

From: [Rachel Holland](#)
To: [Rachel Holland](#)
Subject: Facebook Local Alerts Tool Available to Florida Government Pages
Date: Thursday, March 12, 2020 5:52:21 PM

Dear All,

I'm excited to say that as of yesterday our Facebook Local Alerts tool is available to the following Facebook Pages in the State of Florida:

- **At City and County Level:** primary government page, law enforcement and emergency responder pages, and public health agency pages
- **At State Level:** public health agency pages, law enforcement and emergency responder pages

Local Alerts is a free tool that allows local government, public health agency and first responder Pages to broadcast essential updates to people in their community via Facebook by marking a page post as local alert, which sends out a notification to page followers who live in a community. With four out of five internet users actively engaging on Facebook each month in the US, this is a great tool to reach your communities in emergency situations. [Learn more here.](#)

If you don't already have access, you should find instructions on how to sign up in an email to your Facebook Page admins. An admin for your Page will need to view the instructions before you can send your first Local Alert. We recommend doing this on a desktop computer (rather than using a mobile browser or app). We also recommend doing this as soon as you can to ensure you have full ability to send Local Alerts when you need them. If you don't see either of these, please [complete this form](#) and let me know.

Step-by-step guide

1. Go to your Facebook Page while using a computer (not a phone or tablet) and select the "local alerts" button in the page composer experience (where you go to make a post).
2. When you do this for the first time, you will be prompted to go through a short onboarding experience. Once an admin from your page has completed the onboarding experience, you will have the option to post a local alert, which will:
 1. Allow Page followers to see the "local alert" **indicator** on that post in News Feed ()
 2. Cause that post to appear on **Today In**, a new place on Facebook for local news and community information.
 3. Send a **notification** to Page followers living in the affected area, as well as to people who have opted in to receive regular local updates from Today In.

Please know that Local Alerts are meant to be used *sparingly* to communicate important

information to people living in your community. Local Alerts can be used in emergencies as well as in less critical situations where timely information is valuable. Specifically, Local Alerts are meant to help you communicate information that is:

1. **Urgent and time-sensitive.** Speed matters.
2. **Need-to-know.** Very important.
3. **Actionable.** May lead people to take action.
4. **Local.** Matters for people living in a specific area (vs. of national importance).
5. **Relevant to the public at large.** Broadly applicable.

To help you learn more about how to use local alerts, please see:

- [Our Help Center guide](#) on how to use Local Alerts
- [A blog post we put out recently](#) on Local Alerts and how they've been used in emergencies.

We will also be holding [short tutorials which you can sign up for here.](#)

Given the particular sensitivities around COVID-19 at the moment, I also encourage you to work with your local counterparts in government, public health and first responders to ensure a coordinated strategy in the case of any public health emergencies. We will be giving more guidance on this in the tutorials I mentioned above.

We encourage you to share this information with any eligible government pages you think would be interested. Let me know if you have any questions,

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