INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE

CENTER FOR SOCIAL MEDIA

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.

www.IACPsocialmedia.org

1-800-THE-IACP

socialmedia@theiacp.org

August 2011



This project was supported by Grant No. 2010-BE-BX-K037 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, the Community Capacity Development Office, and the Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the United States Department of Justice.