GEORGIA
DEPARTMENT OF NATURAL RESOURCES
STATE PARKS & HISTORIC SITES

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Facebook Guidelines
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About Facebook

Facebook (FB) is a powerful communications tool that enables our division to engage visitors in conversation, generate good will toward our sites, share news and photographs, and promote our facilities and events.

The division's official FB page can be viewed at **http://www.facebook.com/georgiastateparks** This page is managed by the division's Public Affairs Coordinator with administrative access provided to the Marketing and Communications Manager and Marketing Coordinator. Requests and suggestions for posts should be sent to the Public Affairs Coordinator.

Before You Begin

Before creating a FB page, **read the division's "Social Media Guidelines" for important instructions on how to set up your account.** Also read the DNR's Standard Operating Procedure HR018.

Individual state parks and historic sites are encouraged to create their own FB page if they have the staff resources to actively manage it. Those who do not can work with the Public Affairs Coordinator to request posts on the main FB page. By doing this, sites are not responsible for maintaining their own FB pages and will reach a much larger group of users.

Some parks have **Friends/volunteer groups** with their own FB pages. Those maintained by volunteers should be named after the Friends group, not the park. (Example: Friends of Red Top Mountain State Park, not Red Top Mountain State Park.) The "About" tab must identify it as a volunteer site and not a DNR/PRHS site; however, it should include the park's phone number and website.

Sites are discouraged from having only Friends members manage their presence on FB because they cannot control what is communicated by volunteers. If you lose the volunteer who maintains control of the website, or if your Friends group does not agree with DNR policy, you lose your ability to manage DNR messaging.

Successful pages are a significant time commitment. You must **designate an administrator** who can check your FB page daily if you allow fans to comment and weekly if you do not. Administrators must have adequate experience using Facebook before setting up a park page. The division's Marketing Unit does not maintain individual park pages; this is the site's responsibility.

Getting Started

Refer to the division's **"Social Media Guidelines"** for instructions on what to name your page.

When creating a page (https://www.facebook.com/pages/create) select Organization and **Government Organization**.

When creating an Official Page, you have the option to let the public respond to your posts and post comments. Pages with open dialog are more engaging; however, they take more time to moderate. **It is DNR policy to let negative statements remain unless they are offensive (such as profanity) or unrelated.** Visitors may post comments that you do not like, so you must be careful when responding. Often, your fans will respond with favorable comments, handling the situation for you.

Under the "About" tab, your **"Short Description"** should include:
Your park's website and phone. Operated by the Georgia Department of Natural Resources.

Under the "About" tab, your **"Long Description"** should include:
This is the official Facebook page for [Park Name], operated by the Georgia Department of Natural Resources, Division of State Parks & Historic Sites. GeorgiaStateParks.org 1-800-864-7275 [Include more details about your park.]

Include the following **Terms of Use** under your "Long Description":
We appreciate the opportunity to hear from our community. Comments and photos of this park are welcome on our wall. The DNR reserves the right to remove posts that are off-topic, obscene, untruthful, include profanity, or are unsolicited advertising or personal attacks. Frequent violators may be banned from posting to this page.

A good **profile photo** is your site's entrance sign. Change cover photos with seasons or events, but always pick a photo that showcases your park's unique atmosphere.

Do not use a single FB profile for both personal and DNR use. While associates are welcome to have their own **personal FB profiles**, they should not use them to communicate official DNR/site information with the public.

Best Practices

Beautiful or interesting **photos/videos** generate the best reach. Long paragraphs of text typically do not get good reach. Check "Page Insights" to see what posts engage the most, what is working well for you, and who follows you.

Many social media experts recommend posting **once per day**. Avoid posting more than three times in one day. Be consistent in the quality and types of posts to help your audience know what to expect from you.

Do not risk losing followers by "selling to them." Don't simply ask them to make a reservation; give them REASONS they'll want to stay at your park. Consider every post from your followers' point of view, not yours.

Do post things like this: upcoming events, photos/video of your interpretive animals, spotlight on wildlife commonly seen at your park, "this date in history," photos/videos of your park, flowers currently blooming, volunteers needed, last-minute cancellations, etc. Give your fans a reason to want to hear from you.

Do not post things like this: generic weather comments (unless it's newsworthy, such as snow closures), simply saying hello and asking people to visit, simply thanking people for becoming fans, repeatedly announcing discounts or availability, etc. These encourage followers to "unlike" you.

Facebook uses an algorithm to determine who sees your posts. (Although you may have 1,000 fans, not all 1,000 will be shown each post.) "Likes" have less impact than **"shares" and "comments"** -- which increase who sees your post. Ideally, you should post something that encourages followers to share or comment.

Everything you post is an **official DNR statement**. Write professionally, checking your spelling and grammar. Never engage in negative/angry conversation on FB. If necessary, post a comment that is something you would write in official DNR correspondence. When in doubt, contact someone in the Marketing Unit for assistance.

It is DNR policy to let visitor comments remain posted even if they are negative or embarrassing to the agency. Facebook pages are public forums. Comments that are offensive (eg: contain profanity) or not related to the subject may be removed. (See "Terms of Use" above.) FB administrators are responsible for notifying the division's Public Affairs Coordinator of especially negative or controversial posts.

Respect **copyrights** and post only content that you have permission to use or is public domain.

Use caution with **endorsements** of commercial products, local restaurants and businesses, or other third parties. DNR FB pages should not "like" or "favorite" music groups, movies, political groups, or other FB pages unrelated to your park.

Sites can pay to "boost" their post, which means it will be shown to more followers than if it were a typical, non-paid post. For additional advertising dollars, FB users can also purchase ads. Sites should discuss this with the Marketing Unit before paying for boosts or advertising.

Old Facebook Pages

If your site's FB page was originally set up as a person (**individual profile**), it must be closed and replaced with an official page.

FB pages that are inactive for more than two months should be deactivated. This allows you to hold your park's name within Facebook, but does not show the public that your page is not being maintained.
Instructions:
https://www.facebook.com/help/125338004213029?sr=2&query=temporarily%20deactivate%20a%20page&sid=0QLbtOt5Aur5GFcbU