



## Facebook Page Guidelines

### Overview

All UNA-USA chapters and divisions should have a public Facebook page. A page gives your chapter a voice and presence on Facebook. Posting to your page creates an opportunity for new people to discover your chapter and can serve as a hub for connecting your community and the larger UNA-USA network. People who like your page may see your posts in News Feed when they visit Facebook. People can also like your posts, add comments, and share them with their friends. Please note: Facebook pages are different than Facebook groups. Facebook groups are the place for small group communication in a public or private forum. Facebook pages serve as your chapter's authentic and public presence. You, and every person on Facebook, can connect with Facebook pages by liking the organization's page and then receive their updates in your News Feed and interact with them. Some chapters may choose to create a Facebook page (for external-facing communications) and a Facebook group (for internal member or board communications). A Facebook page is critical for your chapter to reach new audiences, engage current followers, and attract new members.

### Building a page

To learn more about Facebook pages and for instructions on how to create one for your chapter, please visit: <https://nonprofits.fb.com/topic/create-a-page/>. When building your page, please select the following categories: "company, organization, or institution," and "nonprofit organization."

### Page Management

Please ensure your Facebook is easily transferable to future chapter leaders. To do this, please take the following steps:

1. Associate your page with your chapter's email account, not a personal account. The username and password for the chapter email account should be shared with two or more members of your chapter's board members.
2. Designate more than one of your leaders as an Admin.

Please visit the following link for steps to designate leaders as Admins in Facebook:

<https://www.facebook.com/help/323502271070625/>.

Once your page is created, please visit the "Settings" tab and review options. UNA-USA recommends opting in for more conservative settings, including reviewing posts before they are publicly posted to your page and high profanity filters.

Ideally, the Facebook page should be monitored daily and updated regularly with new posts. At the very least, new content should be monitored and added to the page once per week. If you are



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in need of content, you can always consider sharing a post from the UNA-USA National Facebook page: <https://www.facebook.com/UNAUSA/>.

## Naming Conventions

**Community chapters.** Please name your chapter's Facebook page in the following way: "UNAUSA [Location] Chapter/Division"

E.g. UNA-USA Boulder Chapter; UNA-USA Southern New York State Division

**Campus chapters.** Please name your chapter's Facebook page in the following way: "UNA-USA at [official college name]"

E.g. UNA-USA at Brown University; UNA-USA at Central Michigan University

**Usernames.** A username is your page's "handle," which begins with an @ symbol. Please use this template to create your username: @UNA[chapter Location]

Refer to the Facebook page for guidelines on changing the name of your chapter's page.

## Facebook Profile and Cover Photos

Please add a profile picture and cover photo to your page. Visit [UNA-USA's national Facebook page](#) for images to use or for inspiration. Please ensure the images you use are appropriate, on-brand, and of a high quality so they do not appear grainy. If you are sharing a photo that does not belong to you or UNAUSA, please be sure to add credit on the lower corner of the image and/or ask permission of the photo's owner.

## Requirements for the "About" Section

The "About" section of your Facebook page should include information about UNA-USA's mission, membership and advocacy. Your page's rules of conduct should also be included in this section. Posting these rules helps to proactively encourage a healthier online forum. Additionally, it protects your chapter when a decision is made to remove or hide inappropriate content that violates the rules. Please use the templated language below for your page's "About" section so that all UNA-USA chapter pages are consistent.

### Mission

This is the Official United Nations Association of the United States of America (UNA-USA) [Location] Chapter Facebook page. [Chapter name] is part of the UNA-USA network, with 180 chapters and more than 20,000 members across the United States. UNA-USA is a grassroots movement dedicated to inform, inspire, and mobilize the American people to support the ideals and vital work of the United Nations. For more than 70 years, UNA-USA and its supporters have stood at the forefront of building American support for the UN. Together with its sister



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organization, the Better World Campaign, UNAUSA represents the largest network of advocates and supporters of the UN in the world. UNA-USA is a nonpartisan organization.

Not yet a UNA-USA member? Join us in protecting the vital work of the United Nations at [unausa.org/join](http://unausa.org/join). When you become a member of UNA-USA, you are joining 20,000 Americans who take an active role in supporting the work of the United Nations in their local communities. You'll engage on critical UN priorities, such as the environment, human rights, health, and development. UNA-USA members receive exclusive invitations to high-level online briefings from UN staff members and leading outside experts, annual Leadership Summits in Washington, D.C., with a day on Capitol Hill, and yearly full-day conferences at the United Nations Headquarters in New York. Students 25 years old and younger can join for free.

Join us in advocating on behalf of the United Nations by seeing our advocacy priorities and resources at [unausa.org/advocacy](http://unausa.org/advocacy).

[Chapter name] strives to foster a friendly and informative online experience for all members of the Facebook community.

Therefore, content and comments on this Facebook page that contain any of the following are not allowed and will be removed:

- Profane, abusive, sexual, violent, and/or defamatory language or content
- "Trolling" or posting deliberately disruptive statements meant to takeover comment threads and/or throw discussions off-track;
- Personal attacks on individuals or groups
- Discriminatory content
- Conduct or encouragement of illegal, harmful, or offensive activity;
- Content in violation of any law or regulation
- Content otherwise determined to be inappropriate by the sole discretion of [chapter name].

This is a moderated page and posts will appear if and when they are approved. If you have any questions about this policy or wish to report any abuses of it, please send us a Facebook message and we will reply.

### Other Required Content

- Contact Information (do not list your personal home address)
- Links to your chapter's other digital platforms (e.g. website, Twitter, Instagram)

### Engage with the UNA-USA Network

- Follow other chapters and UNA-USA national:  
<http://www.unausa.org/membership/directory>



- Use Facebook's embedded feature to "invite" your friends to like and follow your page.
- Recommended list of people and organizations to like:
  - Representative for your congressional district
  - Senators for your state
  - Your local and state news outlets (print, radio, and television news publications) o United Nations programs and agencies
  - U.S. Youth Observer to the UN
  - United Nations Foundation and its campaigns (Better World Campaign, Girl Up, and more...)
  - Alpha Kappa Alpha Sorority, Inc.
  - Local non-governmental organizations
- Private companies headquartered in your state or area

## Tone

Your chapter's page is a representation of UNA-USA, so please keep in mind that you should act as a brand ambassador when posting content. Remember: Nothing on social media can ever be fully guaranteed as "private," so don't post something that you wouldn't want the world to see. - Please remember that UNA-USA is nonpartisan. Therefore, the content posted to your chapter's Facebook page should be nonpartisan. Try to achieve a tone that is friendly and engaging. - Your page is your chapter's public-facing presence on Facebook. So, everything posted or shared should be relevant for a public audience. Do not use your Facebook page for internal communications (such as sharing word documents, meeting notes, etc.). Instead, consider creating a private Facebook Group for your internal communications.

## Tackling Common Issues

### Trolls or inappropriate/offensive content

Remember, constructive discourse on your Facebook page is a good thing. It's okay if someone posts a comment that you or UNA-USA disagree with in a way that does not violate your page's posted rules of conduct. In fact, you could use it as an opportunity to engage with that individual in a polite and constructive way.

However, when a Facebook post or comment violates your page's rules of conduct, you are encouraged to "hide" the comment. When you hide a comment from a post on your page, the comment will only be visible to the person who wrote it and their friends. That way, it is unlikely that the individual will even realize their post has been hidden. To hide a comment, hover over the comment, click the grey dropdown arrow symbol at the top-right corner of the post ( ), and click and select "Hide comment." Remember, you are safe to do this so long as you have posted your page's rules of conduct as stated above. If you are unsure how or whether to respond to a confrontational or inappropriate Facebook interaction, consult with other leaders on your chapter's board.



## Old or rogue Facebook pages

If you discover an old or incorrect Facebook page representing your chapter, please try first to report it via Facebook.

## Additional

**Try to post to your page regularly** but don't be overly repetitive by posting the same content repeatedly. As noted earlier, ideally, your Facebook page should be monitored and updated daily with new posts. At the least, new content should be monitored and added to the page once per week. You want to be sure to check regularly for inappropriate engagements. If you are in need of content, you can always consider sharing a post from the UNA-USA National Facebook page:

<https://www.facebook.com/UNAUSA/>.

- For more resources on content that fares well on Facebook and best practices, visit here: <https://moz.com/beginners-guide-to-social-media/facebook>. Remember: Facebook's algorithm changes almost every day, so you should consistently be on the lookout for fresh resources with best practices and tips and tricks.

**Be cautious** when scheduling content to post in advance, as the news cycle can change rapidly and make content seem insensitive.

**Add a "sign-up button" to your page.** Go to your cover photo, and you'll see the option to add a button that links to your website.

**Boosting posts.** Do you have a post that you want to promote more than normal? Then consider boosting a post. Boosting a post allows you to ensure a much larger audience of your choice sees the post in their news feed. Boosting a post sends that post from your page's wall to other people who may be interested in it, based on your targeting. Boosting is very simple to do, and a little bit of money goes a long way. In short, you upload a capped amount of funds (\$50, for example), the length of time for the boost, and your targets. Then, Facebook approves your request or asks for revisions. Again, boosting a post is simple and cost-effective, so we encourage chapters to focus on boosting posts instead of creating ads.

**Turn off Facebook reviews.** Facebook Reviews are optional, and you don't need them. Go to Facebook.com/help and search "turn off reviews for my page."

## Resources

- Click the following link to watch UNA-USA's social media training webinar: [www.anymeeting.com/613-446-946/E955DC85864939](http://www.anymeeting.com/613-446-946/E955DC85864939)
- Free resource for creating graphics: [www.canva.com](http://www.canva.com)