FACEBOOK

#SheLeads
Facebook Safety Tools Tips for Women Leaders

WHEN WOMEN LEAD, EVERYONE PROGRESSES

Dear Women Leaders,

At Facebook we get the incredible opportunity to directly engage with women in all walks of public life — women actively working to improve their communities and using our platform to do so.
Whether they are standing for elections, running countries and cities, or the leaders of a political party, at Facebook, we are committed to providing a platform to help women safely connect and build their communities.
That's why we've compiled this guide with tips for you and your team – guidance on how to create Groups, assign Page roles, utilize moderation and filter tools and report abusive comments. We also have included some basic tips to help you grow your audience and connect on Facebook.
We hope you find these tips useful as you continue to engage with your constituents and communities on Facebook. It is an honor to get to support your work.

Best,

Katie Harbath

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Contents

Dear Women Leaders,

Over the course of nearly 20 years, Equal Voice has been dedicated to electing more women to all levels of political office in Canada. Working closely with our local chapters throughout the country and dedicated volunteers, Equal Voice is committed to balance and inclusion in our political institutions – so that they look like Canada in all of its diversity. It's about fairness and it's about Canada's future. As we forge ahead towards this long-awaited equality, we cannot ignore the reality that over the course of those 20 years, politics has changed fundamentally. The universe for candidates has expanded significantly, as has the potential to reach many more (prospective) constituents. While visiting voters at their doorsteps remains among the top strategies, communicating with individuals and organizations over social media is now equally crucial. Social media has become a dynamic part of any political campaign, and as women, empowering ourselves by knowing how to use these tools effectively and safely is critical. Equal Voice has partnered with Facebook and Instagram on this guide to help you – Canada's women leaders – stay as safe as possible online while using the power of their tools to effectively spread your message, and connect with the issues that people in your community, regional and country truly care about.
No medium is perfect, but knowing how to fully take advantage of the tools available to you can change how you use them, so you can fully leverage them for your success.
As leaders, thank you for your contribution to our country's democracy.
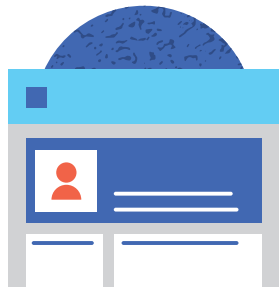We know you will make a positive difference, and change in the lives of others.

Eleanor Fast

Eleanor Fast

Eleanor Fast, Executive Director,
Equal Voice (2019 – current)

e✔equal voice

Your Facebook Toolkit: Profile, Pages and Groups

Profiles, Pages and Groups each offer distinct features and ways of connecting with your community.

Profiles

Personal profiles are for non-commercial use and represent individual people. Your profile is your collection of the photos, Stories and experiences that tell your story. Your profile also includes your Timeline.

- ➕ You can have up to **5,000 personal friends and an unlimited number of followers.** If you need to connect with more than 5,000 people, you can change your personal account to a Facebook Page.

- ➕ You can **choose the privacy settings for your posts** like the option to target a post to a certain group of friends

- ➕ You can **send and receive personal messages**

- ➕ You can **admin multiple Pages**

- ➕ You can **tag any Page or profile in a post**, unless that profile has prevented that via its privacy settings

- ➕ You can **create groups** and be a **member of multiple groups**

Pages

Public figures can create a Page to connect with their constituents or fans on Facebook. Pages look similar to personal profiles, but they offer unique tools to engage with your audience. Pages can be managed by multiple people who have personal profiles.

- There is **no limit on the number of people** that can like your Page

- You can gain followers through **Pages to Watch** and **Pages You May Like**

- You can **reply to messages** sent by fans and followers, but you cannot create message threads

- You can have **multiple people** — with different permissions — **admin** your Page

- You can **tag other Pages in posts and photos**, as well as profiles that post publicly

- You have access to **Page Insights**, which include metrics around growing your fan count, engagement and reach

- You can use products like **Mentions, Q&A and ranked comments** to engage with fans and followers

- You can **ban users** who post or comment on your Page or posts/photos

- You can **moderate content** posted from your fans on your Page

- You can have **country- or language- specific post targeting** capabilities on your Page, timeline and/or News Feed

- You can **boost Page posts** (paid advertising)

Groups

Groups provide a space to communicate about shared interests. You can create a group for anything — to connect your key staff members, your constituents, your core election planning committee — and customize the group's privacy settings (Public or Private) depending on who you want to be able to join and see the group.

	PUBLIC	PRIVATE
Who can see what members post, comment and share in the group?	Anyone	Current members
Who can see the list of members in the group?	People on Facebook	Current Members
Who can see who the admins and moderators are?	People on Facebook	People on Facebook

Public

Anyone can see who's in the group and what they post

Visible
Anyone can find this group

Private

Only members can see who's in the group and what they post

Visible
Anyone can find this group

PREVIOUSLY **CLOSED** GROUP

Private

Only members can see who's in the group and what they post

Hidden
Only members can find this group

PREVIOUSLY **SECRET** GROUP

Policies and Reporting

We recognize how important it is for Facebook to be a place where people feel empowered to communicate, and we take our role in keeping abuse off our service seriously. That's why we have developed a set of Community Standards that outline what is and is not allowed on Facebook. Our Standards apply around the world to all types of content. They're designed to be comprehensive — for example, content that might not be considered hate speech may still be removed for violating our bullying, harassment or credible violence policies.

> The goal of our Community Standards is to create a safe environment to encourage expression. We base our policies on input from our community and from experts in fields such as technology and public safety.

To read Facebook's Community Standards, visit:

facebook.com/communitystandards

We want to allow discourse, which often includes critical discussion of people who are featured in the news or who have a large public audience. Discussion of public figures nonetheless must comply with our Community Standards, and we will remove content about public figures that violates other policies, including hate speech or credible threats.

We do not tolerate harassment on Facebook. We want people to feel safe to engage and connect with their community. Our harassment policy applies to both public and private individuals because we want to prevent unwanted or malicious contact or content on the platform. Context and intent matter, and we allow people to share and re-share posts if it is clear that something was shared in order to condemn or draw attention to harassment. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it.

Bullying and harassment

We do not allow posting of content about anyone, including a public figure, that contains:

- ⊗ Any statements of intent to commit violence

- ⊗ Any calls for action of violence

- ⊗ Any statements advocating violence

- ⊗ Attacking them based on their status as a victim of sexual assault or sexual exploitation

- ⊗ Calling for self-injury or suicide of a specific person or group of people

- ⊗ Attacking somone through derogatory terms related to sexual activity

- ⊗ Repeatedly contacting a person despite that person's clear desire and action to prevent that contact
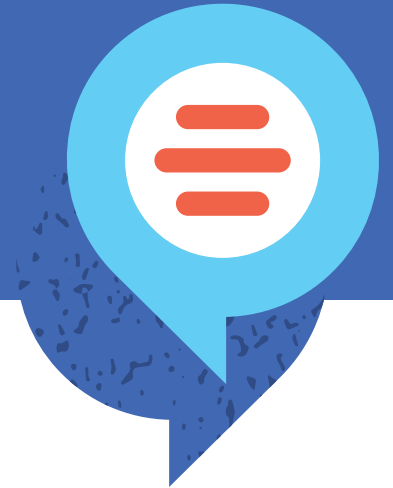
The best way to report abusive content or spam on Facebook is by using the Report link near the content itself.

For steps on how to report a comment, visit: **facebook.com/help**

When something gets reported to Facebook, we review it and remove anything that goes against the Facebook Community Standards. We don't include any information about the person who filed the report when we reach out to the reported. Once you've reported something for not following our Community Standards, you can check the status of your report from the Support Inbox.

facebook.com/support

Bullying and Harassment Prevention Tools

1. **Page Management History:** To help keep Facebook Groups and Pages secure, we now require some admins of popular and active Groups and Pages to enable two-factor authentication to help protect against account takeovers. This is particularly problematic in cases of malicious account takeovers or "rogue" admins. Learn more on how to access this tool.

2. **Decreasing Phishing:** People can confirm whether an email is from Facebook by checking if it came from facebookmail.com and by reviewing recent emails we've sent in the Security and Login Settings. We will never ask you for your password in an email or Facebook message.

3. **Preventing Bullying and Harassment:** Bullying and harassment are not allowed on Facebook. But since we know we can't prevent or catch everything, we offer tools to help you control your experience. For example, you can choose to ignore all messages from a bully or block them entirely without that person being notified, and you can also moderate comments on your posts.

4. **Controlling Who You Interact With:** We believe you should be able to control who you interact with online. The Facebook Help Center explains how you can control who reaches your inbox or your message requests folder on Messenger. You can also use tools like blocking and reporting to stop unwanted interactions or report an issue in Messenger.

For additional help, visit: **facebook.com/help**

Safety Tips for Page Admins

Ensure Page admins use real accounts

Facebook is based on authentic identities. This promotes greater accountability and respect and a safer experience for everyone. We remove fake and impersonating accounts when we become aware of them. To ensure Page admins don't lose access to their accounts, make sure all admins are using their real Facebook accounts and not fake accounts.

Assign Page roles

There are six different roles for people who help manage Pages. When you create a Page, you automatically become the Page's admin, which means only you can change how the Page looks and publish as the Page. You can then assign roles to other people to help you manage your Page. Each person will log into their own personal account and work on the Page from there. You don't need to share any passwords to have multiple people help manage your Page. It's important for anyone with a role on the Page to set up two-factor authentication and follow the security procedures listed above.

For steps on how to assign roles (if you're an admin), visit: **facebook.com/help**

Depending on their settings, the person may receive a notification or an email when you assign them a role.

Page Management Roles

	ADMIN	EDITOR	MODERATOR	ADVERTISER	ANALYST	JOBS MANAGER
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create Ads, Promotions or Boosted Posts	✓	✓	✓	✓		✓
View Insights	✓	✓	✓	✓	✓	✓
View Page Quality tab	✓	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓	✓
Publish and manage jobs	✓	✓				✓
Turn on job features for a post	✓	✓				✓

Utilize Page moderation and filter tools

While you can't disable comments on your Page's posts, you can hide or delete individual comments. You can also proactively moderate comments and posts by visitors by blocking words and turning on the profanity filter for your Page.

Blocking words

When people include a word you've blocked in a post or comment on your Page, the post will be automatically marked as spam.

For steps on how to block words, visit: **facebook.com/help**

To unmark a post as spam, go to your Page's activity log and click **Spam** in the left column. From the post, click and select **Unmark as Spam**. To unmark a comment as spam, hover over the comment and click Unhide.
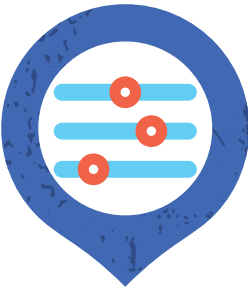
Profanity filter

You can block different degrees of profanity from appearing on your Page. We determine what to block by using the most commonly reported words and phrases marked offensive by the community.

For steps on how to turn on the profanity filter, visit: **facebook.com/help**

Disable Visitor Post

You'll need to be an admin to control what visitors can post on your Page. If you allow visitors to publish on your Page, their posts can appear in the Visitor Posts section on the right side of your Page. If you allow photo and video posts, posts by others can also appear in the Photos and Videos sections of your Page.

For steps on how to allow or disable posts by other people, visit: **facebook.com/help**

Remove and ban people

When you ban someone from your Page, they'll no longer like it. People you ban will still be able to share content from your Page to other places on Facebook, but they'll no longer be able to publish to your Page, like or comment on your Page's posts, message your Page or like your Page. There are several ways to ban a person or another Page from your Page.

For steps on how to remove and ban people, visit: **facebook.com/help**

There may be restrictions on the ability of government or political officials to take these actions. Please consult with your ethics or legal counsel if you have questions.

Safety Tips for Group Admins

Choose the privacy of your group

When you create a group, you can choose to keep it Public or Private depending on who you want to be able to join and see the group. Group admins can also choose to make their group visible or hidden.

Visible: Anyone can find the group in search and other places on Facebook.

Hidden: Only members can find the group in search and other places on Facebook. Keep in mind that public groups can only be visible. To hide a public group, first change the group's privacy from public to private, and then hide the group.

Private: Only members can see who's in the group and what they post.

Public: Anyone can see who's in the group and what they post.

Approve new member requests

If you're a group admin, you can choose to approve who joins your group by turning on membership approval under the Group Settings option. You can sort, filter and bulk accept or decline membership requests. If you have a closed group, you can also set up to 3 questions for people who request to join your group.

Block or remove violating members

An admin can remove or block a member from a group and the content they've created within the group in one step. Removed members will have to request to join the group again if they wish to rejoin. Blocked members won't be able to find the group in search or see any of its content and they can't be added to the group again by members.

Assign roles to help you moderate

If you're a group admin, you can choose to approve who joins your group by turning on membership approval under the Group Settings option.

Clearly state the group's mission and code

Let people know the goal of the group and what is and isn't acceptable behavior. As an admin, you can pin one post to the top of your group. Pinned posts remain at the top until they're removed or unpinned.

Review posts before they appear

Admins can choose to approve posts before they appear in your group. If you opt for this, you'll get notified when there's pending posts for you to approve.

Report violations to Facebook

As a group admin, you'll see a notification in your group when someone reports a post to you. This feature lets group members highlight posts for you to review for any reason (ex: inappropriate or offensive posts).

You can choose to:

➕ Ignore it by removing it from the report queue.

➕ Delete the post.

➕ Delete the post and block the member who created the post.

To report the post to Facebook, find the post in your group's discussion, click on the three dots on the post and then choose Report as Abuse. Keep in mind that reports are anonymous.
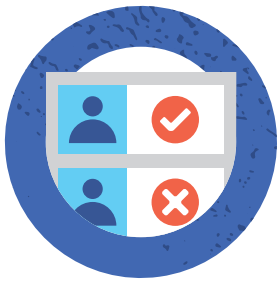
Find out more about Facebook's Community Standards at:

facebook.com/communitystandards

Profile Controls

If you're using your profile to connect with
your constituents, here are some basics.

Manage who can friend and follow you

You can have up to 5000 personal friends and
an unlimited number of followers.

Your friends automatically follow you. You can also let
people who aren't your friends follow you.

For steps on how to change who can add you as a friend or
manage who can follow you, visit: **facebook.com/help**

Comment ranking

If comment ranking is turned on for your Page or profile,
comments with the most likes or replies as well as comments
from friends or verified profiles and Pages will appear at the top
by default. If you've turned off comment ranking for your Page,
your Page will display comments chronologically by default.

For Pages

To turn comment ranking on or off, you'll need to be a Page admin.

For steps on how to turn comment ranking on or off
(if you're an admin), visit: **facebook.com/help**

For Profiles

For steps on how to turn comment ranking on or
off for profiles, visit: **facebook.com/help**

Spam comments

Automatic filters may hide comments that have been detected as spam, including comments containing words that are blocked from a Page.

These comments will appear in gray to people who manage the Page but won't be visible to the public. If you're a Page admin and want to show a comment that's appearing in gray, hover over the comment and click Unhide.

Comments marked as spam will also be moved to the bottom.

Comments on Lives

Once a stream is initiated, the left hand column will display your Live post's comments, giving you the ability to moderate the discussion while also monitoring the live stream. A drop down gives you the option to apply the following settings to more easily manage comments. More than one setting can be applied at a time.

Available chat settings:

➕ **Slow:** Commenters can only comment once every 10 seconds.

➕ **Discussion:** Your chat will only show comments with at least 100 characters in them.

➕ **Follower:** Only your followers can comment.

➕ **Restricted:** Viewers must have accounts that are at least 2 weeks old to comment.

➕ **Protected:** Viewers must follow the streamer for at least 15 minutes before they can comment.

Currently on desktop, if a non-follower attempts to comment on your stream when you've enabled Followers Only, they will be prompted to follow your Page first. If a non-follower attempts to comment on mobile, they will not be prompted to follow your Page and their comment will not be posted publicly.

Unfriending and blocking

For steps on how to unfriend someone, visit: **facebook.com/help**

The person you unfriended won't be notified. If you don't want someone to see your profile, add you as a friend or send you a message, you can block them by going to the person's profile and selecting Block from the ... menu on their cover photo.

> There may be restrictions on the ability of government or political officials to take these actions. Please consult with your ethics or legal counsel if you have questions.

Choose your audience

Whenever you update your status, share photos or post anything on Facebook, you can select who sees what you share by using the "Audience Selector" tool. You can choose to share with everyone, just your friends or even a customized audience. When you create a customized audience, you can selectively share with specific people. Remember, when you post something on another person's profile, that person controls who can view the post.

> You can use the Privacy Checkup to review and adjust your settings to make sure you're sharing with who you want. To be sure you continue sharing with who you want, we recommend regularly checking the audience for your profile information and posts. Your privacy shortcuts also give you quick access to your privacy settings.

fb.me/PrivacyCheckup

Fighting Misinformation

We remove content that violates our **Community Standards**. Feedback from community leaders plays a critical role in reducing the spread of misinformation on our platform. *You can report content that members and followers post in your community that you think violates our Community Standards, or you can remove the posts yourself.*

Quality features give Group admins and Page owners insight into what content has been flagged as misinformation. *Use these features to monitor the false news in your community.*

Groups Quality gives admins an overview of content removed and flagged for Community Standard violations, including a section for false news found in the group.

Pages Quality gives anyone who has a role in the administration of a Page an overview of content removed and flagged for Community Standard violations and more. We reduce the distribution of content that is false or misleading but does not directly violate Community Standards by demoting it in News Feed so less people see it. This includes working with our **global network of fact-checking partners**. For groups that repeatedly share misinformation, we reduce their overall News Feed distribution and filter notifications from the group.

Please report content that members and followers post in your community which you think could be false news. We give people context from fact-checkers when something is rated as false by giving warning labels and notifications to people who see the potentially false content, have seen the content in the past, or try to share the content. Specifically, that means:

Fact-checking articles and warning labels: We add warning labels to posts when people try to share known misinformation. We also notify people via a pop-up when they attempt to share posts that include content that has been debunked or if they have shared content in the past that was later fact-checked as false.

Context Button: Our context button is designed to provide more background and information on the publishers and links that appear in News Feed. The context button appears alongside links shared in News Feed. When clicked, the button opens a card showing more information about the publisher from their Wikipedia entry, related links, information about how many times the link has been shared on Facebook and where it has been shared, if available. If the publisher doesn't have a Wikipedia entry, we will indicate that the information is unavailable, which can also be helpful context.

Other New Tools and Features for Engagement

Messenger Rooms

Messenger Rooms is a new way to engage with followers, staff, and stakeholders through group video calls when you can't be together in person. We built Rooms with privacy in mind and designed controls to let you manage your experience.

Learn more about the controls you have for Rooms.

Live Video

People are turning to Facebook Live as a way to sustain engagement with their followers and stakeholders.

Learn more about how to set up your first Live Video.

Controlling Your Privacy in Messenger Rooms

We built Rooms with privacy in mind and designed controls to let you manage your experience.

Choose who to invite

When you create a room, you control the settings for who can join. You can create a room for just you and a few friends, or invite a broader group of people who share your interests. You can also leave your room open for anyone with the link to join, even if they don't have a Facebook account.
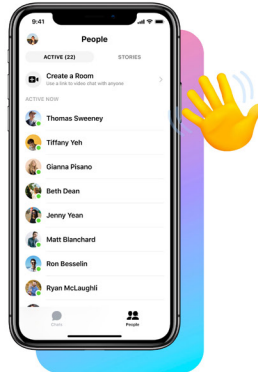
Review your options

You can make your room visible to Facebook friends, invite contacts through Messenger, or share a link privately with a select group of people. It's important to know that if a room is unlocked, anyone with the link can join and share the link with others.
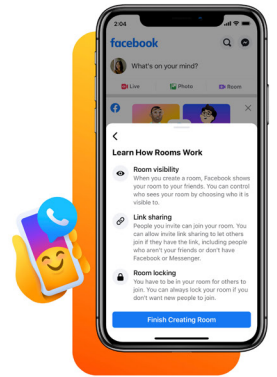
Controls for your call

Once your call begins, you have safety and privacy controls to remove any unwanted guests or lock the room so no one else can join, with the exception of Group admins who can join locked rooms created in a Group. Rooms will lock automatically if the room creator leaves or removes a guest, though this doesn't apply to rooms created in Groups. Ending the room removes all guests and disables the link.
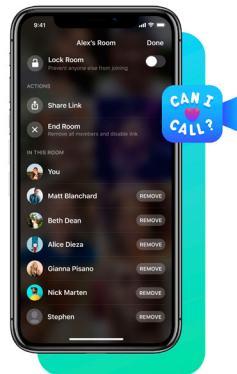
Blocking and reporting

If at any point you feel unsafe, you can leave a room. You can also block people on Facebook or Messenger, so when they're logged in, they won't be able to join a room you're in and you won't be able to join theirs. You can report a room name or provide feedback, but it's important to know that these reports won't include audio or video from the room, since we don't watch or listen to your audio or video calls.
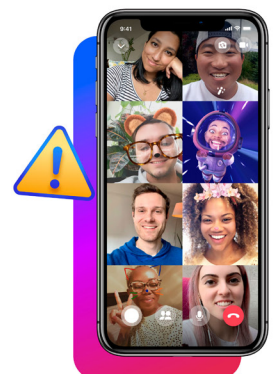
Account Security:
The First Line of Defense

Set strong passwords

1. Passwords help to protect your private information and your email or social media accounts. Don't share your passwords with other people.

2. Use passwords that are hard to guess. Make sure your password is at least 8 characters long and uses a combination of numbers, letters and special characters like punctuation marks.

3. Avoid passwords like your name, your date of birth, "password" or "123456". Use a different password for each of your accounts. That way, if someone learns your password that person does not have access to every account you have.

Take a moment and use **Security Checkup** to review and add more security to your account.

Get alerts about unrecognized logins

When you enable alerts about unrecognized logins, Facebook will send you a notification if someone tries logging into your account from a device or browser that you haven't used before.

fb.me/LoginNotifications

Activate two-factor authentication

When you turn on login approvals, you'll be asked to enter a special security code each time you try to access your Facebook account from a new computer, phone or browser.

If you are using the latest version of Chrome or Opera, you can also register a physical security key to your account so that the next time you log in after enabling two-factor authentication, you'll simply tap a small hardware device that goes in the USB drive of your computer. Security keys can be purchased through companies like Yubico, and the keys support the open Universal 2nd Factor (U2F) standard hosted by the FIDO Alliance.

fidoalliance.org　　**fb.me/2fa**

Log out of unused devices

The "Where You're Logged In" section of your "Security Settings" shows you a list of browsers and devices that have been used to log in to your account recently. To confirm that you have logged out of the browsers or devices listed, click on "End Activity."

fb.me/ActiveSessions

Take a moment and use **Security Checkup** to review and add more security to your account.

Security Checkup will help you:

➕ Log out of Facebook from unused browsers and apps.

➕ Get Login Alerts that notify you if someone tries logging into your account from a new computer or phone.

➕ Learn how to protect your password.

To learn more, visit:

fb.me/SecurityCheckup

If you believe your account has been compromised by another person or a virus, please visit fb.com/hacked to secure your account.

To learn more about how
to leverage Facebook to
organize, mobilize and
campaign, please visit:

facebook.com/gpa

FACEBOOK

facebook.com/safety
facebook.com/gpa
politics.fb.com

ev equal voice

equalvoice.ca