



UNITED NATIONS
ASSOCIATION OF PAKISTAN

Chapter Facebook Page Guidelines

Overview

All UNAP Chapters and Divisions should have a public Facebook Page. A Page gives your Chapter a voice and presence on Facebook. Posting to your Page creates an opportunity for new people to discover your Chapter and can serve as a hub for connecting your community and the larger UNAP network. People who like your Page may see your posts in News Feed when they visit Facebook. People can also like your posts, add comments, and share them with their friends.

Please note: Facebook *Pages* are different than Facebook *Groups*. Facebook Groups are the place for small group communication in a public or private forum. Facebook Pages serve as your Chapter's authentic and public presence. You, and every person on Facebook, can connect with Facebook Pages by liking the organization's Page and then receive their updates in your News Feed and interact with them. Some chapters may choose to create a Facebook page (for external-facing communications) *and* a Facebook Group (for internal member or board communications). A Facebook Page is critical for your Chapter to reach new audiences, engage current followers, and attract new members.

Building a Page

To learn more about Facebook Pages and for instructions on how to create one for your Chapter, please visit: <https://nonprofits.fb.com/topic/create-a-page/>. When building your Page, please select the following categories: "company, organization, or institution," and "nonprofit organization."

Page Management

Please ensure your Facebook is easily transferable to future Chapter leaders. To do this, please take the following steps:

1) Associate your Page with your Chapter's email account, not a personal account. The username and password for the Chapter email account should be shared with two or more members of your Chapter's board members.

2) Designate more than one Chapter leader as an Admin. Please visit the following link for steps to designate leaders as Admins in Facebook: <https://www.facebook.com/help/323502271070625/> Once your page is created, please visit the "Settings" tab and review options. UNAP recommends opting in for more conservative settings, including reviewing posts before they are publicly posted to your Page and high profanity filters.



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Ideally, the Facebook Page should be monitored daily and updated regularly with new posts. At the very least, new content should be monitored and added to the Page once per week. If you are in need of content, you can always consider sharing a post from the UNAP National Facebook Page:

<https://www.facebook.com/UNAUSA/>. Click here for instructions on how to share a Facebook post:

<https://www.facebook.com/help/163779957017799/>





**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Naming conventions

- - Community Chapters: Please name your Chapter's Facebook Page in the following way: "UNAP[Location] Chapter" o E.g. UNAPBoulder Chapter; UNAP Southern Division
-
- - College Chapters: Please name your Chapter's Facebook page in the following way: "UNAP at [official college name]" E.g. UNAP at Habib University; UNAP at Iqra University

- Usernames: A username is your Page's "handle," which begins with an @ symbol. Please use this template to create your username: @UNAP[Chapter Location]

[Click here for instructions on how to change the name of your Chapter's Facebook Page.](#)

Facebook Profile and Cover Photos

Please add a profile picture and cover photo to your Page. Visit UNAP's national Facebook Page for images to use or for inspiration. Please ensure the images you use are appropriate, on-brand, and of a high quality so they do not appear grainy. If you are sharing a photo that does not belong to you or UNAP, please be sure to add credit on the lower corner of the image and/or ask permission of the photo's owner.

Requirements for the "About" section

The "About" section of your Facebook Page should include information about UNAP's mission, membership and advocacy. Your Page's rules of conduct should also be included in this section. Posting these rules helps to proactively encourage a healthier online forum. Additionally, it protects your Chapter when a decision is made to remove or hide inappropriate content that violates the rules. Please use the templated language below for your page's "About" section so that all UNAP Chapter Pages are consistent

Mission

This is the Official United Nations Association of Pakistan (UNAP) [Location] Chapter Facebook page. [Chapter Name] is part of the UNAP network, with 180 chapters and more than [redacted] members across Pakistan. UNAP is a grassroots movement dedicated to inform, inspire, and mobilize the Pakistani people to support the ideals and vital work of the United Nations. For more than [redacted] years, UNAP and its supporters have stood at the forefront of building Pakistani support for the UN. Together with its sister organization, the Better World Campaign, UNAP represents the largest network of advocates and supporters of the UN in the world. UNAP is a nonpartisan organization.

- Links to your Chapter's other digital platforms (e.g. website, Twitter, Instagram)



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Engage with the UNAP Network

- Follow other Chapters and UNAP national. The list is here:

<http://www.unausa.org/membership/directory>

- Use Facebook's embedded feature to "invite" your friends to like and follow your page.

- Here is a recommended list of people and organizations to like:

- o The Representative for your District/Province in legislative assembly
- o The Senators for your Province
- o Your local and national news outlets (print, radio, and television news publications)
- o United Nations programs and agencies
- o The UNAP national Facebook Page
- o Local non-governmental organizations

- Private companies headquartered in your state or area

Tone

- Your Chapter's Page is a representation of UNAP, so please keep in mind that you should act as a brand ambassador when posting content. Remember: Nothing on social media can ever be fully guaranteed as "private," so don't post something that you wouldn't want the world to see.

- **Please remember that UNAP is nonpartisan.** Therefore, the content posted to your Chapter's Facebook page should be nonpartisan. Try to achieve a tone that is friendly and engaging.

- Your Page is your Chapter's public-facing presence on Facebook. So, everything posted or shared should be relevant for a public audience. Do not use your Facebook Page for internal communications (such as sharing word documents, meeting notes, etc.). Instead, consider creating a private Facebook Group for your internal communications. Learn how here:

https://www.facebook.com/help/167970719931213?helpref=about_content

Tackling Common Issues

- **Trolls or inappropriate/offensive content.**



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Remember, constructive discourse on your Facebook Page is a good thing. It's okay if someone posts a comment that you or UNAP disagree with in a way that does not violate your Page's posted rules of conduct. In fact, you could use it as an opportunity to engage with that individual in a polite and constructive way.

However, when a Facebook post or comment violates your Page's rules of conduct, you are encouraged to "hide" the comment. When you hide a comment from a post on your Page, the comment will only be visible to the person who wrote it and their friends. That way, it is unlikely that the individual will even realize their post has been hidden. To hide a comment, hover over the comment, click the grey dropdown arrow symbol at the top-right corner of the post (), and click and select "Hide comment." Remember, you are safe to do this so long as you have posted your Page's rules of conduct as stated above.

If you are unsure how or whether to respond to a confrontational or inappropriate Facebook interaction, consult with other leaders on your Chapter's board.

- **Old or rogue Facebook pages.** If you discover an old or incorrect Facebook Page representing your Chapter, please try first to report it via Facebook. Visit here to file a complaint with Facebook: <http://bit.ly/1nBhmkW> (This link tells you how to report offensive language, spam, inappropriate content, old pages and more).

Additional

- Try to post to your Page regularly, but don't be overly repetitive by posting the same content over and over again. As noted earlier, ideally, your Facebook Page should be monitored and updated daily with new posts. At the least, new content should be monitored and added to the Page once per week. You want to be sure to check regularly for inappropriate engagements. If you are in need of content, you can always consider sharing a post from the UNAP National Facebook Page:

<https://www.facebook.com/una.org.pk/>. Click here for instructions on how to share a Facebook post:
<https://www.facebook.com/help/163779957017799/>

For more resources on content that fares well on Facebook and best practices, visit here:
<https://moz.com/beginners-guide-to-social-media/facebook> Remember:

Facebook's algorithm changes almost every day, so you should constantly be on the lookout for fresh resources with best practices and tips and tricks.



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

- Be cautious when scheduling content to post in advance, as the news cycle can change rapidly and make content seem insensitive.
- Add a “sign-up button” to your Page: Go to your cover photo, and you’ll see the option to add a button that links to your website.
- Boosting posts: Do you have a post that you want to promote more than normal? Then consider boosting a post. Boosting a post allows you to ensure a much larger audience of your choice sees the post in their news feed. Boosting a post sends that post from your Page’s wall to other people who may be interested in it, based on your targeting. Boosting is very simple to do, and a little bit of money goes a long way. In short, you upload a capped amount of funds (50, for example), the length of time for the boost, and your targets. Then, Facebook approves your request or asks for revisions. Again, boosting a post is simple and cost-effective, so we encourage chapters to focus on boosting posts instead of creating ads. Visit here for more information:
<https://www.facebook.com/business/help/547448218658012>
- Turn off Facebook Reviews: Facebook Reviews are optional, and you don’t need them. Go to [Facebook.com/help](https://www.facebook.com/help) and search “turn off reviews for my page.”

Resources

- Most Facebook questions can be answered at [Facebook.com/Help](https://www.facebook.com/Help)