

# CITY OF DEARBORN FACEBOOK STANDARD



## Purpose

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to department Web sites at CityofDearborn.org (including CampDearborn.com, DearbornLibrary.org, DearbornFordCenter.com, DearbornTheater.com, DearbornHills.com) and to inform more people about City activities and services. These standards should be used in conjunction with the City's social media use policy and social media "best practices" guidelines. As Facebook changes, these standards may be updated as needed.

## Establishing a page

When a department director determines that a City department has a business need for a Facebook account, he or she will submit a request to the director of public information and complete a social media worksheet. Once approved, the digital media coordinator will consult with the department director or his/her designee on how to set up its business page on Facebook.

## Content

1. Type of 'pages'
  - a. City departments will create 'pages' in Facebook not 'groups' or 'personal profiles' acting as pages. Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Community pages will currently be accepted as is unless there is a copyright/trademark issue.
  - b. For 'type' description, choose 'government.'
2. Boilerplate
  - a. The City's digital media coordinator can assist with standardizing the department's Facebook page, including providing a timeline cover photo and the City's logo. All Facebook pages must display both a timeline cover photo and either City logo or department logo.
  - b. Departments will include a mission statement/introduction in the "About" section of the page as well as department details of interest to the public, such as business hours, street address, department phone number and/or email address. A City boilerplate sentence should follow the department/program description and be placed in the "Company Overview" section:

*[Insert department] is a department of the City of Dearborn, www.CityofDearborn.org. This page is for general public information only. Should you require a response from the City or wish to request City services, you must call [insert department name here] at [insert telephone number].*

*Please also be aware that, under certain circumstance, content appearing on this page may be subject to Michigan's public records laws and subject to disclosure by the City as required by law. This may include information about you that you make available through your privacy settings on this site on your own pages.*

If comments are turned on, the department Facebook page should include a link to the City's social media policies ([www.cityofdearborn.org/socialmediapolicies](http://www.cityofdearborn.org/socialmediapolicies)), including the full text of the City's Facebook Comment Policy, which page administrators will adhere to while moderating page comments.

3. Link to the City
  - a. A link to [www.CityofDearborn.org](http://www.CityofDearborn.org) will be included in the "Contact Info" section.
  - b. City department and project pages should be page favorites of other City Facebook pages.
4. Page naming
  - a. Page names should be descriptive of the department.
  - b. Departments will choose carefully with consideration for abbreviations, slang iterations, etc. For instance, "Dbn" is the widely accepted abbreviation for "Durban" on Twitter. Using the full word "Dearborn" is recommended when naming any page.
  - c. The director of public information will approve proposed names.
5. Page administrators
  - a. A successful page requires "babysitting." Each department Facebook page requires a main administrator who is responsible for monitoring the Facebook page on a daily basis and sustaining the page long term. Department will designate a back-up administrator in the primary administrator's absence.
  - b. The department's Facebook administrator is responsible for making sure content is not stale and that questions from page visitors are answered in a timely manner. Posting a new status update once per day is ideal. The minimum a page should be updated is once per week. Posts on behalf of the City should be approved by the department's Facebook administrator or a designated alternate.
  - c. Facebook administrators must work with the digital media coordinator on producing and sharing a monthly content calendar.
  - d. Page administrators managing City accounts are required to meet regularly with the digital media coordinator and other City social managers to discuss content ideas, best practices, policies, etc.
  - e. The digital media coordinator should be given administrative access to all Facebook pages.
6. Comments
  - a. Comments to a department's Facebook timeline generally will be allowed but may be turned off on a case-by-case basis with request from the department and approval from the director of public information.
  - b. Page administrators shall be responsive to constituents who communicate via Facebook's comment and personal message functions. Communication with constituents and fans will be timely and consistent

with existing protocols. Supplying a response within two business days is expected. A same-day reply is preferred when possible.

7. Style

- a. City Facebook pages will be based on a template that includes consistent City branding. The Department of Public Information will advise departments on City branding elements. See the City's main Facebook account as an example.
- b. Departments will use proper grammar, standard AP style and follow the City's own stylebook while avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

8. Posts

- a. Facebook pages should be refreshed with a new post at least once per day, with the minimum being once per week. Fan engagement should be used as a gauge for the timing and frequency of posts.
- b. Departments should not automate Facebook updates. For example, a Twitter account should not be linked for the purpose of posting tweets automatically to a Facebook page. Updates can, however, be scheduled directly on Facebook, or using a tool such as Hootsuite.com.
- c. Keep the content of your status updates relevant to your department. Some cross-promotion can occur, and may even be encouraged at times, related to other City departments on social networks. In general, be selective regarding which non-departmental updates are provided on a department page.
- d. Departments are encouraged to be creative with status updates, utilizing images, videos, questions and 'games' whenever possible to add interest and keep 'fans' engaged.

9. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the director of public information.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

**This social media use policy may be revised at any time.**

**Revised April 18, 2013**