

# DEPLOYING FACEBOOK AND TWITTER

Setting up Facebook and Twitter Pages  
in a Town Environment

By Bobby Ashton

# Objectives

- ▣ Be able to setup Facebook Pages and Twitter using a procedure that will comply with Facebook Requirements, FOI regulations, and generally satisfy town and IT administrative requirements
- ▣ Configure Facebook Pages and Twitter to obtain on a regular basis current town postings so as to keep the pages fresh
- ▣ <https://dl.dropbox.com/u/58657149/Deploying%20Facebook%20Rev%202.pptx>

# Here to Stay

- ▣ Facebook surpassed 1 billion users this week, October, 2012
- ▣ It is estimated that Twitter has over 500 million users and about 340 million tweets per day
- ▣ 87% of the largest municipalities in the Country are on Facebook and/or Twitter

# Requirements – Facebook

- ▣ Creating Facebook Pages requires administrators to have Personal Facebook Profiles as a starting Point
- ▣ If you have an official website, your Page must contain, in a prominent location: "If you are looking for more information about [Government Entity], please visit [website URL]."

# Requirements – FOI

- ▣ The requirements for FOI are somewhat dated and will probably be updated in this area
- ▣ Comments and Posts to the Facebook Pages should be retained for possible FOI requests
- ▣ Users can remove their own posts so a system needs to be deployed to capture posts

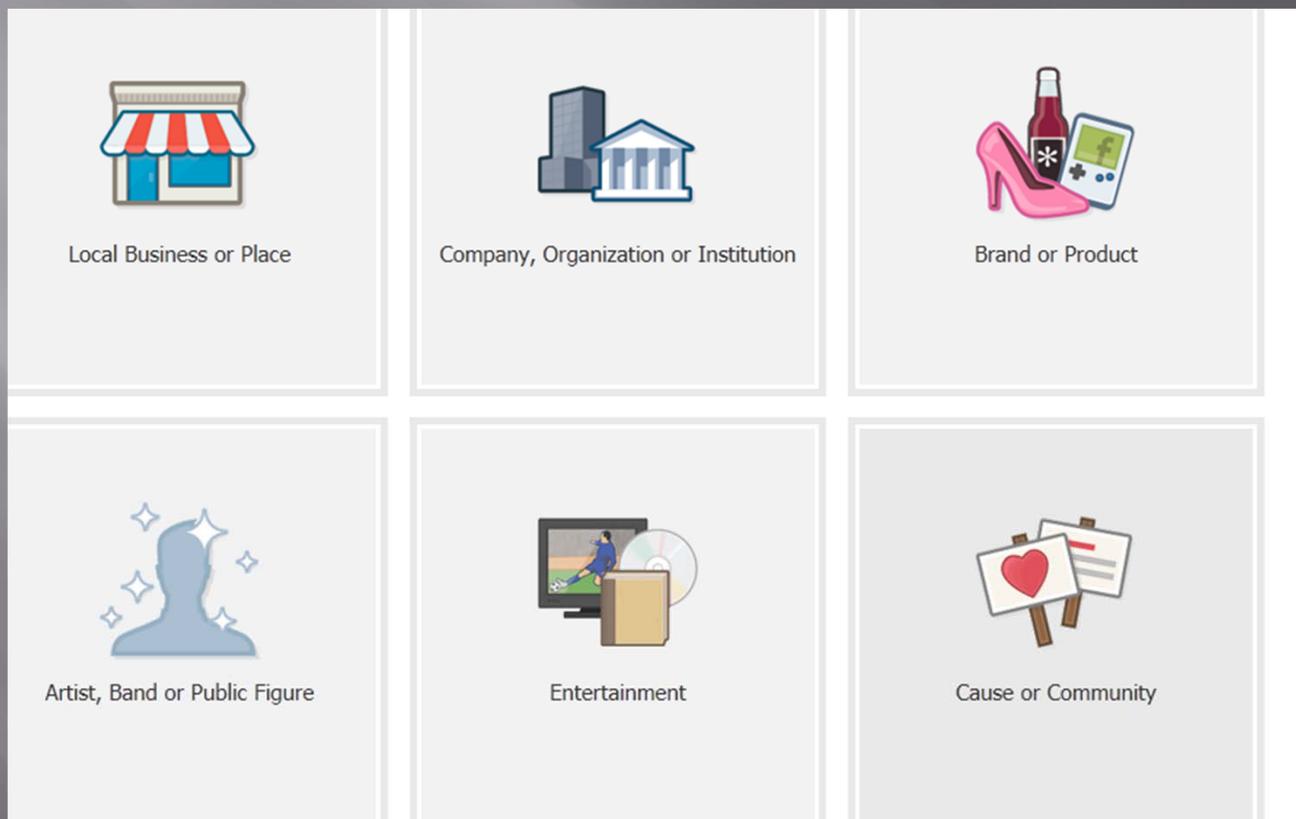
# Recommendations

- ▣ By Default a Facebook Page can be construed as a public forum so Language defining it's scope should be considered
- ▣ I copied this from a guideline on Free Speech considerations:
  - “The power of local governments to regulate speech is at its lowest ebb when the speech is in a public forum.”

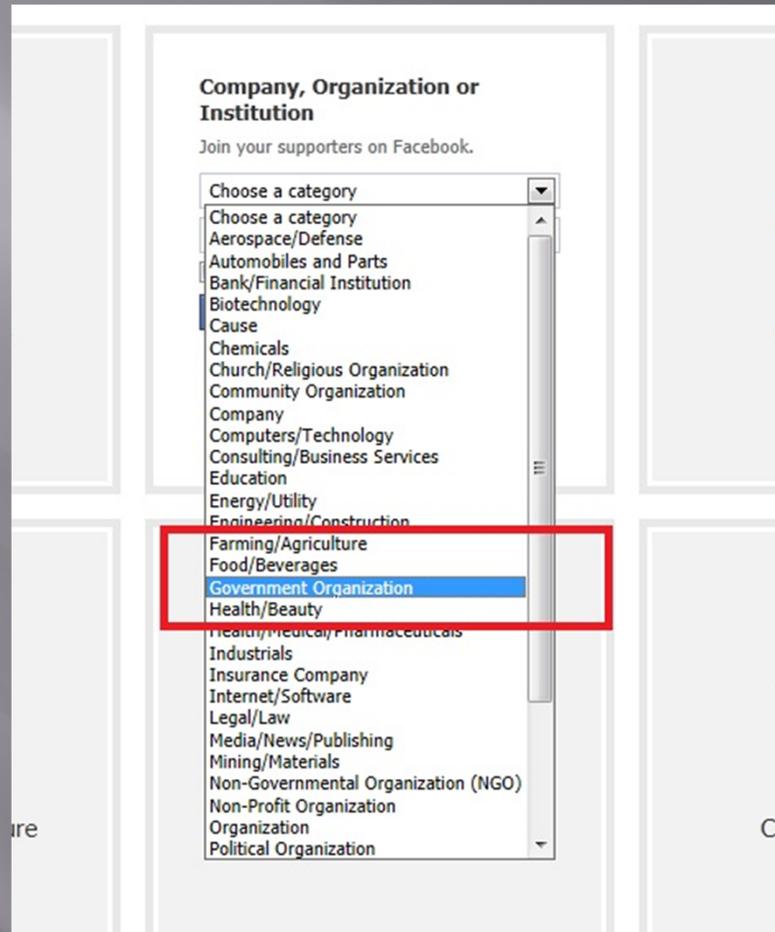
# Procedure – Setup Page

- ▣ Assign minimum of two admins for each Facebook Page and have them create personal user profile if they don't have one.
- ▣ Have an admin create a Facebook Page
- ▣ Have that admin add the other admin(s) to the page with appropriate permissions. At least two admins should have full permissions.

- When logged in to Facebook go to the following url to create a new page.  
[www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)
- Select Company, Organization, or Institution



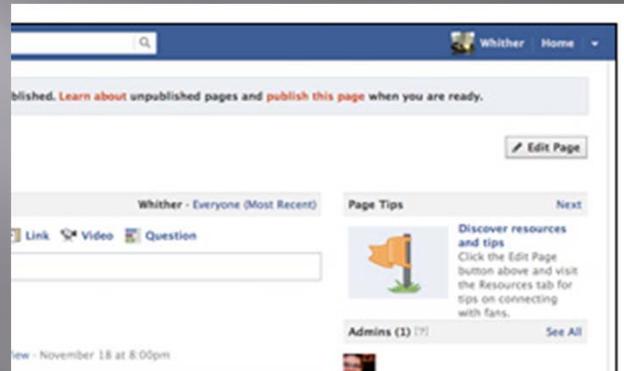
- Then select Government as the Category



# Procedure - Configure Notifications

- ❑ Turn off Notifications on the new Facebook Page, otherwise the notifications will go to the admins personal email account.
- ❑ Create a Facebook email account on town email system
- ❑ Go to the Hyper Alerts website at [www.hyperalerts.no](http://www.hyperalerts.no) and create a new account
- ❑ Create notifications for each Facebook Page

- Login to page as an admin and click on the Edit Page button on the right hand side.



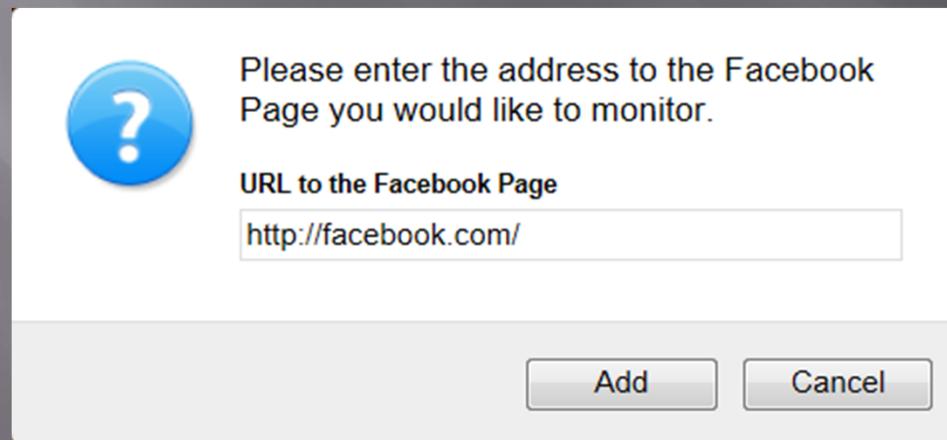
- Click on “Your Settings” to disable the Notifications. Uncheck Send notifications

Posting Preferences:  Always comment and post on your page as Terralever even when using Facebook as Heather Lynne Herr.  
Note: You're currently using Facebook as Heather Lynne Herr. To use Facebook as Terralever, go to Account at the top of any page.

Email Notifications:  Send notifications to [redacted]@gmail.com when people post or comment on your page.  
View all email settings for your pages.

# Procedure - Add Hyper Alerts

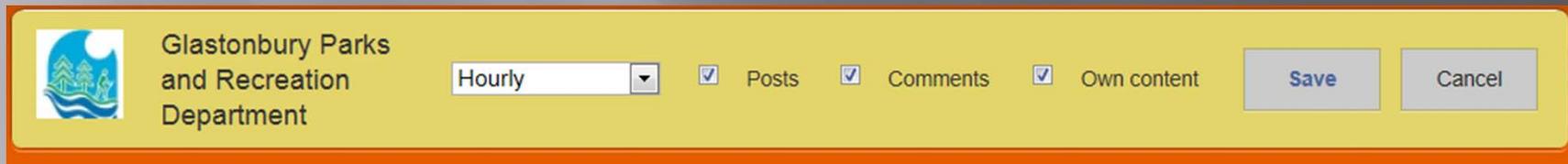
- ❑ Go to [www.hyperalerts.no](http://www.hyperalerts.no) and create a new account.
- ❑ Once account has been created login and click on Add alert by URL. Enter the URL of your Facebook Page



 Please enter the address to the Facebook Page you would like to monitor.

URL to the Facebook Page

- ❑ Select your preferred time frequency. I suggest Hourly to start. If you select As Soon as Possible you will have to add an app to the page. Then select Posts, Comments, and Own Content so that all of the information will be saved in your emails



The screenshot shows a yellow notification settings bar for the 'Glastonbury Parks and Recreation Department'. On the left is the department's profile picture. To its right, the name 'Glastonbury Parks and Recreation Department' is displayed. Further right is a dropdown menu currently set to 'Hourly'. To the right of the dropdown are three checked checkboxes labeled 'Posts', 'Comments', and 'Own content'. On the far right of the bar are two buttons: 'Save' and 'Cancel'.

- ❑ Add separate Hyper alerts for each Facebook page the Town has if the town has separate pages for each department.
- ❑ Possible alternate option may be to configure local email to accept RSS feeds from Facebook Page

# Procedure – Configure Email Rules

- ▣ Create rules in the town Facebook Email account to forward notifications to the appropriate personnel that handle postings and comments for each of the pages
- ▣ Keep all postings in the Facebook Email account or forward them to some archive location for later retrieval if needed for FOI requests

- Create a rule that will forward messages with a specific word in the subject line to the appropriate personnel that maintain the page. Use a key word from the page name.

Rule Description	After the message arrives
<p>Apply this rule after the message arrives with <a href="#">"Parks"</a> in the subject forward it to <a href="#">FacebookParksDG</a></p>	<p>If my name is... If the message was sent or received... • If the message includes specific words... If the message is marked with... If the message is... If the message size or date range...</p> <p><b>Do the following</b></p> <ul style="list-style-type: none"><li>• Forward or redirect... Move, copy, or delete... Perform other actions...</li></ul> <p><b>Exceptions</b> ⌵</p>

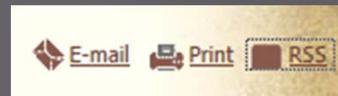
# Link Town News site to Facebook

- ▣ Many of our municipal websites have a town news sections with the capability to push out RSS feeds.
- ▣ Facebook Pages can receive RSS feeds
- ▣ By linking the municipal site to the Facebook page the pages can be kept fresh.
- ▣ This link allows standard process for updating town website post to include posting to Facebook without extra work

# Procedure – Link website to Facebook

- ❑ Login to Facebook Page as an admin
- ❑ Click on Applications on left side of page
- ❑ Since there probably is not a suitable category just click on the first one
- ❑ Although you can use any number of feed applications I suggest using RSS Graffiti, so click on the search box in upper left corner and type in RSS Graffiti.
- ❑ Choose RSS Graffiti then install.

- ❑ Click on the button “Go to Application” in upper left of screen.
- ❑ Grant permission to update your site
- ❑ Grant permission when asked to publish to your site
- ❑ Once complete you are now ready to add your website RSS Feed
- ❑ Find your RSS Feed. Look at the news section of your site and look for one of the displayed icons:



- ❑ Click on the RSS Icon and it will take you to the RSS feed page where you can get the Web address
- ❑ Copy the address and then paste into the RSS Reader application that you just setup on your Facebook Page under Feed URL
- ❑ Enter a name for the Feed Name
- ❑ Select Standard for the Style
- ❑ Click Save when you are done

# Twitter

- ▣ Twitter is much easier to setup since it does not require a personal user profile to create an account so you can create it in the town name and administer it using that account
- ▣ Create email account for Twitter and email notifications can forwarded directly to the mailbox
- ▣ Use app like Twitter Feed to publish your website news to Twitter [www.twitterfeed.com](http://www.twitterfeed.com)