

# Securing Your Social Media Pages

## Do You Know What's Out There in YOUR Name?

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### Think You Have the Only Page for Your School? Think You Don't Have Any Social Media Pages? Think Again.

Facebook have “check-in” pages for every site where a parent or student has created a post with a “location.” This is done by Facebook creating accounts based on people’s phone geo-locators, people typing in an address and creating a place, or by Google locations for your schools (it’s not just Facebook - Google+ has sites, too). Even if you have a page, if you don’t “Claim” another other pages that already exist or that pop up, people can still post to a page that looks like it’s your school.

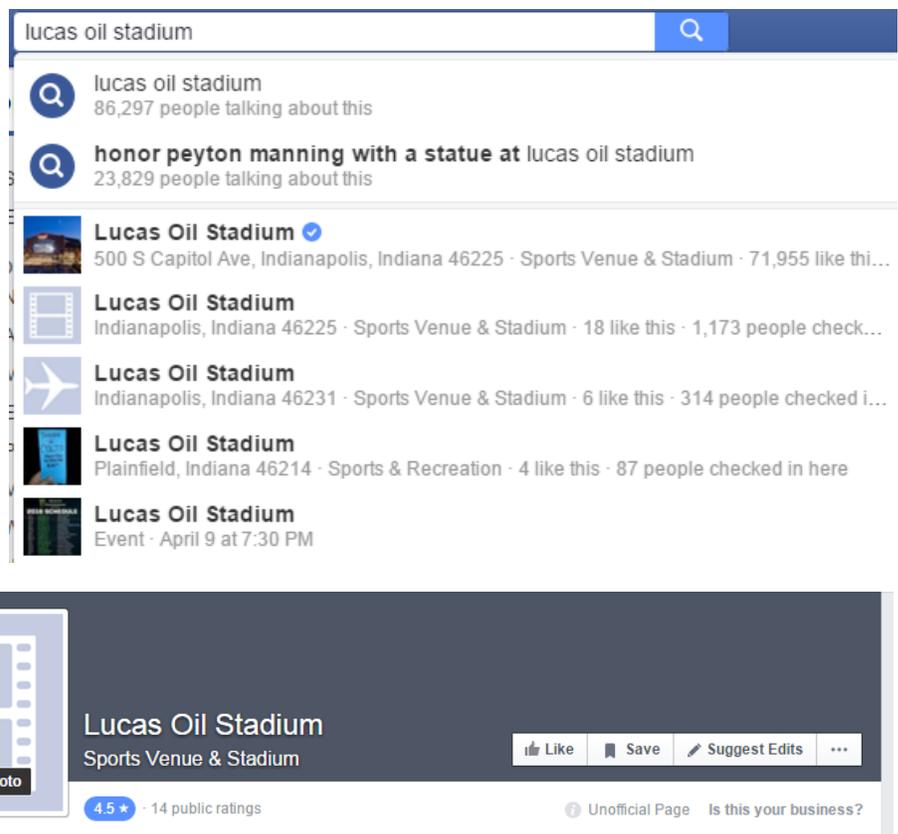
To “Claim” a page, you’ll need to go to the page and click on “Is this your business?” and follow the steps to get the sites merged. Then you’ll always see what people are posting about your site.

### Where Should You Start?

Start by searching for your school online (or enlist a tech-savvy parent or student) - on Google, on Facebook, and any other social media you wish to tackle. Search school names, athletic team names, or common nicknames.

You may also want to go to school, get on your phone and turn on the “location” settings, then go to social media and see what sites pop up in your location.

Also ask your stakeholders about social media and what sites they use. If you want to create one main page, consider what will garner the audience you want (Facebook has more parent users, but Twitter and students can be found on Twitter and Instagram among others).



# Getting a Verified Badge for Your Facebook Page

A Verification Badge (blue check mark on Facebook and Twitter) shows that you are the official page for your entity.

## Verification On Facebook

Facebook: <https://www.facebook.com/help/100168986860974>

Some Pages for local businesses and other organizations may be eligible for a gray verification badge. If you're an administrator and your Page is eligible, you'll see this option in your Page's Settings. To verify your Page, you can use your business' publicly listed phone number or a business document (ex: utility bill).

To verify your Page:

Click Settings at the top of your Page

From General, click Page Verification

Click Verify this Page, then click Get Started

Enter a publicly listed phone number for your business, your country and language

Click Call Me Now to allow Facebook to call you with a verification code

Enter the 4-digit verification code and click Continue

If you prefer to verify your Page with a business document, follow the steps above and click Verify this Page with documents instead at the bottom left of the window that appears, then upload a picture of an official document showing your business' name and address.

After Facebook receives your verification code or business document, they'll review your info to confirm that it matches public records and send you a notification or email about your verification status within a few days. Keep in mind that you're not required to verify your Page.

The screenshot shows the Facebook page for Moorsville Schools, a Public School. The page features a verified badge (blue checkmark) next to the name. The cover photo shows children playing on a playground. The page statistics on the right indicate 5,134 Post Reach, 760 Post Engagement, 1 Watch Video, 0 Website Clicks, 1 of 1 Response Rate, 2 hours Response Time, and 0 Check-ins. The page also shows a 100% response rate and 2-hour response time. A post from Susan Haynes is visible, announcing the 2016-17 School year enrollment application period. The page also includes a 'Promote Local Business' button and a map showing the location in Moorsville, North Carolina, between Morgan County and Johnson County.

# Getting a Verified Badge for Your Twitter Page

## Verification on Twitter

Twitter: email gov@twitter.com with your Twitter account name, school name, address & tel; your own name and email; your school website (and be sure that your website shows a link to your Twitter account!). The

On Twitter, verified account holders have access to the following extra features:

Verified account holders have access to filters in the Notifications page that let them display their Notifications via one of three options: All (default), Mentions and Verified.

Visitors to verified account profile pages can select between two timeline options: No replies or All. No replies, which is the default setting, displays Tweets that are not direct @ replies to fans or followers. All displays every Tweet, including @ replies.

Verified account holders have access to account analytics, including data and characteristics about Tweet engagement and followers.

Verified account holders can elect to opt out of Group Direct Messages via the Security and Privacy settings page on Twitter.com.



TWEETS 1,540 FOLLOWING 250 FOLLOWERS 1,547 LIKES 557

Edit profile

### Mooreville Schools

@MrsVPioneers

Official feed for Mooreville Consolidated School Corp., Mooreville, Indiana

Mooreville, IN 46158  
moorevilleschools.org  
Joined July 2013

576 Photos and videos



Tweets Tweets & replies Photos & videos



Mooreville Schools @MrsVPioneers · 9h

Students created working robots in Northwood 5th grade's Project Lead the Way unit - great job!



2 5

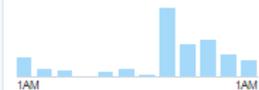


Mooreville Schools @MrsVPioneers · 9h

We have amazing artists! Read about Symphony in Color honorees Discal, Sophia & Tegan in tomorrow's Pioneer Blast!

### Your Tweet activity

Your Tweets earned 1,185 impressions over the last 24 hours



View your top Tweets

### Who to follow

- Tosha Daugherty @ToshaTD Follow
- Visit Indy @VisitIndy Follow
- Carrie Cline @CarrieWTHR Follow

Find friends

## What do you gain by claiming a page?

The obvious gain is being in charge of an online presence that will be found by your stakeholders. With Facebook, by claiming a page you also have the opportunity to:

- Receive email or text notifications when people like, comment or post to your page (Facebook & Twitter)
- Receive private messages to your page (Facebook & Twitter)
- See the page analytics (number of people viewing the page, their demographics, etc.) (Facebook & verified Twitter accounts)
- Set a profanity filter so any posts with profanity will not show
- Set page moderation to block certain words (bomb, kill, etc.)
- Set whether people can tag (identify) people in your photos (Facebook & Twitter)
- Block certain people from posting to your page (Facebook & Twitter)

Many additional features are available as well.

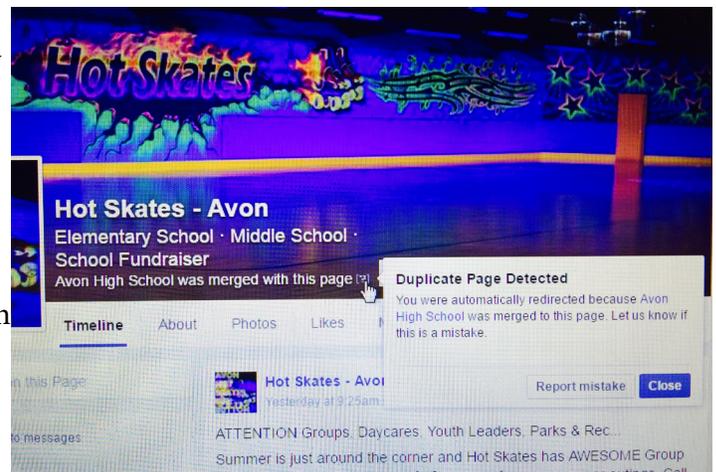
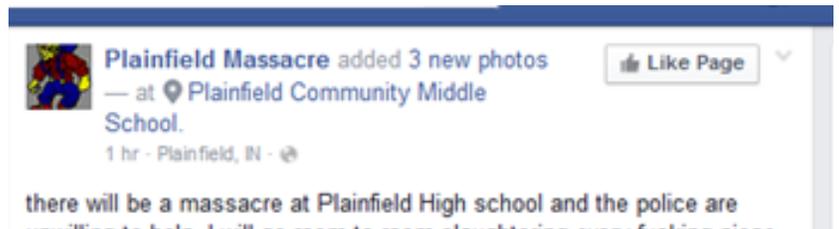
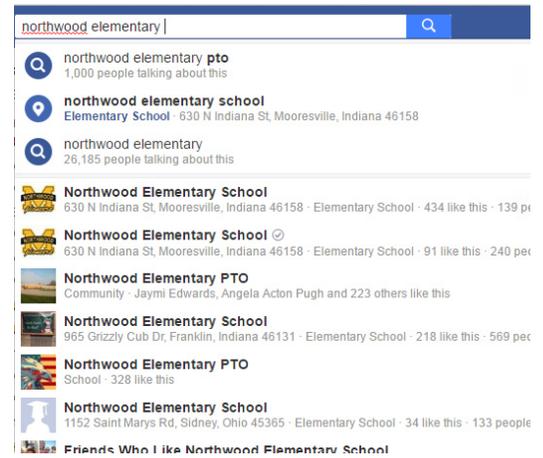
## What could happen if you don't claim your page?

If there is a page representing one of your school properties, people will see it whenever they search for your site or whenever they geo-locate to "check in" to the site.

Even if you already have a page, if you don't "Claim" any other pages that exist or that pop up, people can still post to a page that looks like it's your school. People can create a page that looks like yours intentionally, but this is often done unintentionally - someone can geo-locate from a back parking lot or playground and suddenly it appears as though it's a separate site.

If you don't claim the site or don't know about its existence, people who go looking for your site or who check in at your site will see the other people who've checked in or commented at your site. While most times those would be fun photos of positive events that occurred at your site, there can also be negative posts or comments that people will see when they look for you online. Members of the media also monitor various social media accounts to look for story leads and information.

Also, if you don't "Claim" your site, someone else might. Again, it might be intentional or it might be unintentional. Unclaimed sites ask users for information about the site ("Want to add a phone number?") as well as information about the site's purpose. If the information makes the unclaimed site seem like something else, Facebook may automatically make a decision to merge the similar items.



*Note: All of the unclaimed pages above have been claimed.*

## What do I do when something goes wrong?

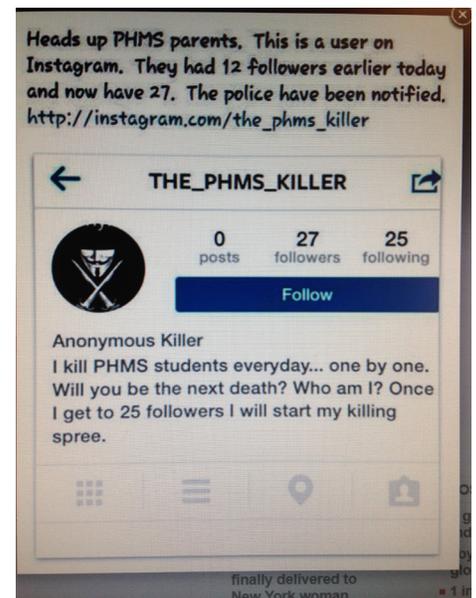
Despite your best efforts, you can still have rogue pages created, bad reviews that take information out of context, or worse, someone begins threatening behaviors behind the “disguise” of social media.

**All issues** - the first place to go is the “help” page on the social media site. While there are sites out there that list a “telephone number for Facebook” or other ways of contact, those are mainly third-party sites which would like to earn your business by working on a problem through the same channels you would use. The “help” pages will get you to the type of issues and the proper reporting areas for each.

**Bad reviews & inaccurate information** - while these are not what you'd like the public to see what you search for your school, the first amendment rules apply here. If someone posts that they don't like your school or gives you one star out of five, you do not have recourse through social media unless there is an issue such as profanity, hate speech, or obscenity. If any of those exist, you can click on the post to report it. The more people report it, often the sooner the issue will be reviewed. If none of this exists, your options are to ignore it or to respond to it (providing accurate information or encouraging the poster to contact the school directly). Remember that reviews are just that - if your stakeholders are happy with your school then encourage them to write reviews as well.

**Threats, cyberbullying, explicit content** - one of the first things to do is to get screenshots of the content. The user may move or delete files and you will need information on the post. If the information is posted on your site, you have options to “hide” the posts without deleting them. You may also wish to limit the access other page administrators have while there is an investigation to limit the number of people exposed to the content. Contact law enforcement right away and provide as much information as possible. They can contact the social media sites through legal channels to gain information and police requests, especially those requiring a warrant or subpoena, get the highest priority. You should also report the site, post or poster - the more the social media channel sees evidence of an issue the sooner resources will work toward resolving the issue.

**Impersonation** - if you see a page that is impersonating you or your school, you can report the site. Proof that you are the legitimate owner of the page is easier if you already have a verified page for the school. Without an existing verified page, business documents such as logo trademarks are helpful in getting an impersonator page deleted.



## Should I do more monitoring?

This is a newer area for schools and businesses - many paid sites exist to monitor your name in social media as well as follow posts by students (Social Sentinel, IceRocket, Carma, and more). It's a district decision that can be controversial but can also prevent issues.

There are some free ways to keep on on your cyber profile. Google Alerts provides daily notifications on your keyword searches in media, blog posts, etc. but not through social media. SocialMention will provide a realtime search of mentions about your keywords on social media, but their “alert” program has been offline for weeks and no word on if/when it will reappear.

Remember you are looking for “monitoring” services - there are many “analytics” services (HootSuite, Tweetdeck, etc.) but these just give you data on your official pages, not the cyber world.

# More Tips to Keep Your Pages Strong

## Check Your Security Settings

Facebook includes settings for profanity, page moderation (blocking certain words), visitor posts, ability to tag people in photos, and more.

Twitter includes verification to change passwords, photo tagging restrictions, and blocking of certain accounts.

## Keep a Few Trusted Administrators

One person cannot watch the page posts all of the time. Make sure there is a point person and a backup person. Facebook allows multiple administrators with different levels of security. Twitter only allows one, but multiple people can have the login email & password. In an emergency, a secondary person may need to get the messages posted.

## Check Your Notification Settings

You may not want to know every time someone “likes” a page but you may want to get a notification whenever someone comments or writes a review.

## Have a Social Media Policy

Be sure there is a policy in place and visible for students and staff members.

## Post Your Policy (or a link to it) on Your Page

Be clear about the Rules of Engagement - most people will post positive comments to cheer on the students, but make it clear that hate speech, personal attacks, and other such comments will be deleted and users will be banned.

## Link Your Official Pages to Your Website

Don't make people have to search for you and possibly end up on the wrong page.

## Use Strong Passwords

It's simple and it's cliché - but “password” and “1234” are not going to help you keep a strong page. If the password is something a high school student who would LOVE to announce a snow day on your official page can figure out, then you need to change it!

## Test It!

Ask a trusted college student or tech-savvy adult to see if they can get something posted on your page while you are watching. Be sure they are using an innocuous post like “Let's Go Team!” instead of “Snow Day Tomorrow!”

## What About Other Social Media?

It is important to consider there are other social media pages out there, but if your time is limited, consider putting it where the most users will see your posts:

### *Most Popular Social Networking Sites | March 2016*

Here are the Most Popular Social Networking Sites as derived from eBizMBA Rank (average of each website's Alexa Global Traffic Rank, and U.S. Traffic Rank from Compete and Quantcast)

- 1 | Facebook | 1,100,000,000 - Estimated Unique Monthly Visitors
- 2 | Twitter | 310,000,000 - Estimated Unique Monthly Visitors
- 3 | LinkedIn | 255,000,000 - Estimated Unique Monthly Visitors
- 4 | Pinterest | 250,000,000 - Estimated Unique Monthly Visitors
- 5 | Google Plus+ | 120,000,000 - Estimated Unique Monthly Visitors
- 6 | Tumblr | 110,000,000 - Estimated Unique Monthly Visitors
- 7 | Instagram | 100,000,000 - Estimated Unique Monthly Visitors