

Facebook Best Practices for Local WIC Agencies

Admin Access

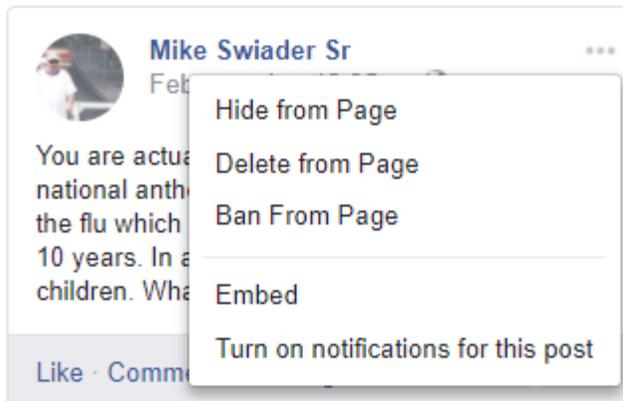
- Before creating a WIC Facebook page, ensure you have approval from your agency and/or county leadership. It is important to follow all standards and practices set forth by your organization.
- WIC Facebook pages should be set up as “organizations”, not as personal pages. When choosing the type of organization, MN WIC suggests either “Government Agency” or “Non-Profit”.
- When administering a Facebook account, *do not access it with your personal Facebook account*. Instead, create a separate Facebook account for work using your work email and use that to manage the official work Facebook page.
- Limit the number of people with admin access to your Facebook page. The number depends on your team structure. MN WIC suggests designating **one primary admin**, with another person who can be backup. Whatever your structure, grant admin access only to people who have received training and understand the rules of your organization.
- Do not give administrator or posting rights to those outside of your organization.
- Not everyone with access to the official work Facebook page needs to be an administrator. You can assign different roles under Settings > Page Roles. Here is an overview of the different roles: <https://www.facebook.com/help/289207354498410/>
- Facebook settings allow administrators the option to review and approve visitor posts before they are visible on your official work Facebook page. Be aware that this may be interpreted by some as censorship. Here is how to configure this setting: <https://www.facebook.com/help/356113237741414/?ref=u2u>
- If someone leaves the agency, or their role changes so their position is no longer involved in social media, be sure to remove their access under Page Roles.

Privacy

- Do not share any private or confidential information.
- Do not post any photos of WIC participants without first getting a photo consent.
- Do not tag or identify WIC participants in social media posts without first getting consent.
- On your page, some participants may appreciate the opportunity to share opinions or ask questions of others in a closed group. Conversations that occur in a closed, private group are not seen by anyone who has not been admitted to the group.

Comment Policy

- **Post a comment policy** on your Facebook page – it makes public the guidelines you will use to determine what you allow, and what you won’t allow. MN WIC suggests the use of MDH’s comment policy as a starting point – it is posted in the “About” section of this [page](#).
- **If a user post or comment violates your policy**, consider hiding or deleting it.
 - Hiding a post makes it visible to the poster and their friends only.
 - Deleting it, removes the post completely.
- To delete/hide a post or ban a user from your page, click **the three dots in the upper right corner** of the post, to see options. Once you delete a post, it is no longer visible to anyone - so take a screen shot of the post before deleting it.



User Engagement is Important to keep followers

- Think of your Facebook page as a way to interact with users, rather than as a website or place to receive information. Frequent posts (2-3 per week) are necessary to keep followers engaged. To drive traffic to your Facebook page:
 - **Boost posts** targeted to WIC demographics
 - **Schedule posts** in advance, through Facebook Scheduler or programs such as Hootsuite can make it easier to increase the frequency of posts.
 - **Use hashtags** so that your post become part of a larger conversation or trending topic. For example, if someone searches for “#NationalNutritionMonth,” they will see all of the posts that have used that hashtag even if they don’t follow these pages.
 - **Hand out flyers** in clinic to notify participants about your Facebook page.
- **Keep posts short:** 1-2 sentences is best. Link to other articles/stories to share more information.
- **Encourage users to designate your posts** to be seen first. Due to Facebook’s algorithms, users may not see your page even if they follow it, unless they interact with your page regularly.

Facebook Groups

- May be open or private
- Suggested policies for managing groups are consistent with those for managing pages
- Do not tag individual users
- Consider setting privacy controls to prevent individual accounts being associated with WIC pages.

Links to Additional Resources

- Business Page Promotion:
https://www.facebook.com/business/help/547448218658012?helpref=faq_content
- Boosting Posts:
https://www.facebook.com/business/help/240208966080581?helpref=page_content