

Facebook:  
**BEST  
PRACTICES  
GUIDE**



Ocean  
Conservancy  
*Start a Sea Change*

# WHY *use* Facebook?

Facebook allows you to communicate directly with your friends and family by engaging in two-way conversations through status updates, article sharing, comments, and discussion board conversations. Through your Facebook profile, we encourage you to promote Ocean Conservancy's Facebook page to your friends and family and message about our work and volunteer events.

As an **Ocean Conservancy** employee, you are a representative for the organization and your Facebook profile should reflect that. This guide will demonstrate how to use Facebook to put your best foot forward.



# HOW? *Getting Started*

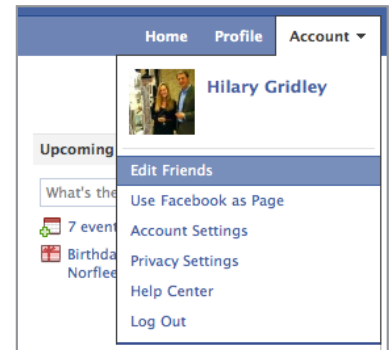
Here are the topics covered in this guide to help you maintain a successful Facebook profile:

- ★ Friends
- ★ Privacy Settings
- ★ Facebook Pages
- ★ Causes
- ★ Help Center

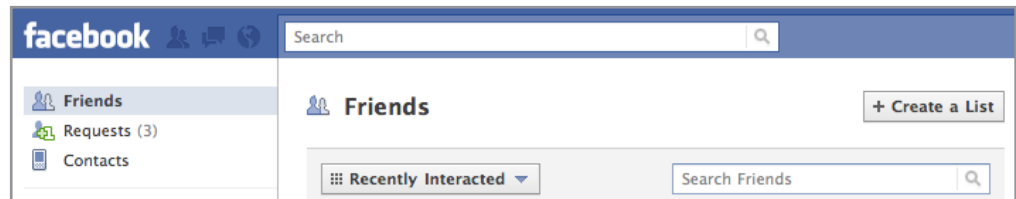
# FRIENDS

The first thing you should do is set up friend lists to organize your Facebook contacts. This will make it easy to choose who sees what Facebook.

- 1 To create a friend list, select “Account” in the top right corner and scroll down to “Edit Friends.”



- 2 Select “Create a List.”



- 3 Type what you would like the list to be called. We suggest breaking your friends down into “Professional” and “Personal,” but you can create as many lists as you’d like. To avoid confusion, you should not name any of your lists simply “Friends,” because this is how Facebook refers to anyone you have friended. You can also add people to more than one list.

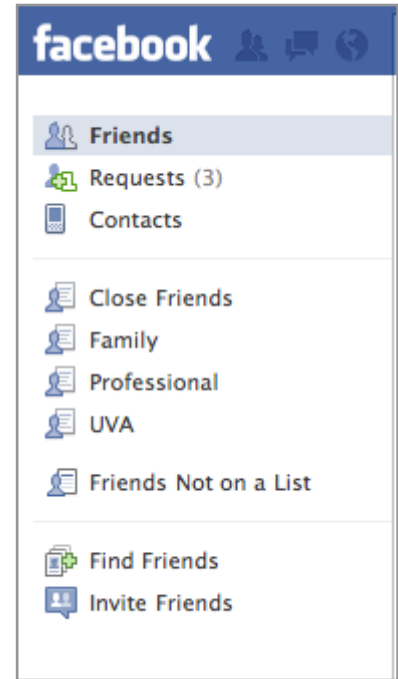


# 4

If you ever want to edit the lists you have created, go back to this friend page (Account > Edit Friends) and select a list from the left sidebar.

## Note

Change your default settings to control which lists see what you post on your wall.



## What Should I Share with My Professional List?

There's no point in being friends with professional contacts if you simply block them from seeing everything you post. Instead, strategically share content that displays your professional prowess. This could include news articles, reposted content from organizations you support, or status updates about your professional activities (such as conferences you attend). See a good example below. Remember, as an Ocean Conservancy employee, you should not endorse items that contradict our messaging in a public forum like Facebook.



**Vikki Spruill**

Why is it that it seems to take an impending crisis to remind us of the information we need and so often take for granted? Thank you NOAA for helping us each and every day to know what the weather is going to be! We need you!



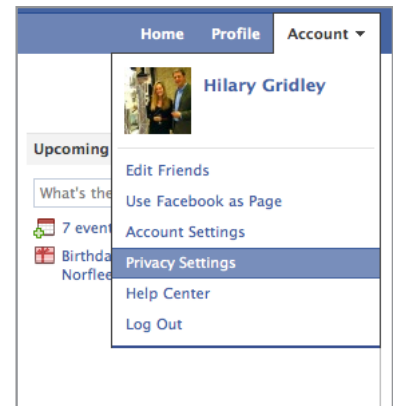
**NOAA: Weather satellites are in jeopardy**  
[www.cnn.com](http://www.cnn.com)

It's easy enough to take for granted how much we know about the weather these days. Take Hurricane Irene: There are plenty of weather maps showing the path of that storm, which is churning through the Caribbean on its way to the East Coast of the United States. We have a pretty good idea of where Ir...

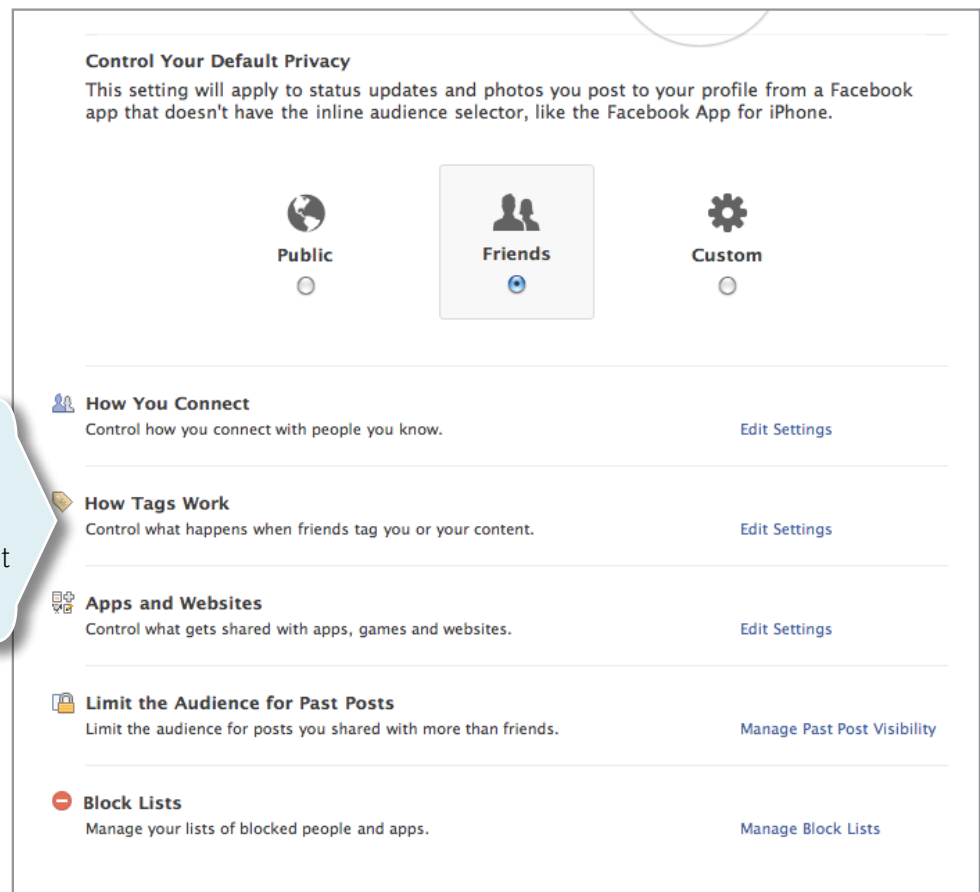
# PRIVACY SETTINGS

Below are the steps involved to customize your privacy settings. This allows you to limit information you share with your group of friends, personal or professional.

- 1 Begin by going to “Account” and scroll down to “Privacy Settings”.



- 2 Click the “Custom” tab to edit your default sharing settings.



Click here to edit who can see tagged photos of you. We recommend hiding tagged photos from at least your Professional list.

3 Select “Default” sharing settings.

As best practice, we suggest making your default posts visible to Personal list and hiding them from your Professional list. Whenever you post a status, you will be able to edit the settings to include or exclude people, but this is a safe default.

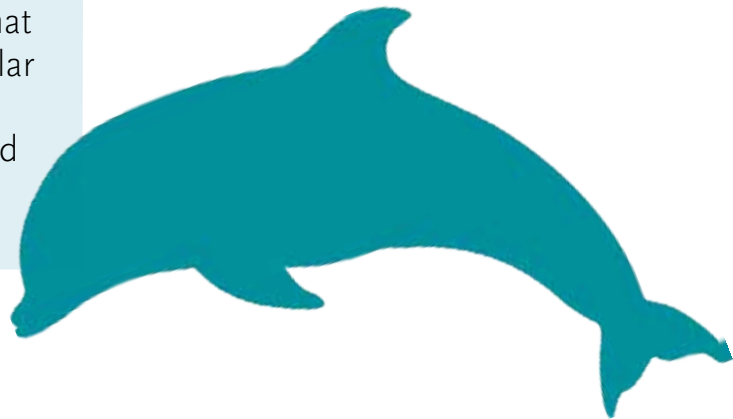


4 Any time you post a status update, you can select the privacy settings next to the “Post” button to change who will see it. Just select “Custom” to revise the settings for that particular update.



### Note

If at any point you want to see what your profile looks like to a particular person, select “View As...” in the top right corner of your profile and type that person’s name.



# FACEBOOK PAGES



“Liking” a page is a great way to express your interests and help spread the word about organizations, companies, and people you support. You can also like external links, which will sometimes show up in your “Interests” section (depending on the website). Here are some suggestions for pages to like:

- Ocean Conservancy <https://www.facebook.com/oceanconservancy>
- Keep the Coast Clear <https://www.facebook.com/keepthecoastclear>
- Vikki N. Spruill <http://www.huffingtonpost.com/vikki-n-spruill/>

We encourage you to share the material we post on our Facebook sites with your friends.



# CAUSES



Causes empowers anyone with a good idea or passion for change to impact the world. Using their platform, individuals mobilize their network of friends to grow lasting social and political movements.

*We encourage you to authorize the Causes app and support Ocean Conservancy and your other favorite organizations.*

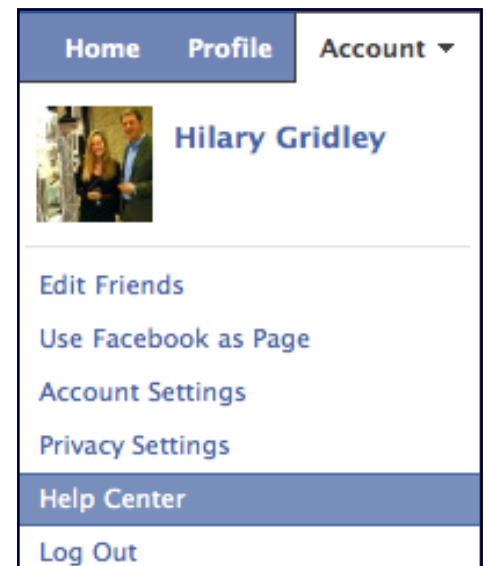
- **Causes app:** <https://apps.facebook.com/causes/>
- **Ocean Conservancy's causes page:** <http://www.causes.com/causes/463-ocean-conservancy>

Through Causes, you and your friends can directly donate to Ocean Conservancy or fundraise on our behalf. If you are interested in fundraising through Causes, please see Hilary Gridley.

## Help Center

Remember, if you have any questions about anything on Facebook, they have an extensive help section.

Facebook presents a great opportunity for personal branding. Rather than shying away from connecting with others online, use Facebook to your advantage. By mastering your privacy controls, you can make your Facebook profile a representation of your best assets.





# Ocean Conservancy

*Start a Sea Change*

[www.oceanconservancy.org](http://www.oceanconservancy.org)

 [facebook.com/oceanconservancy](https://facebook.com/oceanconservancy)

 [@OurOcean](https://twitter.com/OurOcean)

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