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FACEBOOK Part 2: Creating and Customizing Your Page



A field guide for missions, posts and IRCs

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**Facebook is constantly changing. While we periodically review this guide to reflect these changes to the interface, we can't always guarantee that what you see on the screen will exactly mimic the information in the guide.*



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Before using any new social media tools for official State Department purposes, it is important that you are familiar with State Department Policy on Social Media: 5 FAM 790.

You should also review the Managing Your Social Media field guide. This guide is very important to helping you plan, create and execute a successful social media campaign.

If you have any questions about this guide, please contact OIESupport@state.gov.

Basics of Your Fan Page

Creating a Facebook Page

Creating a Facebook Page is simple. Once you are logged into Facebook with your new profile, you can [Create a new Facebook Page](#).

You will be directed through the instructions to create a Facebook Page. When filling out the required information, please remember:

- You are creating an **Official Page**
 - If you are creating a page for your ambassador, you should select **Artist, Band or Public Figure**
 - If you are creating a page for your embassy, post, IRC or American Corners, you are creating a page for a **Company, Organization or Institution**
- Make sure you select that you are the official representation and have the permission to create this page. That is a requirement
- When selecting your **Facebook Page name**, we suggest something that will identify your institution, such as U.S. Embassy Post-name or U.S. Embassy Post-name Information Resource Center. *You cannot change your Facebook Page name once it has been selected!*
- If your page is on Wikipedia, it may have been preemptively created as a Community Page. If you see this, contact USgovernment@fb.com and ask them to take that page down in order to alleviate confusion.

Accessing Your Page

Go to: <http://www.facebook.com>

Login with the email address and password you used to create your profile. (Guidance on setting up a profile can be found in the first in this series Facebook Part 1: Setting Up Your Profile.)

There are two places you can access your page. One is from your **News Feed**. This is the default page you will see when you log into Facebook. Click the name of your page in the menu on the left hand side of the screen.

FOR OFFICIAL USG USE ONLY**Mary Washington****FAVORITES**
Welcome

News Feed

Messages

Events

Find Friends

PAGES AND ADS

Ads Manager

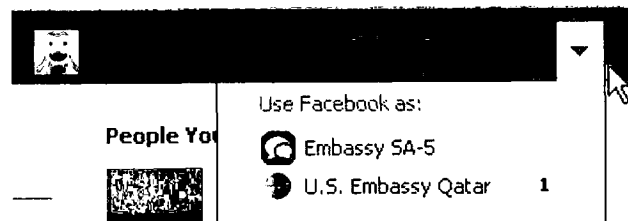
 U.S. Embassy Qatar **2**

Embassy Hogsmeade

When you do so, Facebook will let you know that you are posting, commenting, and liking as your page. If you would like to use Facebook as your profile, click on your name.



You can also click on the down arrow on the right hand side of the screen and select the page you'd like to edit.

**Vanity URL**

The naming convention for Facebook Pages will follow the previous practice for public embassy and consulate web sites stated in the 5 FAH-8, with country name and usembassy, or city name and usconsulate. Examples:

- www.facebook.com/slovenia.usembassy
- www.facebook.com/usembassytokyo
- www.facebook.com/usembassy.bishkek

See the Internet Steering Committee URL [naming guidance](#) in the Facebook section on INFOCENTRAL for additional information.

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To create a vanity URL, visit <http://facebook.com/username>. You will be able to select your Page on a drop-down menu, and select your own vanity URL name. Your vanity URL name must adhere to the following requirements:

- Usernames can only have alphanumeric characters (a-z, 0-9) or a period (.)
- You are limited to one username per Page
- You are required to have a minimum of 25 fans

You have the option to delete your Page under Manage Permissions. If you delete it, you won't be able to re-create it with the same vanity URL.

Remember: Once you have selected a username, it can only be changed once. Choose wisely!

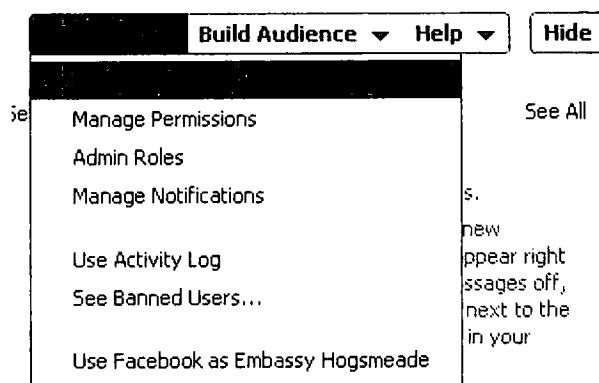
Editing Your Page

Editing your page is easy.

Once you've arrived on your page (see directions in the "Accessing Your Page" section above) click on "Edit Page" and select "Update Info" from the drop down menu.

As you can see, Facebook offers a variety of different ways to customize your Page and edit the settings. Don't be intimidated! We'll be going through all the steps you need in order to create an attractive, engaging Page.

You will be navigating through these settings through the menu at the left hand side.

**Your Settings**

Choose if you would like to receive email notifications when people interact with your page.

Manage Permissions

Manage Permissions allows you to determine your Page visibility, your country and age restrictions and more. Here, you can also control how much users are able to interact with your Page.

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Page Visibility: **Unpublish page (only admins can see this page)** What is this?

Country Restrictions: What is this?

Only show this page to viewers in these countries
 Hide this page from viewers in these countries

Age Restrictions: What is this?

Posting Ability: **Everyone can post to Embassy SA-5's timeline**
 Everyone can add photos and videos to Embassy SA-5's timeline

Post Visibility: **Show the box for "Recent Posts by Others" on the top of Embassy SA-5**
Default visibility of posts by others on Embassy SA-5's timeline: [?]

Tagging Ability: **People can tag photos posted by Embassy SA-5**

Messages: **Show "Message" button on Embassy SA-5**

Moderation Blocklist: [?]

Profanity Blocklist: [?]

Delete Page:

This screen should match yours roughly. If you have any questions about changes that appear, please contact OIESupport@State.gov. Facebook changes rapidly, and not all changes can be incorporated into the guides immediately.

It is highly recommended that you allow users to write and post videos/photos on your wall. If you are concerned about the type of content that will be posted to your Page, make sure you have the approved [Terms of Use](#) posted. They state:

You agree to not use the site to:

- post, email, transmit or otherwise make available any Content that is unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable;

You should always have your ToU posted and up-to-date.

These are the same rules that are used to govern Wall postings, and they are also used to govern video or photo posting.

Please make sure you read the [Copyright Tri-folds](#) to understand the copyright regulations for any works submitted to your Facebook Page.

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To learn more about how to post your ToU to your Facebook Page, see [Adding Terms of Use to Your Facebook Page](#).

You may prevent posts by everyone from appearing on your Page's timeline until you review them:

1. Open your Page's admin panel
2. From the Manage ▼ menu, select Edit Page
3. Check the box next to Only show posts by [Your Page's name] and friend activity on your Page until reviewed by an admin in the Post Visibility section of the Manage Permissions tab
4. Click Save Changes
5. Visit the [Activity Log](#) each day to choose which posts should be allowed on your Page's timeline for everyone to see

To turn off the ability for people to post on your Page's timeline:

1. Open your Page's admin panel
2. From the Manage ▼ menu, select Edit Page
3. Uncheck the boxes next to Everyone can post to [your Page's name]'s timeline and Everyone can add photos and videos to [your Page's name]'s timeline in the Posting Ability section of the Manage Permissions tab
4. Click Save Changes

To remove the Recent Posts by Others box from your Page's timeline:

1. Open your Page's admin panel
2. From the Manage ▼ menu, select Edit Page
3. Uncheck the box next to Show the box for "Recent Posts by Others" on the top of [Your Page's name] in the Post Visibility section of the Manage Permissions tab
4. Click Save Changes

Basic Information

Basic information is just what it sounds like – your Page's basic information. For your embassy or post, you can include your phone number, address and hours of operation here. You should also use this space to link all of your other websites to this Page, to encourage users and community members to cross-pollinate.

Facebook also gives you the option to give directions and parking options to people who may be planning to visit your embassy.

Is there a typo in your Page's name? You can change this easily if you have under 200 fans. If you have surpassed 200 fans, click on "Request Change" to submit your requested change to Facebook for approval.

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U.S. Embassy Qatar

Category: Companies & Organizations Government Organization (?)

Username: Create a username for this page? [Learn more.](#)

Name: U.S. Embassy Qatar

Start Date: 1972 + Add month (?)

Start Type: Founded

Address: P.O.Box: 2399

City/Town: Doha, Qatar

Profile Picture

This can be a picture of your embassy, a logo designed specifically for your community, or anything else that defines the purpose of your Page.

Make sure that your picture is clear even as a **thumbnail**, since the image will appear at that reduced size throughout the site.

Note: Do not use AP or other copyrighted photos as your profile picture. For more information on Image Copyright, please see our tri-fold on [Image Copyright Law on the Social Media Hub](#).

Good examples of clean, clear and concise icons can be seen on the [U.S. Embassy Mexico Page](#) and the [U.S. Embassy Bangkok Page](#).

Featured

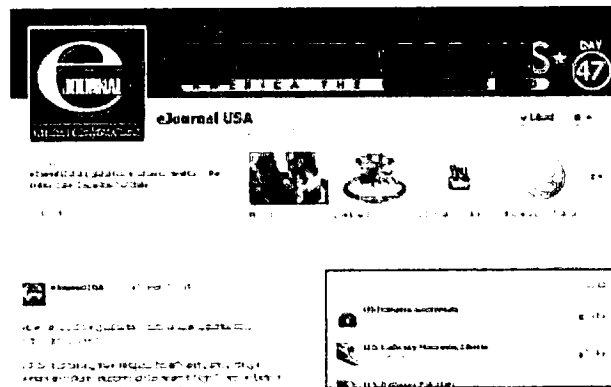
Here you can select which of the pages your Page likes to be featured on your Timeline. This box is automatically placed prominently at the top of your page (see image at right). If you like more than 5 pages, click on "Add Featured Likes" to choose which pages you would like to feature.

We do not recommend you choose to feature Page owners.

Admin Roles

It's a good idea to add other people, or **Admins** to your Facebook Page so that more than one person can add and update information. A backup administrator is crucial in case of account lockouts or hackings. An Admin must be a member of Facebook.

There are several different types of Facebook administrators:



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

Before someone can be added as an administrator, they must like your page. Once they've liked the page, simply type their name into the box and they will be added. Click on the user role to switch to another type of administrator. You can remove an administrator by selecting the *X* beside the Admin's name and photograph.

The screenshot shows a list of three administrators on a Facebook page. The first administrator is Dean Cheves, with a profile picture of a man in a suit. A dropdown menu is open next to his name, showing the following roles: Manager (selected with a checkmark), Content Creator, Moderator, Advertiser, and Insights Analyst. To the right of Dean Cheves is a small 'X' icon for removal. The second administrator is a person with a profile picture of a man with a beard, also with an 'X' icon. The third administrator is Embassy SA-5, with a profile picture of a speech bubble and an 'X' icon. The text next to Embassy SA-5 reads: "Can manage admin roles, send messages and create posts as the Page, create ads, and view insights."

Always make sure you have at least 2 Admins per Page. That way, if someone rotates out or loses access, the other person can still manage the page.

Don't forget to save your changes!

Apps

Applications are a great way to make your Page more engaging. This is where you will find a complete listing of all of your installed apps. We will discuss specific applications in Customizing Your Fan Page later in this guide.

Mobile

Facebook can be used on smart phones or simple phones. It can be accessed through a simple browser, or can be downloaded through a specific app. You can also sign up for SMS access to Facebook in order to update your Page from a simple phone.

Insights

Facebook Insights is discussed at length in the Metrics and Analytics module of this guide.

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Change Facebook's Default Language

At the very bottom of every window, there is a link entitled "English (US)". By clicking on this link, you will have a choice to display Facebook in several languages, as shown.

Continue to the next page.

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Facebook Timeline

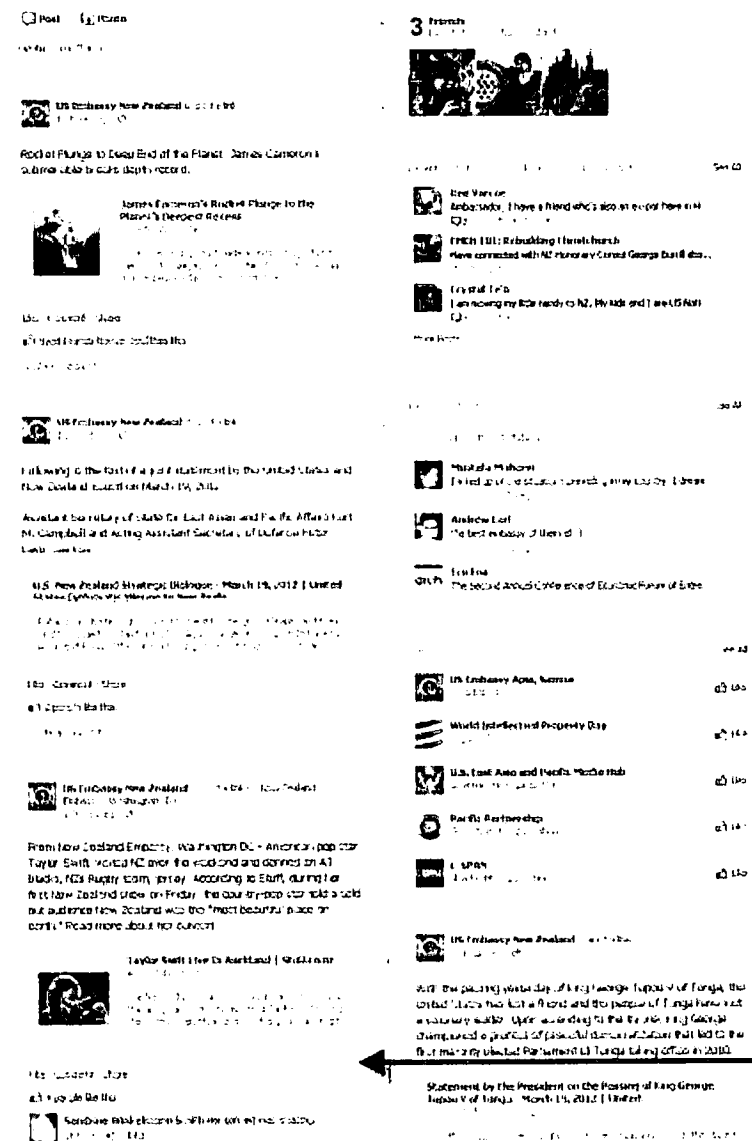
Timeline is a new format released for Facebook Pages in March 2012. See our diagram below for the rundown on the new design.



← cover photo



← likes and apps



← fans will see which of their friends like your page

← fans + their friends' interactions with the page

← your page's recommendations

← pages your page has liked

← your posts

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This new design allows photo to the top of your page, pin certain posts to the top of your page, highlight certain posts, and add milestones from your entity's history. This design effectively **eliminates** landing pages.

Cover Photo

This is a larger photo (851 x 315 pixels) that goes at the top of your main page. Since it is the first thing people will see when they visit your page, it's important to make sure that it is eye-catching. It can be an interesting picture from an event, gorgeous scenery, or anything else that will attract the eye. You can change it frequently to tie into contests, theme events, etc.

There are, however, a few restrictions on what you can include. The cover photo cannot include price or purchase information, such as "50% off" or "Download it at our website", contact information, such as web address, email, mailing address or other information intended for your Page's About section, references to user interface elements, such as "Like" or "Share," or any other Facebook site features, or calls to action, such as "Get it now" or "Tell your friends". If you have any questions on these restrictions, contact OIESupport@state.gov.

Free Image resources:

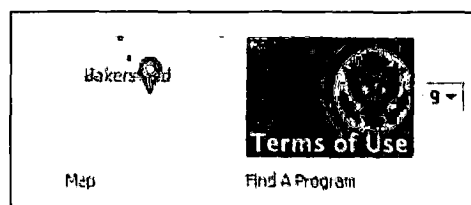
- [Infocentral listing of USG + Public Domain Photos](#)
- [Flickr's Creative Commons archive](#)
- [Wikimedia Commons](#)
- [Morgue File](#)
- [Image After](#)
- [Stock.xchng](#)
- [Everystockphoto search engine](#)

Make sure to take a look at our [Photo Copyright Tri-Fold on the Social Media Hub](#) and familiarize yourself with Infocentral's [Multimedia Copyright Info for Social Networks](#).

Views and Apps

Your apps now appear directly below your profile and cover photo in an area Facebook now calls "Views and Apps." This not only shows your list of applications but also your photos, a map, and your total number of likes.

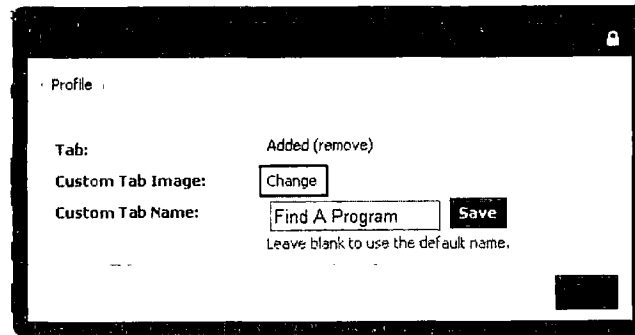
You can find more information on adding apps further below in this guide.



You can customize the image used for most apps by going to the Admin Panel, clicking "Edit Page," "Update Info," "Apps," and then "Edit Settings" under each app you'd like to edit. **Note: you cannot edit the image for photos, likes, or map apps.**

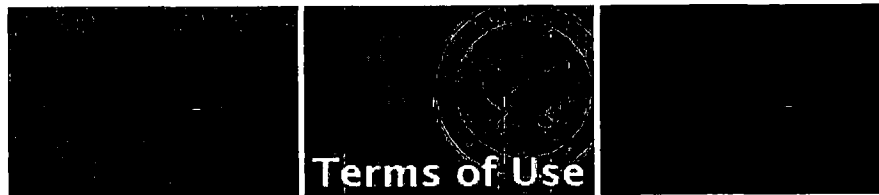
Select "Change" to change the image of your tab.

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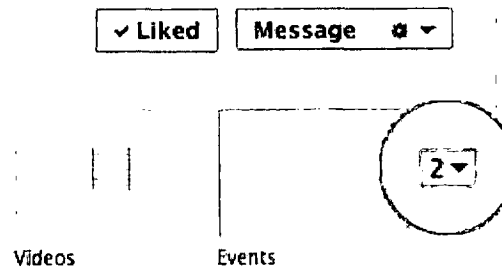



Select an image from your computer to upload. Images should be 111 pixels by 73 pixels. We have created several options for your Terms of Use tab.

[Download them on the Social Media Hub.](#)



To change the order in which the apps appear, expand the views and apps menu by clicking on the ▼ to the right of your page's views and apps.




Hover over the position you'd like to put a view or app and click the  pencil icon that appears and choose the view or app you'd like to swap into that spot from the menu

Posts

Milestones

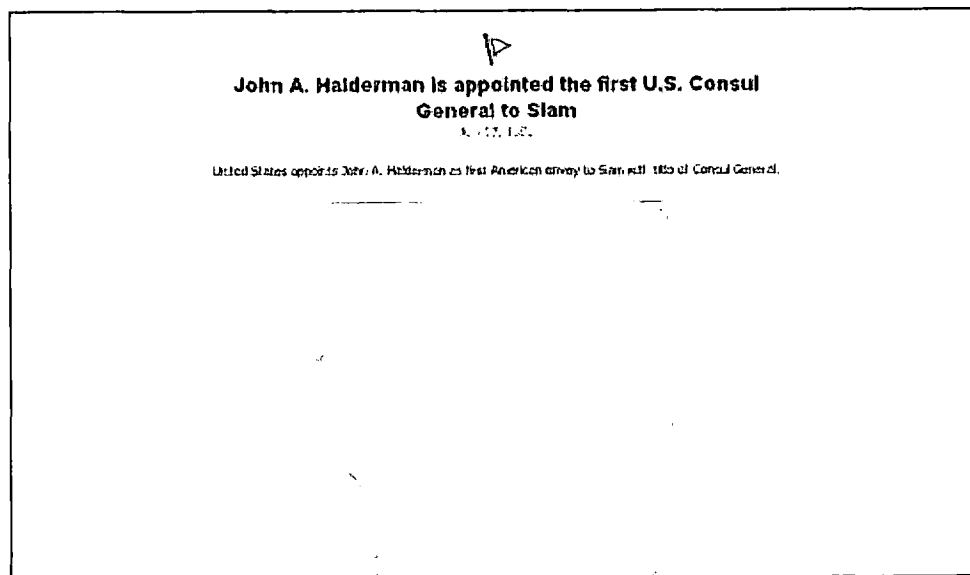
Milestones are key moments in your organization's history. These are automatically expanded to widescreen.

1. Click  **Milestone** in the sharing tool at the top of your page's timeline

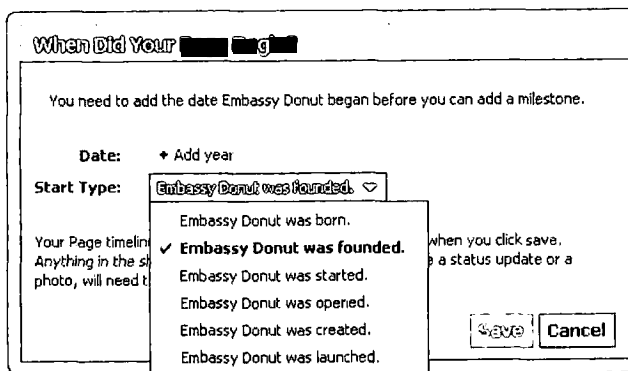
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2. Add a headline, location, date and details for your milestone
3. Choose to add a photo
4. Click **Save**

Your first Milestone has to be the date your page began – think carefully about what kind of events in your past you may want to highlight. If you want to post things relating to American history, you may want to input 1776. If you only want to focus on your embassy, you might want to pick the year the embassy was founded. Alternatively, you can pick the date your Facebook page was started. See the example from the [US Embassy Bangkok](#) below.



Note: All your milestones must come chronologically after the first date you input. For example, if you were to choose 1776 as the date your page was founded, you would not be able to post a milestone from 1775. See image below.



If you ever need to edit the date your page was founded, visit your Admin Panel and click "Update Page" and then "Edit Info." The field to edit your start date is located underneath the name of your page.

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Name: U.S. Embassy Qatar · Request Change

Start Date:	1972 ▾	+ Add month (?)
Start Type:	Founded ▾	

You can also scroll to a spot from anywhere on your timeline and click + to post a milestone or other type of story to a particular date. Milestone photos display at 843 pixels wide and 403 pixels tall. At this time, January 1, 1000 is the earliest date a milestone can have.

To add a milestone to your timeline, click on “Event, Milestone +” and then select “Milestone.”

Status	Photo / Video	Event, Milestone +			
<table border="1"> <tr> <td> Event</td> </tr> <tr> <td> Milestone</td> </tr> <tr> <td> Question</td> </tr> </table>			Event	Milestone	Question
Event					
Milestone					
Question					

You can then name the event, give it a location, add the year, month and date (or just the year if you prefer), give a story, and upload a photo. When you add a milestone to your Timeline, it will appear in the newsfeed of all of your page’s fans. If you do not want this to happen, select “Hide from News Feed.”

Click “save” to finish the process.

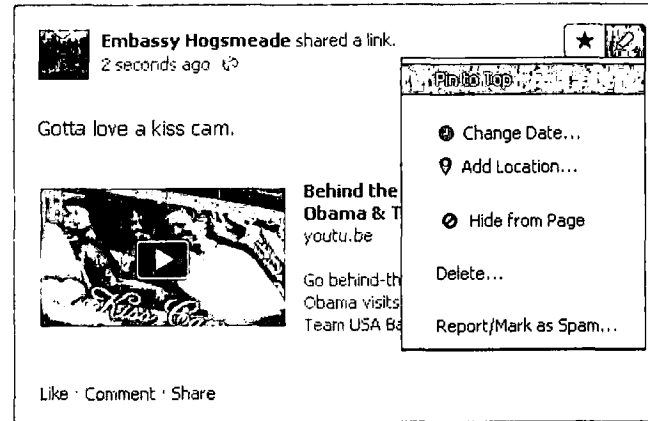
Pinning

Pinned posts are Page posts that admins have chosen to display prominently at the top of their Page. A pinned post always appears in the top left of a Page's timeline and has a flag in its top-right corner. A post a Page admin pins to the top of their Page will remain there for 7 days. After that, it'll return to the date it was posted on the Page's timeline.

Posts from people who like a Page are not eligible to be pinned posts. Page admins can only pin posts created by the Page.

To pin a posts, click the pencil icon on the top right hand side of the post. Click “Pin to Top.”

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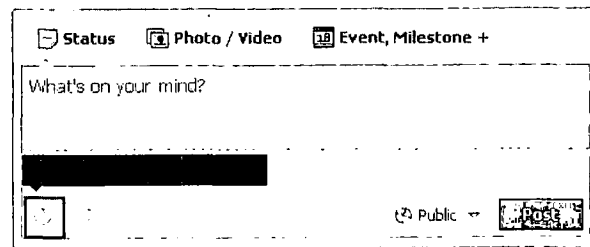
Highlighting

Starring or “highlighting” allows you to highlight the posts you think are important. When you star a post, it expands to widescreen.

Hover over a story on your Page's timeline and click on the star to highlight it.

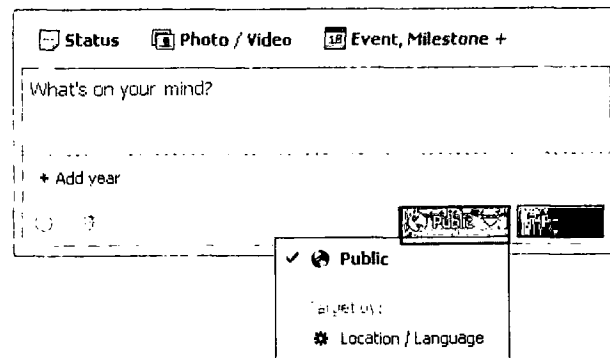
Scheduling & Backdating Posts

You can schedule a post for the future or backdate it in the past by clicking on the clock icon and selecting the intended date.



Targeting Posts

If you would like your post to appear to certain location or languages, click on the globe icon and select “Target by: Location / Language.”



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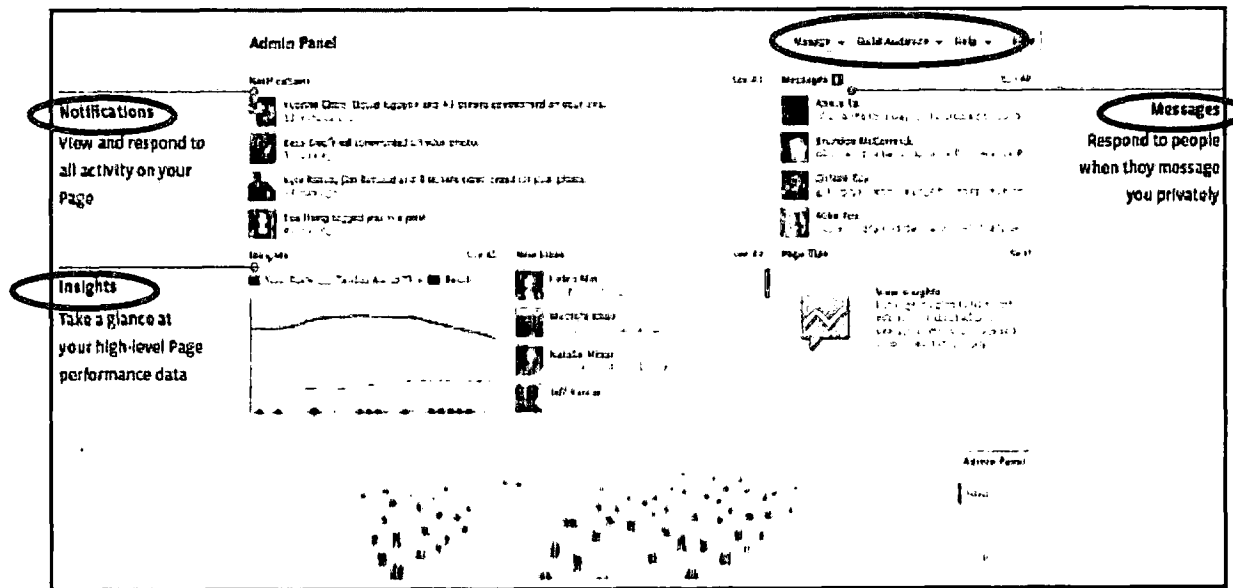
You can now narrow down your selection by country (in some cases, cities) and language.

Post Metrics

Page admins can see how many people saw each post at the bottom of every post.

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Admin Panel



The Admin Panel is located above every Page you manage. It gives you a quick look at what to respond to including notifications and private messages. It also displays Page Insights. At the top right of the page are three drop-down options entitled “Edit Page,” “Build Audience,” and “Help.”

“Edit Page” allows you to edit your page settings and use the **Activity Log**. The Activity Log lets you review the history of your page and change the settings of individual posts. You can see all of your page’s posts organized by date, star older posts to make them bigger, hide and delete posts, change the date of posts, report and remove spam posted on your page. This feature is only visible to page administrators.

“Build Audience” allows you to share your page, invite friends, and create ads.

Messages

Facebook has enabled private messaging for pages. Pages can only respond to fans that have messaged them first.

To respond to a message, go to your page’s inbox and type your response in the box below the message. Click reply to send your message.

You can turn on/off this feature through “Edit Settings.”

Adding Applications

Using Facebook Applications can be a great way to supplement your page. It is important to note that when using Facebook Applications, most applications are created and maintained by a third-party. Facebook Terms of Service do not always apply to these applications.

FOR OFFICIAL USG USE ONLY**Terms of Service**

It is **required by 5 FAM 790** to include Terms of Use (ToU) on your Facebook site. This requires you to add an iFrame (see section below) application to your page.

You may use the [DoS ToU Template](#) (PDF) to create your Terms of Use. We have also provided an [html-coded template](#) (HTML) of the Terms of Service that you can copy and paste into your FBML box and fill-in the name of your embassy.

iFrames (sometimes called Static HTML)

iFrame (or Static HTML) apps allow you to input HTML code onto your Facebook page. There are several companies offering free iFrame applications – we recommend [Wildfire](#) and [Involver](#) although these are by no means a comprehensive listing.

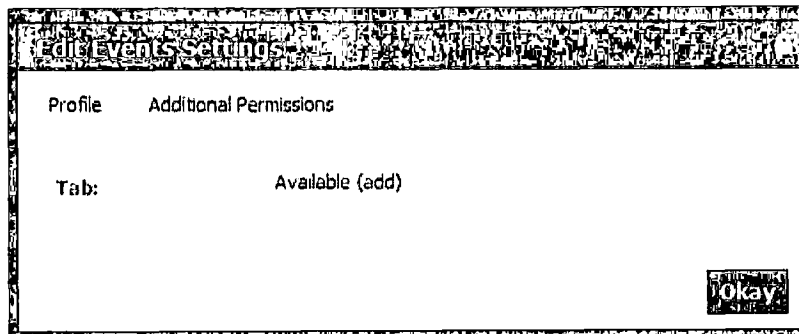
These apps take a little knowledge of HTML, but if you know the basics you should be able to create simple boxes that provide text, images and links. [For more information on HTML, check out our mini field guide on HTML.](#)

To add any of these apps, click on the links above. Install the app on your page. Find the app in your views and apps toolbar under the cover photo on your page. Click on the icon to edit the application. Input the HTML into the boxes they provide. Contact OIESupport@state.gov for more detailed instructions on any additional specific apps.

Services like [Pagemodo](#) require no knowledge of HTML and will allow you to design a custom page using preset templates that may not meet all of your requirements. .

Popular Applications**Events**

The default location for Events is on your wall. However, you can create a Tab for Events. From the Apps menu, select “Edit Settings” under Events. A pop up window should appear, allowing you to select add a tab to your page (See Figure 9). Your events will now also show up in this separate Tab.



Select “add” to add a tab to your main page. This applies for all Apps.

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To add an event, click on the Events tab on the main screen and click *Create an Event*.

You will be sent to the Event Info Page where you can add all the information about the event. Simply click Create Event to move onto the next Page.

RSS Feeds

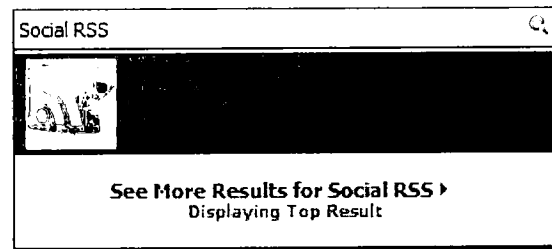
RSS (Really Simple Syndication) is a web-based syndication format used to publish frequently updated content including, but not limited to, blog entries, news headlines and podcasts.

An RSS feed contains either a summary of content from a web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner. More info [here](#).

RSS content usually is labeled with one of these icons: 

Facebook allows you to add RSS feeds to your Page that you want your fans to see. We'll show you how next.

In the search box type *Social RSS* and hit enter. You will be directed to the RSS Page, which will allow you to customize your RSS feed. You may have to select *Go to App*, and if prompted allow the app to access your information so you can use it.



Scrolling down, you will have the options needed to set up your RSS feeds. From the drop-down on the left, select the Page you want the RSS feed to appear on (this would be your embassy's Page).



Feed Settings

Quick select

U.S. Embassy Prague

App about pages will then appear in the...

Compulsory fields *

	URL (feed address) *	Alternative link
<input type="checkbox"/> Feed 1		
<input type="checkbox"/> Feed 2		
<input type="checkbox"/> Feed 3		
<input type="checkbox"/> Feed 4		
<input type="checkbox"/> Feed 5		

Social RSS info

- What is RSS?
- What does Social RSS do?
- How is it getting started.
- What are the benefits of the paid service (\$24.00)?

This will also allow you to set up your RSS feed by pasting the links of blogs and news sites under the URL feed address.

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Here, you will also have the option to fill out the tab information that will appear on your Page. It is recommended that you fill out the title and introduction, as these will portray what the RSS feed is to your readers.

You also have the option of publishing some feeds to your wall. This is up to you, and is at your discretion.

Once you have filled out the information, select *Update*. A pop-up window will appear with the option to add the Tab to your profile.

Other Settings options:

- **Item Description** – Choose whether to show the whole blog post, just the first line of the post, or just the title.
- **Items** – Choose whether the postings should be open or closed. Open shows the entire blog post on the RSS tab. Closed allows the postings to be opened through their headlines.
- **Include Share Buttons** – Allows the blog postings to be shared by users.

Tips for Community Managers

Where to Get Content

- Create your own content by:
 - Advertising embassy events such as film screenings, open houses, and cocktail parties
 - Linking to photos from these events
 - Updating your visa information, conduct polls
- Link to content created by others
 - [IIP Digital content](#)
 - [Subscribe to IIP's Social Media Feeds.](#)
 - [Voice of America](#) articles
 - Transcripts or other information from State.gov
 - Share content from other embassies and consulates in your region
 - Reputable local content. There is no restriction on this, but make sure it has been cleared with the appropriate authority (PAO or whoever has this responsibility).

Some Tips for Success

- Group your content together around themes.
 - For example, if you are posting a link to an article about U.S. foreign policy in Africa, make sure your poll reflects the same theme.
- Make sure you center discussions on content and use short questions to get responses.
 - See eJournal USA's Facebook Page for examples.

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- Don't post a lot of content on your wall at one time. Resist the urge to overwhelm your audience.
- Advertising makes a huge difference.
 - Creating an ad will bring more people to your Page. It can be targeted to a specific audience or to everyone in your country.
 - They aren't expensive, and you should budget for them. They work. Schedule them around events – a week before, and tie the ad to the event, like a high-level visit or meeting.
- Consider creating an unpublished “sandbox” Page that you can test before posting to your actual Page.
- Build your content first. Make sure you have a week or so of solid, real content. Substantive posts, photos and links.
- Share the responsibility. Make sure that you aren't the only one managing this site. Give at least three other (trusted!) people admin privileges.
- Send out to staff. Draft a notice to all staff, inviting them to join. Encourage them to send out a scrubbed version to their contacts.
- Have paper materials. We put paper fliers in libraries, and hand them out at public events, inviting people to join our sites.
- Cross-pollinate. Post links on your main Mission website, Twitter, Facebook to promote each site.
- Collaborate with America.gov and Co.Nx. Send them content, and they'll return the favor by promoting your site.
- Pin interesting stories to your wall. This will anchor the story to the top of your Page for up to 7 days.
 - How to pin: after posting, hover your mouse in the top right corner of the post until a pencil appears. Click on the pencil and click “Pin to Top.”
- Star important stories to expand them to widescreen and keep them visible on your timeline.
 - How to star/highlight: after posting, hover your mouse in the top right corner of the post until a star appears (located beside the pencil). Click on the star.
- Keep it current. Really. A dead site is a dead site.
- For more ideas and practices for Government and NGO Facebook Pages, see Facebook's Government Best Practices (<http://www.box.net/shared/idnpohs026>).

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

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