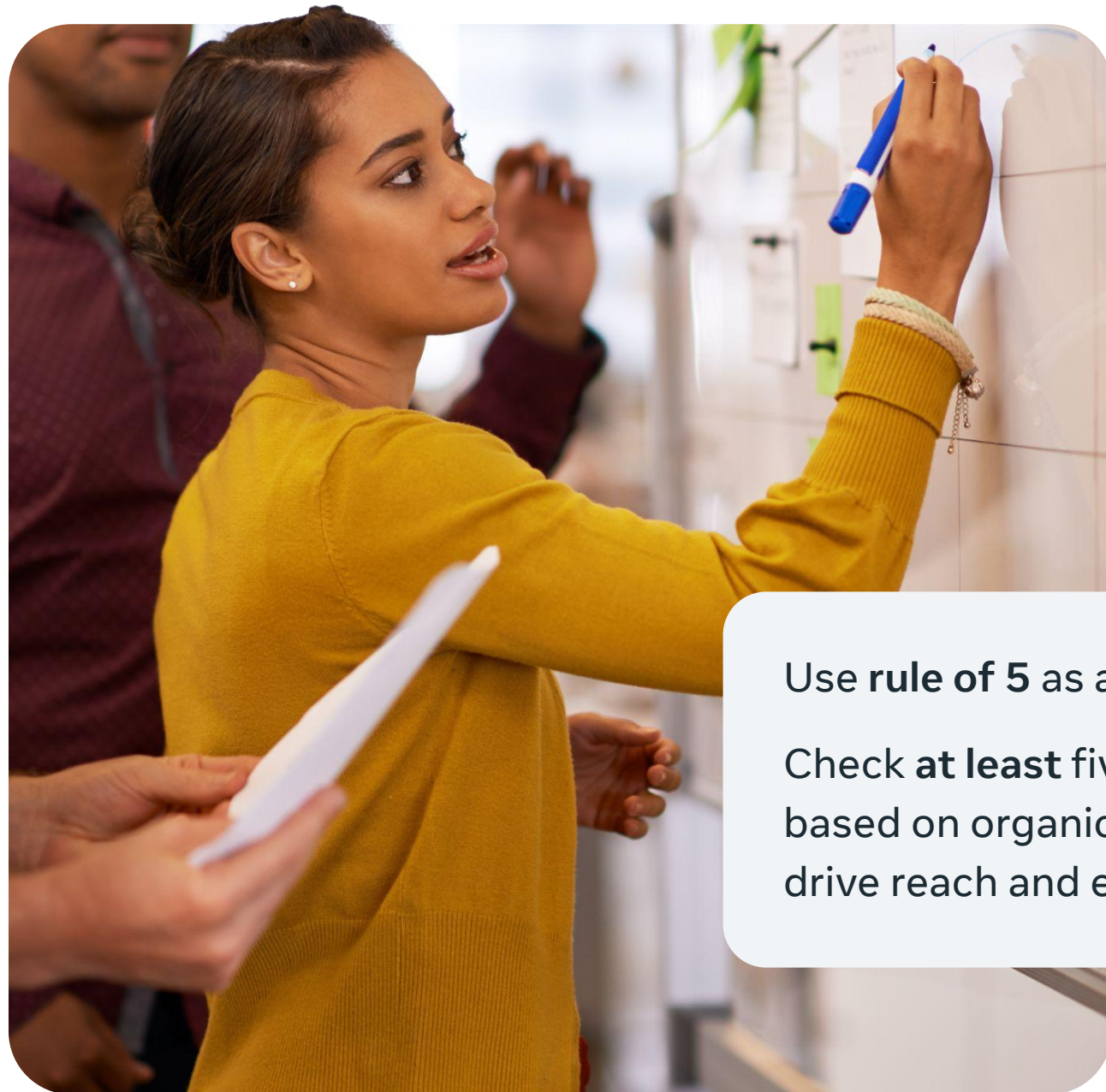
Aim to get the best
out of every post by
discovering what
works for your audience



Resilience

Rule of 5: creative tactics

Simplify content creation across Meta technologies with the **rule of 5** checklist designed to help organizations make posts that resonate with their audience.



Use **rule of 5** as a rule of thumb:

Check **at least** five creative tactics based on organic best practices to drive reach and engagement.



Unique to
your Page

Immersive
audio



Smart visual
cues

Timely on
social trends



Vertical or
carousel

Sparks curiosity
upfront



No baiting



Short videos

Rule of 5: in action



Unique to
your Page



Immersive
audio



Vertical or
carousel



Timely
on social
trends



Smart
visual cues



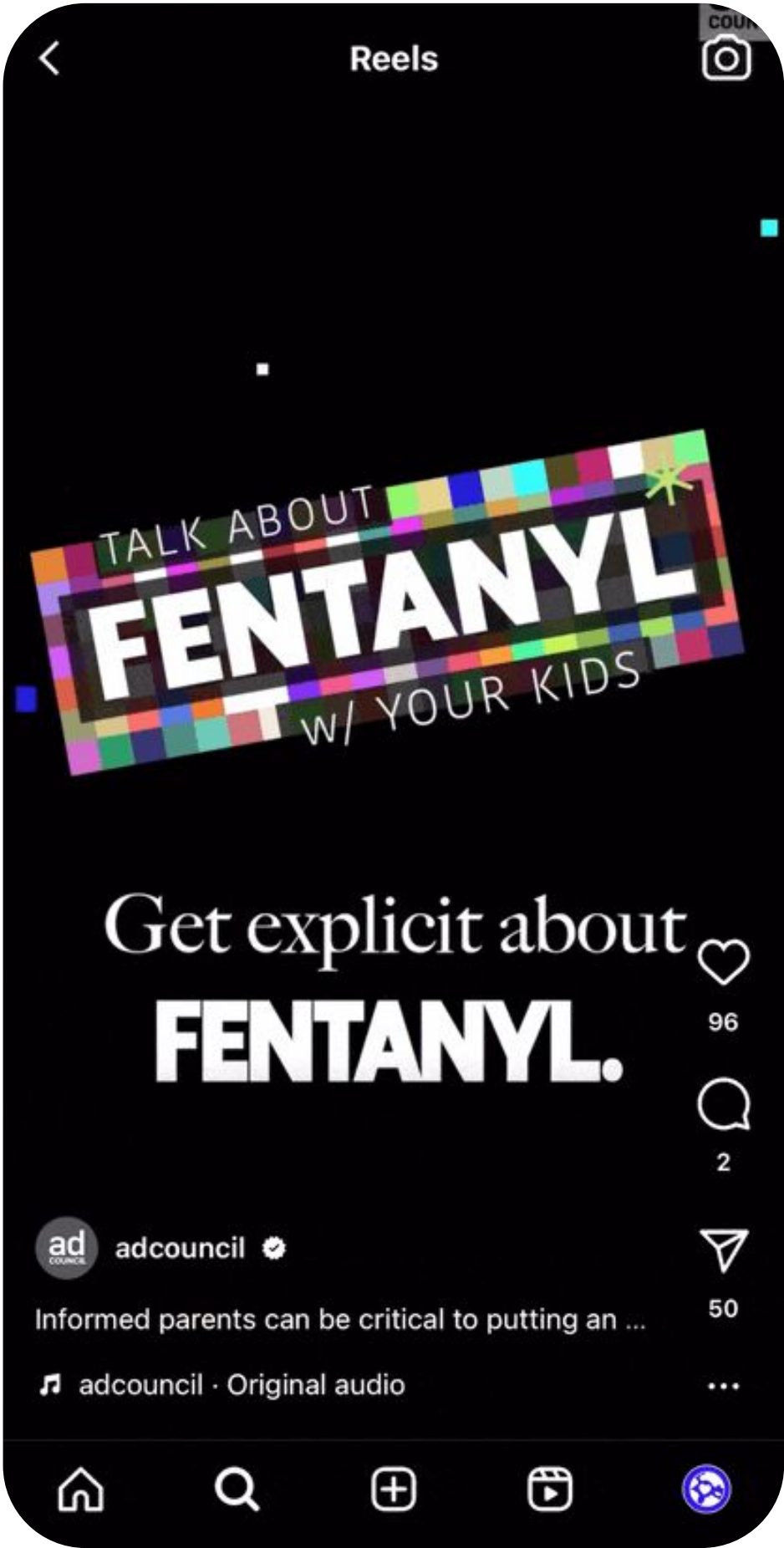
Sparks
curiosity
upfront



No baiting



Short videos



Ad Council and Meta partnered on *Drop the F*Bomb* as a public service campaign to address America's fentanyl crisis.

The campaign emphasized the dangers of fentanyl by mobilizing parents and caretakers to start candid discussions with their teens.

Resilience

01

Turn increased reach and awareness into ongoing ties with your community

02

Leverage Performance 5 to take your future ad campaigns to the next level

03

Measure the success of your marketing efforts

What is Performance 5?

Performance 5 are foundational best practices that unlock the potential of automation, maximizing performance today and setting you up for success tomorrow.



Maximize results

Get the best performance out of advertising on Meta technologies, proven via meta-analyses across direct-response verticals.



Prioritize campaigns

Allocate time and resources to the five most impactful areas.



Be ready for tomorrow

Leverage ongoing testing and research to stay ahead of the curve on innovation.



Performance 5

Maximize performance
with these best practices:

- 1 Creative diversification
- 2 Account simplification
- 3 Automation
- 4 Data quality
- 5 Results validation

Resilience

01

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Measure the success of your marketing efforts

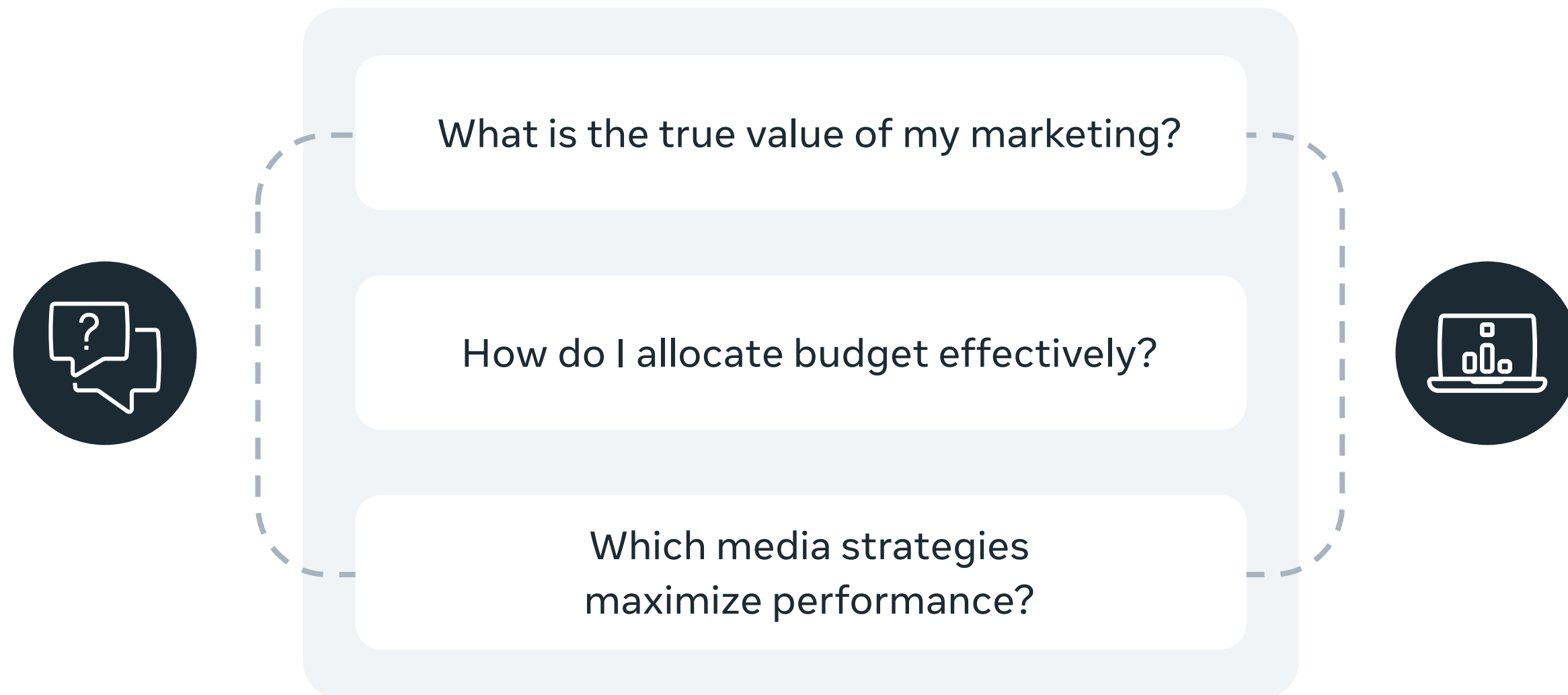
Adopt a test and learn approach



Consider best practices for adopting test and learn approach. Always remember to do what serves your audience and organization best.

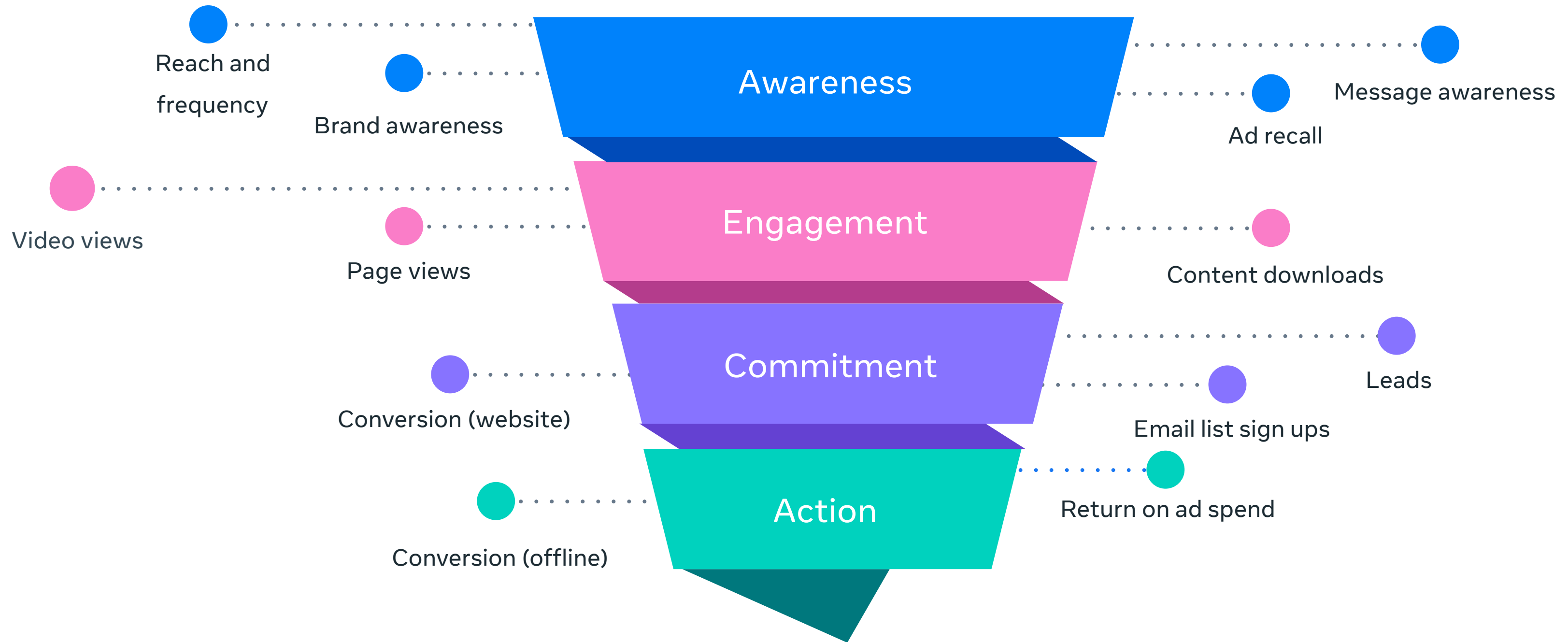
Strategy	Approach	KPI
01 Track engagement	Monitor metrics to gauge audience response to posting frequencies.	Likes, comments, shares, and clicks
02 Experiment with variations	Vary posting frequency to identify popular and engaging topics for your audience	Daily, weekly, biweekly frequencies
03 Analyze audience insights	Use audience insight tools to analyze audience behavior	Audience preferences, time zones, keywords
<i>i</i> Pro tip: Try posting a reel a day for a set period to test what works and find your winning format.		

A robust measurement plan informs AI how to be more effective at reaching your goals



Use the right metrics and KPIs

to measure what matters.

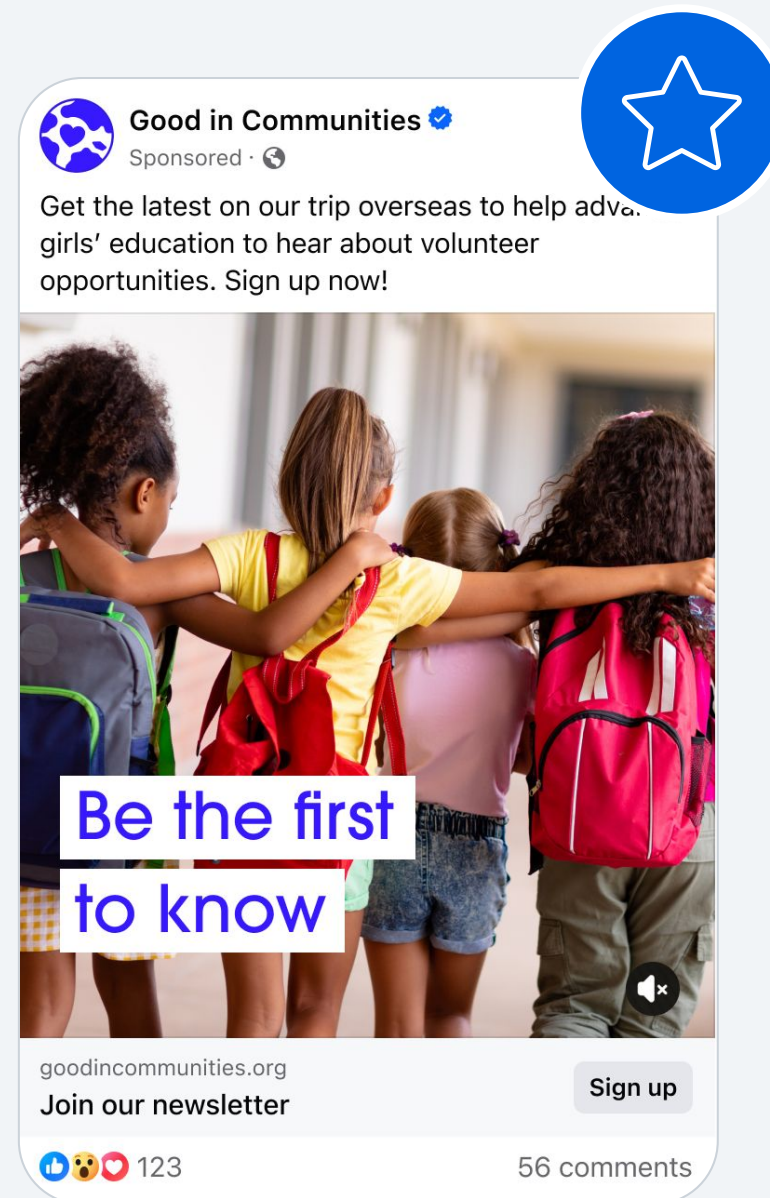


Design for action

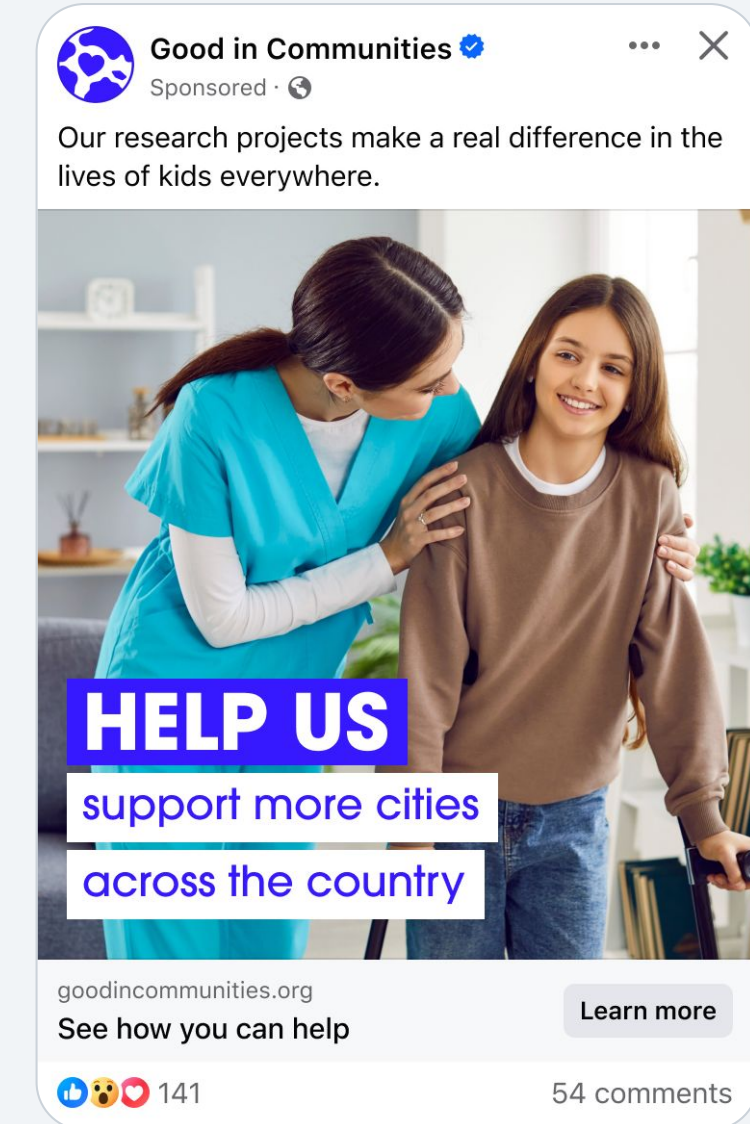
when creating and implementing the hypotheses and tests.



Which ad should model future creative development?



Cost per sign-up:
\$1.38



Cost per sign-up:
\$2.28

Measurement tool comparison

				
What's the solution?	Ads Reporting	A/B Testing	Brand Lift	Conversion Lift
What does it measure?	Ad metrics	Online conversions	Brand impact	Online conversions
Is it causal?	Not causal	Not causal	Causal	Causal
	Ads Manager allows you to evaluate the results of your campaigns, shows you how your advertising is helping you achieve your organizational goals, and displays more about your audience, your campaign's reach and much more	Tracks conversions of two or more campaigns to evaluate which is the better tactical approach. A/B Testing is not causal since it does not use a control group.	Polls a sample of users to understand the causal impact of ads on ad recall, brand awareness, brand perception and more.	Measures digital conversions through the Meta Pixel and/or Conversions API to understand causal impact of ads.

Every connection is an opportunity.
It's Your World.

