Facebook guide book for WCC staff

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Please check http://www.oikoumene.org/en/@@search?Subject%3Alist=Social%20media for the most up-to-date version of this guide book.

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Getting started

Caution: changes happen

This guide book should only be seen as a starting point. It is typical for Facebook that the way things work can suddenly change, without users being consulted or informed beforehand. Therefore the explanations given here may become outdated from one day to the other.

So, while Facebook is a powerful tool to broaden the reach of our communication, we should never rely on any functionality still being available in the future.

If you notice anything wrong or outdated on the following pages, please send an email to webeditor@wcc-coe.org

Setting up a profile

In order to create your own user profile on Facebook, simply go to www.facebook.com and fill in the form on the right hand side, then click on the green “sign up” button:

You will receive a confirmation email to the account that you have indicated. When you click on “Complete sign-up” you will be taken to a step-by-step process to find “friends” that are already on Facebook (your email address is in the address book of other Facebook users, it will immediately suggest that you add these people as friends), to fill in some information about your educational and professional background and to upload a profile picture.

You can skip any of these steps, which may be a good idea if you want to set up your privacy settings first (please see the following chapters, especially “Who can see a list of all your friends” and “Professional and private identities”).

If you want to indicate the WCC as your employer, please type “World Council of Churches” in the field “employer” and make sure to choose the option which shows the WCC logo and the description “church/religious organization”: 
In order to get a better understanding of your account, you can have a look at the account settings:

In “Account Settings > Security”, you may want to choose a security question, and to turn on secure browsing.

In “Account Settings > Notifications”, you can define in which situations you want to be notified by email (for example when someone sends you a message or when you are tagged in a photo).

In “Account Settings > Subscribers”, you can decide whether people who are not your friends can subscribe to see any content that you have posted as “public”. By default, they can’t, but if you want to use your account as a tool for promoting your work, you should allow subscribers.

If you are concerned about who can see what you have “liked” and in which context, you may also want to look at “Account Settings > Facebook Ads”.

Managing your privacy settings

*Privacy settings for content you are posting*

Whenever you post a new status update, photo, video etc. on Facebook, you can decide who should be able to see that particular post, by clicking on the button next to the “Post” button and choosing from the drop-down menu:

Options include:

Public: that means any Facebook user can see it, and possibly even people who are not logged in to Facebook

Friends: all your friends except the ones you have put on the list “Restricted”

Custom: By clicking on custom you get the possibility to enter the names of people who are allowed to see this post, or you can define that people on a certain list can see it, and you can decide whether the post should be hidden from specific people/lists.

In “Custom”, you can also choose “Friends of Friends”, however bear in mind that this will include a very wide, and growing range of people. The only thing you exclude by choosing that option is that the post will be immediately visible to people who are not logged in on Facebook.
You can see whether a post has been shared publicly or only with specific people or groups of people. With a public post, you can see a little globe next to the time it was published. Otherwise you'll see something that resembles a group of people in that place.

If you hover your mouse pointer over that icon, it tells you more. (If you have selected “close friends” or another list, other Facebook users will not see the name of the list, but will see the names of some people on that list). You can change the privacy settings of your posts after they have been published by clicking on that icon and choosing a different setting from the drop-down menu.

Facebook will remember the setting that you used last, and will suggest that you use the same again for your next post.

**Default privacy settings**

As described above, Facebook will assume that you want to share your next post with the same group of people as the last one. You can change what Facebook remembers in the privacy settings. You do this by clicking on the down-ward pointing arrow in the upper right corner, than choosing “Settings” from the drop-down menu:

You can choose between the options “Public”, “Friends” or “More Options”.

**Define who can contact you on Facebook**

In “Privacy Settings > How you connect” you can restrict the possibilities for people to send you messages or friendship requests, or to find your Facebook profile by searching for your email address or phone number.
**Settings for content that others can publish about you**

There is no way to control what others say about you (referring to you by your name) or whether they post photos of you on Facebook. But you can control who can post on your Timeline and what happens when people tag you (that means to identify you by linking an image or a mention of your name to your Facebook profile).

In “Privacy Settings > Timeline and Tagging” you can decide that no-one can post on your Timeline (people will still be able to comment on your posts), or you can limit the visibility of posts by your friends.

For tags, you can decide that before a photo or a post about you becomes visible in your Timeline, the tag is submitted to you for approval. However, the photo or post will still be visible in its original place (and people may see that you are tagged in it until you decide to remove the tag).

By default, your friends will be able to tag other people in your photos. In “Privacy Settings > Timeline and Tagging” you can enable a feature that requires your approval for any such tags. Note that your approval of a tag will make the photo visible to the ones who are tagged and to their friends.

**Visibility of comments**

When you comment on someone else's posts, all people who can see the original post will be able to see your comment, as well. Please note that the person who made the original post can change its visibility afterwards; this will automatically change the visibility of your comment as well.

**Who can see a list of all your friends**

By default, everyone who visits your Timeline can see a list of all your friends by clicking on the word “Friends”/ on the Friends tab: You can limit the visibility by clicking on the Friends tab (as illustrated above), then clicking on the “Edit” button and selecting the appropriate group of people from the drop-down menu:

**Visibility of your birth date and other basic information**

If you want to limit the visibility of your birth date, sex, contact details, etc. click on your name, and
then on “About”:
This takes you to the place where all this information is listed and where you can change it.
By clicking on the “Edit” button next to “Basic Info” (#1 in illustration below) you will, for example, have the possibility to change the visibility of your birth date so that only the month and day are visible in your timeline (#2) and by clicking on the rack-wheel icon (#3) you can choose to make it visible only to specific people.

**Your Facebook content in search engines**
If you don't want people who search for your name with an internet search engine (for example Google) to see a preview of public content on your Facebook timeline, go to “Privacy SettingsApps > Games and Websites > Public Search” and de-select the checkbox “Enable Public Search”.

**How many friends should I have?**
Being friends on Facebook doesn't always imply friendship in the usual sense of the word. Many people use it to keep in touch with all sorts of acquaintances (indeed it can be very helpful if you want to remember the name of the helpful person you met at a commission meeting 5 years ago and haven't seen since... and it's easier to handle than a collection of visiting cards). Some people even try to “collect” as many “friends” as possible.
You do not need to feel bad about ignoring friendship requests by strangers or people you don't know well – it is very common practice, and they will not be notified that you have clicked “Ignore”.
If you want to use Facebook as a tool for reaching a wider audience, having many friends has got advantages, as it will be easier for you to tag them in photos (so that their friends will see that photo as well) and they will see your posts in their news feed (the latter is also true for subscribers). However, your “friends” will also be able to tag you just as easily, and they will show up in your list of friends, which may be a reason not to accept certain friendship requests.

**Professional and private identities – can we keep them apart?**
Whether it is online or offline, we usually show different parts of our personality when interacting with different people. You may say things to your friends that you would never say to your mother or in front of your colleagues. Similarly, on Facebook, you will probably interact with people that
you have met at work as well as others, and you may not want them to see all your interactions. Some people try to solve this problem by creating two Facebook profiles for themselves (even though this is contrary to the Facebook terms and conditions, which may lead to the account being shut down). However, this is likely to create confusion, especially since there are probably some colleagues and other professional contacts that would consider you a friend as well.

But even if you have only one Facebook profile for private and professional purposes, it is possible for you to decide whom you want address each time you post new content, by adding your “friends” to “lists”.

Some lists are suggested by Facebook (“Restricted”, “Acquaintances”, “Close Friends”, “Family”) but you can also create your own (e.g. for members of your reference group, or people who are involved in a specific project).

To add a friend to a list, click on the blue “√ friends” button next to their name on their Timeline (see #1 in the illustration below), and choose from the available options, or click on “+ New List…” (#2):

If you become “friends” with people whom you only know professionally and whom you do not want to see anything more about you than what is visible to all Facebook users, you can add them to the list called “Restricted”.

**Add a disclaimer to your profile**

Whether you use Facebook to promote work-related projects and causes or solely for private purposes, people who know that you work for the WCC may interpret what you say in that light. Therefore we recommend that you place a disclaimer in the “About” section of your profile. Here is a sample disclaimer: "The postings and comments I make on this site are my own and do not represent the positions, strategies or opinions of my employer, the World Council of Churches."

You can edit the “About” section by clicking on your own name, then on “About”, and then on the button next to “About You”.

**Connect with WCC and its networks**

First of all, please go to the official WCC page: www.facebook.com/WorldCouncilofChurches and click “Like”.

From now on you will see posts by the WCC (i.e. made by administrators via this page) in your News feed; you can help give them visibility among your “friends” by clicking “like” or by sharing them on your own time line or in a group on a related theme.

There are also some groups related to WCC programmes and activities that you may want to join, such as “World Council of Churches (WCC), Friends of”, “Bossey Friends”, “EAPPI”, “WCC/Mission and Evangelism”, “WCC2013”…

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Communicating effectively

Connect with partners

Communicating effectively on Facebook involves reading posts by your partners and reacting to them as well as making posts yourself. In order to help you interact, you may want to become “friends” with people from your networks, like the pages of partner organizations and join relevant groups.

On the WCC page (www.facebook.com/WorldCouncilofChurches), you will find a list of pages “liked” by the WCC page. These include pages of WCC projects (EWN, youth, Indigenous Peoples) and of member churches and ecumenical partners. This may be a good starting point for finding pages related to your area of work.

Add value for your readers

Write short posts that are tailored to the people you are addressing. Take the time to think about the people who will see your post, what is the most important part of your message for them, and how it connects to previous conversations you had with them.

Especially when posting links, make sure you write a short introduction summarizing what's most interesting in the link for the people you are trying to reach (most of them will only read this intro).

If you don't want to keep your posting short, make sure to put the most engaging part of your message first so that people can see it even before they click on “See more”.

If you have the time, it can make sense to post the same link in several groups or pages (check the number of members/likes and recent activity to gauge whether it's worth the effort) but you should vary the introduction, emphasizing why the link is relevant to this particular group of people. (For example, you could post a link to an article about an activity of your project to the Facebook pages of the partner organizations that were involved, with an introduction thanking them for their particular contributions.) If you post exactly the same text in several pages it will probably be considered as spam.

Interact

React to posts by others, ideally connecting what they are saying with related statements and activities of the WCC, providing a link to the WCC website.

Be nice: it's contagious

Posts on Facebook serve as much to maintain relationships as to exchange information. Unlike in press releases, you can put as much enthusiastic superlatives and praise in Facebook posts as you like.

If you are posting a story about something you did together with partners, make sure to mention and tag them.

“Do unto others as you would have them do to you”: If your partners see that you are spreading the word about their good work, they are more likely to mention you (or the WCC) positively in their own posts.

Sometimes you will read posts or comments on Facebook that will make you angry. In such a case, it is better not to respond immediately, in order to avoid responding emotionally. If the comment is explicitly directed at you, a response may be necessary, but you can prepare it offline, do something else, and then read your response once more before posting it. If you are in any doubt, speak about it with a colleague. (See also the WCC Social Media Guidelines for Staff, chapter 1.h)
Make your posts “Like”-able

When formulating your posts, bear in mind that there is no “dislike” button. If you want to give people a way to express their agreement without having to type in a comment (which is a major barrier for many), make sure that they can click “Like” without any ambiguity. For example, it is better to say “Please pray for the victims of the recent violence” instead of saying “Dozens were killed in recent violence – the families need our prayers”.

Timing

The posts that Facebook users see in their News feed are ordered (more or less) chronologically. Depending on how many “friends” they have and how many “pages” a user has liked, s/he will see posts that are 1-4 days old. In order to reach a maximum of people, you should therefore post something new at least 1-2 times per week, but not two posts right after one another, as the newer one will take away attention from the older one.

If you make too many posts, your friends may feel overwhelmed and choose to hide all your posts from your news feed – so be attentive to feedback! Do not publish the same post twice. If you want to link twice to the same content, write a new introduction.

Unlike press releases, posts on Facebook don't need to be about new resources. Take advantage of occasions such as International AIDS Day, Women's Day etc., events in the church calendar, the Ecumenical Prayer Cycle, current news and other “hooks” to link to related resources and achievements from your/WCC's activities in the past that you are proud of.

Tagging

Tagging friends is a way to catch the attention of these people and their friends and acknowledging the relationship that exists between them and us; tagging pages serves to make sure the pages' administrators are aware of posts that have something to do with their organization (they may well be motivated to share your post) and give visibility to partners' pages (see also chapter “Be nice: it's contagious”).

Photos

Photos are a very effective means of attracting visitors to a page. If you recognise some of your Facebook friends in a photo posted on the WCC Facebook page, please tag them (unless you know that they don't wish to be tagged, of course).

Normally photos published on the WCC Facebook page are of public events, so that no prior consent is necessary for publishing the photos. If you should see a photo published in a page or group related to the WCC that could create risks or discomfort for the ones pictured, please contact the communication team and/or the administrator (if known to you).

When you publish photos of people, make sure they are pictured in a way that they will appreciate and that doesn't put them at risk. If a photo was not taken at a public event, you need to secure the consent of those pictured before publishing the photo. Before posting a photo that was taken by someone else, make sure you are not infringing their copyright. (See also the chapter on “Rules, laws and security”)

If you want to share photos of a WCC event please check whether they are already available on the WCC Facebook page or contact the communications team. It is more effective to share photos rather than uploading them a second time to your own profile or to a group.

Events

Facebook Events can be an effective tool for promoting offline events, as friends will see when someone “joins” an event, and they can in turn invite others. It is not an appropriate tool for handling registrations and should not be used as the main channel for sharing information with
participants of an event, though.

Questions
In order to get members of a group (see Groups) or participants of an event to publicly engage with your issues, you can start a mini-survey with the “Ask Question” tool:

The answers that people give will show on their timeline and in their friends' news feed.

Communicating effectively on social media
The “Tips” chapter of the WCC Social Media Guidelines for Staff also contains useful advice for communicating effectively on social media in general.
Rules, laws, security

Without going into legal details, the following chapters are meant to give some general indications with regards to online security, copyright and other rules that WCC staff need to respect when using social media.

WCC social media guidelines

The WCC Social Media Guidelines for Staff address two ways that staff use social media:

1) In a private capacity (whether they mention their work or not)
2) On behalf of the WCC (whether they are identified by their own name or not)

The guidelines can be found on the WCC intranet or obtained from the Communications team. Please read them carefully.

Related policy documents that WCC staff need to keep in mind when using social media are the WCC Constitution, the WCC Staff Rules and Regulations, and the WCC IT Policies.

Copyright

Make sure that by posting content to Facebook you are not infringing on someone else's copyright!
If you are the author of the content you are posting, and the content has not been published elsewhere, there is no problem – otherwise, there might be. Please ask for advice if you are uncertain.

Content that is freely accessible on the internet is not always free of copyright. It is therefore generally better to post a link to the text or image that you would like to share with your “friends” instead of copy-pasting the content to your own Facebook timeline.

By signing up on Facebook, according to the Facebook terms and conditions you grant Facebook the following permissions: “For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us [i.e. Facebook] the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License).” While you remain the copyright holder and Facebook has no say over what you do with this content outside Facebook, your possibilities to restrict usage of the content are therefore limited.

Privacy

Before you publish a private photo of someone or quote someone from a meeting that was not open to the public or from a private conversation, make sure they don't mind.
Posting information or photos of minors should only be done with permission of their parent or guardian. If written permission is possible get it, otherwise verbal permission should be obtained.

Safety and security

Information you disclose

Posts on Facebook, even when they are not public, often have a wider readership then the writer assumes. There have been cases of information disclosed on social media being used to prepare burglaries or kidnappings. You should therefore avoid posting detailed travel information about yourself or people with whom you are in contact on Facebook.

For people living in some countries, being photographed in certain situations may create a security risk as well. Please don't take any risks when uploading photos of others, and ask for advice / permission if you are uncertain.
Malware on Facebook

On Facebook as in any other online environment there is some content created with criminal intent that can compromise your computer or your account. Typically, an infected account will (without the knowledge of the owner) post messages such as “You will love this link/app” or “Find out who has visited your profile” or create events and pages; Never click strange links, even if they are from friends; if you do, your account will also be infected.

You can learn more about typical attacks at https://www.facebook.com/help/spam

If you see a post of this kind on someone's Facebook page, you should check with them whether they really posted this content or whether their account has been infected with malware. If your own account is infected, please follow the advice in the Facebook Help Center article “My account is sending out spam (ex: links I didn't send) or creating events and pages I didn't create.”

Remember to log out

Before you close your internet browser, remember to log out from Facebook. This is especially important when you are on a computer that is used by others as well. If you don't log out, the next person to open the browser may find him-/herself logged in on Facebook with your identity!

In order to log out, click on the downward pointing arrow in the upper right corner, and then click on “log out” (see illustration).

You can check whether you forgot to log out in the past, and end sessions that remained active, in Account Settings > Security > Active sessions.

An official Facebook presence for your project / network?

Before you start setting anything up...

...you need to ask yourself the following questions:

• Have you already gained some experience using Facebook with a personal account?
• Do you have at least 10 minutes per day / 1h per week that you can dedicate to communication on Facebook?
• Is there someone else on your team / in your network who can take on the task of monitoring, removing spam and responding to questions when you are not available?

If the answer to any of these questions is “no”, setting up an official Facebook account for your project is not a good idea.

You also need to ask yourself what you are hoping to achieve and whom you are trying to reach. Remember: just setting up an account does not increase your visibility – not even among youth!

Depending on your purpose (do you want the voice of your project to be echoed on social media? Or do you want to foster dialogue and exchange among people in a network?) and the amount of time that you can commit, you will need to decide between a group and a page.

Next, please contact the Communications department. The web coordinator will help you identify the best way to use Facebook to promote your project our your network.
How to include Facebook/social media in your communication strategy

**Cross-channel communication**

While Facebook is a powerful tool for reaching the social contacts of our core constituencies, it should never be the only channel through which a message is spread. According to the Facebook terms and conditions, Facebook does not guarantee the future availability of its services, nor that access will remain free of charge; accounts can be shut down by Facebook if the considered their terms and conditions have been infringed. Facebook is best used to make resources available on the WCC website or partner sites more widely known, and make it easier for people to spread the word about these resources. If you are preparing a new resource that you would like to promote on Facebook in a specific occasion, please start preparations early enough to go through the production cycle without unnecessary haste.

**Interactivity**

A Facebook page or group can be used as a discussion platform. Whether this is a good idea depends mainly on the target group. Do a survey with the stakeholders: Are they active on Facebook already? Are they interested in a discussion platform? How often would they use it? How much time would they want to dedicate to exchange with other group members? Is there a need to provide participation possibilities for people who are not on Facebook? Do not rely solely on your group members to provide the interaction, though. A good discussion always requires a dedicated moderator.

**Planning**

As you plan your activities for the year, map out which events have special communication value. Do you want to build up attention ahead of the event, or do you need to wait for the outcome in order to know what can be said? Discuss the communication strategy with organizing partners and inform the participants: encourage them to speak about their activities and make them aware of information embargoes if necessary. A draft “social media etiquette for event participants” can be obtained from the Communication department. Do you foresee any campaigns involving the general public? Facebook can be a useful tool for supporting such campaigns. However, you need to be realistic about the amount of work involved. You should have more than one person committing time to the campaign.

**Involve your supervisor, your stakeholders and the Communications department**

Being active on Facebook requires a major commitment of time. It is therefore crucial that your supervisor is aware of your social media plans and supports them. The success of your social media activities depends on the engagement with stakeholders. If you can involve them from the outset you will get better results. It is the responsibility of the Communications department to ensure the consistency of the WCC's public voice, and to provide WCC programmes with the necessary communication tools. Only if we are aware of what you are doing, we can help you spread the message.
Facebook glossary

Like other technologies and communities, Facebook has generated its own jargon in which many words take on a slightly different, more specific meaning than in other contexts. Here are the most important ones:

Events

Events on Facebook can be created for a page (by administrators) and for groups (by all members with posting rights, depending on the group's settings), as well as by individuals. Events normally have a start date and time and an end date/time, and usually refer to actual offline events.

You can invite people (your friends / the group members / Page fans) to join the event, and if the event is public they can invite others. There is a “Wall” that can be used to comment on the event.

(See also the chapter on using Events to communicate effectively)

Friends

Being friends on Facebook means that another user has sent you a friendship request and you have accepted it (or the other way around). You will now see each other's posts in your News Feed (though only your public posts will be visible to all your “friends”, even the one's in your “Restricted” list), as well as some activities (e.g. you will see when your “friend” has commented on a public post by someone else, or has clicked the “like” button on some public content). You will also be able to tag each other in posts or photos, unless you have excluded this in your privacy settings. Depending on your privacy settings, other people may also see who your “friends” are.

Being friends on Facebook doesn't always imply friendship in the proper sense of the word. You should therefore expect that the “friends” of your “friends” extend to a large number of people, and comments that you make on your friends' posts may therefore be seen by a wide range of people.

(See also the chapters “How many friends should I have?” and “Professional and private identities”)

Groups

Facebook groups are sets of people who want to exchange news related to a certain topic. There are two ways to become member of a group: a friend adds you to the group or you ask to join.

There are open groups (that means anyone can see the group, who's in it, and what members post), closed groups (anyone can see the group and who's in it, but only members can see posts) and secret groups (visible only to members).

Normally, all members can post to the group (unless the administrators reserve that right for themselves) and all posts are displayed in chronological order.

By default group members are notified about each new post, though they can decide to receive notifications only for posts by friends, or none at all.

For more information on groups, please visit https://www.facebook.com/help/groups/basics

Home page

The Home page is what you see when you click on “Home” or on “Facebook” in the blue bar at the top of the Facebook website.

Main components of the Home page are the News feed in the centre column and the quick access to your favourite lists and groups in the left column.
Like

You can click “Like” on posts by others in order to give positive feedback. If the post you have “Liked” is visible to any of your friends and/or subscribers (depending on the privacy settings of that post), they may read about the fact that you have liked it in their news feed.

You can also “Like” pages (by clicking the button either on the page itself, or when you hover over the pages name in some other place on Facebook). By default, posts by pages you have liked will show up in your news feed.

By default, the fact that you have liked the page may show up in the news feed of your friends and subscribers and will be visible in your Timeline and on your public profile:

Lists

Lists are sub-sets of your friends. They are the equivalent of circles on Google+. By adding your friends to one or more lists, you can fine-tune what content you want to share with them.

Some lists are suggested by Facebook (“Restricted”, “Acquaintances”, “Close Friends”, “Family”) but you can also create your own.

A special kind of list are the “smart lists” created by Facebook by matching the information you and your friends have disclosed on Facebook (e.g. your employer, home town etc.)

You can also use lists to see posts by people on that list, if you go to “Home” and click to the name of the list in the left column. If you don't see it, you may need to click on “More” next to “Friends”:

(See also the chapter “Professional and private identities – can we keep them apart?” and the Facebook Help Center)
Messages

Facebook messages are a bit like email: They are visible only to the sender and the recipients, but they can be forwarded. Unless you have deleted them, you can see all the messages you have ever exchanged with others on Facebook (including chat messages) by going to Home > Messages and clicking on the name of the person/people with whom you exchanged those messages.

News feed

Your news feed is the constantly updated list of posts on your Home page that shows you the recent posts and activities such as Likes, comments and profile updates of your friends, subscriptions and pages you have liked.

Pages

A page is a Facebook profile created and updated by one or more administrators for an organization, a brand or a public figure.

Depending on the page's settings it may be possible for non-admins to post on the page, but the people who have “Liked” the page will only see posts by the page (i.e. made by the administrators in the name of the page) in their news feed.

A special kind of pages are Community pages. These are automatically generated from content people fill in on their “About” page (employers, schools, languages, interests etc.). Some display content from Wikipedia. On some Community Pages you may also be able to see friend activities (that means you can see posts made by friends to that page or in which they have tagged that page).

Share

With most of the content you see on Facebook (such as photos, status updates, questions and links posted by friends or pages), you will also see an option to make your own contacts aware of it by clicking on “Share”:

You will be able to decide where you want to share this link (see #1 in illustration below) and will be able to see your post (#2), you can write a short introduction to the link you are sharing (#3) decide whether you want to keep or remove the reference to the friend/page who first posted the (#4).

The visibility of what you are sharing is the intersection of the original privacy settings and the ones you have set at (#2): If you sharing a photo with your friends that was only visible to friends one who put it on Facebook, your post will be visible to the friends have in common.
Subscribers

Subscribers are people who receive your public posts in their news feed because they have clicked on the button on your Timeline. In order to allow subscribers you need to go Account Settings > Subscribers and tick the check-box. The relationship between subscribers and subscriptions is asymmetrical; that means you do not receive any news about you subscribers in your news feed. By default, the list of your subscribers can be accessed publicly from a tab in your Timeline.

Subscriptions

Subscriptions are the people whose public posts you receive in your news feed because you have clicked on the button on their Timeline.

Tagging

A tag creates a link between something you post (like a status update or a photo) and a Facebook user, a page, or place.

You can add tags to a photo by clicking on (in the menu below the photo). Then, click on the face of the person you want to tag and start typing his/her name:

![Tagging example]

You will see a changing selection of suggestions (including recently used tags, friends and public figures) appear. Click on the appropriate choice. When you are done, click on Done Tagging.

In order to tag someone in a text (such as a status update, a comment or the introduction of a link that you are about to post), type @ before you start typing their name. As you type, you will see a changing selection of suggestions (including recently used tags, friends and pages) appear.

Click on the appropriate choice, and the tag will be inserted.

Timeline

The Timeline is what you see if you click on a person's or a page's name in Facebook. It mainly consists of all the posts by that person in chronological order, as well as the pages they have “Liked”
in a certain month. For people, it also contains for each month the list of new “friends” they made. Depending on the settings defined by the owner, the timeline may also show posts by other people.

**Useful links**

- For short & up-to-date answers to common questions, look up Facebook’s own Help Centre: [https://www.facebook.com/help](https://www.facebook.com/help)
- For useful tips on how to make Facebook posts more effective: [http://www.umcom.org/learn/top-10-umc-facebook-posts-for-your-church](http://www.umcom.org/learn/top-10-umc-facebook-posts-for-your-church)
- WCC social media guidelines: [http://intranet/hr/Documents/Forms/AllItems.aspx?FilterField1=Category&FilterValue1=50&FilterLookupId1=1&FilterOp1=In&TreeField=Category&TreeValue=bd6a14a1%2D5553%2D4c48%2Db11a%2D2d470a4358cd&OverrideScope=RecursiveAll&ProcessQStringToCAML=1#ServerFilter=FilterField1=Category-FilterValue1=50-FilterLookupId1=1-FilterOp1=In-TreeField=Category-TreeValue=bd6a14a1%2D5553%2D4c48%2Db11a%2D2d470a4358cd-OverrideScope=RecursiveAll-ProcessQStringToCAML=1](http://intranet/hr/Documents/Forms/AllItems.aspx?FilterField1=Category&FilterValue1=50&FilterLookupId1=1&FilterOp1=In&TreeField=Category&TreeValue=bd6a14a1%2D5553%2D4c48%2Db11a%2D2d470a4358cd&OverrideScope=RecursiveAll&ProcessQStringToCAML=1#ServerFilter=FilterField1=Category-FilterValue1=50-FilterLookupId1=1-FilterOp1=In-TreeField=Category-TreeValue=bd6a14a1%2D5553%2D4c48%2Db11a%2D2d470a4358cd-OverrideScope=RecursiveAll-ProcessQStringToCAML=1)