FACEBOOK PAGE CHECKLIST

Below are some suggestions to help guide you through the process of creating a Facebook page for your agency. There is also a companion fact sheet as well as a step-by-step tutorial available in the Resources section of the IACP Center for Social Media (www.iacpsocialmedia.org).

- ❏ Choose a category for your agency
- ❏ Enter the name of your agency
- ❏ Set a strong password
- ❏ Upload a profile image (such as a badge or patch)
- ❏ Create a vanity URL, for example www.facebook.com/TheIACPPage (you must have 25 followers to do so)

ENTER INFORMATION ABOUT YOUR AGENCY:

- ❏ Link to your Web site
- ❏ Contact information
- ❏ Mission statement
- ❏ An agency overview

CONSIDER INCLUDING:

- ❏ A statement that this is the official page of your agency
- ❏ A disclaimer about not using Facebook to report ongoing emergencies
- ❏ A disclaimer mentioning how frequently you will monitor the page
- ❏ Your comment policy
- ❏ How and what you will use the Facebook page for
- ❏ Put the link to your Facebook page, or a linked Facebook badge, on your agency's Web site

MANAGE PERMISSIONS FOR YOUR PAGE

- ❏ Choose whether users can post content, photos, and/or videos on your wall
- ❏ Block profanity

You may contact IACP Center for Social Media staff for additional assistance. See contact information below.