Guidelines of Successful
Social Media Practices

This resource is for SHIP/SMP internal use and provides suggested examples to help create Facebook policies and guidelines for your project. **Note:** The organizations your grant operates within may have social media guidance that you will need to consider for your project; this document is only to be used as an example and not as a policy itself.

For questions regarding this document or general social media questions, please contact the SMP National Resource Center at info@smpresource.org if you are with the SMP program or the SHIP National Technical Assistance Center at info@shiptacenter.org if you are with the SHIP program.

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Social Media Guidance Example and Template

The (your program name here) provides vital services to Medicare beneficiaries located throughout (state/territory). (Your program name) serves as a central source of (insert services/program information).

Your mission statement here. (optional)

We at the (your program name here) will do our best to ensure postings on our page align with our mission. We expect that users do not post content that falls into the following groups and reserve the right to remove postings that are:

- *Abusive, discriminatory, defamatory, or obscene*

- *Contain blatantly partisan political views*

- *Fraudulent, deceptive, or misleading*

- *In violation of another's intellectual property rights*

- *In violation of any law or regulation*

- *Compromise the safety or security of the public or public systems, name companies or Medicare beneficiaries, or disclose any personal health information*

Comment Policy Example

To maintain a respectful dialogue, we have posted the guidelines of our comment policy below:

- *All viewpoints are welcome, but comments should remain relevant to this Facebook page and (your organizations name here) associated websites.*
- *Personal attacks, profanity, and aggressive behavior are prohibited – including posts aggressively promoting services or products.*
- *Spreading misleading or false information is prohibited.*
- *Repeated posting of identical or very similar content in a counterproductive manner is not permitted. This includes posts promoting services or products.*
- *Comments will be removed if they contain blatantly partisan political views, explicit commercial endorsements, or discriminatory, racist, offensive, obscene, inflammatory, unlawful, or otherwise objectionable statements, language, or content.*
- *Comments will also be removed if they name companies or Medicare beneficiaries or disclose any personal health information.*
- *Comments, including those with attachments, that violate copyright will be removed.*

We retain the discretion to determine which comments violate our comment policy. We also reserve the right to remove and/or not allow comments to get posted. The views expressed within posted comments do not necessarily reflect those of (your organizations name here).

We recognize that the web is a 24/7 medium, and your comments are welcome at any time. However, given the need to manage national resources (i.e., your tax dollars), moderating and posting comments should only be expected to occur during regular business hours. Questions for the (your program name here) should be emailed to (your program name here).

For more information, go to (your website), call (your phone number), or write to (your email).

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The views, opinions, depicted results, and experiences expressed within user-submitted-comments are solely those of the author. They do not necessarily reflect those of the (your program name here), the grantor (U.S. Department of Health and Human Services, Administration for Community Living), or the federal government.

We do not edit user comments for accuracy; however, we may report or remove content or commentary containing spam, aggressive promotions, profanity, or otherwise objectionable or prohibited material subject to the Facebook Code of Conduct and Terms of Use.

Facebook Management Successful Practices (Internal Use Only)

Posting Frequency Suggestions
A successful practice for post frequency on Facebook is once or twice per day and a minimum of three times per week.

Requests to Post to Your Facebook Page
Due to the nature of the page, you may get requests from people to post articles, post statuses, or tag you in photos, etc. You can set up your privacy setting to block anything from showing on your page without your approval. Should a post go against your policies, here is a suggested response for denying the request:

> *Hello, _____. The post you intended to publish on (your page name here) page has been denied because it goes against our comment policy. If you have further questions, please contact (social media manager name). Thank you, _____.*

Guidelines for Post Creation or Sharing to Your Page (Internal Use Only)
Articles:

- Should be from a reputable source
- Should relate to your mission

- Should not require a paid subscription to view
- Should not solicit donations

Photo or Video

- Is it from a program/event you hosted?
    - If there are people from the public, did you get written consent (through a release) for posting their information on social media or did you post a sign at the event stating that you would be sharing photos or videos on social media?
- If the photo is from the internet, are you following copyright laws?

Posts/comments involving a question, education, outreach, etc.

- Follow the guidelines for the network's listservs. The SMP Listserv suggests that posts and comments must not name company names; there can be no scams mentioned with specific case information, including beneficiary identifying information or provider names.
- If you feel the post meets the guidelines, you can accept the post. If you think that it violates the guidelines, you can respond to the person with this message through Facebook Messenger. *Hello, _____. The post you intended to publish on (your page name here) page has been denied because it goes against our comment policy. If you have further questions, please contact (social media manager name). Thank you,_____.* If you feel a comment names company names or provides in-depth scam details, specific case information, or any personal identifying information, including provider names, feel free to hide the comment, but don't delete it. Deleting comments with information like this may violate the First Amendment. If the commenter makes any statement on why their comment was hidden, you can give a response such as:
    - *Hello, _____. The comment you intended to publish page has been denied because it goes against our comment policy due to (insert what area was said such as, company name mentioned). If you have further questions, please contact (social media manager name). Thank you,_____.*

Social Media Monitoring Throughout the Day

Like having email open and running in the background, you may consider doing the same for Facebook. After you have checked and responded to all messages and page activity, you could minimize Facebook instead of closing out of the browser. This way, if someone messages or comments on the page, you can have it up and ready for response. If it is not ideal for you to have it up and running, you can check it every few hours or as your schedule permits.