Tips for local agencies implementing a Facebook page

This list was compiled based upon results from the survey "Social Media- Iowa WIC Facebook Page" conducted in IWIN from January 2, 2014 thru March 31, 2014. WIC clients were asked to participate in this survey if they answered "yes" to the question "Are you on Facebook?"

- Facebook needs advertised a lot! Despite our rollout campaign launching the Iowa WIC Facebook page in January 2013 and the tremendous growth our page experienced in October 2013 as a result of clients seeking information during the government shutdown only 15% of clients surveyed knew about our Facebook page. Of the people who did know Iowa WIC had a Facebook page the top ways clients heard about it was through word of mouth, through Facebook (i.e. other friends/family who knew about it and had either tagged them in a post or shared something from our page), or through agency newsletters/fliers/or bulletin boards.
    - Add your Facebook name/logo to anything and everything you develop:
        - i.e. nutrition education materials, agency information, outreach fliers, newsletters, breastfeeding materials, develop a display or bulletin board, etc.
    - Make sure your staff are telling clients about your agencies Facebook page and the Iowa WIC Facebook page.
        - Recommend it as a source of program information, recipes, nutrition and parenting information, a place to have a question answered or to talk to other moms, to find out about clinic cancellations during inclement weather, etc.

- Postings should be done later in the day (afternoon and/or evening) over morning or late night posts. According to our survey, clients are most likely to get on Facebook in the afternoon and evening over the morning time or late at night.

- Posts clients would like to see more often include (ranked by popularity on survey):
    a. Recipes
    b. Healthy Shopping on a Budget
    c. Child Development/Milestones
    d. Physical Activity Ideas for the Family
    e. Feeding tips for your family (Parents Provide Kids Decide, Ellen Satter)
    f. BF Support/tips/studies/research
    g. Nutritional studies/research\Other programs/resources to help families
    h. Poll questions

- Developing a policy or communication and sustainability plan related to how social media will be used (i.e. how often you will post, the content you will post, how you will monitor the page and its content, how you will deal with unrelated content or mean/hurtful comments that may be posted, etc.) may be helpful. The Iowa Department of Public Health's Facebook page requirements policy and Facebook Communication Strategy and Sustainability plan can be found on the next few pages.

- Additional resources:
    - http://www.cdc.gov/socialmedia/tools/guidelines/guideforwriting.html
    - http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

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Facebook Page Requirements

Page Creation

After the approval has been given for the creation of a new IDPH-sponsored Facebook page or group, the administrator will send a copy of the approved Communication Strategy and Sustainability Plan to the Bureau of Information Management. The Bureau of Information Management will be responsible for creating the new page or group using the official IDPH Facebook Profile as the page owner. The administrators who are identified in the plan will be assigned to edit the new page or group. If the named administrators do not already have a professional Facebook profile, they must complete that task following the standards defined in the Social Media policy.

All Facebook page or group names will describe the subject matter of the page or group and must include the IDPH acronym as part of that name.

Content

Comments or posts from the public will not be removed or deleted from post or comments unless they violate the Requirements for Public Conduct that must be posted on every IDPH-sponsored Facebook page or group. (See Required Elements of IDPH-sponsored Facebook Pages and Groups section for details about these requirements.)

IDPH-sponsored Facebook pages and groups may not subscribe to ("like") individual or organization Facebook pages or groups other than IDPH-sponsored pages or groups.

Required Elements of IDPH-sponsored Facebook Pages and Groups:

a) Every site must include the following statement in a prominent location: "For more information, please visit the Iowa Department of Public Health website." The department's name should be hyperlinked to IDPH's home page at www.idph.state.ia.us. Links to specific program web page should also be added wherever appropriate.

b) Whenever it is possible, content on Facebook pages and groups should include a link to more detailed information which is posted on the department's website or to other credible sources (e.g., Centers for Disease Control and Prevention, National Institutes of Health, etc.). Social media sites will not be the sole location for information about IDPH programs and activities.

c) All IDPH-sponsored Facebook pages and groups must include an image of IDPH's approved logo; however, the program's logo may also be used in addition to the IDPH logo.

d) A statement defining the purpose and scope of the site.

e) A disclaimer which states: "All content is subject to public disclosure including open records requests."

f) The following IDPH Terms of Use will be included on every Facebook page or group:

"Pages and groups sponsored by IDPH are intended to enhance communication between the public and the department. Users and visitors to these pages and groups are welcome to participate in social networking and discussion; however, the following forms of conduct are not allowed:

1. content that may compromise the safety or security of the public or public systems;
2. content that violates the legal ownership rights or interests of another party;
3. content that violates the confidentiality or privacy of any individual;
4. any comments not topically related to the content being commented upon;
5. comments in support of or in opposition to political campaigns or legislation;
6. profane language or inappropriate sexual content that does not support a public health purpose;
7. content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
8. solicitations of commerce; or
9. conduct or encouragement of illegal activity.

Content violation of these conduct rules will result in the removal of the offending content. Repeated or flagrant violations of these conduct rules may cause the author to be blocked from all IDPH-sponsored Facebook pages and groups. IDPH understands that social media is a 24/7 medium; however, IDPH moderation capabilities are not. Administrators will respond to comments and requests for information and will act upon inappropriate content as soon as it is possible during normal business hours."

Optional Elements of IDPH-sponsored Facebook Pages and Groups:
a) IDPH-sponsored Facebook pages and groups are permitted to utilize citizen engagement tools such as Wall posts or comments; however, the administrators are responsible for regularly monitoring these venues and must respond to questions or comments in a timely manner. Responses should be posted within one business day.
b) Administrators may post video or still image content on their IDPH-sponsored Facebook page or group or they may link to video or still image content which exists in other locations. Administrators are responsible for making sure that any video, audio or still image content that they add to their page or group complies with the IDPH policy on "Audio/Photograpy/Video Release Consent" as well as all applicable state, federal and local laws and regulations

Facebook Communication Strategy and Sustainability Plan

This document has been designed to assist Iowa Department of Public Health employees determine their needs for creating a program-specific Facebook page, create a communication strategy, and develop a plan for maintaining the page.

Step 1 – Clarify audience and communication goal(s).

Fill in the blanks. Be specific. Cells will expand as you type.

Who is the program trying to reach? (Define the primary audience and any secondary audiences.)

How large is your audience pool? (Provide raw numbers from sources such as current mailing lists or census/public health data.)

What goals does the program wish to accomplish through Facebook?

Step 2 – Determine needs.

Check all boxes that describe the program's plan for using Facebook.

Content	☐ Frequent topical, relevant updates.
Frequency	☐ Posts added at least three times per week during normal working hours.
Engagement	☐ Encourage and foster dialog.
Resources	☐ Staff time and resources allotted specifically to page management.
Life Span	☐ Long-term, ongoing campaigns, events and messages.

If you checked all boxes, proceed to Step 3. If you did not meet all these requirements, consider department's general Twitter platform.

Step 3 – Create plan

Who will be responsible for making updates on behalf of the program? (Name the primary administrator and at least one back-up administrator.)

How often will the program update content?

How many hours a week will be allocated to this activity? Include the portion of an FTE to be allocated to this activity. This should be a combined figure among the administrators and any other staff involved on a regular basis.

How will the program promote the page to achieve desired audience type and size?

How will the program ensure a sustainable amount of original, fresh page postings?

What is the program's plan for ongoing monitoring and review of page content?

How will the program evaluate whether the page is serving the intended communication goals?

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What resources or strategies has the program identified for handling negative comments and controversy?

How will the program ensure that posts drive traffic to the IDPH website and other departmental communication tools?

How will the program describe the purpose of the page to the public?