

Using Facebook for Advocacy

Facebook can be a powerful tool for advocacy, especially for reaching out to key decision makers and building online communities of like-minded people.

Here are some ways Facebook can be used for advocacy:

- Create a Facebook page to shine the spotlight on Parkinson's, grow your network and mobilise supporters.
- Engage with supporters through Facebook groups, stories and fundraising initiatives.
- Collaborate with other advocates by following and interacting with other pages that align with the Parkinson's cause.
- Post timely updates and meaningful stories that showcase the Parkinson's cause and what the community needs most.
- Organise events that generate publicity on the challenges of living with Parkinson's and what services and solutions are required.
- Use Facebook Live to interact with viewers in real time.

By leveraging Facebook's features, Parkinson's advocates can effectively reach a large and diverse audience, engage with supporters, and mobilise the community for action.

These useful links will show you how to create and manage your Facebook page:

[Create a Facebook account](#)

[Create and manage a Facebook page](#)

[Invite friends to follow your Facebook page](#)

[Deactivate or reactivate your Facebook page](#)

[How to follow a profile or page on Facebook](#)

For more help and information go to the [Facebook Help Centre](#)