

FACEBOOK TOOLKIT



*OKLAHOMA EMPLOYMENT
SECURITY COMMISSION*

*A Proud Partner of
Workforce Oklahoma*

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ABOUT

Facebook is a social networking platform for connecting people with those around them – friends, family, coworkers, or the citizenry with similar interests. In 2004, Facebook launched as a closed community for college students and has since expanded beyond that to any user across the world. Due to the number of individuals that Facebook reaches and the efficiency with which information can be communicated, Facebook is a valuable tool for connecting people with Oklahoma Employment Security Commission (OESC) and the services we offer, as well as facilitating communication and transparency throughout the agency and with the public.

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

TERMINOLOGY

» Terminology

It is important to understand the common language used with any subject. Below are some key definitions associated with Facebook:

Page – this is the place to share information and interact with fans on Facebook. Pages are maintained by authorized administrators and designed for self-promotion, your FB Page is a picture of what your office has to offer. As such, use a friendly, casual, but professional demeanor. Provide useful information, links to articles and blog posts, images and video — anything that creates perceived value in the workforce office or system. Because all status updates appear in your fans' news feeds, FB Pages can help attract new fans (customers) through existing clients.

Profile – this is your mandatory starting point. It is an individual account (think of it as your FB home) and is required before you can move up to pages and groups. The Facebook profile is about you, the individual.

Note: 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.

Like – when an individual 'likes' or becomes a fan of a Facebook page, all their friends will be able to see that they 'liked' the page. The page will be displayed in your profile and also be able to post content into your news feed.

Admin – this is the person in charge of the page. Admins can invite people to join, appoint other admins, or edit information and content. Admins have the ability to remove any of the aforementioned items.

News Feed – the news feed shows updates from people in your friend list as well as your status updates.

Tabs – mark the sections of a page such as the wall, info, photos, events, discussions, videos or favorites.

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

Terminology

the content. The photo or video will appear in the person's news feed.

Wall – the part of the 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 such as a game or quiz that allows users to share content and interact with other users.

Plug-ins – allow integration with the agency Facebook page and the agency website. The “like button” can be added to the 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.

Connections – pages that are linked to parts of your profile, including your current city, 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.

Groups – find like-minded individuals through the Facebook groups. A group is organized around similar interests or even services and products, creating a community of individuals who have similar interests or ideas. This is a forum where customers can get advice, be linked to helpful websites or learn more about specific services you offer such as a Veterans Job Club.

USING FACEBOOK

» Using Facebook

Account Creation

The initial account creation will be done by IT at the state office building. The initial account creation process creates a personal profile for the individual who is charged with posting information to the local office Facebook page. The following information is important to know about the personal profile:

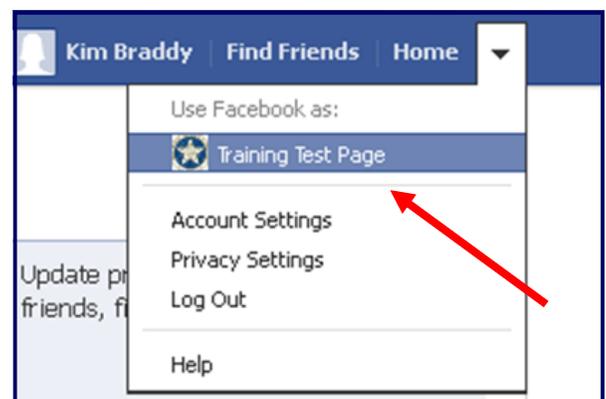
- Do not add any additional information or pictures to this profile
- The individual account will only be used to access the local office page
- IT will provide you with a temporary password

The individual account will be created using the staff person's name & OESC email address. Facebook requires actual first and last names so no "admin" numbers or code names will be allowed.

Using Facebook Page v. Profile

Each time a staff person logs in, they must select the "Home" drop down tab. Within this option the user must choose "use Facebook as Page." This action ensures that anything being posted will be shown as the agency, not as the individual staff person.

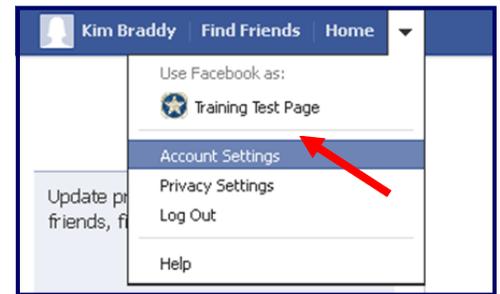
As mentioned previously, a profile is a place to put personal information and pictures, and to connect with friends and family. A profile is about the individual. OESC will not use this feature, but the feature must exist in order to access the local office page. The local office Facebook page contains information and pictures relevant to the business operations or government functions of the agency only, that means general information and current announcements, news, and pictures. A page is the place to tell your story as a local office. Additionally, only approved users will be given administrative rights and be allowed to update the local office page.



Passwords

Once the individual staff person logs on for the first time, it is necessary to go to “account settings” and change the temporary password assigned by IT when the initial account was created.

There may times when passwords need to be reset. Click on the “forgot your password?” link located in the upper right corner of the log in screen. An email will be sent with a new temporary password. Staff can then log in and change the password. Adhere to all security and privacy practices, do not share passwords with anyone!

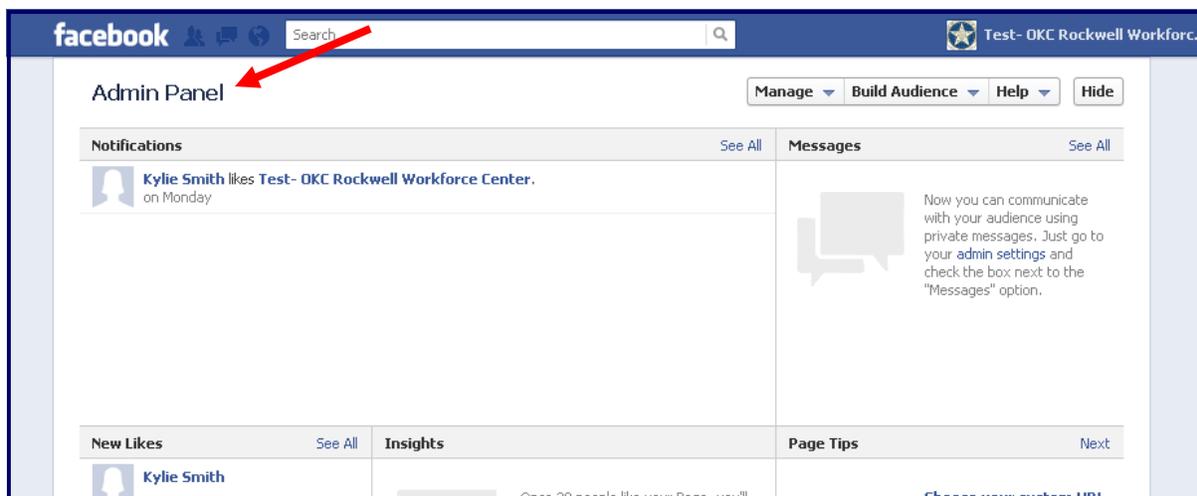


Becoming An Administrator

Administrator rights will be given to those staff that have received prior approval. The *OES 740E Facebook User Approval Form* must be filled out, signed by all appropriate parties, and submitted to IT. This form is available on Inside OESC and can be accessed by clicking on Forms/Pubs, then clicking on Information Technology and choosing *Facebook User Approval — OES 740E*. Remember that all profiles and pages will be created by the OESC IT department.

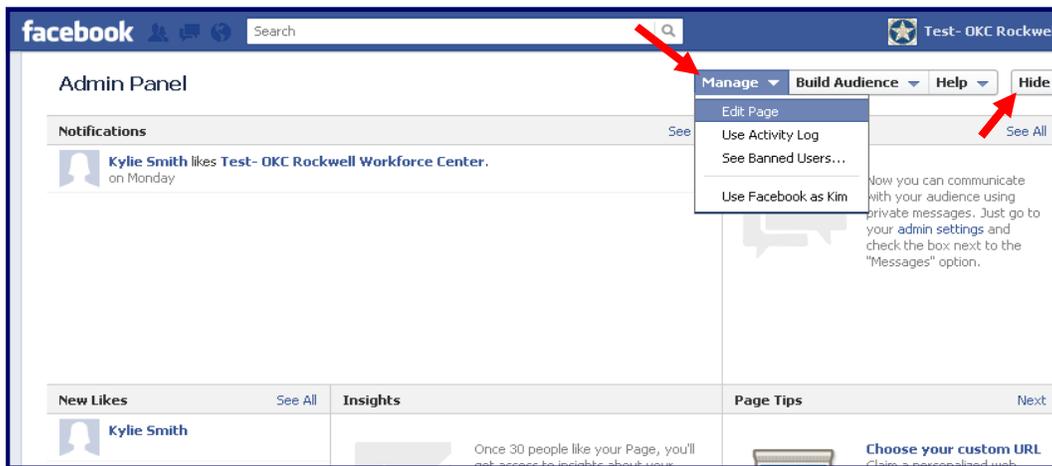
As the page administrator, staff will have the ability to:

- Post updates to the page wall;
- Update general page information and settings;
- Add or delete other administrators;
- Receive email notifications when posts are added to the page wall; and
- Access the admin panel.



Admin Panel

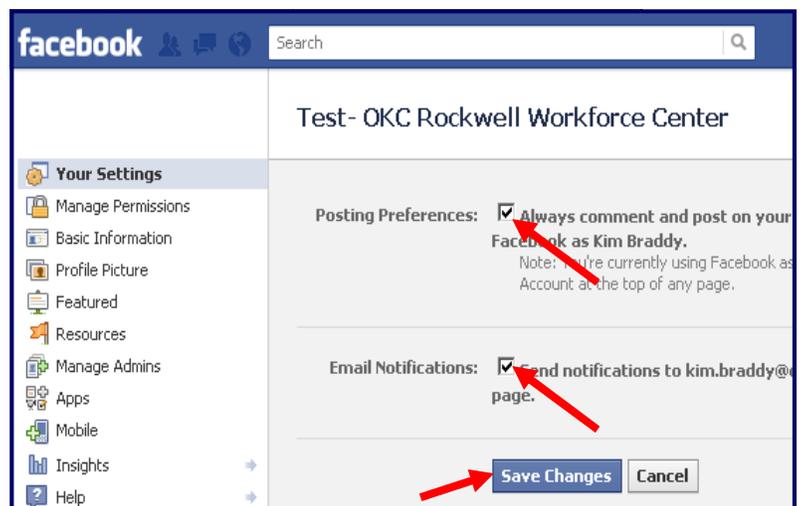
Page administrators have access to the admin panel. This is the information box located above the cover photo on the page. The admin panel displays new notifications, likes, insights and other tips. In addition, page settings can be accessed from the admin panel by clicking on the manage tab and then clicking 'edit page'. Also note that the admin panel is only visible to the page administrator and may be hidden from view by clicking the 'hide' button.



Page (Your) Settings

There are some items to be aware of:

- Posting Preferences - check this box to ensure that when posting on a page's wall it will display the agency name rather than the staff member's personal name. This is very important as all postings are required to be done as the agency.
- Email Notifications - there is an option allowing staff members to receive email notices when new content is posted. This is most helpful for the staff who is monitoring content, but is not the primary person assigned to post content.
- Always remember to save changes when updating settings!

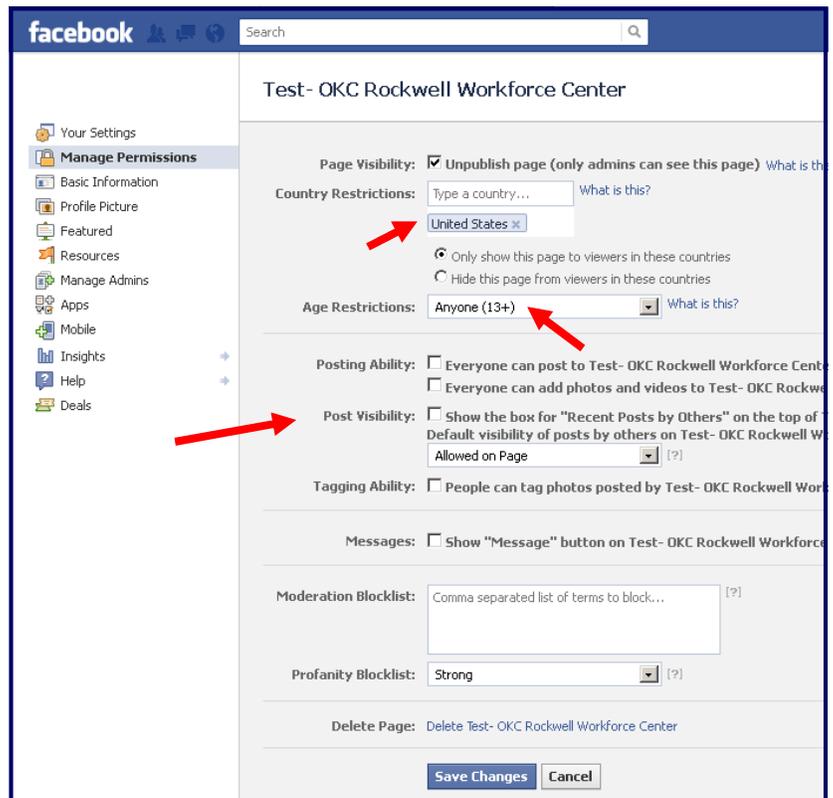


Manage Permissions

Administrators can be added or removed from the page; however, please do not add or delete any administrators. The OESC IT department will manage all administrators based on approval forms submitted with the proper signatures.

It is important that the settings are set for the United States and ages 13+. Furthermore, posting abilities should all be unchecked. Users will not be allowed to comment on the local office page, or post any pictures or content.

Always remember to save changes when updating settings or information!



Version History

Administrators are required to keep track of all changes made to the local Facebook page, this includes posts that may have been removed or deleted. It is not necessary to provide a lengthy narrative of the addition or deletion, simply a brief description such as “posted job fair announcement on wall” or “removed job fair announcement from wall.” All changes must be recorded using the Version History Template.

The Version History includes the version number, accepted date, author, and summary of change. The first update or change will be labeled version number 1.00 with each update or change increasing by .01, for example: The very first update or change is labeled 1.00, then the next labeled 1.01, 1.02, 1.03... and so on. Local areas must email a copy of the Version History to Fred Tawes at fred.tawes@oesc.state.ok.us by the 30th of each month.

For an example of the Version History, see the policy section of this document.

Using Facebook

The Page Wall

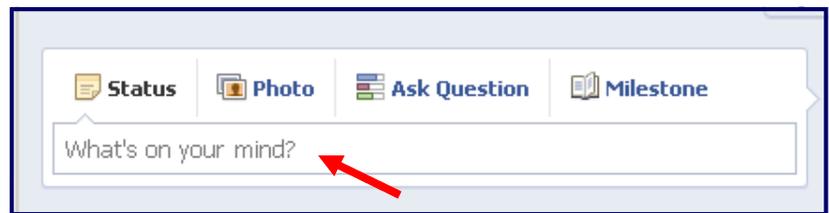
This is the main home page for the local office that displays posts, or status updates, containing general information and current announcements, news, and pictures. The wall also contains some basic information such as the page or agency name, the page's profile picture, and the page's cover photo. The main profile picture for all local office pages is required by the Office of State Finance (OSF) to be the State Seal, do not change this picture. Additionally, the page cover photo is a set image and may not be changed. Information on the page wall appears in chronological order with the most recent postings or status updates appearing on top. Notice in the local office page below that the postings or status updates are posted as the page and not as the person as evidenced by the picture of the State seal.

The screenshot shows the Facebook page for the 'Test- OKC Rockwell Workforce Center'. The page features a blue header with the Facebook logo and search bar. Below the header, the page name 'Test- OKC Rockwell Workforce Center' is displayed, along with a profile picture of the Great Seal of the State of Oklahoma and a cover photo of the Oklahoma Employment Security Commission. The page is annotated with two callouts: one pointing to the profile picture stating 'This is the main picture. Do not change!' and another pointing to the cover photo stating 'This is the cover photo. Do not change!'. The page content includes a 'What's on your mind?' text box, a 'Status' button, and a post from the page itself about an upcoming event: 'Upcoming Event: Extreme Makeover Thursday, June 30, 2011 1:00 pm, 120 min Workshop on revamping your resume; creating cover letters'. The right sidebar shows a 'Likes' section with a post from the 'U.S. Department of Education' and another post from the page about an upcoming event: 'Upcoming Event: Rules of Engagement Thursday, June 30, 2011 9:00AM, 120 minutes Workshop on the 7 second rule; Interview tips'.

Using Facebook

Posting to the Wall

To begin writing a new post, start typing in the conversation box. The conversation box has this message: "What's on your mind..." and appears at the top of the page. Postings containing general information and current announcements, news, and pictures about news or activities at the local office will appear in the reader's/customer's newsfeed. Conversation boxes have a 420 character maximum so keep the postings short and to the point. Consider posting links to a website or an email address where a customer can find out additional details on a particular topic.

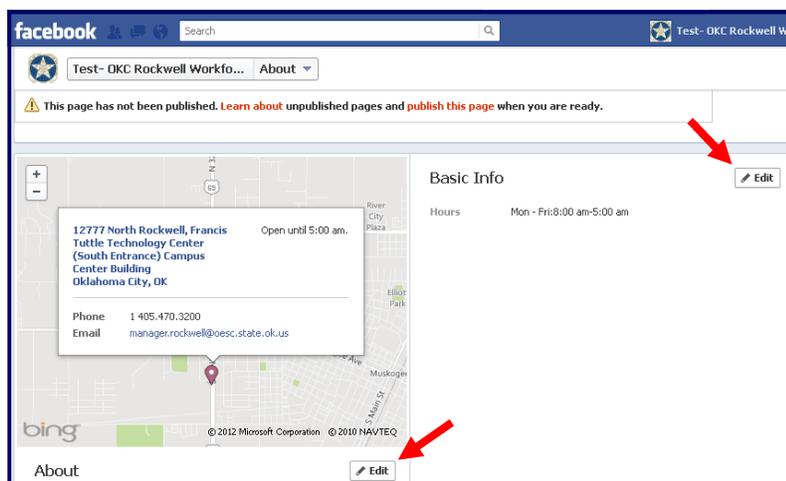


Likes

The ability for customers to be able to click the Like button for the local office page gives staff an idea of how many customers are consistently viewing the page. Once someone likes the page, any new content that is posted on the page will show up in the customer's news feed.

About Page

The about page is the place where administrators tell the public about the agency or organization. The about page may be accessed by clicking the about link under the main profile picture then clicking the edit button in either the basic info or about boxes.



Using Facebook

Administrators must enter some basic information in the about page such as the local office name and address, phone number, hours of operation, and email. There are some additional optional fields available that allow administrators to give the public a more comprehensive view of the organization. These fields include the mission, awards or public recognition, products or services offered, parking options available and information on public transit accessibility.

Consider using another available field, the general information field, to enter state and local partners and links to helpful websites. Administrators have the option to post links to various outside websites for the benefit of customers, but at a minimum **must** post a link to the state website www.ok.gov/oesc_web.

Another element of the about page is the map feature. Once the address of the local office has been entered, a map will be auto-generated showing customers the exact location of the center.

The screenshot displays the Facebook 'About' page for 'Test- OKC Rockwell Workforce Center'. The page is titled 'Test- OKC Rockwell Workforce Center' and has a 'View Page' button. The 'Basic Information' section is highlighted in the left sidebar. The main content area includes the following fields:

- Category: Companies & Organizations (selected), Government Organization (selected)
- Official Page: Pick a topic (dropdown)
- Place Sub-categories: What type of place is this? (dropdown)
- Username: Create a username for this page? Learn more.
- Address: 12777 North Rockwell, Francis Tuttle Technology Center (South Entrance) Carr
- City/Towns: Oklahoma City, OK
- ZIP Codes: (empty)
- Map Location: A map showing the location of the center, with a red pin. A red arrow points to the map.
- Name: Test- OKC Rockwell Workforce Center
- Founded: (empty)
- Hours: Mon - Fri: 8:00 am - 5:00 am (selected), Add Hours, Always open, No hours available
- About: (empty text area)
- Description: (empty text area)
- General Information: Partners: Oklahoma Department of Human Services, Oklahoma Employment Security Commission. If you are looking for more information about OESC, please visit. A red arrow points to this section.
- Mission: (empty text area)
- Awards: (empty text area)
- Products: (empty text area)
- Parking: Street Parking Lot Valet
- Public Transit: (empty text area)
- Phone: (405) 470-3200
- Email: manager.rockwell@oesc.state.ok.us
- Website: Website (dropdown)

At the bottom of the page, there are 'Save Changes' and 'Close' buttons.

POLICY

» Policy

According to the Office of State Finance (OSF), before any agency may use any social media or social networking site, the agency must have an internal social media policy developed and approved by OSF. OESC has developed the *Social Networking and Social Media* policy effective May 16, 2011. The policy can be found on Inside OESC by clicking on the Policies link on the left side of the page located under Search Inside.

Oklahoma Employment Security Commission Social Networking and Social Media Policy

OESC Executive Director Approval: May 16, 2011
OESC Chief Information Officer Approval: May 16, 2011
OESC General Counsel Approval: May 16, 2011

State Policy and Standard Specification

The Oklahoma Employment Security Commission (OESC) implementation adheres to the State of Oklahoma Social Networking and Social Media (SNSM) policies found at http://www.ok.gov/OSF/Information_Services/Social_Media/, which include:

1. State of Oklahoma Social Networking and Social Media
2. State of Oklahoma Social Networking and Social Media Development Methodology
3. State of Oklahoma Social Networking and Social Media Guidelines

Agency implementation of SNSM technologies, approved agency employees using SNSM during the course of agency business or approved agency employees representing the agency on social media in the normal course of business, will adhere to State of Oklahoma SNSM technology toolkits, when published by the Office of State Finance (OSF).

Other Applicable State of Oklahoma Standards

All Web 2.0 and SNSM technologies shall also adhere to the following:
[State of Oklahoma Information Technology Accessibility Standards](#)
[Oklahoma Information Security Policy, Procedures, and Guidelines](#)

Oklahoma Employment Security Commission Implementation

To protect the position, image and information assets of OESC, the use of SNSM services is intended for agency purposes only. OESC recognizes the potential marketing benefits of a SNSM presence and its use is meant to promote and market the mission and goals of OESC.

Approved agency employees are prohibited from using personal accounts for any state agency related business on any SNSM site. The approved agency employee and the division/business unit manager are to follow all applicable policies and implementation guidelines, and bear the responsibility for any issues caused by an approved employee engaging in the inappropriate use of SNSM technologies.

Twitter Services Use

The OESC Executive Director designates the OESC Public Information Officer as responsible for overseeing OESC's brand identity and messages communicated on the OESC Twitter website. The OESC Public Information Officer will maintain a log of all Twitter services used by the agency in the course of official business.

- A. The OESC Public Information Officer is responsible for oversight and management of all agency Twitter accounts.
- B. Authorization for the engagement with agency SNSM accounts is a function of the OESC Information Technology (IT) Department. Written approval from the Chief Information Officer is required prior to compilation and publishing using these accounts.
- C. Authorized individuals who have obtained written permission from the OESC Public Information Officer must use non-administrative login accounts; and designated workstations should be used to publish content to the OSF-approved Twitter account.
- D. OESC Public Information Officer will provide the OESC Chief information Officer and/or OESC Security Officer with documentation detailing the authorized Twitter accounts, the current account names, the master passwords and person(s) authorized to use the accounts.

Facebook Services Use

The OESC Executive Director designates the OESC Public Information Officer as responsible for overseeing OESC's brand identity and messages communicated on the OESC Facebook websites. The OESC Security Officer will maintain a log of all Facebook services used by the agency in the course of official business.

- A. The OESC Public Information Officer is responsible for oversight and management of all agency Facebook accounts.
- B. Authorization for the engagement with agency SNSM accounts is a function of the OESC Information Technology (IT) Department. Written approval from the Chief Information Officer is required prior to compilation and publishing using these accounts.
- C. The OESC IT Department will perform the initial set-up and configuration of all OESC Facebook Pages (Public Profiles). The OESC Security Officer will administer OESC Facebook accounts; managing permissions, basic page structure, and providing non-administrator account privileges.
- D. The OESC Security Officer will maintain documentation detailing the authorized Facebook accounts, the current account names, the master passwords and person(s) authorized to use the accounts.
- E. Authorized individuals who have obtained written permission from the OESC Public Information Officer must use non-administrative login accounts; and designated workstations should be used to publish content to the OSF-approved Facebook accounts.
- F. Individuals authorized to publish content to Facebook accounts will maintain a Version History Log of all added or removed content. A copy of the Version History Logs will be submitted to the OESC Security Officer monthly.

General SNSM Usage

- A. All state and agency policies and guidelines pertaining to e-mail also apply to SNSM, including, but not exclusive to, policies regarding solicitation, obscenity, harassment, pornography, sensitive information, and malware.
- B. Agency SNSM sites reflect OESC so usernames, comments, photos, videos, etc., should be appropriate for a professional environment and selected in good taste.
- C. Information published on SNSM sites should comply with the State of Oklahoma Information Security Policy, Procedures and Guidelines.
- D. Respect copyright laws and reference sources appropriately. Identify any copyrighted or borrowed material with citations and links.
- E. It is inappropriate to disclose or use OESC or respective client's confidential or proprietary information in any form of online media.
- F. When representing OESC in any SNSM activity, the approved employee should be aware that all actions are public and employees will be held fully responsible for any and all said activities.

Policy

- G. Approved employee must disclose their true identity and affiliation with OESC and must respect the privacy of colleagues and the opinions of others.
- H. Avoid personal attacks, online fights, and hostile personalities.
- I. Ensure material is accurate, truthful and without error.
- J. OESC will ensure comments comply with the Commenting Policy, found in the State of Oklahoma Social Networking and Social Media Standard.
- K. Content that could compromise the safety or security of the public or public systems, solicitations of commerce, or promotion or opposition of any person campaigning for election to a political office or promoting or opposing any ballot proposition shall not be posted to SNSM sites. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, with regard to public assistance, national origin; physical or mental disability or sexual orientation shall not be posted to SNSM sites.
- L. Do not conduct any online activity that may violate applicable local, state or federal laws or regulations.

Escalation

In the event a virus, malware, or any other suspicious activity is observed on the user machine, user is instructed to immediately contact the OESC Help Desk for prompt assistance to determine the cause of the situation. If the presence of a virus or other non-OESC authorized application is confirmed, OESC IT Department will attempt to clean the machine using authorized OESC programs and procedures. If the cleaning is unsuccessful, user is instructed and required to shut down the computer without any additional use, including saving or moving of data from the machine. OESC IT Department will arrange for the recovery of the machine; access to the machine after confirmation of infection is prohibited.

Security

SNSM has the potential for security-related issues. Most SNSM traffic is sent in clear text that is not encrypted. The following statements apply to SNSM security:

- A. The OESC Security Officer must review selected SNSM service providers, clients, and associated plug-ins to identify potential security vulnerabilities prior to their use.
- B. To maintain security of OESC network usernames and passwords, SNSM users must use a unique username/password combination that differs from their login ID and password for the OESC network.
- C. Sensitive information such as usernames, passwords, social security numbers and account numbers passed via SNSM can be read by parties other than the intended recipient(s). Transferring sensitive information over SNSM is prohibited.
- D. Peer-to-peer file sharing is not allowed through the OESC network. SNSM clients are prohibited from use as peer-to-peer file-sharing.
- E. Many SNSM clients provide file transfers. Policies and guidelines pertaining to e-mail attachments also apply to file transfer via SNSM.
- F. SNSM can make a user's computer vulnerable to denial of service (DoS) attacks. SNSM users should configure their SNSM clients in such a way that they do not receive messages from unauthorized users.

Ethics and Code of Conduct

As a state employee Web 2.0 and SNSM technologies are governed by the prevailing ethics rules and statutes.

In addition, all assigned Web 2.0 and SNSM duties are governed by the State Constitution; Oklahoma statute; and OESC computer usage policies.

Records Management and Open Records

All SNSM communications are subject to the requirements of the Office of Records Management and the Child Internet Protection Act (CIPA).

All content, comments and replies posted on any official OSF Web 2.0 or SNSM technology are subject to the Oklahoma

Policy

Open Records Act. Information disseminated using SNSM technology is subject to being re-printed in newspapers, magazines or online in any other online media format.

Social computing content created or received by state agency personnel—whether during work hours or on personal time, and regardless of whether the communication device is publicly or privately owned—may meet the definition of a record as defined by State statute, when the content is made or received in connection with the transaction of the official business of the agency and should be retained as required.

Monitoring

SNSM traffic is logged and reviewed. Logging activity may help in the event an agency account is compromised or improper information is posted to the agency SNSM account.

Logging should at a minimum include the following information:

- Name of user
- Date/Time of use
- User's activity

Users should have no expectation of privacy. Supervisors may request or be provided reports of Internet usage by employees from the OESC IT Department as needed to monitor use.

Any employee found to have misused or abused a SNSM service or violated this policy may be subject to disciplinary action, up to and including termination of employment.

Communication

OESC will use SNSM as another tool to connect with media, other agencies and the general public in times of crisis; assist with emergency, disaster or crisis communications. Information to be published on the agency SNSM sites may include potential delays or closures of sites or services as deemed applicable and prudent by the OESC Executive Director.

For assistance with this policy, please contact the OESC Public Information Officer or the OESC Security Officer.

OESC Version History

The version numbering is as follows:

- The initial version is .01
- Once the deliverable has been accepted, it becomes version 1.00
- After the baseline (v1.00), all subsequent minor changes should increase the version number by 0.01

			OESC Version History	
Version Number	Version Date	Version Time	OESC Author	Summary of Change

BEST PRACTICES AND
REMINDERS

» Best Practices

Success is a great teacher. Prior to this launch, Facebook has been piloted in two local areas, Ponca City and Pryor. The following best practice examples have been provided by these areas to help others successfully implement Facebook as a communication tool for their offices:

- Like other pages - you should "Like" other pages (not people) and those pages will show up on your homepage. Visitors can click on the sites and go directly to that organization/agency website that is of interest. News items will also show up on your news page, that way you can "share" information on your wall from those agencies that you believe your fans or customers may find informative or helpful.
- Weekly or daily HOT JOBS - post jobs that are new or of special interest on your wall and be sure to refer customers back to Oklahoma Job Link. Remember to list the website address.
- Don't forget about employers, they are your fans too. Include information on your wall that is of interest to employers, such as upcoming job fairs, free labor law posters, and information about federal programs that benefit employers such as WOTC, Federal Bonding, and OJT.
- Upload pictures of activities, such as a job fair or employer hiring event, that happen at your center or in your local area.
- Do something fun like a Question Poll. Be sure that your questions are relevant to workforce related content or events that occurred at your center.
- Upload "How To..." videos, such as *How to Negotiate Salary*, from the internet.
- Post weekly employer or jobseeker email blasts to your wall.
- Keep customers informed, post information about events or news regarding the Local Chamber of Commerce.
- Use Facebook as it was intended. Keep postings current and relevant, take advantage of being able to update customers on-the-go and in real time!

» Reminders

Always —

- Choose the option, “use Facebook as page.”
- Include a link to www.ok.gov/oesc_web in the “about” information.
- Click “save changes” at the bottom of each page as you update information/ settings.
- Update the Version History and email a copy to Fred Tawes at fred.tawes@oesc.state.ok.us by the 30th of each month.

Never —

- Upload photos or add any personal information to your profile. This account will only be used to access your local office page.
- Share your password with anyone!
- Add/delete administrators. IT will manage administrators as directed based on approval forms.
- Change important page settings such as the State seal photo or commenting abilities.

If you need assistance —

For questions about using Facebook or the Facebook toolkit please contact Kim Braddy or Callie Smith:

- Kim Braddy: kim.braddy@oesc.state.ok.us
- Callie Smith: callie.smith@oesc.state.ok.us