

RELEASED IN FULL

FOR OFFICIAL USG USE ONLY

FACEBOOK Part 3

Creating and Customizing Groups



A field guide for missions, posts and IRCs

10/24/2012
U.S. Department of State
International Information Programs
Office of Innovative Engagement
OIESupport@state.gov

REVIEW AUTHORITY: Barbara Nielsen, Senior Reviewer

**Facebook is constantly changing. While we periodically review this guide to reflect these changes to the interface, we can't always guarantee that what you see on the screen will exactly mimic the information in the guide.*



FOR OFFICIAL USG USE ONLY

Before using any new social media tools for official State Department purposes, it is important that you are familiar with State Department Policy on Social Media: 5 FAM 790.

You should also review the Managing Your Social Media field guide. This guide is very important to helping you plan, create and execute a successful social media campaign.

If you have any questions about this guide, please contact OIESupport@state.gov.

Facebook Groups

Facebook Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Groups allow for:

- **Group Chat:** Chatting with an entire group in a single chat stream. Facebook chat is not available on ONP.
- **Group Email:** Send bulk emails, similar to a mailing list.
- **Privacy Controls:** Set up Groups with separate privacy settings, allowing different Groups to view different content.

Groups are created on your profile, not your Page. In order to use Groups, you would have to go through your personal profile.

While some posts may decide to create Groups around short-term campaigns, there is a danger that allowing some users more information than others on a Facebook Page may be seen as censoring.

If you decide to set up a Group, you will need to go to www.facebook.com/groups/

Select *Create Group* to start the process for creating a Group. You will have the option to select from three types of Groups:

- **Open:** Members and content are public.
- **Closed:** Members are public, content is private.
- **Secret:** Members and content are private.

Once you have selected the type of Group, named the Group and added members (members must be Facebook users), you have successfully created a Group.

FOR OFFICIAL USG USE ONLY

You can manage your Group by using 'Edit Group' and 'Edit Settings.' Edit Group allows you to change the Group name, the privacy setting, the email address designated for the Group and the Group description.

Edit Settings allows you to set notifications for your group.

This is the end of this section of the Facebook Field Guide.

[Find all sections of the Facebook Field Guide here on the Social Media Hub.](#)