

How to Use Chat Bots for Advocacy

Chat bots are quickly becoming the most important messaging apps out there to communicate and connect with users. As the demand to grab user's attention increases, reaching audiences where they are will be vital to advocacy work. Facebook Messenger is a rapidly growing chat bot tool that can be used to cultivate and engage with a new audience of supporters.

Cool Facts about Chat Bots

- Chat bots are artificial intelligence (AI) systems that enable customer engagement via messaging, text, or speech.
- One of the most popular chat bot apps is Facebook Messenger. Users on that platform are projected to grow to [138.1 million by 2022!](#)
- [40% of internet users](#) worldwide prefer interacting with chat bots than virtual agents.

3 Reasons to Say YES to Chat Bots

1. **Yield more responses** from users with customized messages. From informational content, to action alerts, to lead generation, to attracting donors, users can interact with content that fits their needs based on their location and interests.
2. **Engage with online supporters** where they are most present. This platform also has a huge presence internationally where chat-based applications have a greater penetration.
3. **Share information much quicker.** Automated messages to users allow for rapid response and information collection.

FAQ

1. Q: Is sending messages to users via chat bots free?
A: Yes and no. In order to engage with the audience you've built on Facebook Messenger, you must send messages through "sponsored messages". These are paid messages that can be created in Facebook Ads Manager. There is also an option to send non-paid messages to users through organic posts on your Facebook Page through the use of the comments section.
2. Q: What platforms are out there to build out chat bots on Facebook Messenger?
A: There are many platforms and tools to choose from when building out your chat bot. [Here is one list](#). Two chat bot tools that SCAN has used are ManyChat and Mobile Monkey.
3. Q: Do all Facebook pages have access to Facebook Messenger?
A: Every Facebook page includes access to Messenger. When you have a business page, Facebook Messenger should already be enabled. [Check here](#) to make sure your business page has it enabled correctly.

For more information on chat bots, contact Samra Khawaja at skhawaja@savechildren.org