

CITY OF TWIN FALLS 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 tfid.org and to inform more people about City activities. These standards should be used in conjunction with the City's social media use policy. As Facebook changes these standards may be updated as needed.

Establishing a page

When a department determines it has a business need for a Facebook account, it will submit a request to the city manager's public information officer. Once approved, the public information officer will create the boilerplate business page for the department. Applications are not to be added to a city Facebook site without approval by the public information officer. All City provided branding images must meet city branding standards.

Content

The City will create 'pages' in Facebook not 'groups.' 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.

The public information officer will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.

If comments are turned on, the Wall page should include a link to a Comment Policy tab with the following disclaimer:

Comments posted to this page will be monitored. Under the City of Twin Falls social media policy, the City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

Link to the City

A link to www.tfid.org will be included on the Info page.

City department and project pages should be page favorites of other City Facebook pages.

Page administrators

A successful page requires "babysitting." The department public information officer is responsible for monitoring the Facebook page. Posts should be monitored by the PIO or a designated alternate.

The department PIO is responsible for making sure content is not stale. Department will designate a back-up administrator in PIO's absence.

Comments and Discussion Boards

The department public information officer is responsible for monitoring comments to the Wall. Discussion Boards should be turned off.

Style

City Facebook pages will be based on a template that includes consistent City branding. The public information officer will provide departments with the template.

Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

Applications

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.

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 public information officer.

An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

[Social Media Use Policy](#)

[Twitter Standard](#)

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