

## Facebook

### Purpose

This document is designed to provide guidance to Centers for Disease Control and Prevention employees and contractors on the process for planning and development, as well as best practices for participating and engaging, on the social networking site Facebook.

### Background

Facebook is a social networking service launched in February 2004. As of March 2012, Facebook has more than 901 million active users, who generate an average of 3.2 billion Likes and Comments per day. For additional information on Facebook, visit <http://newsroom.fb.com/>.

The first [CDC Facebook page](#), managed by the Office of the Associate Director for Communication Science (OADC), Division of News and Electronic Media (DNEM), Electronic Media Branch (EMB), was launched in May 2009 to share featured health and safety updates and to build an active and participatory community around the work of the agency. The agency has expanded its Facebook presence beyond the main CDC profile, and now supports multiple [Facebook profiles](#) connecting users with information on a range of CDC health and safety topics.

### Communications Strategy

Facebook, as with other social media tools, is intended to be part of a larger integrated health communications strategy or campaign developed under the leadership of the Associate Director of Communication Science (ADCS) in the Health Communication Science Office (HCSO) of CDC's National Centers, Institutes, and Offices (CIOs).

### Clearance and Approval

1. **New Accounts:** As per the [CDC Enterprise Social Media policy](#) (link not available outside CDC network):
  - All new Facebook accounts must be cleared by the program's HCSO office.
  - OADC must be notified at least 5 days prior to the launch of the profile. To notify OADC, please send an e-mail to [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov).
  - Security approval is required from the CDC Office of the Chief Information Security Officer (OCISO). Please contact your CIO's Information Systems Security Officer (ISSO) for additional information on security requirements for participation in Facebook.
  - A Privacy Impact Assessment must also be completed and signed by CDC's Privacy Officer.

Additionally, programs should ensure that their media relations specialist and the News Media Branch in the Division of News and Electronic Media are aware of the new account.

## 2. Postings:

Careful consideration should always be given to the nature of Facebook posts and activities.

- All Facebook posts and activities must be cleared through the clearance channels determined by a program's HCSO office.
- Facebook accounts are viewed as an official voice of CDC.
- Posts that are likely to draw widespread or media attention (e.g., new study shows 20% increase in disease); reflect a change in policy, recommendations, or guidelines (e.g., CDC expands coverage recommendation for ABC vaccine); or address a controversial topic may also need to be cleared through the program's media relations specialist and the News Media Branch in the Division of News and Electronic Media.
- Posting standard health messages (e.g., exercise is good for you) should also go through a program's communications clearance channels.

### **Branding**

It is recommended that CDC Facebook pages include CDC in the page name and the CDC logo. Co-branding and the use of additional logos may also be incorporated in accordance with [CDC Brand Identity standards](#) (link not available outside CDC network).

### **Comment Policy**

An official comment policy should be developed for each Facebook page. An example CDC Facebook page comment policy is available in the application section of the CDC Facebook page [https://www.facebook.com/CDC/app\\_192223444203970](https://www.facebook.com/CDC/app_192223444203970).

### **Records Management**

All Facebook page administrators must establish a system to collect all Facebook posts, comments, fan posts, events, and hidden posts (spam) to comply with Federal guidelines for records management and archiving.

Any comment removed for violating the CDC commenting policy must be recorded and archived prior to deleting.

### **Consultation**

The Electronic Media Branch (EMB) provides consultation on the planning and development of Facebook activities and other social media tools. Please submit a [Create-IT request](#) (link not available outside CDC network) for Social Media Consultation. Your CIO's [Social Media Council representative](#) (link not available outside CDC network) can also provide assistance.

### **Planning Recommendations**

Before using Facebook, programs should consider the following recommendations when developing communication plans:

1. **Clearly Define the Objectives:** It is important to have clearly defined objectives before participating in Facebook. Do you want to highlight content, spark action, or encourage awareness of an issue? Clearly defined objectives will help you to determine if Facebook can help you in meeting larger communication goals.
2. **Know Your Target Audience(s):** As with any communications activity, it is important to define your intended target audience(s) in order to develop and communicate messages that resonate with your audience and prompt them to take action.
3. **Determine Resource Needs:** Determine if you have the appropriate staffing resources to create content and manage a Facebook page. It is important to designate a channel manager to serve as the point of contact for Facebook activities and ensure the content is posted on a regular basis.
4. **Identify the Best Platform:** Determine if you should develop a new Facebook page, have content posted on the [CDC Facebook page](#), or use a different social media channel. See *Appendix A, Channel Decision Matrix*, for additional guidance

## Best Practices

Programs should consider the following best practices when developing Facebook content and activities:

1. **Keep Your Content Short and Simple:**
  - Length of posts should be 250 characters or less to allow the post to be viewed in its entirety in the news feed.
  - Length of comments should be 1,000 characters or less, and include a CDC.gov link for additional information and resources.
2. **Determine Schedule and Frequency of Facebook Posts:** It is important to set a posting schedule that defines a regular frequency for posts per week. Setting a regular schedule helps to ensure that the account is active and encourages more engaged users. Consider posting daily at a minimum.
3. **Identify the Best Web Link:** All Facebook posts should include a single URL, preferably to the CDC website or other CDC multimedia, to direct the user for more information. Campaign codes can be added to CDC.gov links in order to track metrics in Adobe Site Catalyst.
4. **Add Custom Images:** When posting CDC.gov Web links on Facebook, it is important that web pages are properly coded for enhanced display on Facebook. Please see *Appendix B, Adding Custom Images for Facebook Posts*, for additional guidance.

5. Conduct Promotion Activities: Ongoing promotion of your Facebook page is strongly recommended. Example promotion activities include:
  - Cross-promote on other CDC social media channels. Ask page owners of existing CDC Facebook pages and Twitter profiles with similar audiences and/or content to promote your Facebook activities.
  - Post links to your Facebook page on your website.
  - Send content-specific GovDelivery email updates.
  - Send emails to partners and grantees.
  
6. Determine Approach for Engaging with Facebook Fans: Facebook should be used to engage your target audience in two-way interaction and communication. Examples of engagement activities include:
  - Develop criteria for whom to Like and Tag on Facebook and share relevant partner content. See *Appendix C, Best Practices for Liking and Commenting as the CDC Brand*, for additional guidance.
  - Post content that is actionable, such as Facebook chats, events, quizzes, contests/challenges, questions, videos, infographics, photos, badges, widgets and interactive posts and comments on trending health topics to encourage followers to participate in conversations.
  - Asks users to do something within the post or content such as Share, Like, or Comment.
  - Highlight posts that encourage CDC priorities and information sharing by pinning, highlighting or adding as a milestone on the Timeline.
  - Post content that cross promotes other social media channels (e.g. Twitter, YouTube, Flickr)
  - Post additional information rather than remove comments that are inaccurate or not reflective of CDC science. Removal of comments that are inaccurate or opinionated, but not in violation of the comment policy, may cause a lack of trust in the site and has proven to be a practice that encourages backlash by the community.
  - Monitor your Facebook page to respond as soon as possible to fan questions, comments and other feedback.
  
7. Evaluation: Evaluation is an integral component for measuring the success of all social media activities, including Facebook.

Regularly review Facebook Insights for page-specific metrics. You may also consider monitoring the increases in traffic to your website, as well as the mentions outside of Facebook on blogs, websites or articles.

Adobe SiteCatalyst can be used to determine the number of click-throughs from a post with a link to a CDC.gov website. Automatically delivered metrics reports can be set-up for programs upon request. For more information, please visit the [Statistics and Metrics intranet](#)

[site](#) (link not available outside CDC network).

## Highlighting Content on CDC's Main Facebook Page

The Electronic Media Branch maintains the [CDC Facebook Page](#), and welcomes programs to use it to highlight their content. Content is posted on the existing page 2-4 times per day on a variety of health and safety topics, and is moderated daily by EMB staff in accordance with the CDC comment policy.

Requests to post on the main CDC Facebook page should be sent to [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov) one week in advance; however reasonable exceptions will be made in case of emergency. Submitted content must be cleared through a program's established communications clearance channels. If the topic is potentially controversial, identify a subject matter expert or communication specialist to help monitor Facebook comments on the day of posting. It is also recommended you draft and clear in advance possible responses and posts to additional informational for controversial topics.

Posts should be 250 characters or less and include a single URL (e.g., CDC.gov, partner, government agency, etc.) photo, or video when possible. Metadata for CDC.gov URLs should be included so that links and images properly display within Facebook.

## Creating a New CDC Facebook Page

Please submit a [Create-IT request](#) (link not available outside CDC network) to schedule a consultation with EMB or contact your [Social Media Council representative](#) (link not available outside CDC network) for assistance.

Visit <http://www.facebook.com/government> for additional resources about developing and managing government Facebook pages and to see what other agencies are doing. See Appendix D for additional requirements for Facebook Timeline.

1. Develop and Clear a Facebook Concept, Plan, and Content: All Facebook activities, including account set-up and content creation, must be cleared through your CIO's established communications clearance channels.

Security approval is also required from the CDC OCISO for new and existing Facebook accounts. Please contact your CIO's ISSO for additional information on security requirements for participation in Facebook. A Privacy Impact Assessment must be completed and signed by CDC's Privacy Officer.

OADC is required to maintain a directory of all CDC social media channels and must be notified at least 5 days prior to the launch of the profile. To notify OADC, please send an e-mail to [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov). The program's media relations specialist and the News Media Branch in the Division of News and Electronic Media should also be made aware of the new account.

## 2. Create the Facebook Page:

Basic information required to establish a new Facebook Page:

- Page name: A unique page name that describes the subject matter of the account, name of the organization or contains a keyword describing the nature of the organization. It is recommended that the profile name and page URL include CDC (e.g., CDC Emergency Preparedness and Response, CDC Health Partners Outreach).
- List of page administrators: One to two individuals who will serve as page administrators and have the authority to post on behalf of the page (topic). It is recommended to add [SocialMedia@cdc.gov](mailto:SocialMedia@cdc.gov) as an administrator to assist in page setup and to assist in the event of an emergency.
- Basic information content: Location, general description and mission, as well as a list of web links (e.g., <http://www.cdc.gov>).
- Disclaimer language in the About section: “For official CDC info go to [www.cdc.gov](http://www.cdc.gov). Disclaimer: Posted comments do not necessarily represent the views of CDC.”

Cover and Profile Images: A logo and image that represents your organization (see [Branding information](#): link not available outside CDC network).

It is recommended that the launch plan include a soft, internal-only launch to build your fan base to 25. Once a page has 25 fans, you can claim your custom page URL and begin a larger promotion effort (<https://www.facebook.com/username/>).

Facebook ads must be removed from the page prior to external launch, as negotiated under the federal Terms of Service. Please send your request for ad removal to [socialmedia@cdc.gov](mailto:socialmedia@cdc.gov).

- ## 3. Evaluate and Track Facebook Metrics: Establish a plan for monitoring and evaluating your Facebook presence. If you wish to use Adobe SiteCatalyst to track click-throughs, please visit the [statistics and metrics intranet site](#) (link not available outside CDC network) for more information.

# Social Media Guidelines and Best Practices



## Appendix A: Social Media Channel Decision Matrix

Use Existing Agency Channels	Create New Topic-based Channels
<p style="text-align: center;"><b>Primary Goals</b></p> <ul style="list-style-type: none"> <li>• Create awareness, inform, disseminate, promote or provide news</li> <li>• Generate “buzz”</li> <li>• Expand reach</li> </ul>	<p style="text-align: center;"><b>Primary Goals</b></p> <ul style="list-style-type: none"> <li>• Build a community</li> <li>• Engagement with audiences</li> <li>• Expansive calls to action that require ongoing engagement</li> <li>• Social media highly integrated into your health communication plan</li> </ul>
<p style="text-align: center;"><b>Audience – General and Broad</b></p> <ul style="list-style-type: none"> <li>• Largely consumer audience, general partners and media (with similar messages to all groups)</li> <li>• Target audiences already present on CDC’s main channel or other existing profiles</li> <li>• No ongoing relationship with the same audience required</li> </ul>	<p style="text-align: center;"><b>Audience – Specific and Defined</b></p> <ul style="list-style-type: none"> <li>• Advocacy groups, strong community groups, or media</li> <li>• Very active and engaged audience already using social media (or likely to)</li> <li>• CDC has realistic capacity to get their audience on this profile</li> </ul>
<p style="text-align: center;"><b>Content – General and Periodic</b></p> <ul style="list-style-type: none"> <li>• General consumer and/or partner messages</li> <li>• Messages fit within existing CDC profiles</li> <li>• Messages support short-term campaigns</li> </ul>	<p style="text-align: center;"><b>Content – Targeted and Frequent</b></p> <ul style="list-style-type: none"> <li>• Highly targeted to an audience or highly specific to a complex campaign</li> <li>• Niche topic combined with strong audience interest, and not available through other CDC channels</li> <li>• Frequent and engaging content posts</li> <li>• Messages support long-term campaigns and are expected to have high volume</li> <li>• Substantial conversations already occurring in social media on this topic</li> </ul>
<p style="text-align: center;"><b>Engagement Need – Low to Medium</b></p> <ul style="list-style-type: none"> <li>• Engaging is primarily to increase awareness, buzz, and reach.</li> <li>• Less two-way engagements required</li> <li>• No clearly defined communication or promotion plan to engage or build new audiences</li> <li>• Insufficient resources to consistently engage with audiences</li> </ul>	<p style="text-align: center;"><b>Engagement Need – Medium to High</b></p> <ul style="list-style-type: none"> <li>• Level of engagement not possibly on other profiles</li> <li>• Facilitate and moderate open dialogue</li> <li>• Need to regularly listen and receive information from your audiences</li> <li>• Associated with a multi-year integrated campaign with heavy social media engagement</li> <li>• Potential for strong networking already exists (partners using or considering SM to reach their own audiences, and the ability to leverage)</li> </ul>



## Appendix B: Adding Custom Images for Facebook Posts

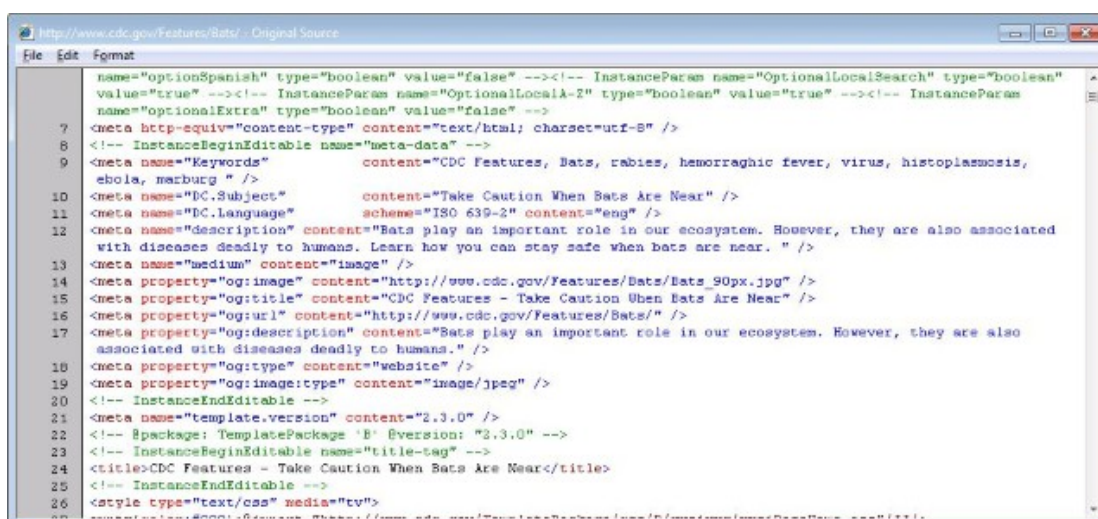
Facebook obtains images randomly from the page in order to show an image when posting a link. Then the images are converted to 90px x 90px which for some images, which may make the images difficult to view. A custom image(s) when posting links into the Facebook posts is a better option since the ratio and size can be customized. Create a JPEG image that is 90 pixels x 90 pixels. Facebook displays JPEG images better than other types of images but will accommodate PNGs and GIFs.

How to create custom images:

- Upload the image to the dev server and the link server.
- Add code to the head of the page right after the *description*:

```
<meta name="medium" content="image" />
<meta property="og:image" content="http://www.cdc.gov/[IMAGE LOCATION]" />
<meta property="og:title" content="CDC - [Name of Page]" />
<meta property="og:url" content="http://www.cdc.gov/[Page URL]" />
/>
<meta property="og:description" content="[Description]"/>
<meta property="og:type" content="website" />
<meta property="og:image:type" content="image/jpeg" />

<meta property="og:image:height" content="90" />
```



```
http://www.cdc.gov/Features/Bats/ - Original Source
File Edit Format
name="optionSpanish" type="boolean" value="false" --><!-- InstanceParam name="OptionalLocalSearch" type="boolean"
value="true" --><!-- InstanceParam name="OptionalLocalA-2" type="boolean" value="true" --><!-- InstanceParam
name="OptionalExtra" type="boolean" value="false" -->
7 <meta http-equiv="content-type" content="text/html; charset=utf-8" />
8 <!-- InstanceBeginEditable name="meta-data" -->
9 <meta name="Keywords" content="CDC Features, Bats, rabies, hemorrhagic fever, virus, histoplasmosis,
ebola, marburg" />
10 <meta name="DC.Subject" content="Take Caution When Bats Are Near" />
11 <meta name="DC.Language" scheme="ISO 639-2" content="eng" />
12 <meta name="description" content="Bats play an important role in our ecosystem. However, they are also associated
with diseases deadly to humans. Learn how you can stay safe when bats are near." />
13 <meta name="medium" content="image" />
14 <meta property="og:image" content="http://www.cdc.gov/Features/Bats/Bats_90px.jpg" />
15 <meta property="og:title" content="CDC Features - Take Caution When Bats Are Near" />
16 <meta property="og:url" content="http://www.cdc.gov/Features/Bats/" />
17 <meta property="og:description" content="Bats play an important role in our ecosystem. However, they are also
associated with diseases deadly to humans." />
18 <meta property="og:type" content="website" />
19 <meta property="og:image:type" content="image/jpeg" />
20 <!-- InstanceEndEditable -->
21 <meta name="template.version" content="2.3.0" />
22 <!-- Package: TemplatePackage 'E' Eversion: '2.3.0' -->
23 <!-- InstanceBeginEditable name="title-tag" -->
24 <title>CDC Features - Take Caution When Bats Are Near</title>
25 <!-- InstanceEndEditable -->
26 <style type="text/css" media="ty">
```



- Change the items that are in brackets [ ].
- If using a different type of image other than JPEG, then change the image type code above.
- Save and upload the page to the server.
- Once live, test the page in Facebook by adding the link. It is not necessary to click “post” in order to see if the image is working correctly.

If the image is not showing, try to re-cache/refresh the page.

- Use the Facebook Debugger to debug the URL: <https://developers.facebook.com/tools/debug>
- Enter the URL that needs to be tested.
- Hit Debug
- This page shows you how Facebook now sees your page
- Close down Facebook.com and reopen
- Add the URL in the status update to see the refreshed page post

If more images are required, add multiple lines of this code with the different image links.

```
<meta property="og:image" content="http://www.cdc.gov/[IMAGE LOCATION]" />
```

Do not upload images to an https folder as Facebook will not recognize the images.

Additional References:

- <http://developers.facebook.com/docs/reference/plugins/like/>
- <https://developers.facebook.com/tools/debug>
- <http://ogp.me/>

## Appendix C: Best Practices for Liking and Commenting as the CDC Brand

### Overview

This section includes best practices and recommendations for liking other Facebook pages, displaying “featured likes,” liking status updates or comments, commenting on partners’ content as ‘the CDC brand’ and ways to cross-promote partner content. Please consult with your HCSO and other key stakeholders prior to “Liking” or “Commenting” as the CDC brand to determine the clearance process.

Programs should determine, in conjunction with their CIO’s HCSO and other key stakeholders, which partners, agencies, and influencers to “Like” and engage with on Facebook. Specific sectors to consider when determining who to “like” can include other government agencies; CDC-funded public health partners, such as APHA and NACCHO; state and local health departments; and non-profit public health organizations and partners (e.g., American Cancer Society).

### Definitions

**Brand:** All CDC-branded Facebook pages owned by the CDC and managed by employees or contractors.

**Tagging:** Tagging is a function within Facebook available to page administrators. Tagging refers to the action of cross-linking within a post to another CDC Facebook page or to an external partner page.

**Like (of a status update or comment):** The “Like” occurs when a fan clicks on the “Like button” within a post to give positive feedback or support items.

### Displaying “Featured Likes” on your Agency Facebook Page

Featured Likes are a way for pages to permanently highlight or feature partner pages in the Facebook Timeline. “Liking” other featured partner organizations allows the CDC brand to promote partner content to fans of the CDC’s page for a one-time event (such as during an awareness month) or an extended period of time. This feature also encourages partners to cross-promote CDC Facebook pages and content.

## Example of Facebook Featured Likes



## Recommendations

It is recommended that all Facebook pages at CDC “like” other CDC Facebook pages by adding them to the list of favorite pages. It is also recommended that other CDC Facebook pages are added as “featured likes” as appropriate with respect to content.

- As the CDC brand, it is recommended to “like” public health partners who are on Facebook and encourage them to tag CDC in their posts on related topics. Public health partners can include federal agencies (e.g., AIDS.gov), and partners who are doing work with related health topics (e.g., NFL – concussions) or campaigns (e.g., ChildHealth.org). Other partners may also be highlighted as appropriate with clearance from your Health Communication Science Office (HCSO).
- It is recommended to contact approved partners and request they add your Facebook page as a “Favorite Page,” especially if the CDC brand “likes” their page.
- To manage the CDC brand’s “like” list, the administrator can manually default the top 5 featured partner organizations to show up in the Facebook timeline and rotate which partners show up during awareness months or campaign launches.

## Liking Status Updates or Comments

By clicking on the “Like” button as the CDC brand, this indicates your brand page is supporting the content or message of the post (for example, [CDC Heads Up](#) or [CDC Tobacco Free](#) may “like” the features, press releases, etc. that are posted on the main [CDC Facebook](#) page on their topic areas). The recipient of the “Like” action will also be notified. Liking status updates is not restricted to CDC content, and can occur on partner pages as well.

## Recommendations for Commenting on Partner Content

Commenting as a CDC branded page is a unique tool that allows programs to interact and engage in conversations with partners beyond the CDC brand page.

- Establish an internal process for when and how to comment as the CDC brand on partner pages.
- Make sure comments are cleared through the appropriate channels. Commenting as the CDC brand on an external page requires clearing both content and context (page and thread) where the post will live.
- When commenting as the CDC brand, it is possible to positively influence the conversation, establish authority and credibility, correct misinformation, educate target audiences, raise awareness for prevention efforts, support partner events, and promote the brand's page.
- Remember any comment, whether it is on the CDC brand's page or a partner page represents the official position of the CDC.

## Ways to Cross-Promote Partner Content

Promoting partner content provides the opportunity for the CDC brand to expand the reach of its content through partner networks. It also provides the CDC brand the opportunity to collaborate with key prevention partners by highlighting their messages and activities.

## “Liking” Partners

In order for a CDC-branded page to comment or post on the wall of a partner's page, the administrator has to “Like” the partner page.



## Sharing Partner Content with the Fans of the CDC Brand Pages

After “Liking” a partner’s page, the CDC Facebook page can share and feature posts from partner pages. Click the “Share” button on the partner’s post you wish to share. These posts display on the CDC brand page, as shown below:



## Encouraging Partner’s to Tag CDC Brand Pages

Write posts for partner pages about events, awareness activities, campaigns or resources being launched. In order to tag another Facebook page, you must “Like” the page.



Notify partner organizations of outreach plans prior to launch and create messaging consistent with the partner’s page.

## Final Considerations

- Does the benefit of participating in the comment thread as the CDC brand on a partner page outweigh the risk of attracting unwanted, negative traffic or interaction to the CDC brand's wall?
- Be aware when participating on the thread to not appear to take sides with one strategic partner at the expense of possibly alienating another.
- Featuring partners may open the CDC brand up to receiving requests from other pages, not necessarily partners. Decide how the CDC brand will handle these requests prior to featuring campaign or topic specific partner pages.

## Appendix D: Requirements for Facebook Timeline

### **Cover Photo**

Timeline's cover photo allows you to create a descriptive visual of the CDC brand. The cover photo image size is 851 x 315 pixels. It is recommended to refresh the image occasionally to coordinate with campaigns or other events. The cover photo cannot include contact information (i.e. website, email, mailing address), calls to action, and references to Facebook features (i.e. like, share) or arrows pointing to these features. Images must be cleared through the clearance channels determined by a program's HCSO office.

### **Profile Image**

This image represents CDC's brand's identity and should remain fixed. Co-branding and the use of additional logos may also be incorporated in accordance with [CDC Brand Identity standards](#) (link not available outside CDC network). The profile picture image size is 160 x 160 pixels and will sit at 23 pixels from the left and 210 pixels from the top. Images must be cleared through the clearance channels determined by a program's HCSO office.

### **About Section**

The About section provides basic and contact information for the CDC and is visible below the profile image. It includes information entered into the "Basic Information" section of the profile. This section should include at a minimum the description or mission of the CDC, the CDC disclaimer, and contact information. There is a 150 character maximum for the descriptive text.

### **Milestones**

A milestone is a major event that is particularly relevant to the CDC, such as a campaign launch, historical events, reaching a certain number of fans, or other moment that is significant to CDC's growth and development. The photo image size for milestones is 843 x 403 pixels. The first milestone should be the date the CDC organization was founded. You cannot include milestones before your organization's founding date. Milestone images and content must be cleared through the clearance channels determined by a program's HCSO office.

### **Pin Posts**

A pin post is a post that a brand may "pin" to the top of the Timeline for 7 days at a time as a way to highlight important posts and links to increase engagement with fans. When running a campaign or event, pin a post that calls attention to the promotion.

### **Star Stories**

Highlight an important post on Timeline by "starring" it. When a post is starred, it will expand to widescreen and always be visible. Milestones cannot be starred.

### **Applications**

Applications, or apps, are featured below the cover photo. There are four apps featured on the top Facebook navigation. Three apps can be customized; the photos app cannot be modified. Since featured apps are always visible to users who visit your Timeline, you should choose them strategically. To see additional apps, users must expand the panel by clicking a drop-down box located in the top navigation. Up to 12 apps are available on a Facebook page.

The image size for apps is 111 x 74 pixels in size. Assign names to applications that clearly indicate the content to users. Page app width can be set to narrow (520 pixels) or wide (810 pixels).

## **Direct Messages**

Timeline gives fans the ability to send private, direct messages to brand pages. Timeline does not provide the ability to direct message fans or other users. It is recommended that this feature be disabled for CDC Facebook pages unless a protocol for responding to inquiries has been established.

## **Administration Panel**

The administration panel gives Facebook administrators access to page and post performance. Administrators can view notifications, page insights, direct messages and the activity log. The activity log provides a list of all posts and allows administrators to filter stories by type or by year. Within the activity log the administrator can also star, hide, or delete stories and change the date of a post so that it appears on the page Timeline with a more accurate date stamp.