

A GUIDE FOR GOVERNMENTS

Communicating during a Crisis

FACEBOOK

Inform, support and empower

EXTRAORDINARY TIMES REQUIRE EXTRAORDINARY COMMUNICATIONS

One of the most important functions of any government is to ensure that people are informed. Crisis situations, such as the global health crisis related to the coronavirus (COVID-19) pandemic, further emphasize this need. Swift, clear and direct communication is paramount to fulfil this task.

Social media enables government institutions and public authorities to reach a wide audience quickly and effectively, expand public services, provide real-time information and consult people on how to best address their needs.

Providing people with the necessary information to help keep them safe and to strengthen social cohesion is often a critical success factor in overcoming a crisis.

We've prepared some useful best practices and creative considerations to help politics and government keep people informed during a crisis using Facebook's apps and services.

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COMMUNICATION IN TIMES OF CRISIS

10 Recommendations

01

MAKE IT SIMPLE AND TIMELY

During a crisis it is helpful to provide people with accurate and reliable information. Crises are often highly complex. Communicating too much information at once can easily lead to confusion, and important messages can be lost.

In order to ensure that reliable information is quickly accessible to everyone, it is helpful when segmented and put into context.

03

PRESENT FACTS

Presenting facts, figures and current findings can help counteract the emergence of myths at an early stage or to refute those that are already widespread. In addition to the complex nature of crisis situations, their dynamics also can pose a challenge. The facts behind a situation may change often and rapidly. This means there may be times when facts are not fully clear, but this is also something valuable to communicate.

Laying out what facts are facts and what is still unknown can be a powerful way of providing clarity and preventing misinformation.

02

BE CONSISTENT AND REPETITIVE

Linguistic and visual consistency can provide a recognition effect. This can help people to quickly identify relevant information. In addition, regular communication can contribute to making it a habit for people to look for up-to-date information at certain times.

Don't be afraid to repeat what is already known. In a crisis situation, repetition can help to reassure people.

04

PROVIDE BARRIER-FREE ACCESS

Especially in the event of a crisis, it's often beneficial to respond to the needs of individual groups within our societies.

This could also be reflected in communication, so that information is accessible to everyone. Different languages must be taken into account, as well as possible physical limitations. Measures such as multilingual posts, captions for videos and consideration of contrasting colors in images can make all the difference.

05

CREATE A SAFE SPACE

In any community – whether online or offline – the certainty of being in a safe space has the ability to provide a meaningful culture of discussion. Page admins can play a key role in creating a safe, supportive and respectful environment.

Facebook's apps and services offer a comprehensive set of tools to help limit inappropriate behaviour. In addition, it's advisable to actively participate in the discussions in the comments by answering questions, encouraging advocates and moderating inappropriate behaviour.

07

ENABLE ONE-TO-ONE COMMUNICATION

In crisis situations, people have many questions and value one-to-one communication. In order to relieve hotlines and to meet people halfway, it may be beneficial to create instant messaging channels on the services they use every day. Depending on the volume, answering questions and comments can be very time-consuming, or simply unmanageable.

This is where the various functions of messaging services can help, for example, to answer recurring questions automatically.

06

LISTEN AND LEARN

Listening can be just as important as sharing information. It enables you to identify relevant developments in time and react accordingly. In addition to media coverage, reactions to public contributions in social media can be a significant indicator of current developments.

Social listening tools allow for general monitoring of a crisis by surfacing posts with relevant keywords and hashtags.

08

EMPOWER PEOPLE

The fact that people come closer together emotionally in times of crisis can be an opportunity to activate the online community. In these times, social challenges and community actions can be used to spread important messages virally through social media.

A framework for these actions can be found with a common hashtag. Hashtags, such as #stayhome, or special frames for profile pictures empower people to express solidarity. The sense of community that is created strengthens the overall social cohesion.

09

ENGAGE CELEBRITIES AND INFLUENCERS

Actors, celebrities, athletes and online creators not only reach many people with their own social media channels, they are often role models and contribute significantly to how their followers form their individual opinions. They can also help reach people who otherwise would not usually engage with governments and institutions. This is particularly true in times of crisis when they can help to spread and emphasize messages. For a successful partnership, the framework conditions should be clearly defined – from the message, to the hashtag, to the design and visual appearance.

10

EQUIP YOUR OFFICIALS

During a crisis, it's not only people who need to be informed. Every government employee and every member of parliament can also serve as an ambassador for your message. Providing them with publicly available and shareable information and materials in a timely manner can open additional channels of communication with people, as well as strengthen the general impression of consistency.

COMMUNICATION IN TIMES OF CRISIS

Content Publishing Guide

FORMATS, USE CASES AND SPECIFICATIONS

During a crisis, there are a number of recurring themes, from public announcements to statistics, daily press conferences, motivational community actions and many more. The appropriate posting format should be determined in accordance with both the objective and the content. Having a clear understanding of the capabilities and specifications of each format can play a role in how the communication will reach people.

IMAGES

Images are an excellent and easy-to-use visual tool to attract attention and convey simple messages.

Since the delivery is optimized for engagement, they usually lead to more interaction (image clicks, likes, shares) than a text-only post.

BEST PRACTICES

GO FULL SCREEN

Use 1:1 or ideally 4:5 aspect ratios to get maximum attention on mobile and desktop.

ILLUSTRATE YOUR MESSAGE

The message in the image should be short and concise. Symbols, icons and illustrations can help make messages easier to understand.

STAY TOP OF MIND

A recurring visual brand is generally effective in helping to distinguish official announcements from less credible sources.

ONE FOR ALL

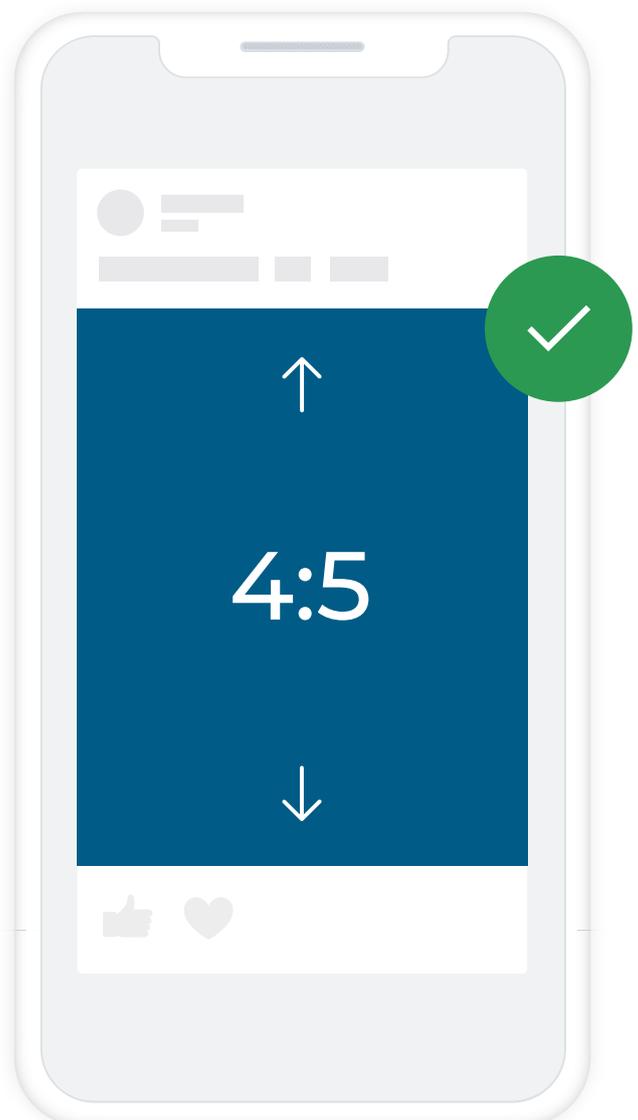
Make sure your font size is large enough for all of your viewers to read comfortably. Think about different languages and customise 'alt text' for people with impaired vision.

STAY HUMAN

Using capital letters for the entire post does not increase engagement. Feel free to capitalise some words or phrases, but not the entire post.

HASHTAGS & GEOTAGS

Common hashtags, as well as geotags, help with the image context and enhance discoverability.



USE CASES



ANNOUNCEMENTS

Image posts can be used to communicate brief updates and announcements. To achieve the maximum impact, key information (such as a central website or hotline) should be placed concisely on the image.



FACTS & FIGURES

Data points are an excellent way to inform people and at the same time increase reach, as they are readily shared. The design should be focused on the data. Avoid using multiple design elements. Five posts with one data point each are often more impactful than one infographic with five data points.



FACT CHECK

Since misinformation can lead to imminent physical harm, make sure that your fact-checking information is seen by your community. Therefore, this type of information should be visually different from your other content. This can be achieved by using a different colour scheme.

Rather than a direct comparison of true and false in the image, use the image to convey the fact and consider making this comparison in the text box instead.



EMPOWERMENT

In times of crisis, people are more willing to show solidarity. They do so by using common hashtags and supporting community actions. Creating frames that can be added around a Facebook Profile or Page picture is an easy way for people to show that they care about an issue.

TECHNICAL SPECIFICATIONS

	FACEBOOK FEED	INSTAGRAM FEED
DIMENSIONS	Portrait (2:3, 2048 x 3072 pixels or 4:5, 1200 x 1500 pixels) Landscape (16:9, 1200 x 630 pixels) Square (1:1, 1080 x 1080 pixels)	Portrait 4:5 (1080 x 1350 pixels) Landscape (1.91:1, 1080 x 608 pixels) Square (1:1, 1080 x 1080 pixels)
FORMAT	JPG or PNG	

LINK

When you need to direct people to a website, a microsite or to a messenger service, the link post is the preferable alternative to an image post. The link post usually generates less interaction than the image post, but significantly more link clicks. This is because the delivery is optimized for clicks.

BEST PRACTICES

NO LINKS IN THE TEXT

Do not use links in the post text. Rather use this space to give a preview of what exactly a user can expect on the website and how this will help that person.

CALL TO ACTION

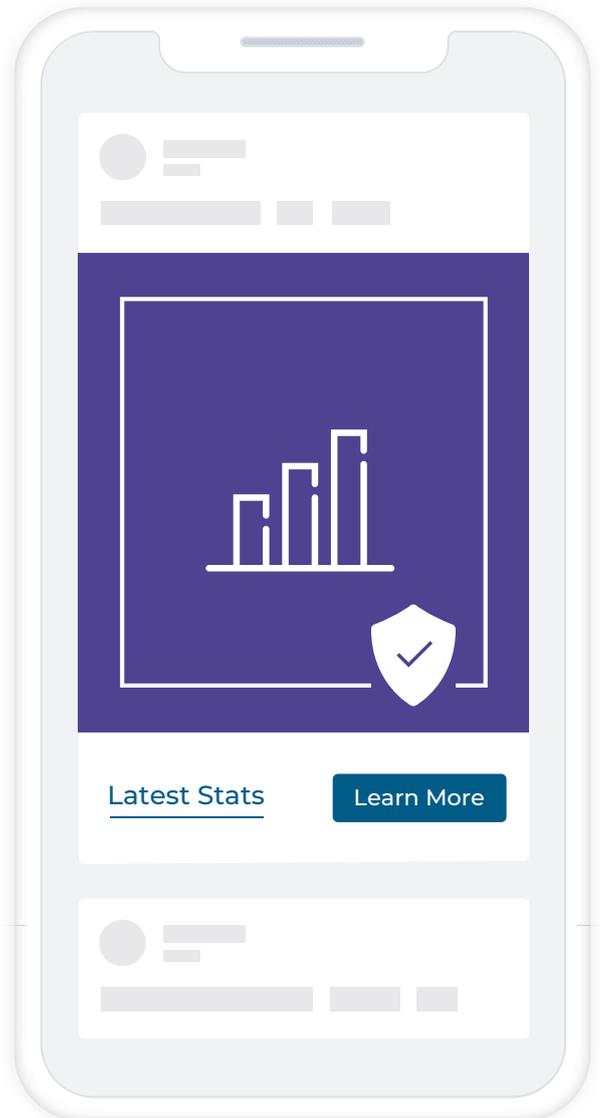
Since link posts already carry a lot of content in the context box below the link image, the post text should instead contain a short description of what to expect on the website, as well as a call to action.

DOMAIN VERIFICATION

Verify your domain to adjust links text and images in the article before publishing, if necessary.

SHORT TITLE

Keep the title short and concise.



USE CASES



ANNOUNCEMENTS

Especially in a crisis situation, it's important to lead people to a central place to access all relevant information (e.g. latest announcements, FAQs, additional links and resources). Link posts are a great way to establish this single source of truth.



FACT CHECK

Owning the facts and linking to a fact-checking website or an external trusted source is important. You can present the facts in the picture and offer further explanations on the linked website.



ADVICE

Especially with advice, you have the freedom to use and link to websites from trusted third parties. For example, mental health advice provided by a recognised health organisation or fitness tips from a known expert for the time in quarantine.

TECHNICAL SPECIFICATIONS

IMAGE DIMENSIONS	1200 x 628 pixels; only landscape format is supported for organic link posts in the Facebook News Feed.
TITLE	< 50 characters

RESOURCES

- [Domain verification](#)

STORIES

Stories is the place to share what is happening in the moment, speak with a personal tone of voice and get people to take action. Interactive elements, like stickers, encourage participation, which will get your audience directly involved in the message you're trying to communicate.

Stories appear directly at the top of a person's feed in a separate tray. This content only lasts 24 hours, unless you choose to archive it permanently.

BEST PRACTICES

MAKE IT A JOURNEY

When posting to Stories, always try to create a step-by-step journey that engages your audience and keeps them curious.

HASHTAGS, @MENTIONS, GEOTAGS

Use common [hashtags](#), [@mention](#) other accounts and add [geotags](#) to optimize discoverability.

ENGAGE THE COMMUNITY

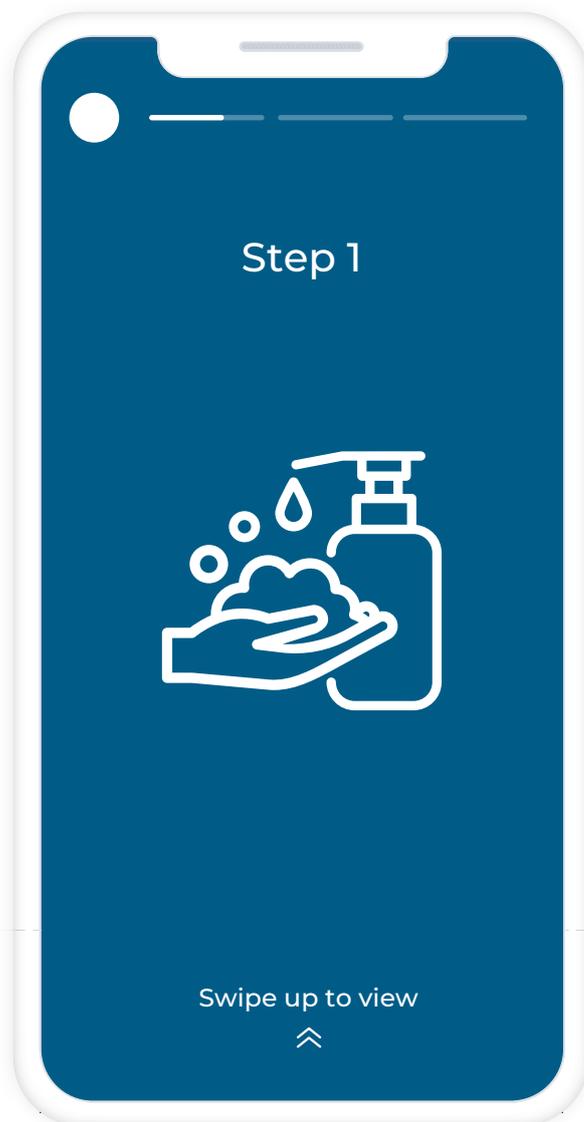
Add the poll [sticker](#) and other [interactive features](#) to your Stories to encourage engagement and get feedback.

SET STORY HIGHLIGHTS

Pin your favorite Stories as [Highlights](#) to share them on your Instagram account for more than 24 hours.

SWIPE-UP

As a verified account or an account with more than 10,000 followers, you can use the swipe-up feature to link external resources, such as your website or content on another platform. On Facebook, any Page can add a link to their Story.



USE CASES



ADVICE

Stories are a great tool for step-by-step guidance (e.g. to remind people how to wash their hands most effectively). Stories do not always have to contain pictures or graphics. Text elements can expand from story to story to convey a more comprehensive message. And with the "swipe-up" capability you can direct people to your website like you do with a link post.



PRESS CONFERENCES

Use Live to conduct a press conference. Inform people in advance about your live show by using the countdown sticker in your story. Let people know you are live by posting a combination of images and quotes from the live broadcast to your Stories.

You can also let people who missed the live broadcast know how to find it by linking to the video with "swipe-up".



EXPERTS

Stories Q&A is a perfect way to speak directly to your audience on your terms - take questions formally on any topic you want or ask your audience one.

It's a great idea to announce a Q&A session in advance, then share your answers back to your story.



EMPOWERMENT

Reinforce the feeling of togetherness by supporting community actions or initiating them yourself. You can use stickers or GIFs that convey a simple message and encourage your followers to use them as well.

Social challenges such as sharing old photos in the #10yearchallenge or sharing recipes during quarantine via #quarantinecooking are great ways to inspire and empower people. Tell people to tag you and re-share their stories.

TECHNICAL SPECIFICATIONS

	IMAGE STORIES	VIDEO STORIES
DIMENSIONS	Portrait (1080 x 1920 pixels)	16:9 to 9:16, recommended: 9:16 (Portrait)
FORMAT	JPG or PNG	MP4 or MOV, H.264 compression, AAC audio compression
LENGTH	5 seconds	min. 1 second, max. 15 seconds
FILE SIZE	-	max. 4 GB

RESOURCES

- [Instagram Best Practices: Quick Tips](#)
- [COVID-19 Response: Instagram Toolkit](#)

VIDEO

Video can help you capture the attention of your community and are great for conveying multiple pieces of information at once, especially if they cover as much of the screen as possible. Videos can range from news formats with text overlay, to interviews, to animations or even combinations of all these elements. Delivery is optimized for video views.

BEST PRACTICES

STOP THE SCROLL

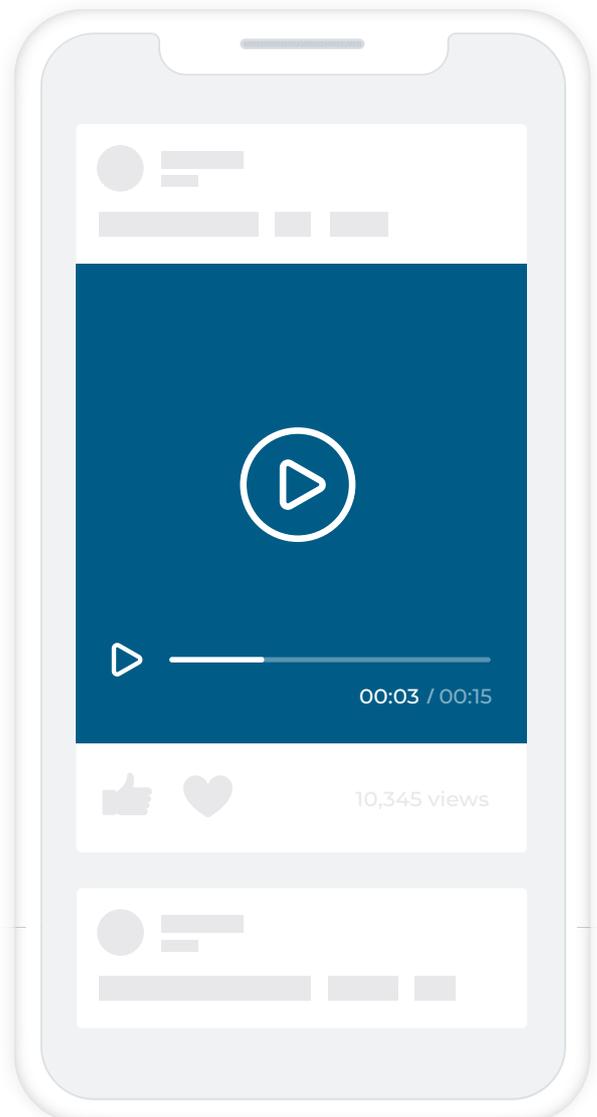
Place the most important message right at the beginning. Make the first 3 seconds count.

MOBILE FIRST

Most users are engaging with your content directly from their mobile phone, instead of a computer. And many won't turn their phones when watching a video. Posting vertical or 1:1 videos are preferable.

SHORT AND SWEET

The length for a video that announces something should not exceed 15 seconds. This makes it more likely to be watched until the end and also makes it suitable for Stories.



BEST PRACTICES

OPTIMIZE FOR SOUND-OFF

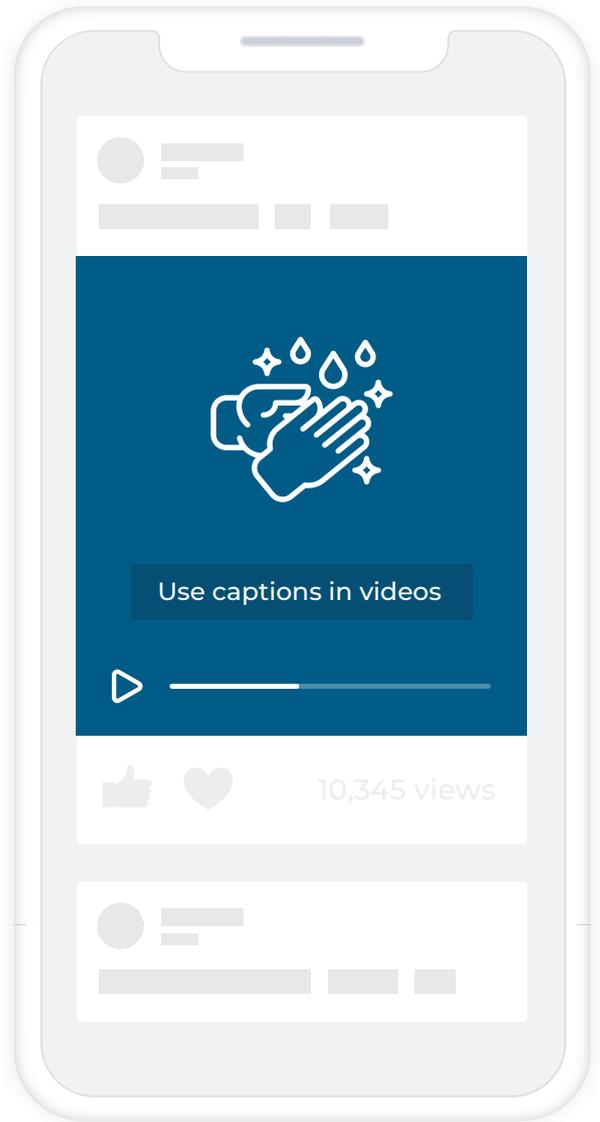
There are many situations where people prefer to watch videos without sound. Designing content for 'sound-off' by including Facebook generated [captions](#), uploading your own using the [SRT format](#) or using text overlays makes it accessible to a broader audience.

MULTIPLE LANGUAGES

Facebook's generated captions come in multiple languages. If you live in a district with a large bilingual population, captions in a different language can really extend your message's reach to more people in your community.

SERIALIZE CONTENT

Look for opportunities to serialize your long-form video content for [Facebook Watch](#) and [IGTV](#). Creating episodic content is a great way to engage a broader audience and turn one-time users into repeat visitors. A 30-second feed preview accompanied by a couple of stories will help you promote the series.



USE CASES



ANNOUNCEMENTS

For announcements, you can limit the video to a few seconds. Do not use intro sequences. Every millisecond counts to get people's attention.



ADVICE

For sharing advice, animations containing text and graphics are particularly suitable. Ideally, the individual animation sequences should not exceed 15 seconds, so that they can also be used for Stories. Portrait videos are also suitable. Tips that you want to convey should be highlighted using text elements.



EMPOWERMENT

Crisis situations always have two sides. On the one hand, the challenges and defeats, and on the other hand, the uplifting moments and victories.

Highlighting these positive aspects and showing the human side can be very powerful. Working with influencers, celebrities and athletes can help you reach people you would not reach otherwise.

TECHNICAL SPECIFICATIONS

	FACEBOOK FEED	INSTAGRAM FEED
DIMENSIONS	16:9 to 9:16, recommended: 4:5 (vertical), 1:1 (square)	16:9 (horizontal), 4:5 (vertical), 1:1 (square)
VIDEO LENGTH	min. 1 second, max. 240 seconds	min. 3 seconds, max. 60 seconds
FILE SIZE	max. 4 GB	max. 30 MB
VIDEO FORMAT	MP4 or MOV, H.264 compression, AAC audio compression	

RESOURCES

- [Mobile Studio](#)
- [Creator Studio](#)

LIVE

Lives offer a direct, authentic and interactive way to connect with the community. “Go live” to broadcast a conversation, performance, Q&A or virtual event. You can go live from any account, in a Group or an event, and your live videos will also appear in people’s News Feed.

FACEBOOK LIVE

There are several ways to go [live on Facebook](#):

- via Desktop is suitable for addresses, announcements or to share a screen
- via Mobile is suitable for spontaneous broadcasts, ‘Live with’ or reports.
- via API ([Streaming Software](#)) is suitable for broadcasts using professional cameras and studio productions.

INSTAGRAM LIVE

[Instagram Live](#) allows you to broadcast videos directly from your mobile device and they appear in the Stories section of your account.

BEST PRACTICES

SCHEDULE A LIVE AHEAD OF TIME

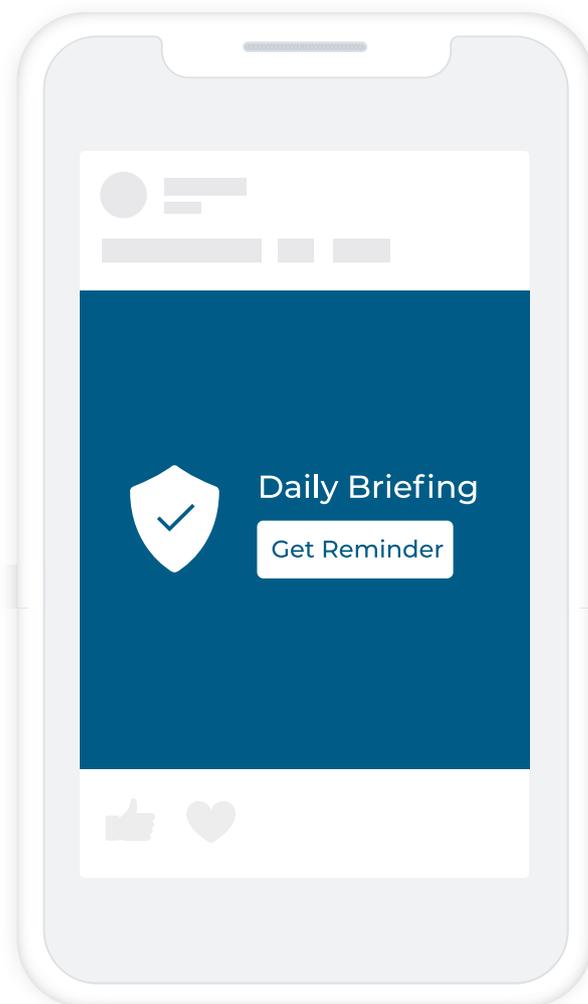
[Schedule a live](#) ahead of time for an upcoming broadcast. Scheduling also automatically creates an announcement post. People who see this post can click ‘Get Reminder’ to receive a one-time reminder notification shortly before the broadcast begins.

SOURCE QUESTIONS IN ADVANCE

Use announcement posts and stories with poll and question stickers to source questions from the audience in advance and prep your answers.

CHECK YOUR INTERNET CONNECTION

Live broadcasts require a stable internet connection (WiFi or LAN). If you’re streaming using a phone, turn on “Do Not Disturb” - you’ll still be able to connect to the internet, but your live won’t get interrupted with notifications.



BEST PRACTICES

COMMENT MODERATION

If you're using a connected camera and a streaming software, you can moderate comments in Live Producer. 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.

SHORT TITLES

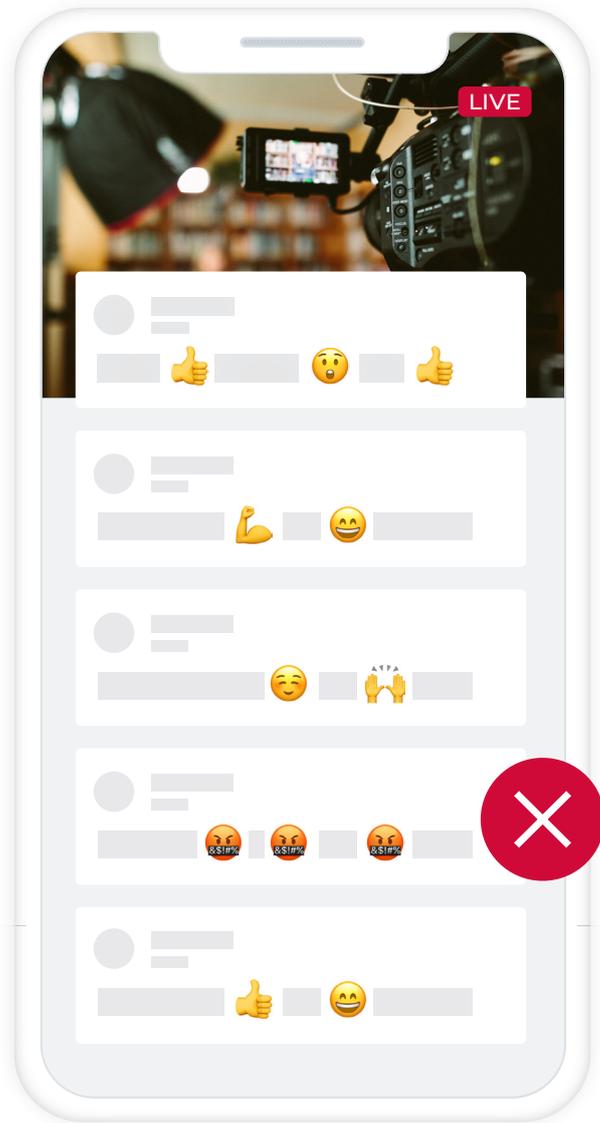
Write a compelling description before going live and keep the title short (255 characters max).

TAKE YOUR TIME

Make sure you give your audience time to tune in. Try going live for 30-60 minutes.

SAVING AND FURTHER USE

Save, download and edit live broadcasts and re-share as video-on-demand content in your Feed, Stories, IGTV, etc.



USE CASES



PRESS CONFERENCES

With Live, you can reach a large audience in real time. Facebook Live is a great way to broadcast press conferences because the signal of the connected camera can be used for this with little to no effort. In addition, the live can be cross-posted across several pages to maximise reach.



EXPERTS

The power of Live is that it's personal and interactive. You can use "Live with" on Facebook and Instagram to invite a guest to join your live broadcast, to bring more expert knowledge and further engage your live audience.

TECHNICAL SPECIFICATIONS

	FACEBOOK LIVE	INSTAGRAM LIVE
TIME LIMIT	8 hours (desktop / API) 4 hours (mobile)	1 hour
VIDEO SPECS	Maximum bit rate: 4,000 kbit/s (4 Mbit/s) Bitrate for audio: 96 kbit/s respectively 128 kbit/s Maximum resolution: 1080 pixels (1920 x 1080) at 60 frames/second H264 coding and AAC coding for audio	

RESOURCES

- [Facebook Live Overview](#)
- [Facebook Live for Government Officials](#)
- [Facebook Live for Government, Politics and Advocacy](#)
- [Tips and best practices for Facebook Live](#)
- [Fundraising and donations on Facebook Live](#)
- [Facebook Live Producer](#)
- [Facebook Live Producer Tutorial](#)
- [Get Started with Facebook Creator Studio](#)
- [Facebook Live Video API](#)
- [Using BlueJeans for Facebook Live](#)
- [Using Zoom for Facebook Live](#)
- [Live Video Training](#)
- [Live Video API Training](#)
- [Instagram Live Essentials](#)
- [Instagram Live With Essentials](#)

MESSAGING

People increasingly want to communicate through private messaging because it's fast and convenient. Page admins can turn on and off messaging for their Page, but once you enable it, people will expect you to respond. Turn on messaging only when you can commit to responding.

Especially in times of crisis, people seek quick answers to their questions. It may make sense for you to think about automating your messenger communication. There are two stages. The first is soft automation through automated responses. Among others, these include an Away Message, an Instant Reply for messages that come in via Facebook and Instagram, and Frequently Asked Questions. Secondly, there are full automation through chatbots. These bots are associated with one or more Facebook Pages and can perform more complex tasks, such as answering people's individual questions.

BEST PRACTICES FOR AUTOMATED MESSAGING

SET ENTRY POINTS

Start by adding a Send Message button to your Facebook Page and posts. Next, explore a variety of conversation [entry points](#) you can place on your website with a chat plugin, email or even physical storefront or packaging.

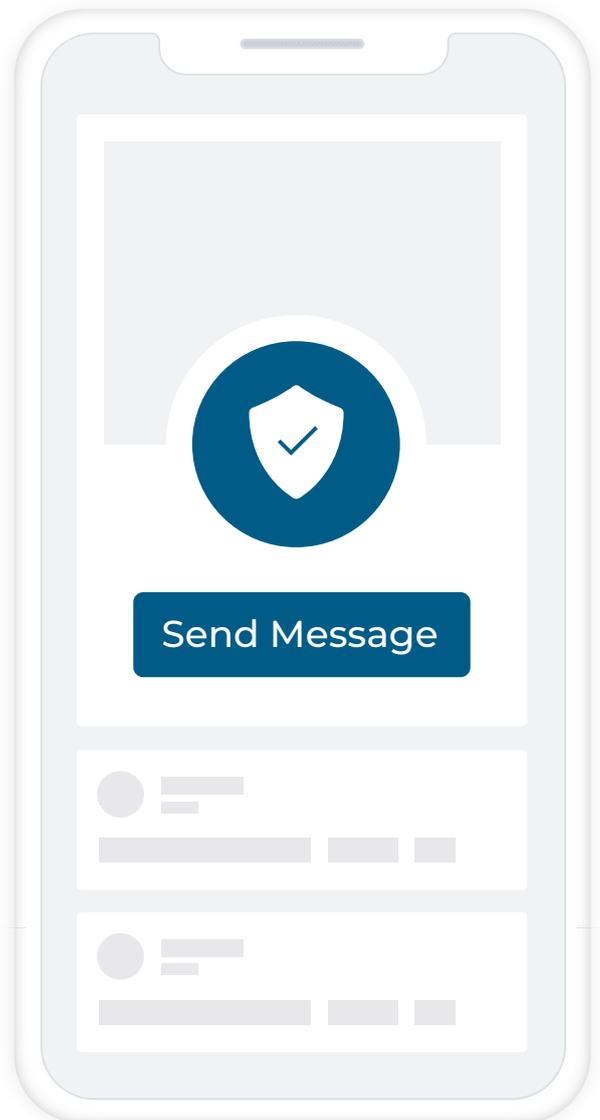
SHOW A GREETING

[Greet](#) people when they visit your Page to let them know they can send you a message. Your greeting appears in the chat window on your Page before a message is sent or in the About section of your business's Messenger profile.

AUTOMATED CHATBOT EXPERIENCE

For an automated experience on Facebook Messenger, find a developer who builds chat templates (self-service) for specific industry use cases and objectives. To find the right third-party partner, have a look at the [Facebook Marketing Partner Solutions Explorer](#).

Using WhatsApp to bulk message, auto-message or auto-dial is strictly prohibited. Please see the [responsible use guidelines](#).

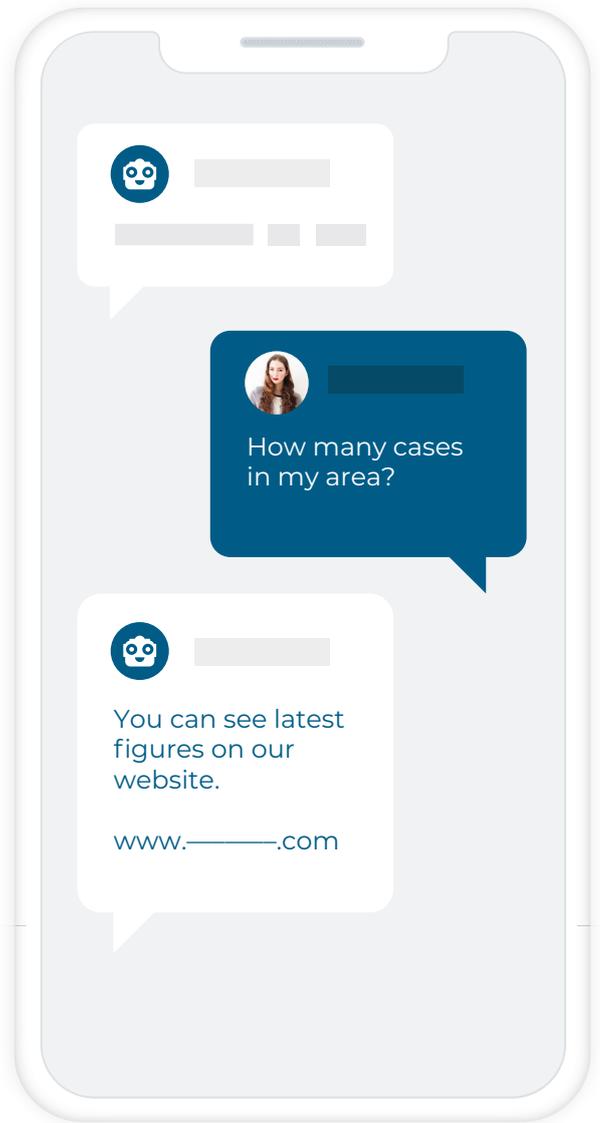


BEST PRACTICES FOR AUTOMATION

SET UP AUTOMATED RESPONSES

Most people expect an immediate response to their message. You can customise responses that are automatically sent to people.

- **Instant replies:** [Turn on instant replies](#) to send an automated reply to anyone who messages your Page or Instagram Direct. You can customise your message to give people more information, direct them to a website or let them know when to expect a response. This is available on Messenger and Instagram Direct for desktop.
- **Frequently Asked Questions:** Send information in response to commonly asked questions that you've added in your Page's About section, such as contact information, location and hours.
- **Away Messages:** You can automatically set your status to away during scheduled hours. Let people know when you are not available and when to expect a response with [away messages](#) for Facebook and Instagram, as well as for your [WhatsApp Business app](#).

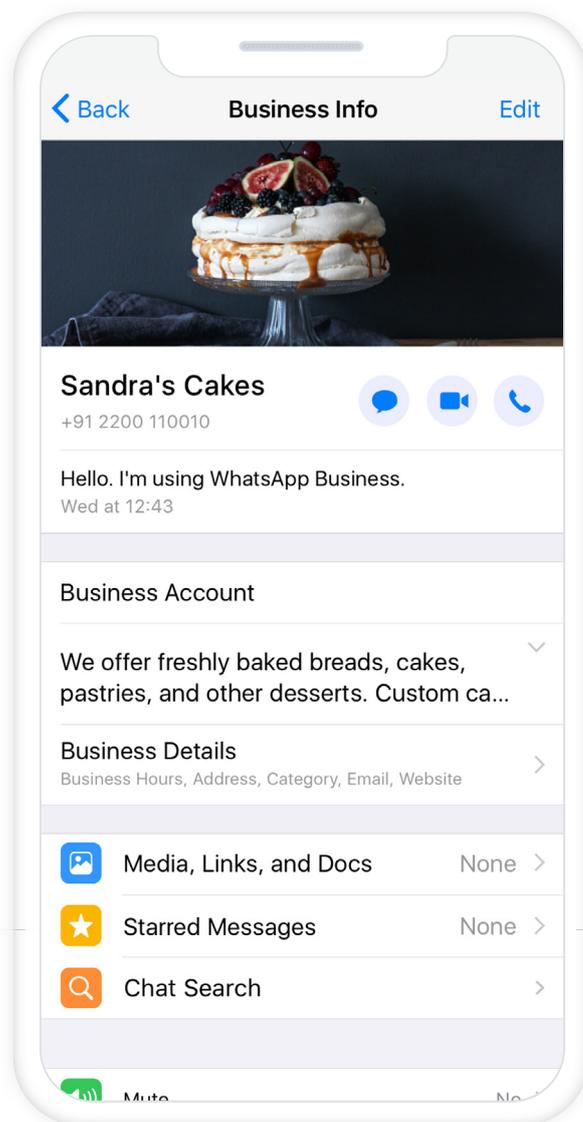


BEST PRACTICES FOR USING WHATSAPP

WhatsApp was built as a simple, secure and reliable way to message other people. People use it to talk to loved ones, conduct business, or talk confidentially with a doctor. Each and every message delivered on WhatsApp is automatically encrypted end-to-end.

You may create a [WhatsApp Business Profile](#) to which you can add a photo, the name of your organization, a phone number, email address, website and a brief description. In addition, you can create a greeting message to automatically introduce people to your organization or share important information, set an away message when you're unable to answer or save time with quick replies to re-use answers to frequently asked questions.

Messaging is by its nature private and our [Terms of Service](#) are designed to help keep our platform and our users safe. In addition, we've developed [responsible use guidelines](#) to help ensure people have a good experience on WhatsApp. All users, including government entities, political parties, and candidates for office, should follow these rules when using WhatsApp. Most importantly, bulk message, auto-message or auto-dial using WhatsApp is strictly prohibited.



RESOURCES

- [Facebook Messenger Getting started](#)
- [Blog: Messenger 101 for Government, Politics and Advocacy](#)
- [Blog: Create a Better Messenger Strategy through Automated Responses](#)
- [Blog: Leveraging Messenger Experiences to Build Community](#)
- [Messaging Basics](#)
- [Instagram Direct Basics](#)
- [Best Practices for Tools in Inbox](#)
- [Facebook Marketing Partner](#)
- [WhatsApp Business](#)
- [WhatsApp Responsible Use Guidelines](#)
- [COVID-19 WhatsApp for Government](#)

COMMUNICATION IN TIMES OF CRISIS

Advanced Moderation Guide

MANAGING HIGH VOLUMES OF COMMENTS AND MESSAGES

Especially in times of crisis, people look for reliable information on the social media channels of institutions, authorities and organisations.

People react to posts with comments and seek personal contact with direct messages. This can lead to a high volume of comments and messages in a short time. As this can be a challenge, we have developed tools to support you in the process.

SORT COMMENTS BY RELEVANCE

COMMENT RANKING

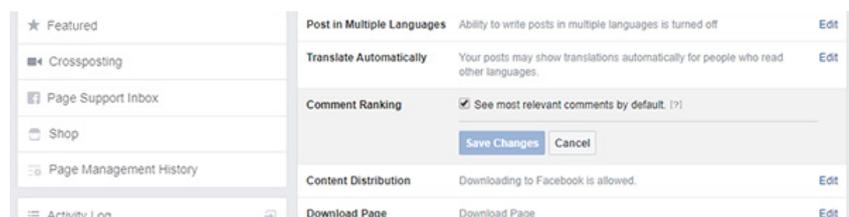
Ranking comments by relevance highlights the most important comments on your posts. This allows for swift responses to comments with high interaction rates and many sub comments. To adjust the order in which comments appear on posts, use [Comment Ranking](#). Default Setting Comment ranking is automatically turned on for all Pages and any popular public profiles.

! If Comment Ranking is on, comments with the most likes, replies, and conversations from verified profiles and Pages will appear at the top.

! If Comment Ranking is off, comments will appear in chronological order.

! Live video has comment ranking turned on regardless of your Page's settings.

It's also possible to override the ranking on a post by post basis. You can choose to rank by "Recent Comments" and "All Comments" Ranking by "Recent Comments" displays the latest comments in chronological order and "All Comments" displays all comments, including potential spam, sorted by relevance.

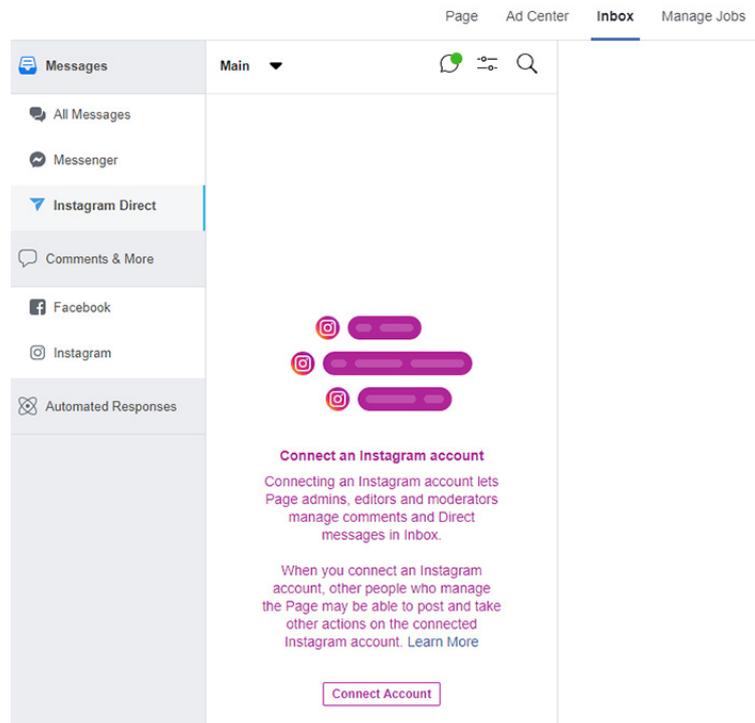


TRACK, MODERATE AND MESSAGE IN ONE PLACE

PAGE INBOX

To track and moderate comments as well as quickly reply to messages from Facebook and Instagram, use your [Page Inbox](#). Find it in the navigation bar of your Facebook Page on desktop, as well as the [Creator Studio app](#) and [desktop solution](#).

Make sure to [connect your Facebook Page and Instagram Account](#) to manage incoming messages and comments from both services in one place. You must have an [Instagram business account](#) or you can convert your existing account during the linking process. To add or remove an Instagram account from your Facebook Page visit the 'Instagram' section in your Page settings.

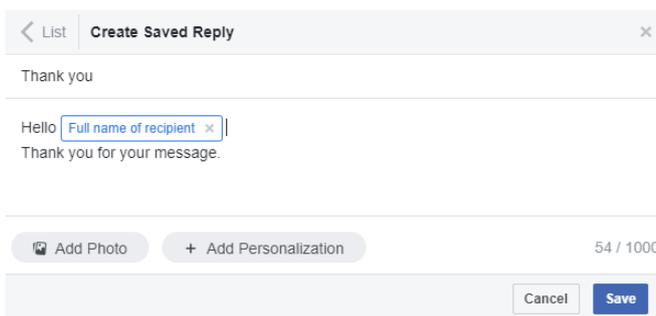


TRACK, MODERATE AND MESSAGE IN ONE PLACE

SAVE REPLIES

Community Management can be very time-consuming. To avoid having to answer the same question time and again, you can use [Saved Replies](#).

These content templates are located on the bottom of the Page in the field where you would typically type in your reply. Click on the dialogue icon to see all the saved replies. To save a new reply, click on “Create Saved Reply” and type in the message along with a title. Available on Instagram Direct, Messenger for desktop and the [WhatsApp Business app](#).



The screenshot shows a dialog box titled "Create Saved Reply" with a back arrow and a close button. The text area contains "Thank you" followed by a horizontal line. Below the line, it says "Hello" followed by a text input field containing "Full name of recipient" and a close button. Below that, it says "Thank you for your message." At the bottom, there are two buttons: "Add Photo" and "Add Personalization". On the right side, it says "54 / 1000". At the very bottom, there are "Cancel" and "Save" buttons.

STAY ORGANISED

We know it can be challenging to stay on top of everything, so we created messaging tools for your [Page Inbox](#) to help you stay organised and increase productivity. These tools are available for Messenger on desktop and Instagram Direct:

- **Labels:** You can create labels to organise your conversations. Labels can be about anything, such as conversation topics or order statuses. Labels are also available for the [WhatsApp Business app](#).
- **Notes:** Notes also help you organise your conversations. Only people who manage your Page can see your notes.
- **Assign people to manage messages:** With Inbox, multiple people who manage your Page can reply to messages and even assign conversations to specific people. You may not have access to this feature for Instagram yet
- **Move to done:** Select the checkmark for “Mark as Done” once you’ve completed a request. Messages marked as done move into the Done folder.
- **Mark as follow up:** You can also mark a message for follow-up by adding a star, which serves as a reminder.

UPGRADE YOUR MODERATION WITH A SOCIAL MEDIA MANAGEMENT TOOL

Social media management tools from certified [Facebook Marketing Partners](#) can complement the moderation tools provided by Facebook.

Our partners offer a broad range of solutions to help you engage with people more effectively. They enable efficient organization within a team and central management of comments and messages from multiple Pages and Accounts. These help you to keep up even when you have a high volume of comments and messages. There are some core capabilities to consider when evaluating a social media management tool.

CAPABILITIES TO CONSIDER

01

MANAGING ACCOUNTS IN A TEAM

It should be possible for comments and messages to be processed by several people. Assigning those to the responsible people in the team simplifies collaboration.

02

ROLE MANAGEMENT

A comprehensive system for roles and access rights helps to centrally control responsibilities and functions.

03

APPROVAL PROCESS

In situations requiring rapid response and coordination among several people, a (multi-stage) approval process should be built-in, allowing for clear instructions to be followed.

04

RESPONSE TEMPLATES MANAGED CENTRALLY

With centrally maintained response templates, frequently asked questions can be answered quickly and consistently

05

CUSTOM COMMENT OVERVIEWS

In order to deploy the moderators and the associated resources as efficiently as possible, the most relevant unanswered comments should be visible at first glance.

06

CUSTOM ACTIVITY OVERVIEWS

In order to identify and label recurring commenters, an overview of the most active commenters, including their comment history, should be provided.

07

KEYWORD SEARCH AND LIST CREATION

It should be possible to perform keyword searches within comments and messages, and to create topic lists to group comments and messages into custom categories for quick response times.

DEALING WITH INAPPROPRIATE COMMENTS

There is a difference between criticism and inappropriate speech. Our services offer a number of tools to help you moderate spam and offensive language.

With the aim of enabling an open and constructive debate, effective moderation combines preventive measures with active participation, including positive encouragement and protective actions. These include the controls for who can post or comment, proactively filtering out comments, including keywords and emojis that could poison a debate, hiding and deleting content that you consider inappropriate, and reporting content that may violate our [Community Standards](#), [Instagram Community Guidelines](#), and [WhatsApp acceptable use policies](#).

But keep in mind, there may be restrictions in your country on the ability of government or political officials to take these actions pursuant to applicable laws and regulations. Please consult with your ethics or legal counsel if you have questions.

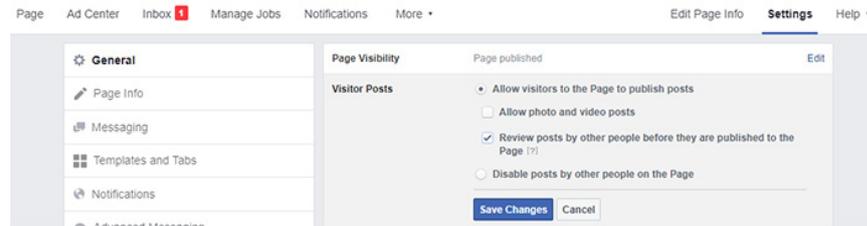
CONTROL WHO CAN POST AND COMMENT

FACEBOOK

Visitor Post Controls

To decide who can publish on your page, use the [Visitor Post controls](#) in your Page settings. You can choose to disable or to review posts from visitors. They will remain hidden from your page until you do so.

- ! Published posts by others can appear in the Visitor Posts section and Photos and Videos section of your Page.
- ! If you disable posts by others, visitors don't have the possibility to publish on the Page.



INSTAGRAM

Comment Controls

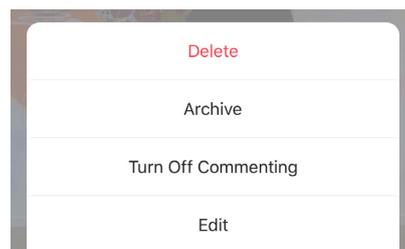
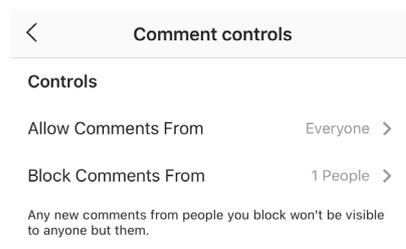
To control activity on your post, use [Comment Controls](#). Find it in your Settings. You can allow comments from everyone, or limit activity. You can also block individual people from commenting.

- ! When you block someone from commenting, they can still view your photos and videos.
- ! Blocking doesn't remove their previous comments but new ones are only visible to the author.

Turn Off Comments

To prevent people from commenting on individual posts, [turn off comments](#). You can also turn off commenting before you share a post.

- ! If commenting is turned off, all current comments will be hidden.
- ! If commenting is turned back on, previous comments will be restored.



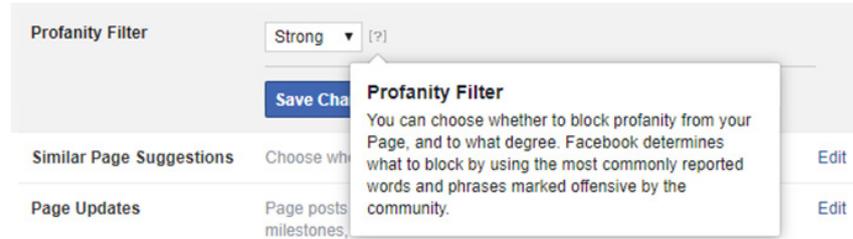
CONTROL THE LANGUAGE

FACEBOOK

With the [Profanity Filter](#) and [Page Moderation Filter](#), you can automatically block specific words from your posts, stories and live videos.

Profanity Filter

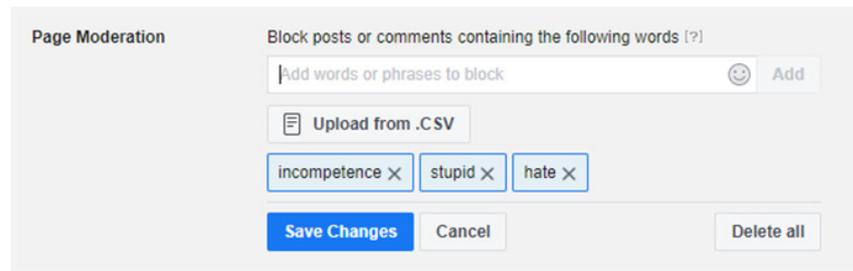
Set the filter to Medium or Strong and we'll determine what to block using the most commonly reported words and phrases marked offensive by the community.



Page Moderation Filter

Include all words you want to block, separated by a comma. Consider multiple variations of the word and any unwanted emojis. To add several words at once, upload a list in CSV format (max. 10,000 characters). This feature is also available in the Timeline and Tagging settings of your Profile.

- ! Comments or posts including blocked keywords are automatically hidden, and are only visible to the author and their friends.
- ! You can review all hidden comments directly on the post and take appropriate action, such as un hiding the comment or reporting it



CONTROL THE LANGUAGE

INSTAGRAM

In the Comments settings, you can find three different [Keyword Filters](#).

Filter for Offensive Comments

Comments that may be inappropriate, offensive or bullying are automatically filtered out.

Manual Filter

You can turn on a keyword filter to hide comments that contain specific words, phrases or even emojis that you'd like to avoid.

Filter for Most Reported Words

Hide comments that contain most commonly reported words or phrases on your posts and stories.

- ! Comment filtering is applied to both new and existing comments.
- ! Comments are automatically filtered and will only be visible to the author.
- ! You cannot see or interact with hidden comments.
- ! When you turn off comment filtering, hidden comments will be restored on your posts.

Filters

Hide Offensive Comments



Automatically hide comments that may be offensive from your posts, stories, and live videos.

Manual Filter



Choose words or phrases, and we will hide comments that contain those words or phrases.

Filter Most Reported Words



Hide comments that contain words or phrases that are most commonly reported on your posts and stories.

PROTECT YOUR COMMUNITY

FACEBOOK

To track and moderate comments, use your [Page Inbox](#). Find it in the Page navigation bar on desktop.

Hide

You can [hide](#) any comment you deem inappropriate. And unhide just as easily too.

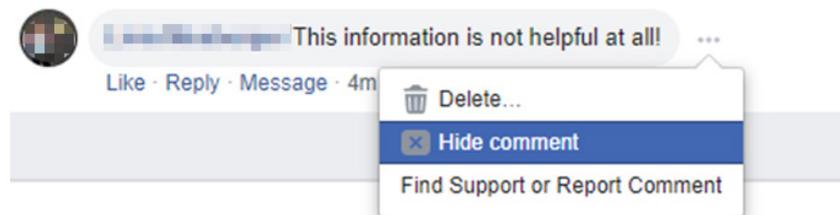
Delete

On your own posts, you can [delete](#) any comment.

Report

To [report](#) abusive content or spam, use the Find Support or Report Link (Page Inbox for desktop browser).

- ! A hidden comment is still visible to the author and their friends.
- ! After you hide a comment, you can report it or ban the person.
- ! The author is not notified when you delete their comment, and once deleted, a comment is permanently removed.
- ! Reporting a comment is completely anonymous.



PROTECT YOUR COMMUNITY

INSTAGRAM

You can use the Facebook [Page Inbox](#) to track and moderate comments on Instagram.

Delete

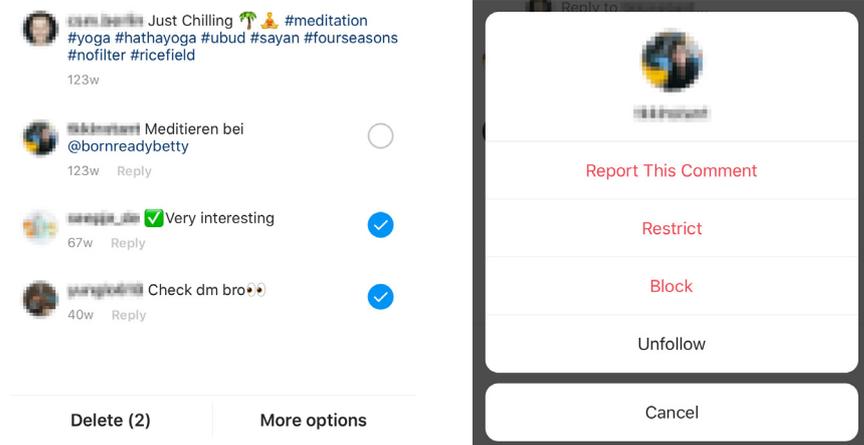
On your own post, you can delete any comment. On mobile, you can [delete multiple comments](#) at the same time on your Instagram posts.

Report

You can [report inappropriate comments](#) as spam or abusive (mobile only).

! The author is not notified when you delete their comment but they won't be able to see their comment either.

! Reporting a comment is completely anonymous.



PROTECT YOUR COMMUNITY

WHATSAPP

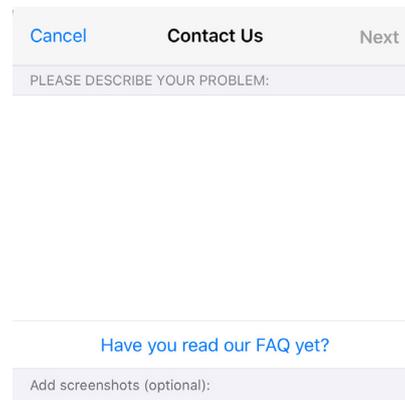
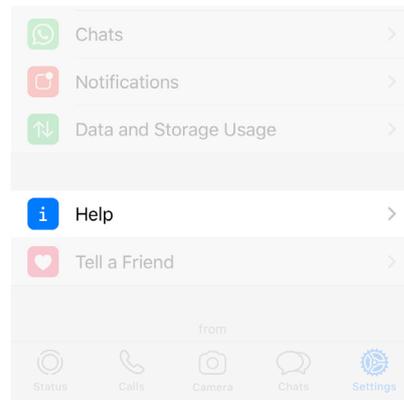
We encourage you to [report problematic content](#) to us.

Report

You can send reports to WhatsApp by contacting us from inside the app via Settings. The 'Help' section contains the 'Contact Us' button. Please provide as much information as possible e.g. a screenshot of the content.

When you receive a message from an unknown number for the first time, you'll have the option to report the number directly inside the chat. You can also report a contact or a group from their profile information.

- ! Reporting someone is completely anonymous.
- ! We may ban accounts if we believe the account activity is in violation of our [Terms of Service](#).

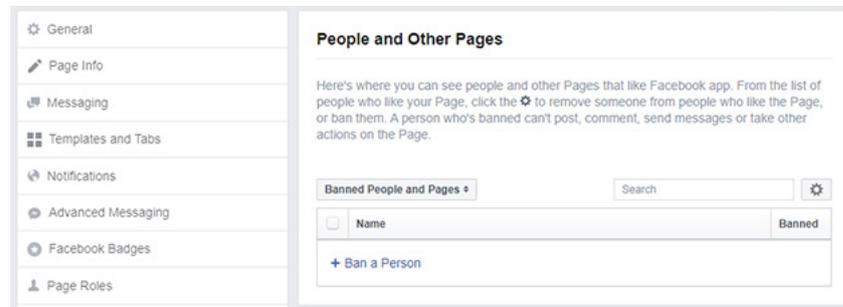


RESTRICT OR BAN OFFENDERS

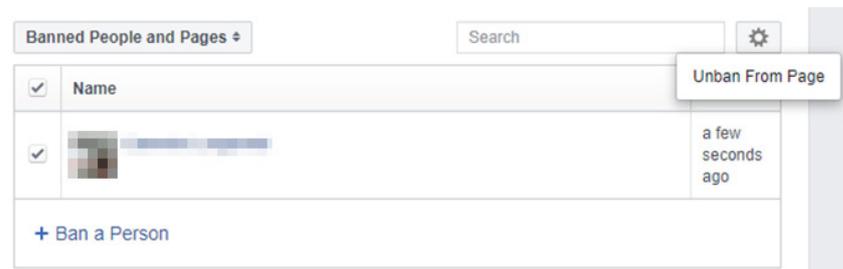
FACEBOOK

Ban users

There are several ways to ban someone, from a post on your Page to a post your Page has been mentioned in. Additionally, within Page Settings as well as your Page Inbox you can ban and unban specific users.



- ! A person who's banned cannot take action on the Page, but they are able to share your content to other places on Facebook.
- ! You can remove someone from your Page, but because Pages are public spaces, they can choose to like or follow it again.



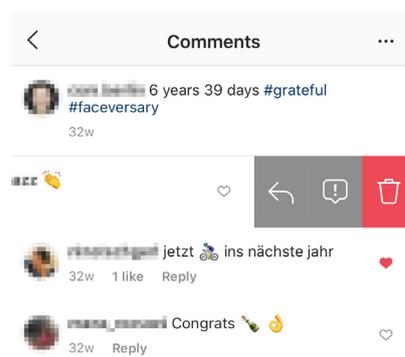
RESTRICT OR BAN OFFENDERS

INSTAGRAM

Restrict Accounts

There are several ways to restrict someone; through their account, through Direct, in your privacy settings or via a comment.

- ! If you restrict someone, they won't be able to see when you're online or if you've read their messages.
- ! A restricted person's new comments will only be visible to them, but you can choose to see the comment by tapping See Comment.
- ! If you want to make the comment visible for everyone you can tap Approve. You can also delete or ignore it.



Block Accounts

To block an account, visit their profile and tap the three dots in the top right.

- ! When you block someone, that person won't be notified.
- ! Blocked people won't be able to find your profile, posts or stories, nor will they be able to mention your username or tag you.
- ! But you will not be totally invisible to them. They will be able to see your like and comment activity on public accounts or accounts they follow.
- ! A blocked user's likes and comments are permanently removed from your posts.
- ! You will still see messaging threads with blocked users in your Direct inbox but will no longer be able to send nor receive messages from them.

On mobile, you can now block and restrict multiple accounts at the same time on your Instagram posts.

COMMUNICATION IN TIMES OF CRISIS

Resources

USEFUL LINKS, TOOLS AND CONTACTS

GENERAL INFORMATION ABOUT FACEBOOK'S APPS AND SERVICES

- [Facebook Newsroom](#)
- [Facebook for Government, Politics & Advocacy Website](#)
- [Instagram for Politics & Government Portal](#)

SUPPORT FOR GOVERNMENT, POLITICS AND ADVOCACY

Government, Politics and Advocacy partners can contact the respective teams at Facebook directly via the interactive contact form available on our [support portal](#).

To view the form, you must use a browser that is currently logged into Facebook. If the form still does not appear, you can request that it be activated by emailing us at emeagov@fb.com. Please include your Facebook profile URL.

ALL INFORMATION ABOUT OUR MEASURES RELATED TO THE CORONAVIRUS (COVID-19)

- [Facebook Newsroom Post](#)
- [COVID-19 Resources for Government](#)
- [Tips and Tools for Public Service Announcements](#)
- [Facebook Community Hub](#)
- [WhatsApp Information Hub](#)
- [Messenger Community Hub](#)
- [CrowdTangle Live Display Hub](#)