

RELEASED IN FULL

FOR OFFICIAL USG USE ONLY

FACEBOOK Part 1 Getting Started with Facebook

A field guide for missions, posts and IRCs



12/26/2012
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

Table of Contents

What is Facebook? 3

 Facebook Page vs. Facebook Group 3

Getting Started With Facebook 3

 Terms of Service and Terms of Use..... 3

 Creating Your Administrator Profile..... 4

 Creating a New Profile..... 4

 Using an Existing Profile 5

Privacy Settings..... 5

 Who can see my stuff? 6

 Who can contact me? 6

 How do I stop someone from bothering me?..... 6

 See More Settings.....7

Account Settings7

 Account Settings.....7

 General7

 Security..... 9

 Timeline and Tagging Settings 11

 Notifications 11

 Mobile..... 11

 Apps 11

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.

What is Facebook?

Facebook is the most popular social network online with a user base of over 900 million people. After the United States, the top ten countries on Facebook are Brazil, India, Indonesia, Mexico, Turkey, the UK, Philippines, France, Germany, and Italy. It is a way for you to publicize events, showcase new publications and promote discussions with your communities. Facebook is just one of a variety of online communities. Others include MySpace, Orkut, QQ, etc. Do some audience-research before choosing a network to ensure you'll reach the right people.

Many posts have created Facebook Pages. Some are sponsored by the embassy, others by the IRC or American Corners. Determine if your Page will represent your entire post or an individual section. Your location and local culture can help you make this decision. IIP's Social Media Dashboard and IRM's Diplopedia both have lists of U.S. State Department Facebook properties.

Don't create a Facebook Page to duplicate your official website. Use it to *build a community*. Facebook pages can be used to publicize upcoming events or programs, such as web chats, contests, scholarships and more.

Facebook Pages can be used to make announcements or to link fans to related articles, such as IIP publications on eJournal and outside news sources, like the New York Times or the Washington Post.

Facebook Page vs. Facebook Group

Facebook Pages are better for long-term relationships with fans, readers and customers and provide a wider array of design and content options.

Facebook Groups provide a closed space for a small group of people to communicate. We discuss Facebook Groups in further detail in this section of the Facebook field guide.

Getting Started With Facebook

Terms of Service and Terms of Use

The Department has signed an amended **Terms of Service** (ToS) agreement with Facebook. This information is available on the Internet Steering Committee's SharePoint Site. Make sure

FOR OFFICIAL USG USE ONLY

that you send an email to the [Internet Steering Committee](#) and to [PA Digital Communications Team](#) to notify them that you are creating a new account based on the amended ToS.

The **Terms of Use** (ToU) for your community will serve as your rules and regulations for your community. We have provided an [html template of general Facebook Terms of Use](#) for your convenience. Terms of Use **must** be posted visibly on your Facebook Page. We will discuss where and how to post these ToU in Facebook Part 2: Creating and Customizing Your Page.

Creating Your Administrator Profile

Multiple people at your embassy should be managers on your Facebook page – this is crucial to ensuring the survival of the page as staff rotates in and out of post.

There are several different types of Facebook administrators:

- A **manager** can manage admin roles, send messages and create posts as the Page, create ads, and view insights.
- A **content creator** can edit the Page, send messages and create posts as the Page, create ads, and view insights.
- A **moderator** can respond to and delete comments on the page, send messages as the Page, create ads and view insights.
- An **advertiser** can create ads and view insights.
- An **insights analyst** can view insights.

In order to be a manager of a page, you need a Facebook profile. If you do not already have a Facebook profile, use the instructions below to create one. If you already have a Facebook profile, [click here to jump to the next step](#).

Creating a New Profile

1. To create a new Facebook profile, visit www.facebook.com
2. Fill out the form.
 - a. You must use a real name; do not enter an organization name such “Usembassy Washington.” If you do not fit these rules, Facebook may delete your profile.
 - b. We strongly recommend you use a state.gov email address. See the [Email](#) section below for more details.
 - c. Make sure your password is a strong password. This includes:
 - i. Minimum of 12 characters
 - ii. A mix of upper case letters, lower case letters, numbers, and nonalphanumeric characters
 - iii. See the [Password](#) section below for more details.
 - d. Don't forget the birthday you attach to your account. This information will be necessary in case of any account lockout.
3. Click **Sign Up**.
4. Facebook will send you a confirmation email. Click on the link provided in the email to complete your account set up.

FOR OFFICIAL USG USE ONLY

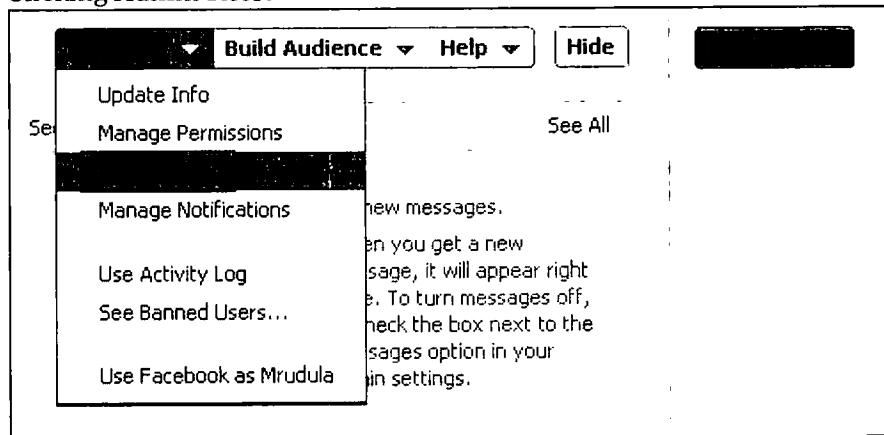
5. Because this account will be used to run your Facebook page, you do not need to fill in any profile information. Click **Skip this step** for Steps 1-3.

Skip this step

Using an Existing Profile

Follow the instructions below to add an existing profile as a manager of a Facebook page.

1. 'Like' the Facebook page you would like to be a manager of
2. An existing manager of the page must make you a manager of the page. They can do so by:
 - a. Opening the page's admin panel
 - b. From the Manage ▾ menu, select Edit Page
 - c. Clicking Admin Roles



- d. Type the email address of the Facebook account that needs to be an administrator
- e. Click Save to complete the process.

This feature is buggy – it may take a few tries to add a user as an administrator.

Note: Take the appropriate precautions listed below in Privacy Settings and Account Settings to keep your existing Facebook profile from being an easy target for hackers.

Privacy Settings

Managing your privacy is extremely important on Facebook. You should review [Facebook's Privacy Policy](#) and note any changes. The privacy policies on Facebook change often, and Facebook does not always advertise the changes. It is important to stay as informed as possible.

You should also check Facebook's [Privacy Guide](#) regularly. The Privacy Guide is an easy way to understand the privacy changes.

FOR OFFICIAL USG USE ONLY

Access your Privacy Settings by clicking on the lock icon on the top right hand corner of your Facebook navigation.


There are three main categories:



- Who can see my stuff?
- Who can contact me?
- How do I stop someone from bothering me?

Who can see my stuff?


Click on the first category to set your privacy settings for content on your Facebook profile.


Privacy Shortcuts

 Who can see my stuff?

 Who can see my future posts?
 **Friends** ▼

This is the same setting you find right where you post, and changing it there will update it here.

 Where can I review all my posts and things I'm tagged in?
Use Activity Log

 What do other people see on my timeline?
View As

Who can see my future posts? sets the default privacy setting for content (status updates, photos etc) on your Facebook profile. OIE recommends that you have your settings set to *Friends*. This means that only people you approve of will be able to view your profile and information. Click **Custom to further refine your privacy settings.**

Click **Use Activity Log** to review all your posts and things you're tagged in. Click around your activity log to see photos you're tagged in and other items that may appear in news feed, search, and other places on Facebook. This Activity Log is for

your profile only. [Part 2 of this guide](#) goes into detail about the Activity Log for Pages.

Click **View As** to view what the public and friends see when they look at your profile.

Who can contact me?

Here you can select who can send you Facebook messages (OIE recommends **Friends of Friends** or **Friends**) and who can send you friend requests (OIE recommends **Friends of Friends**).

How do I stop someone from bothering me?

Use this to block users from seeing your content on Facebook and starting conversations with you. Click **View All Blocked Users** to see a list of all users you have blocked. If you would like to prevent people from seeing content you post on Facebook.

6

FOR OFFICIAL USG USE ONLY

See More Settings

Click **See More Settings** to further refine who can look you up on Facebook. For optimal privacy, choose the following:

Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you Facebook messages?	Friends	Edit
Who can look me up?	Who can look you up using the email address or phone number you provided?	Friends	Edit
	Who can look up your timeline by name?	Friends	Edit
	Do you want other search engines to link to your timeline?	Off	Edit

Account Settings

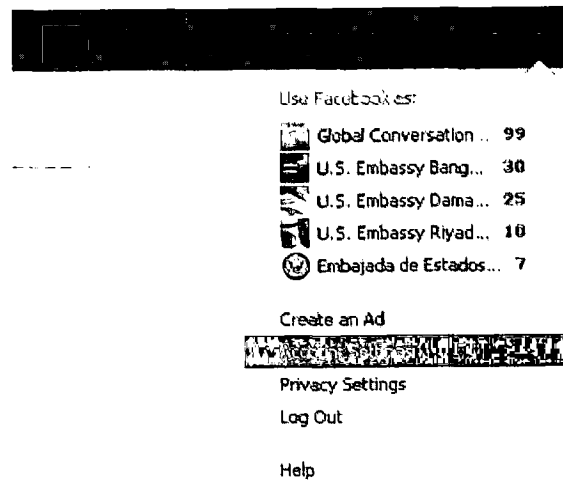
Account Settings

After logging in, you can select 'My Account', on the top right of the page under the drop-down section accessed by clicking on the gears icon. Here, you will be able to adjust your personal and privacy settings, languages and more. You can navigate through this section through the menu on the left hand side of the screen. Don't be intimidated – we'll go through each of the options individually.

Note: A lot of the information in this module can be applied to personal Facebook profiles as well. They are good practices all around.

General

In this section you can change the language Facebook is displayed in, your contact email address, password and networks.



The screenshot shows a dark navigation bar at the top. Below it, the 'Use Facebook as:' section lists several pages with their respective counts: Global Conversation (99), U.S. Embassy Bangkok (30), U.S. Embassy Doha (25), U.S. Embassy Riyadh (10), and Embajada de Estados Unidos (7). Below this is the 'Create an Ad' section with a blurred image. At the bottom, a menu lists 'Privacy Settings', 'Log Out', and 'Help'.

FOR OFFICIAL USG USE ONLY**Email**

If your email address associated with your Facebook account is a Gmail account, we recommend you take the following precautions:

- **Password:** set a strong password as detailed below.
- **Recovery email:** set a state.gov address as your recovery email. If you lose access to your account, Gmail will email you at this address.
- **SMS:** If you forget your password, Google can send you a recovery code via SMS. Google works with selected mobile carriers to send this text message.
- **Consider 2-Step Verification:** This Gmail feature adds an extra layer of security to your account by requiring you to enter in a code (sent to your mobile phone) in order to log into your Gmail account. To enable this, go to the 2-step verification setup page.
 - **Note:** this method will only send the code to **ONE** mobile phone. Although this is the most secure option for protecting your account, if you have more than one person who will need access to your Gmail account, this option may not work for you.
- **HTTPS:** In your Gmail settings, select 'Always use HTTPS.' This setting protects your information from being stolen when you're signing in to Gmail on a public wireless network, like at a cafe or hotel.
- **Check Account Activity:** Click the **Details** link next to the 'Last Account Activity' entry at the bottom of your account to see the time, date, IP address and the associated location of recent access to your account.

General Account Settings

Name	Mary Washington	Edit
Username	http://www.facebook.com/usembassywashington	Edit
Email	Primary: officeofinnovation@gmail.com	Edit
Password	Password last changed over a year ago.	Edit
Networks	No networks.	Edit
Language	English (US)	Edit

Download a copy of your Facebook data.

Edit your Account Settings by using each of the subtopics available.

Networks allow you to connect with people in your school or work place.

It is recommended that you do NOT put your affiliation with the State Department on your profile.

Password

It is recommended that you use the same format as recommended by Diplomatic Security as outlined in 12 FAM 632.1-4. According to the FAM:

FOR OFFICIAL USG USE ONLY

1. Password length: the password must be a minimum of 12 characters in length. If the system which the user is accessing does not accommodate 12 characters, then the user should use the maximum number of character spaces available;
2. Password composition: the password must be composed of characters from at least three of the following four groups from the standard keyboard:
 - a. Upper case letters (A-Z);
 - b. Lower case letters (a-z)
 - c. Arabic numerals (0 through 9); and
 - d. Nonalphanumeric characters (punctuation symbols like &,%,#, etc.)

You are not required to change your password, but it is recommended that you do so – perhaps every 60 days, if you set up an alert on your Outlook – in order to discourage hackers.

Security

We recommend you pay careful attention to this section. Your profile needs to remain secure to prevent anyone from taking over or hijacking your Facebook Page.

Security Question

This field will only appear if you have not yet set a security question. If you are not sure what your security question is, [click on this link](#).

Pick from the provided questions and type in an answer. Try to avoid any answers that a hacker could easily guess.

Example: In what city or town was your mother born?

Avoid: Washington, DC.

Example: What was your grandfather's occupation?

Avoid: Diplomat, ambassador etc.

Make sure the answer to the security question is saved in a secure place where it is accessible to everyone who would legitimately need that information.

Secure Browsing

Check the box next to **Browse Facebook on a secure connection (https) when possible.**

Login Notifications

When you turn on this feature, Facebook asks you to name your computer or mobile phone (you should save this device to your list of Recognized Devices so you won't have to keep naming the computer or mobile phone you usually use to login to Facebook. **Note:** Do not select the option to save your device if you're using a public computer.)

Each time you login to a new device, Facebook will ask you to give it a name. It will also send a notification to the email address associated with your account.

FOR OFFICIAL USG USE ONLY

If you receive a login notification from an unfamiliar device or location, follow the instructions in the email to reset your password and secure your account.

We strongly recommend you enable this feature.

Login Approvals

This feature is one step more secure than Login Notifications. When you enable Login Approvals, you'll be asked to enter in a login code (sent to your mobile device) each time you try to access your Facebook account from a new computer or mobile phone. Like with Login Notifications, you can choose to save those devices to your account. You won't have to enter a code when you login to a recognized device.

Note: Facebook will send the code to ONE mobile phone number. Although this is the most secure option for protecting your account, if you have more than one person who will need access to your Facebook account, this option may not work for you.

App Passwords

Login Approvals don't work when you try to access apps that you log into using Facebook (these include Xbox, Spotify and Skype.) App Passwords will generate a password for you to use to log into these services using your Facebook account but without having to supply the password you use to log into Facebook.com.

Recognized Devices

This section lists the computers and mobile devices saved to your account. If you have login approvals and/or login notifications enabled on your account, you will not be asked to confirm your identity when logging in through these devices.

Click **Remove** to remove old devices from your account.

Recognized Devices

You won't get notified or have to confirm your identity when logging in from these devices:

Phil apple	August 30, 2012 · Remove
Phil Laptop	August 27, 2012 · Remove
MediaLab	August 24, 2012 · Remove
MV	August 21, 2012 · Remove

Active Sessions

Check this section regularly to see a list of the recent times your Facebook account has been accessed. Pay attention to irregular login times or locations. If you notice any unfamiliar devices or locations, click **End Activity** to end the session.

FOR OFFICIAL USG USE ONLY**Timeline and Tagging Settings**

These settings help you control what people see when they visit your timeline. Remember: Things you hide from your timeline can still appear in news feed, search and other places on Facebook. For optimal privacy, we recommend the following:

Timeline and Tagging Settings

Who can add things to my timeline?	Who can post on your timeline?	Friends	Edit
	Review posts friends tag you in before they appear on your timeline?	On	Edit
Who can see things on my timeline?	Review what other people see on your timeline		View As
	Who can see posts you've been tagged in on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	On	Edit
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Friends	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	No One	Edit

Notifications

Facebook allows you to edit when you receive email notifications when someone engages with your Facebook profile. These are a personal preference. Take your time to look over them.

Mobile

Add your phone number to your Facebook account if you wish. Adding your phone number can be useful if you get locked out of your Facebook account – facebook can send password recovery information via SMS.

Apps

This section allows you view your applications, or remove any you don't want to use. Click Edit to edit the settings of any app.

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

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