

## Facebook group guidance

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### Overview

#### What is a Facebook group?

1. A **Facebook group** is a place for users to share common interests and express opinions. They let people come together around a common cause, issue or activity to organise, express objectives, discuss issues, post photos and share related content.

#### Current situation

1. There are currently hundreds of Facebook groups representing the University in way or another. This leaves us open to risks surrounding the brand and the data of University stakeholders such as staff, students and alumni.
2. There is currently no guidance or best practice being shared to social media practitioners or members of staff, resulting in a wide range of groups, including large groups with frequent users to small groups with little to no activity.

#### What is the guidance's purpose?

1. To help staff members in the creation and management of Facebook groups, adhering to the brand and privacy guidelines of the University.

#### Who is the guidance targeted at?

1. Staff who want to or have already set up a Facebook group for the purpose of University business.

#### When would the guidance be applied?

1. Immediately to current group owners/admins
2. When staff are at the point of setting up a Facebook group

#### Types of University groups

1. Recruitment and conversion
2. Student life/community engagement
3. Study groups
4. Alumni engagement
5. Miscellaneous

#### Official accounts

Official University Facebook groups must meet the criteria labelled in this guidance document, and have a University staff member as an admin. If a group does not meet all of the brand criteria or does not have a staff admin then it cannot represent the University officially and must make this clear in its description.

## Official group criteria

### Branding

In order to be labelled as an official University group, Facebook groups should abide by the following criteria.

1. All University groups should be closed, protecting the data and content of all members and requiring admin approval of all new members.
2. Cover photo should be an image relevant to the group's purpose.
3. All groups should fit the following naming convention
  - a. Students at Manchester – The University of Manchester
  - b. North American Alumni – The University of Manchester
  - c. Biological Sciences offer holder 18/19 – The University of Manchester

### Description

All official groups should feature in the description the following:

1. Disclaimer : “This is an official group from The University of Manchester; by joining this group you are agreeing to receiving content relevant to [the group's purpose]. If you no longer want to receive such information please unjoin the group or let an admin member know you would like to leave the group. The University is not responsible for content created within group conversations or 'group chats' created by members through the Messenger platform.”
2. Purpose (what the group is intended for)
3. University contact (for example, staff administrator)
4. Staff admin member's availability (for example, week-days 9am-5pm)
5. Rules of conduct.
  - a. Using the rules suggested by Facebook is recommended but you may wish to [add your own](#). Always link to the University's [staff](#) or [student](#) social media guidance in the group biography.

### Group administration

1. Groups should be set up by a member of University staff, who would remain as the lead administrator
2. When staff member leaves University the group will require a replacement admin member. This should be before staff member leaves University – enabling a handover.
3. Students should not be sole admins of a group
4. University page represented at the Social Media Leadership Team should also be an admin member.
5. For security reasons, all official groups should include representation from the University's central social media team. Please grant the account [socialmedia@manchester.ac.uk](mailto:socialmedia@manchester.ac.uk) Admin status to your group. See [Facebook's guidance](#) for full instructions on how to do this. If you're unable to add the account, please contact the team directly on x58157.

### Content

To be an official University group, you are required to adhere to the following content requirements:

1. Regular content (admins are expected to post content at least once every two weeks)
2. Relevant content (content posted by admins should reflect the purpose of the group, providing value to the audience)

3. Varied content types (content from admins should feature various different formats including video, photography, blogs, discussion posts, Q+As etc)

## Enquiries

To be an official University group, you are required to adhere to the following requirements:

1. All enquiries should be replied to within 24 hours.
2. Enquires should be dealt with a professional and informative manner
3. If enquiry needs to be escalated, staff admin should inform [socialmedia@manchester.ac.uk](mailto:socialmedia@manchester.ac.uk) or a local Social Media Leadership Team representative

## Review

1. Groups should be reviewed every six months
2. Groups should be reviewed by a representative of SMLT, either by a member or delegated to another social media practitioner.
3. They will be reviewed against the standards presented in this guidance:
  - a. Frequency of engagement
  - b. Brand guidelines
  - c. Data risks
  - d. Purpose
  - e. The group no long serves its original purpose

## Best practice

The [BNursing at The University of Manchester: 2017-2020](#) Facebook group is seen as best practice and could be signposted to group admins.

For more information about groups, Facebook has collected some useful [tips from experienced group admins](#).