

# Fact Sheet



## Facebook Overview and Guidelines

There are a few things to know to get the most out of Facebook for your Scout Group.

It should be read in conjunction with QBSI - 4.3 SOCIAL MEDIA POLICY

### **Profiles** (personal, non-scouting)

A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown.

### **Pages** (these are **public**, good place to advertise and market your Scout Group)

You must have a profile to create a Page or help manage one.

Pages are places on Facebook where Scout Groups can connect with friends, supporters and members of your Scout Group. All posts are public and can be seen by anyone on Facebook. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

### **Groups** (these can be public or private, if private only members of the Facebook group can see the posts). You must have a profile to create a group or help manage one.

Groups are a place to communicate about shared interests with certain people. You can customise the group's privacy settings depending on who you want to be able to join. When someone joins a group on Facebook, they start seeing content from that group in your News Feed.

### **Facebook Page vs Group: Which is better for your Scout Group**

When a Scout Group decides to join Facebook, it can either do it through a page or a group. But what is the difference between the two?

In general, a **page** is a public profile that allows Scout Groups to introduce their services and activities.

Most of the advantages of Facebook pages lie in their marketability, centralised control, and extended reach. For example, you can boost posts so that they appear on the feeds of users who have never interacted with the page before.

Furthermore, the page admin controls what appears on the main feed, so you don't have to worry about spam or unrelated posts.

Some of the main features of Facebook pages include:

- Facebook pages appear in Google search results, whereas groups don't
- Pages differ from a typical Facebook profile in that they can be run by multiple people, they can be followed or liked by anyone on Facebook
- Profile information on a Scout Group, including a description, contact information, location, and operating hours.
- Posts that can be promoted or boosted with money.
- Analytics tab that tracks follower engagement and post reach.
- Posts can be submitted by followers with the optional review feature managed by the admins.
- Messaging functionality which followers can use to talk to the page's admins.
- Verification functionality to confirm the legitimacy of a page (similar to Twitter's verified status).
- Groups can be linked to the page.

In terms of access and privacy controls, a page is always public. The only restrictions that can be added are who can post on your community page, who can tag your page.

Facebook pages give administrators insights into their audience demographics, post reach, audience engagement, and other analytics.

A **group** is a community-based feature that gathers people with the same interests to discuss topics and share their opinions.

Some of the main features of Facebook groups include:

- Basic group info, such as a group description.
- Moderating tools for admin.

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- More control over the privacy of members and posts.
- The ability to set a code of conduct or certain rules.
- Optional short surveys for people requesting to join the group.
- A built-in events calendar for the group.

Groups have multiple levels of privacy. A group can be public (anyone can view and join), subject to admin approval of member requests, or invite-only. This makes them suitable for Members of a Scout Group.

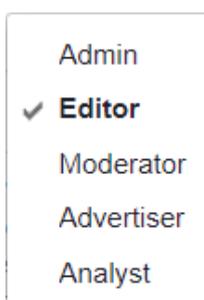
Groups don't have any of the analytics features that pages have. Only basic information like the member list and a recent activity summary are available.

### So how does this all relate to a Scouting context?

In general you choose the name of your Facebook Page and any Groups with a consistent naming convention so they are easier to find.

It is recommended that you use Facebook **Pages** to advertise and promote your group to the local community and wider public. This might be to promote Joining Scouts, Your ARP, committee meetings, Fundraising activities or general community activity you have done like Clean up Australia day.

When it comes to managing the page you can assign different roles to members, as a minimum there should be two admin users but you might choose to have more, the Group Leader and one or more leaders or committee members.



It is recommended that you use Private Facebook **Groups** to share photo and information about group or section activities with your current Scout Group members. Some Scout Groups have one Facebook group for all sections and other Scout Groups choose to have a Facebook Group per section.

When it comes to managing the groups there are limited roles you can assign to members, as a minimum there should be two admin users but you might choose to have more, the Group Leader and one or more leaders (Section Leader/s).

- Make Admin
- Make Moderator
- Turn on post approval
- Remove from Group
- Mute Member

The Admin users should also be monitoring members of the Facebook Group, as it is a private group for current members of your group, if a member or family leave the group they should be removed from the group, this should be done as soon as possible but at least once a term (they can follow the Public Facebook page).

Once setup you can link your Facebook Groups to your Facebook page for additional reporting and administration options, It is also possible to link your Instagram account to your facebook page so that any photos and stories can automatically be cross posted.

Whether you choose to have a Facebook **page** or closed **group** there should be at least two admin users and these should be managed effectively to ensure we are sending out the right scouting message to both our communities and members.