

15-004: Are you violating Facebook's Terms of Service?

Agency: Various public safety agencies	Topic(s): Facebook organization page
Date: 07-31-15	Platform: Facebook

Facebook has a wide audience and many public safety agencies have taken to Facebook to promote their efforts. However, many agencies have created the wrong type of account on Facebook.

By creating your agency's page as a person on Facebook, you are violating [Facebook's terms of service](#). And if you are going to ask, Facebook administration has the right to immediately delete everything. Yikes.

By registering your agency as an ORGANIZATIONAL PAGE, you can take advantage of Facebook's analytics. This information is incredibly valuable as you evaluate who, what, at what time, and most importantly the how and why they are searching/visiting your agency's organizational page.



Facebook readily asks if you know people and displays their basic account information. Facebook's goal is to increase your networks by showcasing people that are similar to you. If you happen to see one of your neighboring public safety agencies who may have incorrectly registered a Facebook personal account, take the time to inform them on changing their account from a personal page to an organizational page.

Likes? As an organization, can I like other pages? Yes, as an organizational page, you can like other agencies too. Through Facebook likes, you can showcase to your trusted network of similar public safety agencies. Remember, social media is about how you can amplify your networks and positively engage your constituents. We are constantly strengthening our relationships with similar groups - all in the name of safety.

Look, we all need to be good stewards of our public safety brand. All Emergency Support Functions (ESFs) need to constantly support each other and help agencies who need some social media guidance.

- By double checking your agency and your partner agencies:
1. You can be compliant with Facebook's Terms of Service agreement.
 2. You can ascertain detailed visitor demographics free from Facebook's organizational analytical information.

Time is valuable, so post good stuff.

A banner with a background of a firefighter in front of large flames. The text includes 'Follow me on twitter @rusnivek' with the Twitter logo, and 'Or just read the blog: www.whereisrusnivek.com' with the website URL in blue.