



State of Oklahoma

**State Agency
Facebook ToolKit**

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Facebook is susceptible to many of the same threats encountered by any social networking site. These threats include: account hijacking, phishing, social engineering, and malware infection. Defending against these threats requires a multi-layered approach which is best accomplished by using a combination of policy, training, and technical controls.

Policy and training are critical countermeasures in defending against account hijacking, phishing and social engineering attacks. These attacks rely on user behavior which is best addressed through well defined policies and awareness training. Policies should provide a clear direction on what is expected of staff within the organization. Training should communicate these organizational policies, familiarize users with the application's interface, as well as educate users on how to identify and defend against potential attacks.

Additional security guidance is located in the following documents:

[State of Oklahoma Social Networking and Social Media Standards](#) (.doc, 16 pp, 1.2 MB - Revised: Oct. 5, 2010)

[Information Security Policy, Procedures and Guidelines](#) (.pdf, 81 pp, 998 KB - Posted: Sept. 23, 2003; Revised: Dec. 1, 2008)

For more information on security considerations, please consult the above documents and the Security Considerations section found on page 20 of this document.



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Overview

Social networking, social media and Web 2.0 are important assets for government that allow agencies to be found by and engage with the public online. As demonstrated by the April 2010 Pew Internet & American Life survey titled “Government Online,” just as government releases more information online, so too is the public looking for more access to information online.

Facebook can be a valuable tool for connecting people with State of Oklahoma agencies and their services. In spite of the benefits to using Facebook (facilitation of government communication and transparency), agencies still face challenges in implementing social computing platforms ranging from determining which technologies to implement to convincing agency management to allow for the inclusion of a social computing strategy into the agency's strategic plan.

What is Facebook?

Facebook is a social networking platform for connecting people with those around them – friends, family, coworkers, or the citizenry with similar interests. Facebook launched in 2004 as a closed community for college students (requiring users to sign up with a valid university e-mail address). It has since expanded beyond that to any user across the world.

Facebook by the numbers:

- More than 500 million active users
- 50% of user base logs on daily
- The average user has 130 friends
- More than 900 million objects of content (pages, groups, events and community pages)
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared monthly
- Average user is connected to 80 community pages, groups and events
- Pages have more than 5.3 billion combined “Likes”
- Now 3rd busiest video-sharing site
- Fastest growing demographic - ages 35+; women
- One of the largest targets of hackers, scammers and criminals (which is why we have policies and procedures—see [Security Considerations](#))



The Basic Terminology - Definitions

Instead of listing definitions in alphabetical order, the definitions are organized in a functional order. In other words, definitions needed to understand the basics of Facebook are listed first; more complex terms and/or functionalities are listed last.

Page – Also, known as a Facebook Public Profile. This is an official presence for public figures or businesses to share information and interact with fans on Facebook. Pages are maintained by authorized representatives of a business, brand, celebrity, or organization, and are used to share content about the entities that they represent.

A page is not a profile. While they may look like Profiles, a Page has features and capabilities that are different, including the ability to upload videos and photos via e-mail; create a custom URL; measuring usage, and the ability to control who can post to your wall.

Profile – A public presence for individuals to share information and interact with friends and organizations on Facebook.

Like – Also, Fan. Individual who selects the option to become a fan of a Facebook Community Page or Page. When an individual becomes a fan of (“likes”) a Facebook Community Page or Page, all their friends will be able to see that page. After making that connection, the Page will be displayed in your profile and you will be displayed on the Page as a person who likes that Page. The Page will also be able to post content into your News Feed. This is similar in concept to Friend – 1. (n) Individual who has requested to view your personal Facebook page. Friends must be accepted by the owner of the Facebook page; 2. (v) to add a Facebook user as a friend

Admin – Person in charge of a Group or Page. When you create a Group or Page, you are automatically listed as both the Admin and the creator. Admins can invite people to join, appoint other admins and edit information and content. They can also remove Fans, Group members and other admins.

News Feed – List of updates on a Facebook home page. The News Feed shows updates from people in your Friend list as well as your Status Updates.

Tabs – Mark the sections of a Page (as well as a Profile or Community Page). Tabs on a Page serve the following functions:

- *The Wall tab* – Displays the user's interactions with Friends (comments and messages) as well as status messages
- *The Info tab* – Displays basic information such as location, phone number and website
- *The Photos tab* – Lets users upload albums of photos, tag friends and comment on photos
- *The Discussions tab* – Displays list of created posts and comments



- *The Events tab* – Displays all of the current and past events
- *The Video tab* – Lets users share videos on Facebook. Users can add their videos with the service by uploading video, adding video through Facebook Mobile. Users may Tag their friends in videos they add.
- *The Favorites tab* - Adding this Tab to a Facebook page allows you to cross promote other government agencies or groups with which you work.
- *Other tabs* - Users can feature their Applications by creating a tab unique to that application

Tag – Marking a photo or video with text that identifies the content or the person in the content.

Wall – Heart of a Profile or Page that aggregates new content, including posted items (i.e. Status Updates) and recent actions (i.e. becoming a Fan of a page).

Application – a program that allows users to share content and interact with other users

Facebook Plug-ins – Allow integration with the agency Facebook Page and the agency website. The “like button” can be added to a website so that users can share content back to their profile. The “like box” is a widget on a website where visitors can see a stream of recent Facebook activity and sign up to “like” a page.

Community Page – New type of Facebook Page built around a topic, cause or experience that enables the agency to learn more about and see what others are saying about additional topics that interest the agency. Like official Pages for businesses, organizations and public figures, Community Pages let you connect with others who share similar interests and experiences. However, Community Pages won’t generate stories in the Page’s News Feed and aren’t maintained by a single author.

Community Pages have slightly different content than official Pages. When available, they display a primary picture straight from the Wikipedia page of that topic, along with an info section also from Wikipedia. At present, there is no way for people who choose to connect with a Community Page to add their own pictures or edit the information, other than to edit relevant information in Wikipedia.

Related posts from other people on Facebook will also be displayed in real time on a separate Tab on Community Pages. If the agency’s Friends have recently mentioned the Community Page topic, their posts will appear first in the stream, provided their privacy settings allow you to view the posts. All remaining related posts in the stream are global, meaning they come from Facebook search results that match the term of the Community Page. Important Note: You will only see posts from other people if those posts were already visible to you (e.g., posts set to Everyone).

Connections – Pages that are linked to parts of your Profile, including your current city, hometown, education and work, and likes and interests. When you next visit your profile page on Facebook, you’ll see a box appear that recommends Pages based on the interests and affiliations you’d previously added to your profile. You can then either connect to all these Pages— by clicking “Link All to My Profile”— or



choose specific Pages. You can opt to only connect to some of those Pages by going to "Choose Pages Individually" and checking or unchecking specific Pages. By adding items to your profile you have the ability to create new Connections, if one does not already exist.

FBML – Facebook Markup Language is a variation and subset of HTML with some elements removed. It allows developers to customize the "look and feel" of their applications and build social applications on the Facebook platform.

Group – Facebook site created to promote activities to a collection of Facebook users around a real-life interest or group. Essentially, a Group creates a community of people to promote, share and discuss relevant topics. Any Facebook user can create and join a Facebook Group.

Network – Association of Facebook users based on a region, school or workplace

Terms of Service

After working with the National Association of State Chief Information Officers (NASCIO) and the National Association of Attorneys General (NAAG), both groups were able to successfully complete a renegotiation of the Facebook Terms of Service in late December 2010. The revised agreement will be included in the Government Terms of Service and linked to form the Page Terms of Service agreement. The new terms are available at http://www.facebook.com/terms_pages_gov.php.

The revised TOS agreement governs all prior and future use of Facebook by State agencies.

The revised TOS agreement addresses the following issues:

- Disputes
- Venue
- Governing Law
- Indemnity

Finally, the amended TOS agreement requires all State agencies to include the following language in a prominent location on the Page: **"If you are looking for more information about [Government Entity], please visit [website URL]."**

Accessibility

Social Media tools, like other web-based applications, whether inside the State or Agency network or 'in the cloud' (public web), must make every effort to comply with the [Oklahoma Information Technology Accessibility Standards](#) and other policies on accessibility, privacy and record keeping. In some instances it's not possible to redesign a system to be accessible, but it's usually possible to link back to equivalent information on an Agency website or the State portal, OK.gov.



To accommodate users with disabilities, the suggested alternative to access the agency Facebook Pages is to use the Facebook mobile site (<http://m.facebook.com>) as an accessible alternative. In addition, agencies are encouraged to post the same content to Twitter and Facebook. If an agency posts to both technologies, AccessibleTwitter (<http://www.accessibletwitter.com>) may also serve as an accessible alternative.

Preliminary Steps

First Steps

- **Standards and Guidance:** Read the [State of Oklahoma Social Networking and Social Media Development Methodology](#) (.doc, 7 pp, 63 KB) document. A State agency must develop an agency social media policy as described in the document. Before any agency may use any social media or social networking site, the agency must have such an internal social media policy developed and approved by OSF.
- **Create a strategy:** A State agency shall develop a written plan that outlines the objectives and strategy of Facebook for the agency. Some questions to consider are listed below and should be clearly defined in the written plan. Make sure to integrate the plan with the agency's strategic communications plan and the agency's strategic plan.
 - What is the agency's goal?
 - What is the agency trying to do?
 - What value does the agency offer to the Facebook community?
 - What are the needs and real "pains" of those people the agency is trying to reach? What does the agency have to offer them?
 - Does the agency have the resources and expertise to engage the community and maintain the agency Facebook Page?
 - What will they say about their experience with the agency today and tomorrow?
- **How can your agency use Facebook?**
 - Community interaction
 - Provide overview of the agency's mission and project(s)
 - Less formal communications than media releases or fact sheets
 - Website and contact information
 - Videos, photos, widgets, applications, etc.



- RSS feeds from news releases, blogs, etc.
- Media releases and other news
- **Get proper approvals:** Seek approvals from appropriate people throughout the agency to create awareness, establish proper protocols and gain buy-in. You may want to establish an approval process for Facebook pages in the agency. Finally, discuss with management who will be responsible for updating the agency's Facebook Page and monitoring any interactions. All decisions should be detailed in the agency internal social media policy.
- **Establish roles:** Outline the key roles and responsibilities of those who will and/or may need to contribute to the content and administration of the Facebook Page. (i.e., Communications director, agency counsel, content experts, etc.). You may want to establish a contact system so the person who monitors the agency Facebook Page has contacts throughout the agency to obtain information. This system should be detailed in the agency internal social media policy.
- **Develop a schedule:** Determine how often the agency will update its Facebook Page. Ideally, the Page should be updated multiple times a week. Frequent posting builds credibility and a loyal following.
- **Integrate State of Oklahoma Commenting Policy:** The State of Oklahoma has a Commenting Policy that is part of the [Social Networking and Social Media Standard](#) (Section 6.0 Commenting). Once an agency determines how much interaction to have with users, let the Page fans know the guidelines for comments, what will be allowed and what will be removed. Remember to be consistent in how you apply the State policy.

Identify Your Process

Administration

- All agency Pages must have an actual person as the Administrator of the page. Recent changes on Facebook allow an Administrator to "accidentally" remove their access to the agency page. To prevent this from happening, the agency should a minimum of have 2 Administrators.
- If the agency is small, the webmaster may be enough to help manage the Page. Consider having a public affairs person involved as an administrator

Responding

- If you want the response to appear as being from your agency, the administrator(s) of that Page should be the one to respond. Administrator comments are displayed as the agency's name. People who "Like" the Page will receive those comments through their News Feed.
- New posts made by the administrator(s) will show as updates through the News Feed for users who "Like" the agency Page.



- Employees can provide content, answers, etc., to your Page administrator(s) to post on behalf of the agency.
- Always try to respond with a link back to the agency website to provide further details

Customer Service

If a question is asked which can't be answered immediately, coordinate with agency subject matter experts to create an appropriate reply.

Consider getting the agency's customer service team, phone line operators, etc. involved with the agency Pages either as administrators on the page, or using "official-Profiles." If the customer service team is involved, be sure to include appropriate internal policy that states any questions asked by the public on your Page are the responsibility of the customer service staff to answer unless further information is needed by the agency Communications Office or other experts qualified to address the specific topic.

If the agency does not have a dedicated customer service group, consider building a program within the agency that trains a set of experts in various areas of the agency's programs who can serve as the frontline for answering questions based on their specific knowledge area—either from the main account or as official-personal accounts. Their training can include some form of media training, social media best practices, communications and customer service.

Organization

If the agency has multiple pages, one option to help organize them under the agency's parent Page is to create a Tab called "Other Pages" where links may be added to the other Pages. Then on each of the other Pages, be sure to add the same Tab. In addition, you should include the link to the agency's top-level Page in the left hand sidebar of the other Pages.

If the agency has one Page, consider adding Tabs at the top of that Page based on major areas of focus with which the agency works.

Time and Cost

Typical coverage should be during business hours (8 a.m.-5 p.m., Monday-Friday, excluding official State holidays). An option for coverage during non-business hours would be to find an employee who will simply monitor the agency Page on their own time since they're already participating in Facebook from home. This; however, is not a requirement.

Statistics

Establish statistics your agency should gather in order to measure the effectiveness of your Facebook presence.

Facebook Insights



Insights is visible only to Page administrators and is located in the left navigation. Tracking these metrics over time can help measure the ROI of using Facebook and be smarter about how to use Facebook as an ongoing part of an inbound marketing strategy.

Tracking metrics allows the agency to:

- understand how useful the Page is to the community;
- assess the effectiveness of the Page vs. other outreach mechanisms;
- justify investment in the Page or determine the agency should stop using it;
- know when saturation is reached (if activity levels off); and
- determine when to change; how to manage it.

Here are a few of the metrics to consider:

- 1) **Reach:** Total number of fans, group members and/or friends.
- 2) **Engagement:** Level of engagement and number of conversations with potential and current customers and fans. Facebook's built-in analytics, Insights, lets Page Administrators track valuable metrics such as page views, wall posts, discussion threads, and photo views. Check out the Insights for the agency Page by going to the Page and clicking on "View Insights" in the left-hand navigation.
- 3) **Facebook Grade:** The overall marketing effectiveness of the agency Page. Visit <http://Facebook.Grader.com> to grade the Page for free

Notification and Move

What options are available for notifying your users from one Page to another in the event that you need to delete, or combine Pages?

- Send out daily updates through the agency Page that you have created a new Page and the agency will remove the existing location after "x" amount of time. Ask the users to please "Like" the new page. Consider asking users to "unlike" the existing Page after they switch to the new one, as this will help in showing you the number of remaining people on the old Page.
- Ask followers to post a status update to their wall, on their own, telling people a new Page is replacing the old Page.

Identify Your Content

- Determine the number of Pages and the "hierarchy" (divisions, programs, etc.) for which the agency might need to create Pages.
- Post content on a regular basis



- Consider posting content from your news releases, featured stories, awards or accomplishments or timely materials related to current events (maps, illustrations, photos, videos, audio interviews or podcasts)
- Pay attention to other social media services such as Twitter, Google Alerts, Technorati, etc. and monitor what people are saying related to the agency's area of expertise, or what they're saying about the agency, and add content to reflect that current event/conversation.
- If you have a robust customer service program, consider keeping up to date when a significant number of calls or requests come in related to a similar topic. If you're aware of those, it will give you a heads up to look for information to post back to your Page.
- Run interactive polls or chat sessions. However, be sure to leave some open-ended options in order to not have your poll considered a "collection of information."

Execution

Create a Professional/Business Profile

In order to administer the agency's Page, the agency Administrator will need to have a Facebook Profile (or account). This account should be used *only* for the administration of the agency Facebook Fan Page(s).

Plan Your Facebook Page

Facebook Pages vs. Profiles

Do not create a personal profile for your agency. Profiles are for people, Pages are for businesses or agencies. Facebook is building significant new functionality for businesses, and all of this functionality is only available to Pages. Functionality and features of Pages is covered later in the document.

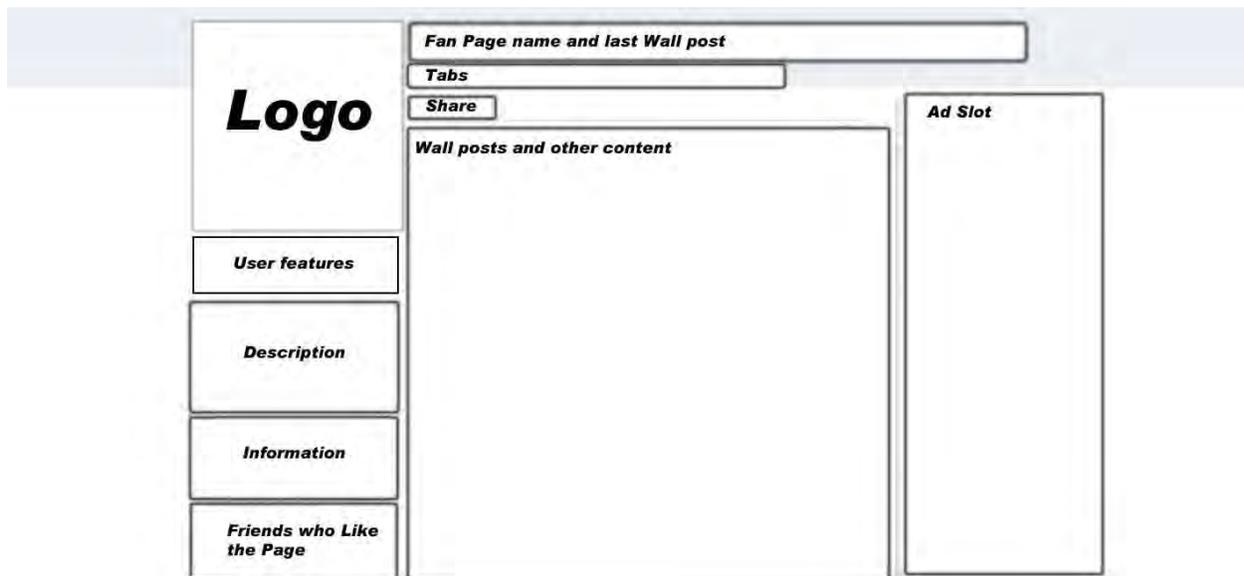
A few key differences between Pages and Profiles:

- Pages allow for the designation of multiple administrators (more than one person can help manage the account). If an administrator leaves the agency, you still have control over the Page.
- Pages are, by default, public and will start ranking in Facebook and public search results.
- Pages are split into different categories (local businesses, brands, musicians) that help you get listed in more relevant search results.
- Personal profiles have friends, which require mutual acceptance; anyone can "Like" your Page without first going through administrator approval.



Creating an Page

Facebook Pages have a basic structure. A wireframe of a Page follows below:



To begin building a Page:

- Go to <http://www.facebook.com>
- Choose the option for “Create a Page for a celebrity, band or business.”
 - *DO NOT* create a Facebook Personal Profile, a Group or a Community Page
- Choose “Brand, Product, or Organization,” and then select “Government” from the drop down box
- Enter Name of Page; make sure this is the approved name since it can’t be changed (ex. Oklahoma Office of State Finance)
 - Note: See the section below - Get a Facebook Username (Short URL)
- Check this box: “I’m the official representative of this person, business, band or product and have permission to create this Page.”
 - An Administrator of a Facebook page has the ability to edit the page content and user comments. You can also use a general e-mail box for the main page and add individual profile accounts as administrators. It is important to remember that you should never use a personal account to administer the official agency page.



- Click the “Create Official Page” button

Disable Page Visibility

- Go to the “Manage Permissions” page, select the checkbox for “Only Admins can see this Page” next to the label Page Visibility. This will prevent others from seeing the agency Page until the agency is ready to publish the page. You should then proceed with the rest of the configuration and set-up of the agency Page.
- When you are ready to launch the agency Page, uncheck the checkbox and select the Save Changes button to make the page visible.

Initial Set-Up and Configuration

There are several steps to setting up the agency’s Page after creating the account. You can’t set up everything from one place on Facebook. The configurable sections include the following and will be detailed below: Manage Permissions, Basic Information, Profile Picture, Marketing, Manage Admins, Applications, Mobile and Insights. You may need to reference the Facebook [Pages manual](#) or [Pages Online Help](#) to assist you.

Manage Permissions

This set of Page configuration options allows a Page Administrator to restrict Page visibility, posting functionality and configure Wall elements.

- Country Restrictions – If your agency wants to restrict access to only persons in the United States, set this to option to “United States.” It is important to remember that if you assign a country, users will no longer be able to see your Page when they are logged out of Facebook.
- Age Restrictions – Set this to “Anyone (13+)”
- Wall Tab Shows – The Administrator(s) have the option of turning Wall Posts off and only allowing official Posts seen on the Wall. This should be pre-determined before creating the page. The Administrator(s) also has the option to expand or collapse all comments on stories.
- Wall Spam Filter – This option ensures that posts soliciting spam are removed from public view as well as ensure that posts containing good content remain more visible.
- Default Landing Tab – The Administrator(s) can choose to set the default landing tab to one of the following: Wall, Info, Photos, or Discussions. The agency should choose which is most appropriate based on its business use of Facebook.
- Posting Ability – Commenting is allowed under the State Social Networking and Social Media Standards. However, because monitoring posts can be time intensive, it is up to each agency to decide whether it will leave this functionality enabled. Also, in most cases, agencies will not want to allow users to post video or photos to the Wall. As those options are turned on by



default, your agency needs to uncheck those options should it decide not to allow this functionality.

Basic Information (Info Tab)

This configuration option allows the agency to enter specific information such as the name, address, phone, website, hours of operation and attach it to the Page.

Profile Picture (Page Picture)

The agency should enter the Great Seal of the State of Oklahoma as the photo attached to the agency Page. Use of this image helps to distinguish the Page as an official page of a State of Oklahoma agency.

- Exception
 - In the event the Page is for an elected official or a cabinet secretary, it is appropriate to use an image of the person.

OSF will consider requests for exceptions to this standard. Requests may be submitted to the OSF Service Desk at helpdesk@osf.ok.gov.

The Great Seal of the State of Oklahoma may be downloaded in the following locations:

- GIF format – <http://www.ok.gov/OSF/images/oklastataseal.gif>
- JPG format - <http://www.ok.gov/OSF/images/oklastataseal.jpg>

Marketing

You can't friend someone the way you can from a Facebook Profile. People can elect to Like the agency Page, but only if they know about it.

Identify contacts from your personal profile that are either business connections, people working in a related field or who would otherwise benefit from the information your agency or program provides, and invite them to Like the Page. Send a short note explaining what you want to offer from the Page (remember, people are thinking "what's in it for me?") and include a link to the Page.

Other ways to promote your agency page:

- **Facebook Badge.** Going to <http://www.facebook.com/badges/page.php> will allow you to create a badge for your agency blog or website
- Write a blog post on your agency blog talking about what you plan to do with the agency Facebook Page
- Promote your Page everywhere you're online
- Spread the word on Twitter if you're there



- Send out an e-mail notification
- Add a link to your e-mail signature
- Put the address on your business cards

It will take time to build your fan base; keep sending out invites and promoting your page.

Manage Admins

This option allows you to add or remove agency approved Page Administrator(s).

Applications

This option allows the Page Administrator(s) to manage the following Page features: Events, Photos, Video, Links, Notes and Discussion Board.

Page Administrators should add the Facebook Markup Language (FBML) application as it allows Administrators to add to the number of Tabs on a Page. You should use this to add a Tab for "Policies," which should contain a link to all relevant State and agency usage policies, commenting policies, etc.

Mobile

This option allows an agency to configure a mobile device to update the agency Facebook Page. OSF does not recommend using a personal mobile device to maintain information on an official agency Facebook Page. If your agency chooses to allow updates from a mobile device, the updates should be done using a State-owned device.

Insights

This option allows Page Administrator(s) to view statistics about the agency Page. The following statistics are available: Daily Active Users, Monthly Active Users, Daily New Likes, Total Likes, Lifetime Total Likes, Daily Likes, Daily Comments, Daily Post Views and Daily Post Feedback. Information can be exported to a .csv file over an Administrator-designated date range. For more information about Insights, please view the [Insights Help Page](#).

- After creating the agency Facebook page and adding initial content, make an announcement about the new Page. You should send an internal announcement to alert staff and consider issuing a media release. Add the Facebook icon to marketing materials, e-mail signatures and the official agency website to encourage participation. You should also add information about your Facebook page to the agency Social Media page.
- Once you have 25 fans, get a short, easy-to-remember URL, called a Username, to make the agency Facebook Page easier to find.
 - Go to <http://facebook.com/username>. You'll see a link, "Set a username for your Pages" that lets the administrator set a Username for the Page. When entering the Username,



use a name that is consistent with Section 7 of the [State of Oklahoma Social Networking and Social Media Standards](#).

- Online help is available at <http://www.facebook.com/help.php?page=900>

As an Administrator, your name and profile will not show up on the agency Page. Essentially, you are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by the agency rather than you personally. You can designate multiple Administrators as well to help with the maintenance of the agency Page.

In addition to being the Administrator of the agency Page, you will want to “Like” the page from your personal Profile. Once you “Like” the Page, you will be listed among all the other users listed on the agency Page and all the Pages of which you “Like” will show up on your profile – giving the agency more visibility.

Wall Settings

On the Page’s Wall, choose the “settings” button on the right side and set them to match those explained below:

- **Default View for Wall:** Controls the posts seen when people initially go to the Wall. Set to “Only Posts by Page.” Communities are best built by allowing people to see other fan’s posts, but experience has shown that fan posts can overwhelm the posts. You may experiment with the settings after launching your Page. Note that users will still be able to post to the Wall and comment on other fans’ posts by clicking “Just Others.”
- **Default Landing Tab for Everyone Else:** Controls what those who have not “Liked” the Page see when they come to the agency Page (If a user has chosen “Like,” they go to your wall). Set to “Wall.” You may also choose another setting if you develop another Tab using FBML.
- **Wall Spam Filter:** Set to “Visible to Admins only”
- **Auto-Expand Comments:** Check this box
- **Permissions:** Controls what users will be able to share on the agency Page. Check the first box. The remaining checkboxes are optional.

Advertising

Once you have published the Page, your agency may try to get third-party ads removed from the right sidebar by sending an e-mail to usgovernment@facebook.com. In the e-mail:

- Provide your page’s URL
- State that it’s a state government page
- Ask them to remove the ads



Note: Facebook's own ads will still appear

"Write something about ..." Section

This box appears on the Wall view under the agency logo/picture. To access/edit this box, view the Page, choose the link in the box that reads "Write something about ..." and then click inside the box.

Use this space to describe the purpose of the agency Page or to promote short-term items. Facebook does not allow links or HTML in this box.

Other Features

Additional functionality can be used by agencies; however, be sure to meet the requirements of other State standards and policies, including records retention and, accessibility. This list includes:

- Discussion Boards – Agency administrator(s) should regularly monitor and moderate this feature in accordance with the State Commenting Policy
- Events
- Links
- Notes
- Photos – Agency administrator(s) should provide meaningful captions/descriptions for all photos when they are added to Facebook
- Videos – Agency administrator(s) should caption all video before placing it on Facebook

Mandatory Policy Considerations

Once you determine the Admin(s) who will monitor your agency's Facebook Page, you should incorporate policies dealing with commenting and records retention. These policies should be linked from a Tab called "Policies" that is created using FBML.

- **Add Comment Policy:** The State has already created a Commenting Policy as a part of the State of Oklahoma Social Networking and Social Media Standard. The policy is found on page 9 of the standards document located at http://www.ok.gov/OSF/documents/isd_SNSMStandard_2.0.doc. Be sure to add a link to this policy on your page.
- **Review Comments:** You cannot prevent commenting, but Facebook does allow the removal of comments, as well the permanent removal of fans that are not adhering to the State's comment policy.
 - Review comments and other fan content like posts, photos, and videos against the comment policy.



- Never simply delete comments and other fan-generated content! If content does not meet the comment policy, retain the entire item and as much detail as possible (fan name, the date and time of posting, etc.) in an offline format. For example, comments can be stored in a simple Word document. Store multimedia content in its native format and note the details in the same Word document. Capture enough about the post and the response so that someone reading about it later gets the context. Also note the reason why the content did not meet the comment policy. Then delete it from your page.
- **Develop a Disclaimer:** If you are wary about negative comments that may affect the reputation of your agency, develop a disclaimer notifying readers that comments are not representative of the agency. It can simply be a statement such as “The comments expressed on this site should not be interpreted as those of [agency full name] or the State of Oklahoma.” You should clear the disclaimer statement with your agency counsel prior to including it on the Page.
- **Advertising Disclaimer:** Develop a disclaimer notifying readers that products and companies displayed in advertising on the Page are not endorsed by the agency. This can simply be a statement such as “The advertising displayed on this site should not be interpreted as an endorsement of the displayed products or companies by the [agency full name] or the State of Oklahoma.” You should clear the disclaimer statement with your agency counsel prior to including it on the Page.
- In some cases, State of Oklahoma agencies are required by Federal Law to include an Equal Opportunity Disclaimer or Equal Opportunity Statement. The following disclaimer/statement may be used:
 - This program operates free from discrimination on the basis of political or religious opinion or affiliation, race, creed, color, gender, age, ancestry, marital status or disability. A person who feels he or she may have been discriminated against or would like further information should write: Director, <Insert Agency Name>, <Insert Full Agency Address>, or Office of Equal Opportunity, <Insert applicable Federal Agency Name>, <Insert Federal Agency Address>.
- Identify any instances when the Records Retention Law or Public Officers Law requires retention or disclosure of records: In some instances it may be appropriate for all of the comments to be disclosed. In other instances, some or all of the comments may be destroyed after use. Check with your Public Information Officer or Agency Counsel to be safe.

Publish the Agency Page

On the Manage Permissions page, uncheck the “Page Visibility” checkbox to make the agency Page visible on Facebook. You may change this setting back to “Only admins can see this Page” later if you need to do so.



Best Practices for Facebook

Facebook has created a guide for government containing the best practices to use in creating a Facebook Page. It can be found at <http://www.box.net/shared/idnp0hs026>.

- **Be Conversational:** Use a friendly and conversational writing style when adding messages and communicating with your fans. Facebook was created as a way for friends to connect, so the writing style should reflect that.
- **Get Involved:** Be an active participant in conversations happening on your Facebook page and encourage interaction. If constituents are looking for information or asking questions, be sure to answer in a timely fashion.
- **Share Useful Information:** Provide your fans with useful links and information.
- **Be Timely:** If there is an issue in the news or something new regarding the agency, share the information in a timely manner with your Facebook fans. If your content is relevant to real-time events, your fans are more likely to comment and share with their friends.
- **Be Creative:** Facebook supports photos, videos and links on its pages, so take the opportunity to share your messages in different mediums when you can. Share pictures or any video you are taking at agency events.

Enterprise Branding Recommendations

1. Include a link to the agency website home page on your Facebook Page. This allows potential followers to quickly and easily verify your Facebook Page's authenticity.
2. Complete any applicable profile information. Make sure it includes something about being the "official Facebook Page" for your government office. Make sure it includes "The State of Oklahoma."
3. Make sure the agency name includes some form of Oklahoma, ie: OKDHS, OklahomaDOT, Oklahoma Department of Commerce. You may also use OK_trans, OK_DHS.
4. Consider including the Great Seal of the State of Oklahoma or your agency logo.

Miscellaneous

Add Other Pages to Your Page's Favorites

Be sure to add other relevant Pages (such as programs or agency director) to the Page's favorites. Pages added in this method should be approved by the agency deputy director, the agency communications director, legal counsel, or another appropriate officer of the agency.

To add other Pages to the Page's favorites, go to the Page you wish to add, and click on the "Add to my Page's Favorites" link just below the Logo/picture.



Shrinking Links

At present, the only approved URL shortener is <http://go.usa.gov>. This URL shortener is available to all agencies using a .gov e-mail address. Documentation about this tool may be found at http://www.ok.gov/OSF/Information_Services/Social_Media/.

Legality and Other Requirements

This can help address issues related to responding to Congressional staffers, known lobbyists, Federal, State, or Local governments, or other groups that would otherwise violate ethical standards.

- Ethical standards set by the State of Oklahoma for any type of conversation or interaction applies to Facebook as they do in other mediums.
- Responding to lobbyists, members of Congress, or other individuals should be done in the same manner as if you were responding to a person from the general public.
- Language to use on the agency Page (recommended placement is left hand menu below the Agency's profile image)
 - "If you are looking for more information about [Government Entity], please visit [website URL]."
 - "[agency full name] does not endorse any of the advertising that displays on this and underlying Pages in this site."

Security Considerations

All accounts must use strong passwords

By using strong passwords, the risk of an attacker guessing or "brute forcing" a password is reduced. OSF recommends that passwords should be at least 8 characters long, contain both upper and lower case characters, a number, and a non-alphanumeric character. This password must not be in use anywhere else and should be changed at least every 90-days in accordance with State security policy.

Username and password information for Administrator accounts should be provided to the agency Information Security Officer (ISO) as detailed in the State of Oklahoma Social Networking and Social Media Standard.

Policy and training, however, is not enough. Technical controls must also be in place to protect the organization's information, systems, and reputation. Here are some recommendations that will reduce the risk posed by these threats and limit the damage caused if there is a compromise:

- **Disallowing the Use of Privileged Accounts for Web Access:** In the event a user is exposed to a malware installation, an account with limited privileges may prevent a successful installation.



- **Moderate All Posts and Allow “Plain Text” Comments Only:** Moderating content prior to posting will allow for the detection of malicious links and/or inappropriate material. Requiring “plain text” comments reduces the risks associated with active content.
- **Evaluate Links Prior to Clicking or Posting:** Use software like AVG Linkscanner or McAfee Site Adviser to inspect a link’s destination for malicious behavior.
- **Be Cautious of Third Party Applications:** These applications may violate Facebook privacy policy directly or if written poorly can be used to deliver malware.
- **Consider All Information Hosted on a Third Party Site to Be Public:** Don’t rely on the security of the application to protect your data. Privacy policies change frequently on third party sites and holes are routinely uncovered in their application security.
- **Up-to-Date patching of System, Browser, and Browser Plug-Ins:** This will reduce the risk to your systems by eliminating known vulnerabilities.
- **Configure the Browser Correctly and Securely:** This will help prevent attacks from exploiting the browser. Many of the newer browsers have increased security features, such as DEP (Data Execution Prevention) and XSS filters, which can further reduce the attack surface.
- **Use a Secure Web Gateway:** Forcing all Internet traffic through a secure gateway can prevent a user from accessing a malicious site or prevent malware from reaching the end user system.
- **Up-to-Date Virus Definitions and Scanning:** This will help ensure that malware which has been successfully installed on the user’s system does not persist on the system.
- **Host-based Intrusion Protection System (HIPS):** HIPS agents installed on the host may prevent a malware installation or restrain the behavior of malicious code once installed.
- **Backups Should be Performed Regularly:** This will ensure a site can be restored to a working state in the event a compromise allows for unauthorized modification of the site.

Additional Facebook Guidance/Resources

The following links are provided as additional resources and guidance related to the use of Facebook in the public sector. The links are provided as a courtesy and do not constitute an endorsement by the State of Oklahoma or OSF.

- [State of Oklahoma Social Networking and Social Media Standard, Methodology and Guidance](#)
- [Friends, Followers, and Feeds: A National Survey of Social Media Use in State Government](#), NASCIO Social Media Work Group
- [Facebook 2-Kit, Empire 2.0 Initiative](#), State of New York



Other Social Networking Guidance/Resources

- Center for Technology in Government
 - [Designing Social Media Policy for Government: 8 Essential Elements](#) (.pdf, 21 p, 568 KB)
 - [Exploratory Social Media Project](#) (.pdf, 23 p, 92 KB)
- [Government Online](#), Pew Internet & American Life Project (April 2010)
- [NASCIO Social Media Work Group](#)
- [Social Media and Web 2.0 in Government](#), Webcontent.gov
- [Social Media Subcouncil](#)

Attribution

In addition to assistance from State of Oklahoma agencies, the following other entities provided assistance in compiling this documentation:

- The State of New York, Office of the Chief Information Officer, Office of Technology. Facebook 2-Kit, Empire 2.0 Initiative
- The State of Massachusetts, Executive Office for Administration and Finance (ANF). Social Media Guidance & Best Practices
- The U.S. Environmental Protection Agency Facebook Guidance

