

## Facebook protocols for People For Puget Sound

- 1) Becoming an Admin
- 2) Posting messages/content
- 3) Replying to comments
- 4) Events on FB
- 5) Posting photos/videos/audio files
- 6) Liking Other Pages
- 7) Data & Metrics: FB Insights
- 8) Facebook Apps

### 1) Becoming an Admin

- You must be a fan/like PFPS on Facebook, [www.facebook.com/peopleforpugetsound](http://www.facebook.com/peopleforpugetsound)
  - Let Bonnie, Troy, or Mike know you'd like to be an admin.
- \*\*Once you become an admin, anything you post on the PFPS FB will show up as from PFPS, and not from you.*

### 2) Posting messages/content

- Messages (aka status updates), links, pictures, videos, etc. are posted to the PFPS FB page the same way you post something to your personal profile. Your messages are a public representation of PFPS, please use your best judgment about what is appropriate.
- Please put your initials at the end of any message so we have an idea of who is participating.



**People For Puget Sound** What's the dollar value of the flood protection offered by healthy wetlands? Or the water-purifying actions of a forest? A new economic analysis says these and other services provided by nature are worth billions. ^BiL

- When posting links, pay attention to what text gets pulled in next to the picture – sometimes it will be something unrelated to the actual link.

 Link



#### Port Townsend Marine Science Center Blog: Paralytic Shellfish Poisoning (PSP)

<http://ptmarinesciencecenter.blogspot.co...>

Want to leave us a comment? Just type in your message below; we'd love to hear from you! \*Note: If you don't have a user ID for any of the choices in the drop-down menu, select "Anonymous." You can always write your name at the end of your message. Thanks!

If you click on the text, you can edit it to something more useful. You can also click on and edit the header text.



### People For Puget Sound



#### Port Townsend Marine Science Center Blog: Paralytic Shellfish Poisoning (PSP)

ptmarinesciencecenter.blogspot.com

Most plankton is good but there are some 'bad' ones that contain toxins, which they can release when triggered. A certain kind of plankton, called dinoflagellates (Pseudo-nitzschia pictured at left), are responsible for the Paralytic Shellfish Poisoning (PSP) events seen in the Puget Sound area.

- No more than three posts in a 12 hour period! We don't want to post too often and starting looking like spam in people's news streams.

### 3) Replying to comments

One of the big reasons to have a Facebook presence is to be able to interact with people and have conversations. If people ask questions, it is great if we have an answer or can put in a link to follow up information.



### People For Puget Sound Make a Difference Monday - Green Cleaning Tips ^BiL



#### At Your Service » Home Green Cleaning Tips

atyourservice.seattle.gov

Everybody wants a clean and healthy home. Taking the green approach avoids use of hazardous products, which protects your health and the environment.

July 19 at 9:05am · Comment · Like · Share · Promote

3 people like this.



**Paige Elizabeth Heggie** Are you suggesting chemicals otherwise make it into Puget Sound!? That's terrible!

July 19 at 11:44am · Like · Delete · Flag



**People For Puget Sound** Yes Paige, unfortunately a vast amount of chemicals make it into Puget Sound -- anything on the ground eventually washes down, and even the sewer systems are not yet designed to filter out all the different chemicals we use. If you want more info, you can start here:

<http://www.pugetsoundstartshere.org/> or <http://watoxics.org/>  
It's always better for the environment -- and for you -- to use less chemicals! ^BiL

July 19 at 8:04pm · Like · Delete



**Paige Elizabeth Heggie** Therefore I will always chose the cleaner, greener formula for me... and for Puget Sound! :)

July 19 at 11:50pm · Like · Delete · Flag

Helping people connect to the information they need and want to make good decisions is great! Unfortunately, not everyone on the internet is interested in conversations. If you have ever looked through the comments at the bottom of a controversial news story, you can see how quickly things devolve into a shouting match. People who deliberately provoke shouting matches are called "[trolls](#)." The best way to deal with a troll is not to "feed" it. If a user persists in acting abusive, or devolves into profanity, we can ban them from our page. If a user's comments stray from the topic of the original post, use a lot of capital letters and hyperbolic

statements but lack a certain sense of rationality, chances are they are trolling. Don't get mad, just leave them alone.

#### **4) Events on FB**

Facebook has changed the way events work several times, but here's how it is in March 2011. On the lefthand side of the our page you will find a link for 'Events.' Once you follow it, there is a "Create an Event" button in the upper right corner of the page. Adding a bunch of events at the same time may push things down on our wall or news stream, so use moderation here as well. If you are putting an event up on the FB page, please fill in as many of the fields as possible, and preferably include a link in the 'more info' section to the event's page on our website. And include a picture! Pictures, particularly of smiling people, make things look engaging. If you are stuck for a photo to use on the event, check in the Facebook page's albums where you will probably find photos from similar events, particularly restoration.

#### **5) Posting photos/videos/audio files**

Posting photos and other media files is great! We have had a lot of engagement with "guess where in Puget Sound this picture of a beach is," and a lot of views of photos from restoration events. A picture is worth a thousand words.

#### **6) Liking other pages**

As you use Facebook, you may find pages for other organizations that are partners or otherwise relevant to Puget Sound conservation or marine conservation. You can add these to our page's "likes." Please do not add likes to the page that are entirely tangential, say, Lady Gaga, or skateboarding.

#### **7) Data & Metrics: FB Insights**

As an admin, you can see a box title 'Insights' at the top of the lefthand column of the FB page. Clicking on it will take you a fabulous land of graphs that Facebook spits out for page admins. We can see how many fans, interactions, page views, etc. that we get. If you're interested, go play around with it and see what you find. If you're not a Data Dork type of person, don't sweat it. But it can be helpful to see where spikes of new (or unsubscribing) fans come up and what we posted at the time.

#### **8) Facebook Apps**

We have a number of applications installed on our Facebook page. As of March 2011, they are listed on the left side of the page, below our profile picture.

*Causes* Causes.com is an application which allows organizations or causes to raise money through Facebook. We have not found a strong strategy to use this application and currently don't pay any attention to it.

*Twitter* This app by Involver shows our twitter stream. It is delayed by about two hours, and is meant to let people know that they can also follow us on Twitter for a greater volume of info.

*Notes* This is an internal Facebook app which functions similarly to a blog. It can be used to post longer items that don't fit in a status update, and like an update can be like, shared and commented on. Bonnie reposts our press releases and action alerts as Facebook notes.

*Discussions*      Another internal Facebook app, this allows for, well, discussions. We have used to post multiple items on ongoing topics, look low oxygen in Hood Canal. We could probably use it more.

*News*              This app, also by Involver pulls in the RSS feed from our blog.

*Wall Paper*      This app by RSS Graffiti used to pull the RSS feed from our blog, but has morphed into something that pulls our wall posts, photos and videos and organizes them to look somewhat like a newspaper.

*Links*             Since the majority of what we post on our wall is links, this is redundant, but like Notes and Discussions, it is part of what comes with every Facebook page.