Facebook Page Checklist

Below are some suggestions to help guide you through the process of creating a Facebook page for your agency. There is also a companion fact sheet as well as a step-by-step tutorial available in the Resources section of the IACP Center for Social Media (www.iacpsocialmedia.org).

- Choose a category for your agency
- Enter the name of your agency
- Set a strong password
- Upload a profile image (such as a badge or patch)
- Create a vanity URL, for example www.facebook.com/TheIACPPage (you must have 25 followers to do so)

**Enter Information about your agency:**

- Link to your Web site
- Contact information
- Mission statement
- An agency overview

**Consider including:**

- A statement that this is the official page of your agency
- A disclaimer about not using Facebook to report ongoing emergencies
- A disclaimer mentioning how frequently you will monitor the page
- Your comment policy
- How and what you will use the Facebook page for
- Put the link to your Facebook page, or a linked Facebook badge, on your agency’s Web site

**Manage Permissions for your page**

- Choose whether users can post content, photos, and/or videos on your wall
- Block profanity

You may contact IACP Center for Social Media staff for additional assistance. See contact information below.