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| GUIDE FOR ALBEMARLE COUNTY FACEBOOK SITE ADMINISTRATORS |
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| **Final Version** |
| **June 6, 2010** |
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Guide for Albemarle County facebook Site administratorS

Here are policy requirements, tips and guidelines for Albemarle County Facebook site administrators. Please contact the Director of Community Relations if you have any questions about the policy or administration of the Facebook site.

# 1. What kinds of information do I post on facebook?

Items should be interesting, brief, factual and tied to a specific County event, program, service or news items and should typically be written in a more casual style:

* News items that people can relate to, respond to, or act on in some way
* Photos of happenings, good places to visit, etc.
* “What’s Happening Now” or “What’s about to Happen”
* Meetings and events
* Classes
* New programs that people can become involved in or tell their friends about
* General county information such as holiday hours, summer lake openings, etc.
* Emergency information can be posted on Facebook, but please be sure to notify the Community Relations Office to make sure it goes out through all of the county’s communications channels.

For more specifics on how to write posts, see Section 6.

# 2. To become a facebook admin

The Community Relations Director will approve Facebook Administrations based on the needs of the County. All administrators must familiarize themselves with this guide, AP-13 (Social Media Policy) and complete a brief legal training before going live on Facebook.

After you have approval from the Community Relations Director:

* Set up a dummy Facebook account using your Albemarle County email address
* Become a fan of the County of Albemarle Facebook page with your Albemarle County email address
* Email the Web Content Manager (Lisa Gilliam) and ask her to set you up as an admin for the County of Albemarle page

# 3. Using facebook pages

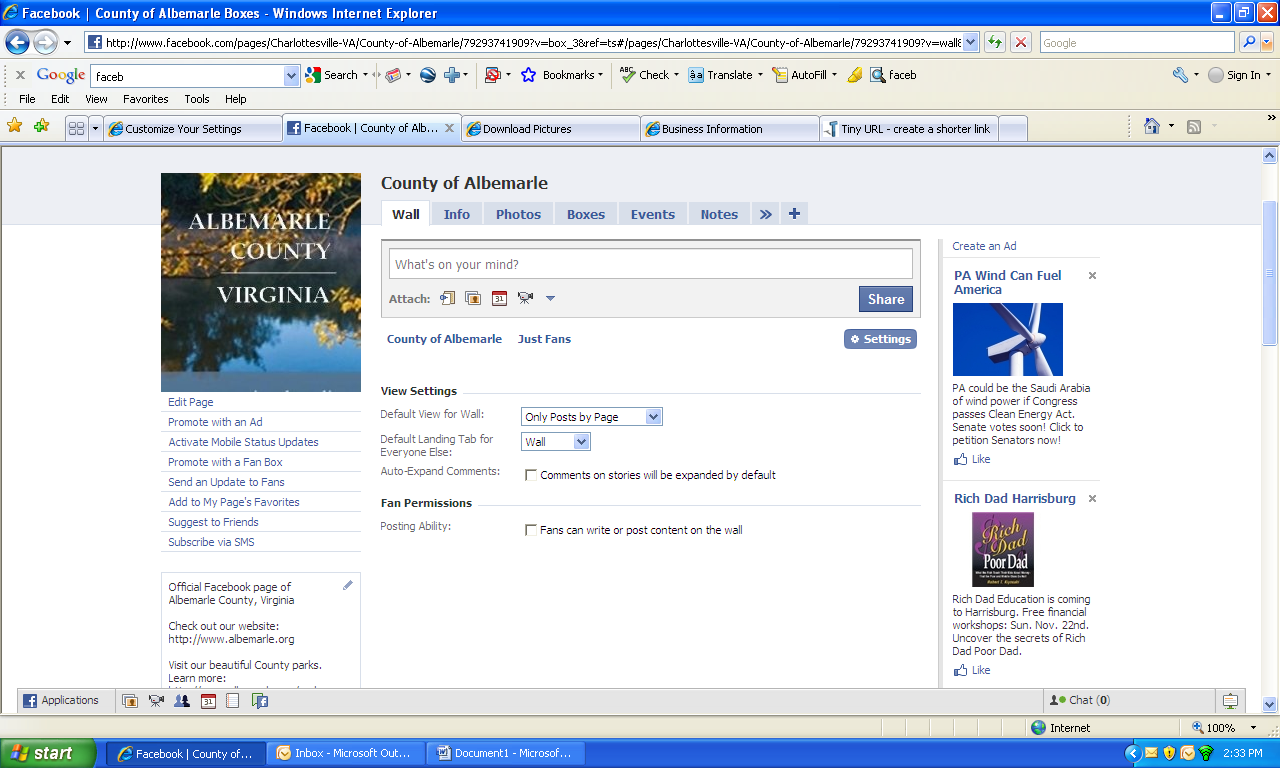
If you are new to Facebook Pages, check out the Facebook Pages Product Guide: <https://ia.albemarle.org/webteam/WebEditorResources/Shared%20Documents/FacebookPagesProductGuide.pdf>

# 4. Notes on the County’s Facebook tabs and boxes

* The Wall – The central control center of the site and cannot be moved or deleted. All posts will originate on the wall.
  + The profile photo is changed from the wall. No one should edit this photo except the Community Relations Office. Click on the photo to get the change menu.
  + Boxes on the left side of the wall can be moved around by clicking and dragging up or down.
  + Boxes such as Events can be deleted from the wall by clicking on the pencil icon and selecting “Remove Box” or moved the Boxes tab by selecting “Move to Boxes Tab.”
  + The information box under the profile photo is changed by clicking on the pencil in the upper right corner,
  + The Information box is changed by clicking on the pencil or the “Info” tab.
* Info Tab – General information about the County. No one should edit this information except the Community Relations Office. Cannot be moved or deleted. Click on the “Info” tab and “Edit Information” to make changes. Also appears as box on left side of Wall.
* Photos Tab – Photo albums and profile photos. Use this tab to enter new photo albums and photos. Click on the pencil icon to remove the tab. Also appears as box on left side of Wall. Use “Edit Page” to change settings.
* Boxes Tab – Contains the list of links from the Wall. It would also be nice to be able to bring news releases into the Boxes Tab through RSS, but in talking with other localities, they’re still looking for reliable programs to do this.
* Events Tab – Lists the events entered through the Wall (Attach Event) or through the Events Tab. Also allows you to edit events, add photos, check RSVPs, etc. Use “Edit Page” to change settings.

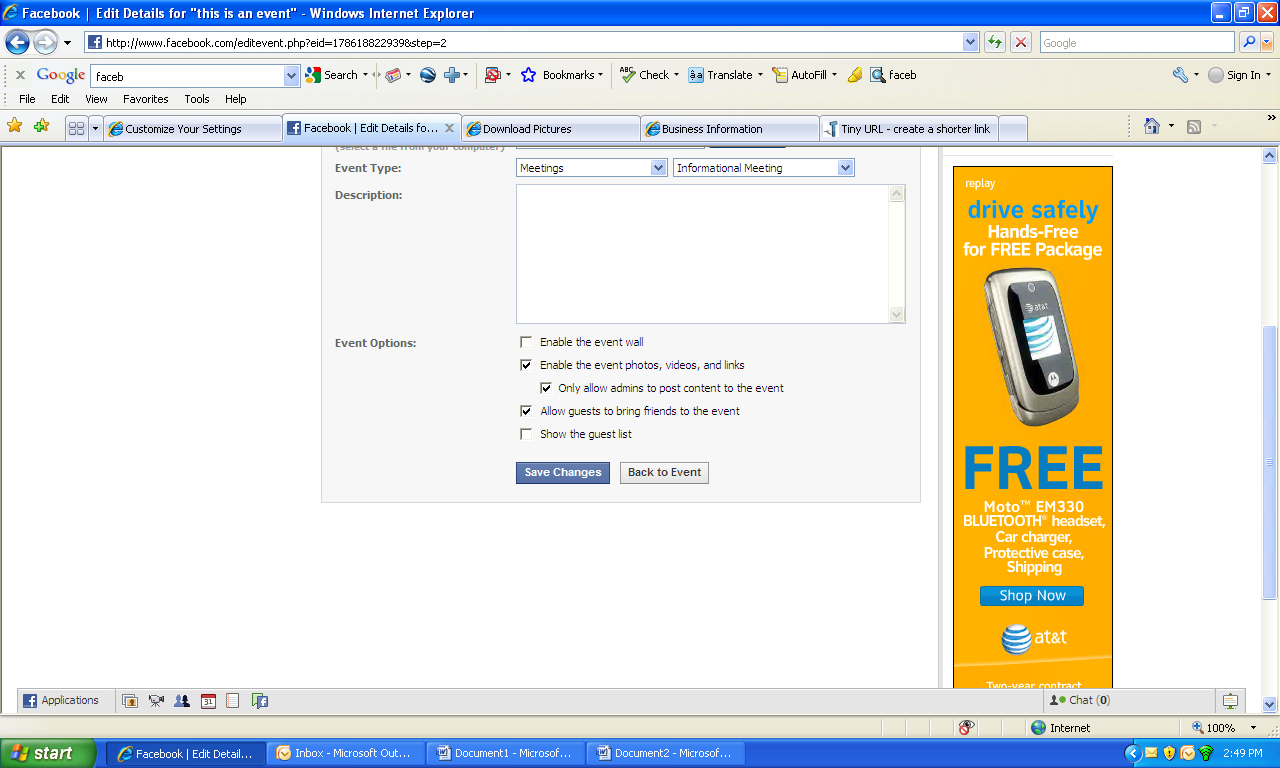
# 5. general Policy requirements

* Fan postings must be disabled on the main Wall and for all other features on the site. Wall settings should be set up as shown below. This is set up as the site default, but it’s still a good idea to double-check this setting from time-to-time.



# 5. General Policy requirements, *continued…*

* Each time you enter an event, the event wall and fan postings must be disabled under ***Event Details*** as shown below:



* Also not allowed: discussion boards, blogs or other applications that allow fan-initiated postings.

# 6. Some General Guidelines for Postings

Try not to…Write in “government-ese” or post information about county awards, policy decisions, etc. unless they are things that people can relate to or that will impact their lives in some way. For web writing and style tips, see: <https://ia.albemarle.org/webteam/WebEditorResources/default.aspx>

* All postings should have a link to http://[www.alb](http://www.alb)emarle.org.
* Always include http:// when you enter web addresses to activate automatic hyperlink.
* To set up an event, enter as a Wall item with event attachment or enter through the Events Tab. If you enter events through the Events Tab, make sure you publish to the Wall when prompted.
* Try to keep entries to just a few lines, with the most important information first, and include link to the item on the County website (Wall entries display approx. 5-6 lines).
* Remember that your posts define what is “on topic” and “off topic” for fan comments, so please adhere to the guidelines outlined in Section 1.
* Try to avoid “government-ese” whenever possible.
* Facebook automatically sets up the “Read more…” link if the text exceeds what is displayed.
* Wall posts cannot be edited. You might want to write your item in a Word document and run spell check, then copy and paste it onto the Wall. If you do make a mistake, you must remove the posting and re-enter it. This creates multiple posts of the item on your fans’ news feeds, but will only show the corrected version on your wall.
* Events can be edited. Click on the event from the Wall or through the Events Tab, and select “Edit Event” from the right-hand menu.

# 7. GUIDELINES ON MONITORING AND DELETING USER (FAN) COMMENTS

The Web Content Manager will be responsible for thoroughly reading posts and user comments on the County’s Facebook page each workday to ensure compliance with the County’s Social Media Policy, AP-13, and this Guide. If the Web Content Manager is not available to check the Facebook page for whatever reason, an identified designee in the County Executive’s Office will be responsible for doing so.

The Web Content Manager will also take the following, specific steps:

* Check user comments to ensure that they comply with the Comment Guidelines posted on the page under “Terms of Use for Albemarle County’s Facebook Page.”
* Prior to deleting any comment, consult the County Attorney’s Office for legal guidance.
* For any comments that are deleted, ensure that the procedures below are followed:
* For each deleted comment, complete a User Comment Removal Form (see Attachment A) and retain for 3 years.
* Attach a full screenshot of the County’s original post, the comment, and the date/time of the comment, prior to deletion, to the User Comment Removal Form. Capture an electronic version of the screenshot if possible and retain that also for 3 years.
* On a monthly basis, remove all user comments older than 1 month from the Facebook site.
* Retain in electronic or hard copy format a full copy of all County posts and comments (whether or not deleted in accordance with the Comment Guidelines) for 3 years.

If other Facebook Administrators notice a user comment that may be in violation of the Comment Guidelines, they should contact the Web Content Manager.

# 8. GUIDELINES FOR LINKS

Links to non-County websites can be useful additions to the Facebook page. They must, however, adhere to the County’s general Web site link policy. For the full link policy, see <http://www.albemarle.org/page.asp?info=links> Here are the most relevant excerpts from that policy:

“The County of Albemarle reviews all requests for links from the County's Web site to worldwide Web sites based on the following criteria and conditions:

1. The Web site link will assist the County of Albemarle in fulfilling its stated Web site and general missions.
2. The Web site link has a natural affinity or logical nexus to information printed on the County's official Web site and is consistent with County goals, policies and the mission of the County's Web site.
3. The County has adequate availability of system resources and personnel to monitor the proposed link.

4.    The requested link has a sufficient relationship and importance to the ordinary and necessary functioning of the County.

5.    The material contained on the linked site is significant and timely.

6.    The external Web site is managed in a professional manner (i.e., fully operational and available most of the time).

The County of Albemarle does not generally link to:

1.    Candidate sites or sites advocating a position on County, political or religious issues.

2.    Commercial or retail sites; however, exceptions may be made to the policy, at the sole discretion of the County, for companies or organizations associated with the County for programs, services or events.

3.    Individual personal home pages, non-County newsletters, opinion sites or editorial sites.

4.    Sites with content written by many different people (e.g., chat rooms, interactive bulletin boards, etc...), which are not appropriately monitored or edited by the host or where participation criteria have not been posted on the site.

5.    Sites that are inappropriate or inconsistent with the County' criteria or which link (i.e., linked from the index of a requesting site's home page) to inappropriate sites (e.g., illegal activities including but not limited to gambling, graffiti, sites with obscene content such as X-rated descriptions or graphics) or sites which offend common standards of decency and propriety).”

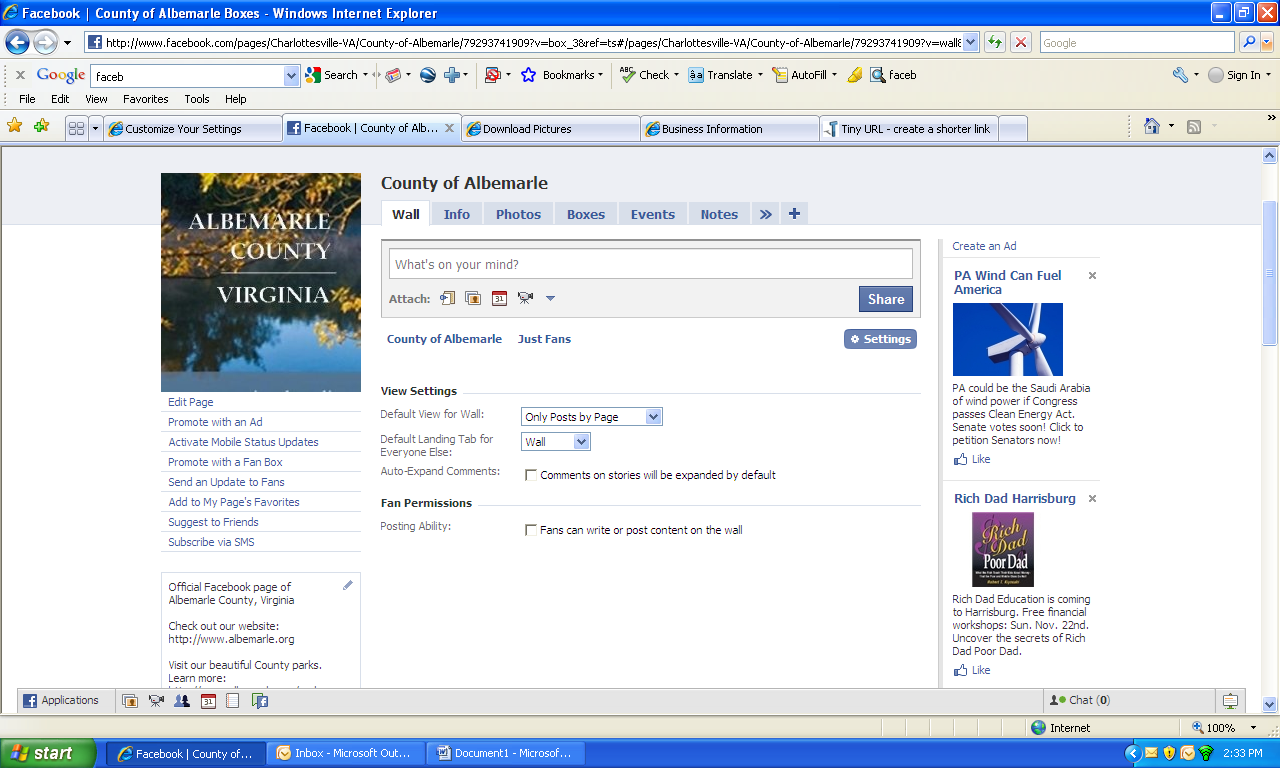
# 9. How to enter a Wall post with a web link

Note: If you have a really long link, you might want to use a program to shorten your link: [www.bit.ly](http://www.bit.ly) is one that is easy to use. Sign on to <http://www.bit.ly.com> using the login: “coalinks,” password “albemarle401” and this program will give you a place to paste your long link and shorten into something that will take up less space for Facebook and Twitter entries. The site will also give you a history of the links you’ve already shortened, along with usage information. There’s a new site out there called [www.go.usa.gov](http://www.go.usa.gov) designed specifically to shorten government links, but currently they don’t accept .org. This is something to keep an eye on – they may change this in the future.

1. Just as you would post information on a personal Facebook Wall, enter your text in the ***Share*** box.

Remember that Wall posts cannot be edited. We recommend composing and doing a spell check of your posting in a Word document, then copying and pasting onto the Wall. If you do make a mistake, you must remove the posting and re-enter it. This creates multiple posts of the item on your fans’ news feeds, but will only show the corrected version on your wall.

1. To add a link, click on the link icon in the ***Attach*** bar, enter your link and click ***Attach***.

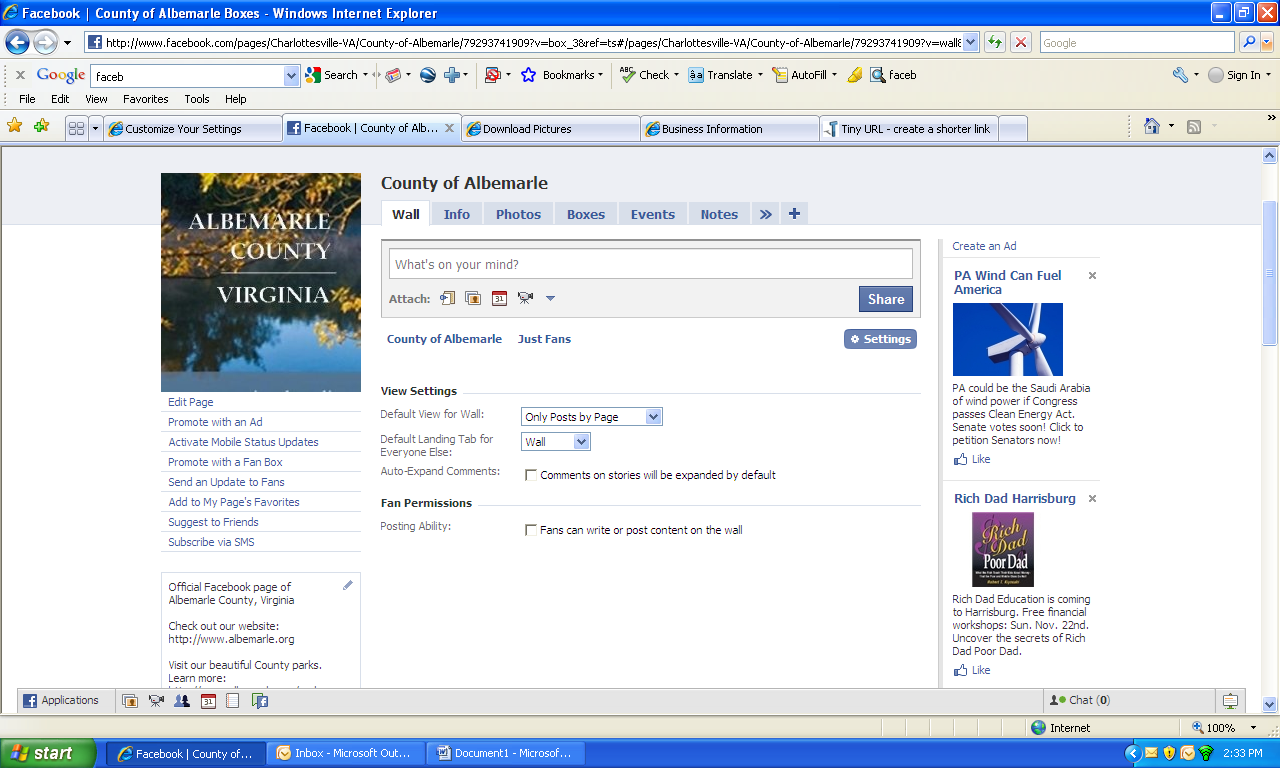
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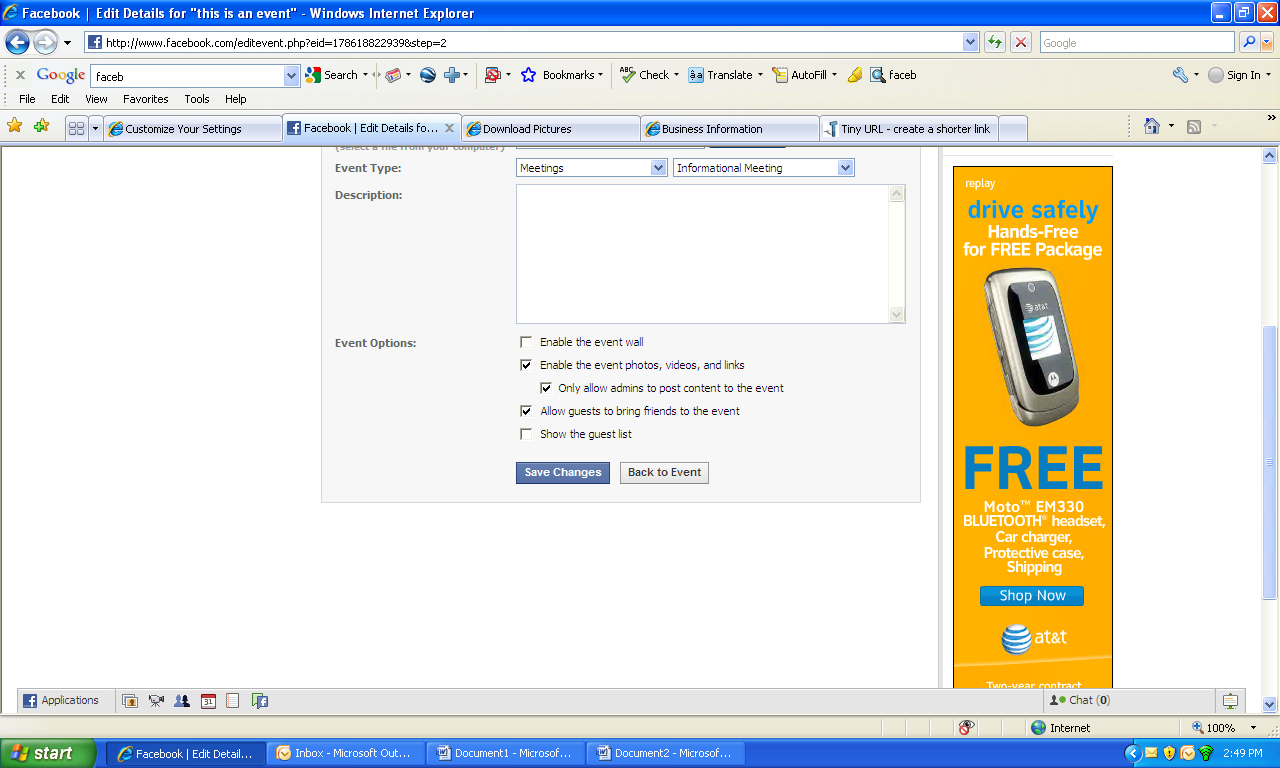
If you already have a link in the text, Facebook will automatically attach the link and display the attachment information.

1. After the link attachment is displayed, format your link:
   1. If it’s a link to the County website, click on “No Thumbnail” If it’s an outside website, select a thumbnail.
   2. Click on the link name to enter your own title.
   3. Click on the description to enter your own description.
2. Click on ***Share***. You’ll receive an anti-spam pop-up asking you to enter the words you see on the screen. After you’ve completed this, your item should be displayed on the Wall.

You can attach a link, event or photo to your Wall posting. Facebook only lets you attach one of these options per post. If you have a photo to attach to your event, make sure you include the web link in the text. If you have an event and want to insert a photo, attach the event and select share, then click on the event and add a photo through **Edit Event**.

# 8. how to enter a an event From the Wall

1. Enter your catchy and informative event title in the ***Share*** box.
2. Click on the event icon using the ***Attach*** feature.   
     
   
3. Enter the event information.
4. Click on ***Share***.
5. Click on the event name (from the Wall) to view the event information.
6. To change or add information, click on ***Edit Event*** from the right menu. The ***Edit Basic Info*** form will appear. If you make changes, click on ***Save Changes*** to confirm.
7. Click on ***Edit Details*** from the left menu to add a description, photo or link, **and to disable fan postings** **as shown below. You must manually disable fan postings for each event.**

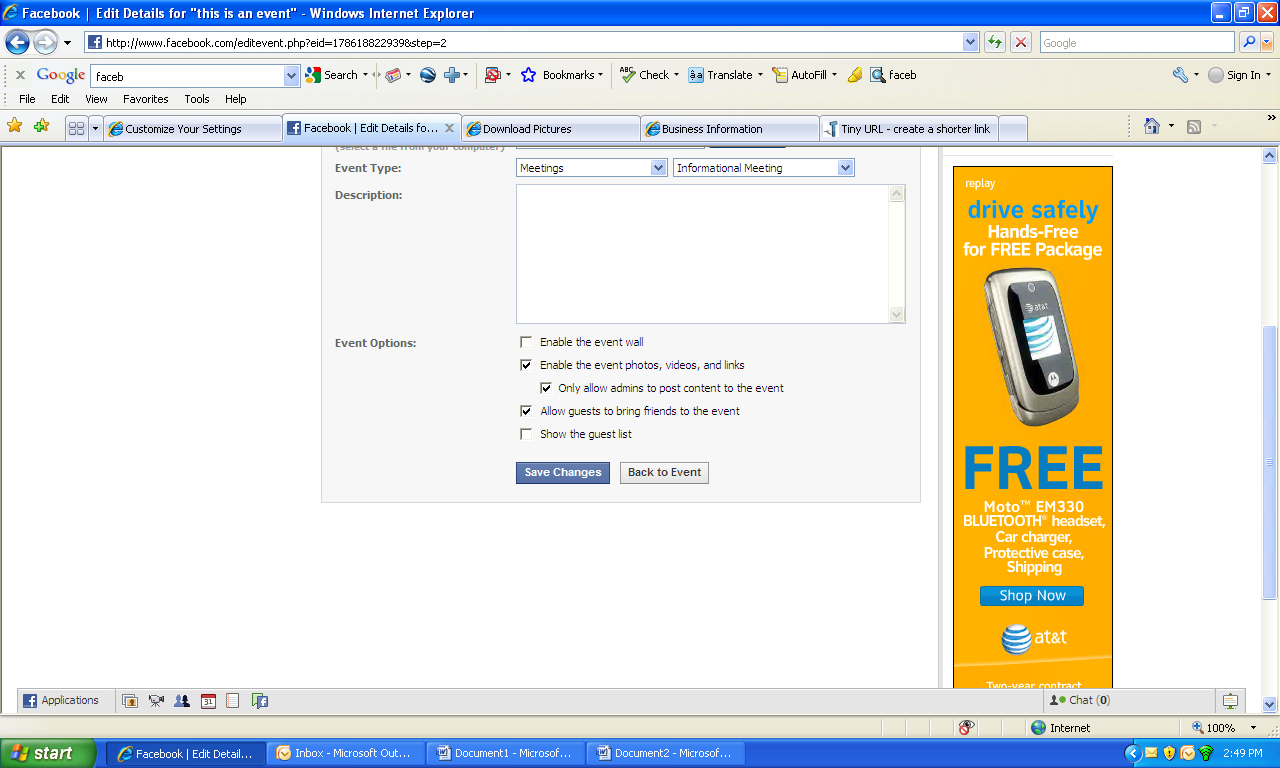


1. Click on ***Save Changes***.
2. Click on ***Back to Event***.
3. Events posted on the wall will automatically appear in your fans’ news feeds.

* if you want to send a special status update to the County’s fans, click on ***Update Fans of County of Albemarle*** and send a notice. This functionality is evolving. The message boards are looking for a way to invite fans, so keep an eye on this – hopefully it will be available in the future. However, fans can RSVP, so a request for an RSVP could be added to an event description.
* The ***Invite People to Come*** selection allows you to invite your personal Facebook friends or a list of email addresses to an event.
* Ads are a cost option and are not applicable to the County site at this time.

# 9. how to enter an event from the events tab

1. Click on the Events Tab.
2. Select “Create an Event.”
3. Enter your catchy and informative event title, location and date/time information.
4. Enter a photo, description and set the event wall **to disable fan postings** **as shown below. You must manually disable fan postings for each event.**



1. Click on ***Save***
2. A pop-up will ask if you want to publish to your wall and your friend’s home pages. Click ***Publish,*** then ***Okay*** when the next popup appears. Events will now automatically appear in your fans’ news feeds.

* When the “Invite Friends” menu appears, click ***Skip.***
* if you want to send a special status update to the County’s fans, click on ***Update Fans of County of Albemarle*** and send a notice. This functionality is evolving. The message board posts are asking Facebook for a way to invite fans, so keep an eye on this – hopefully it will be available in the future. Fans can RSVP, so a request for an RSVP could be added to an event description***.***
* Ads are a cost option and are not applicable to the County site at this time.

Click on “County of Albemarle” at the top of the event to return to the Wall.