

Facebook Q & A

[Added 5/30/12](#)

- **Can we use the Timeline “Activity Log” instead of the Version History?**

No, the Activity Log **does not show deletions so it cannot be substituted for the Version History**. The Version History is mandated by the Office of State Finance and OESC policy, and it must be submitted to Fred Tawes, fred.tawes@oesc.state.ok.us by the end of each month. You may use the Activity Log as a convenient reminder of the postings/activity on your page over a period of time.

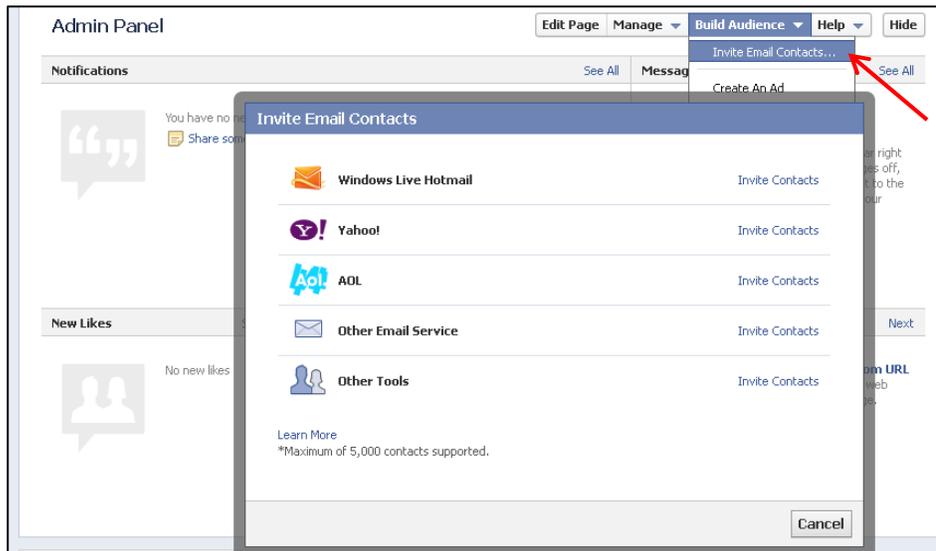
You can access the Activity Log from the **Admin Panel**:

- Click on **Manage**, then **Use Activity Log**
- In the upper right corner, select the drop down arrow and choose how you want to sort the activities/information e.g. All, Your Posts, Questions, etc.

- **I cannot locate my local office page when doing a search on Facebook?**

Remember that the number of likes/fans impacts the search-ability of your local office page. The more likes/fans a page has, the more readily it will come up in a search on Facebook. Invite customers and friends to “like” the local office page.

- One way to do this is to copy the link/URL for your page and email or text it to individuals who can then click on the link and be taken directly to the local office page.
- Another option is to invite email contacts from your Facebook page. In the **Admin Panel**, click on **Build Audience** and select **Invite Email Contacts**.



[Added 5/17/12](#)

- **Highlight what's most important** or remind your customers of a previous posting: Hover over a story or post that you've created and click on the star to make it wider, or click on the pencil to pin the post to the top of your Page.
- **Check the metrics** on your Page Insights Dashboard (located in the Admin Panel) regularly to learn:
 - Who your customers are
 - What day of the week most people visit
 - How often people comment
 - Which posts are most engaging

Note that you will not have access to Insights until 30 people have liked your page.

Added 5/1/12

- **Do we re-number the Version History each month or do we continue from the previous month's number?**

Since the Version History is designed to be a historical listing of all changes made to the local office Facebook page, the numbering should be continued from the previous month's document.

- For example: the first activity listed on the Version History document will be the creation of the page by IT. This activity is labeled 1.00 with the subsequent activities numbered 1.01, 1.02, 1.03 and so on all the way to 1.99 At this point, numbers will move to 2.00, 2.01, 2.02 etc.
 - In order to prevent your Version History numbers from getting too large, **each January** you will start the numbering over at 1.00.
 - Each month when you send the Version History document to Fred Tawes, you will send the entire **updated** document beginning with number 1.00 through the most recently added numbers/changes.
- **What are some example questions for a Question Poll?**

The idea is to gather information that either you are curious to know about your customers **OR** gather information that your customers may be curious to know about each other. You will get an indication of the type of content that is most interesting or beneficial to your customers and this will help you decide what types of information in the form of links to other websites or videos that your office should post. Some questions may be very specific to an office, area or activity while others may be more general.

- What kind of workshops would you most like to see offered at our center... resume, interviewing skills, job search, etc.
- Would you attend a job club meeting... 1x/week, 1x per month, never, etc.
- How many resumes do you send out per week when searching for a job... less, than 5, 5 – 10, more than 10, etc.
- How satisfied were you with the Spring 2012 Job Fair... extremely, somewhat, not at all, etc.
- How did you find out about the Local Workforce Center... when filing for UI, from a friend who used the services, from another agency, etc.
- Please rank in order of importance: Calendar of Events, Industry Trends Information, Featured Articles, etc.

- **Will Employer Councils have their own Facebook page?**

At this time, Employer Councils will not have their own Facebook page.

- **Are we required to use the manager@oesc.state.ok.us email address in the contact information on our Facebook page?**

Yes. The manager@oesc.state.ok.us email address must be used in the contact information on each local office Facebook page.

- **Can you see the profile/page of the person that likes your local office page?**

There is no way to remove a person who has liked your page. When a person likes your local office page (becomes a fan), they are connecting to your page and any content posted to the local office page will show up in that person's news feed.

Note that people have the ability to click on a link and see some version of the person's profile who liked your page (depending on the individual's privacy settings). See screen shots below:

1. A person can click on Like and will be taken to some version of the person's page



2. Since Ponca City's page is set to public view, you can see the full version of their page to include the page wall and all postings.



- **If we upload photos, do we have to get media releases?**

You must have media releases for job seekers, but they are not required for employers. The OES32 News Media and Media Production Release of Information can be found on Inside OESC under Forms/Pubs.

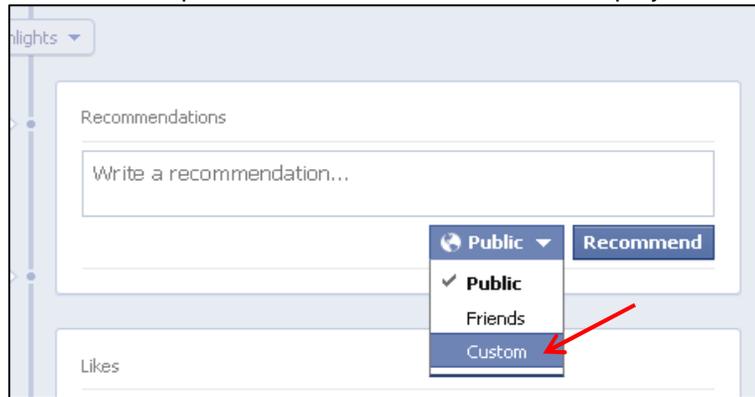
- **Can I create an ad on Facebook?**

We will not be utilizing the ad feature on local office Facebook pages. Ads created on Facebook cost money.

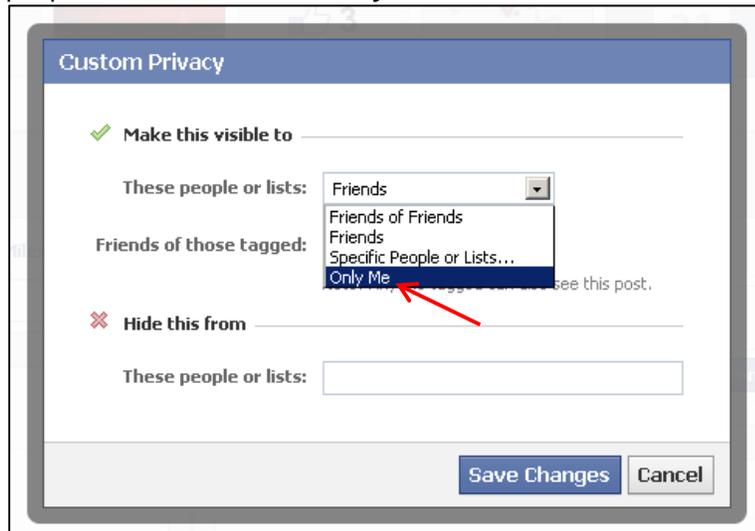
- **What is the box labeled “Recommendations” that showed up on my timeline and what can I do about people writing a recommendation (posting comments)?**

Recommendations was a feature on the old version of pages that allowed people to make recommendations (or comments) about your page. When Facebook first released the Timeline re-design, Recommendations was not visible; however, it is beginning to show up on pages. Recommendations are only enabled for pages that are associated with locations, such as the local office pages that have addresses listed in the About section of the page. Although you cannot remove recommendations box from your page, you can choose who is able to see the recommendations:

1. Click in the dropdown box and select **Custom** to display the Custom Privacy options.



2. In the 'Make this visible to' section click the dropdown box that is labeled 'These people or lists' and choose **Only Me**.



3. Be sure to **uncheck** the box labeled 'Friends of those tagged.'

The image shows a 'Custom Privacy' dialog box with a blue header. It contains two main sections: 'Make this visible to' and 'Hide this from'. The 'Make this visible to' section has a green checkmark icon and a dropdown menu set to 'Friends'. Below it, the 'Friends of those tagged' checkbox is unchecked, with a red arrow pointing to it. A note below this checkbox reads 'Note: Anyone tagged can also see this post.' The 'Hide this from' section has a red 'X' icon and an empty text input field. At the bottom right, there are two buttons: 'Save Changes' and 'Cancel'.