Event ID: 1515233
Event Started: 3/12/2010 8:00:00 PM

>>> Please stand by for realtime captions..
>> Good afternoon everyone. I'm Alycia Piazza. We want to thank you for joining us
for the face book Webinar as also thank you DARRYL for the technical items. All
lines are going to be muted for today's Webinar so if you have a question for our
presenters just type it in the Quebec. We'll make sure that -- question box. We'll
make sure we read the questions aloud after each presenter. If you'd like to
minimize your control panel, there's a small arrow on the Oppler corner. If you
click the arrow it will minimize your panel. The transscript and the electronic
version of the slides in an email following the Webinar. I'd like to pass control
over to Sheila.
>> Thank you. We have a fantastic turn out today. Just looking at the attendee list.
We have about 250 people on the Webinar today. It's a rest testament to the interest
to social median, in particular face book. Just put this in context -- personally
but we know there are a ton of questions out there in terms of how you set up up for
your agency. We found that social media including face book is not just -- to get a
pulse of what people are talking about. Way beyond our website. That's why the
Webinar today is so important. We're going to address many of the questions we've
seen so many of you folks ask on our list serve and in other venues. What's the
business case for facebook? You know there's so many different ways to set up a
facebook presence. What are the different options and best practices? A fundmental
question we all have is how do you measure the success? How do you know you're being
successful in terms of the social media efforts? How do you coordinate your face
book efforts across your organization? Do you have one face book page or multiple.
How do you make sure all of that outreach is coordinated? We have two fantastic
speakers today. Many of you folks may already know Adam. [Indiscernible] He
presented to some folks in our community last year. Some of you folks may have been
on our first Webinar -- now a year later and we've learned so much more. We're happy
to have Adam back with us. Following Adam we're going to hear from Jessica. She is a
social media specialist CDC. Jessica and CDC have done phenomenal work. Hear from
one of the big success stories from CDC. I'm going to hand it to Adam. Thank you for
joining us. We have almost 300 people on the Webinar.
>> Thank you Sheila. We're excited to be working with GSA and web manager and
everyone involved. To have this discussion. I do want to check with the technical
people. Are you seeing my screen now?
>> Yes.
>> And before you get started just a note, I should have mentioned this to folks if
you have questions along the way, use the question panel in the go to Webinar
interface and we'll be taking your questions as Adam is speaking and we'll serve
them up.
>> Sure. As a note because I'm in full screen mode I can't see that panel. I will be
relying on you guys for that information. I think what makes sense, as I understand
it when we give these talks about how to best use facebook, a lot of people in the
room are in very different places. Some of you may have had an active established
facebook presence for a few months now. Some of you may be starting to dip your toe
in the water. How your agency can get on board. I understand we have local and state
agencies. Across the country -- so one of the things I'm going to do when I walk
through this is start with a big picture. Many of you know facebook is a free tool.
It's not something you have to go out and buy. If you are going to invest your time
in, you want to do it correctly. We'll dive into some of the basics on how facebook
works. Some of the terminology. I'll show some examples and frequently asked
questions. Having dealt now with I believe by my last count there were over 600
facebook government pages. I know that number is tremendously higher. I have a grasp
on the common questions. We'll take questions at the end. Generally, I want to think
about this as a resource. So let's get started. As was mentioned I am Adam and I
primarily handle the relationships with the federal government and the U.S.
politicians.
>> The question is often asked to me why facebook? People have a newsletter and

email list. People have a website. So the question is why facebook? I think there's a couple of answers. The first is to focus on why facebook exists and what we do. Facebook our mission is to give people the power to share and be open and more connected. So product improvements that we make, new things we will allow, different things like that come from this fundamental philosophy. One of the things we learned early on in the existence of facebook is that people were not just interested in connecting with their friends. People were interested in connecting with the causes, politicians, non-profits things they were passionate about.

>> I want to explain to you why on face book unlike any other place on the internet one click is not just one click. On face booklet's take the example of I am very passionate about the campaign for breast cancer research. So I join the cause on facebook, which a third party application. All of my friends see on facebook see that I am doing this cause. They join the cause as well. All oaf their friends see that and some of them join that and so on. So all of a sudden from one single click, one person taking an action, their friends and thousands and millions of other people can see that. That's unlike anywhere else on the web are a page view is a page view. You can have that dynamic viral impact. It shows one of the reasons we've been so successful. Here is a graph talking about the scale in facebook. If we were a country we'd be the 4th largest country in the world. We have 100 million users in the United States alone, 50% of them return daily. We're number one in time spent and user loyalty. Recently announced by some independent firms that we're also now the number one refer of traffic to website. We bring for traffic to websites than search engines and portals and things. That's really important. We spend all of this time maintaining our website by putting things on facebook, are we taking away from that? The answer is no. First off,ky guarantee you your website probably isn't getting 400 million people to logon it to at a given point. When you put things on face book we're increasing your traffic. It's a really important thing. We get a lot of questions about why we're so successful is part of the home page on face book. That's the nos feed you log -- news feed you log in to. So engaging to the average user. Spend -- I tell you these things not because facebook needs selling but to understand you are probably not in your communication structure in a place that you are on a daily basis when the people you are communicating with. If you can be part of the conversation on facebook it's part of -- a little bit of demographics. Contrary to popular belief we are not just a site for children and people in college. Or a fastest growing demographic is 35 plus. The 25 and older demographic is our oldest. We are obviously quite representative of the United States population it has access to the internet. So these are just a few stats to give you break down. To talk about face book as a social marketing and information platform. The words we like to use to have people who are on facebook is authentic, informed and connected. People are looking to connect with authentic sources of information so they can stay informed. If you are authentic posting interesting content and informing them and connecting with them, who wanted it. They're going to share that information and contribute back to you. It's going to create a positive feedback loop. A couple of the face book basics, where I mentioned people on the call may be in various different places. Let's start with a few basics. The most common question is the different between a protime and a page. A profile in the page look very similar but they are different. A profile is for an individual. A person. That person has to be a real person. So I Adam conner have a profile. The organization GSA should not have a profile. It's for real people. Pages are for organizations. Pages are something we created for organizations, brands, committees, celebrities, politicians. People who are going to have to communicate on a mass scale. These are optimized for different feature sets. Where as -- is optimize today talk to a larger number of people -- the profile can do some things that the page can't and vice versa. Because it's optimized for larger scale audiences. What is the difference between a face book page and group?

>> They look very similar. But groups are for users to organize themselves among. It's for self-organization and grouping. The example I give is the Boston red sox have a face book fan page that the team runs. Puts up days on coarse and give aways from the organization. There's also a face book where groups supporting the Boston red sox. So these are grass roots people that want to organize themselves. You can't control it and it's not necessarily a negative thing. They are supporting. That a conversation is happening never you are not participating. If your page does haven't a -- agency does haven't a face book Paige it doesn't mean people aren't sharing

information and -- it just means your voice isn't interest to give it context and weight. What we allow and don't allow. We don't allow things such as impersonations. If something is impersonating an individual or agency and actively claiming to be that person, we can have that taken down. What we do allow is a variety of free speech things. So particularly with government and politics F. people disagree with policies or votes that have been taken, and groups that organized against that, that is acceptable under our free speech guideline. Take down a group that didn't like a position here taken. That is something we're not going to do. Now if it violates our terms of service and does things like hateful rhetoric, hate speech, calls to violence and things like that we'll remove that for contentment on every face book page and -- report button that goes to the centralized system where you can report these kinds of violations if you need to report fake pages or things like that. Really important step there to keep many mind that the universal report function.
>> So one of the key things we want to talk about is a page for every agency. Citizens really do want to connect. Here is a screen shot of a tab on our face book an government page which I'll be referring to. Facebook.com/government. We keep a list of some of the larger cabinet agency and -- you can see only of them here. We have many more listed. I believe that the top 37 larger cabinet agencies have 1.5 million fans and there are many more pages out there. Citizens are really looking to connect. That expectation is going to increase as we continue along. If you are not already on facebook and you would like to create a presence on facebook you will need to create a facebook page this. Is the thing we built for organizations and moose communication. You -- mass communication. You should ensure you have the authority to create the page. If you are a federal agency, that means you should have signed the GSA terms of aservice agreement. We do not have that sort of agreement for the state and local government so you'll need to talk to yourselves internally about how you proceed from there. Categories is important here. For an agency, an organization, you want to select brand, product and then organization and government as a category. It's a person or individual, a member of congress, you would select -- government official. That is for an individual. Once you created a page you will need to have an Admin on the page. This is often a source of confusion for people. I'm going toe walk through it in two slides. You do not log into a face book page. You login to your facebook account which controls the facebook page. All pages require an Admin, someone to control it. A lot of people are used to a system where they share one log in and password for a lot of their online 2.0 sites. Same email across -- we discourage that for security reasons. Can lead to real breaches in security on your end. What we do is we let all pages can have multiple administrators, that's a facebook profile to administer the page and those Admins are not public. If I'm a fan of the white House page, I don't know who the Admin is because we keep that secret except to the other Admins. I layed it out visually on the slide. Face book page in government, I login to my account as Adam where I control my profile of Adam but I'm also an Admin to the facebook page. Now Bob who may be my friend and is also an Admin to page will login to his account. He doesn't control my profile but -- often times we get organizations or groups of people who set up a face book profile for their office. Remember what I said, face book profiles are required to be real people. If you've done that you run the risk of shutting it down. Who are real people. People who set up multiple face book accounts. Terms of service violation. It is a violation to have more than one profile on face book. You run the risk of having that shut don't. Separate your work live balance. If you are an Admin of a page it is not public so no one will ever know so we can validate there's a real -- I would also say a very good best practice to have multiple administrators on the page. Every September, I receive a spike in increases of people who can't access their face book pages because they made their summer internal person that could access it. That person went back to school. So even if that not all of your staff members say updating the page on a regular basis make sure permanent staff members have access to it in case someone is sick or someone leaves their job or something like that.
>> To talk about the facebook page more, wall tab. It's a stream of recent information posted by the page. So in this case it's the U.S. army's page, which is at facebook.com/U.S. army. On this post and you can see they get regular posts and regular feedback and when they post that's distributed to their 1,890,000 fan -- 190,000 fans. Subscribing to the information that the U.S. army page puts out. Now one of the questions I have gotten from almost every single agent I I've dealt with,

is can we turn off comments on facebook.
>> The answer is no. You cannot turn off comments on posted items on facebook. It's
really important to understand how facebook works because facebook doesn't work
without comments. If you post an item on facebook when people comment and like it,
that tells us internally that people find it important. So then we are able to
surface that to more users who may find it interesting. It's a critical component of
how we work and how users expect facebook to work. There are plenty of places on the
internet Mr. You can post information and get no feedback whatsoever F. that's what
you are looking to do you should just continue -- on this space is to have some kind
of interactivity. Not just as producers and posters of content but as subscribers to
content. What is going to be the messages you are interested in receiving but how
would you like to react to that? You're never going to be able do anything with
that. That content is not going to get to those people on facebook that could see
it. Now what you can do is turn off wall posts that you can -- we encourage you to
allow them because we think you can see really positive experience with this. We
encourage you to have a posted comments policy. Their policy lays out clearly what
can and cannot happen. This is important because it public and a private reason for
this. The public reason is this is your public statement of what you are going to
allow or not allow. If there are problems with it, someone puts something that
violating it. It was a violation of our comments policy. It's an important internal
reason what you are going to allow and not allow. If someone interest your staff
says this person said something mean about our program that I run and I want it
taken down, you can say ahead of time no we're going to let the community do this
because it's within the policy guidelines. A lot of people have gotten in trouble
with the press for overcensoring facebook pages. Understanding of what you are going
to allow and not allow is man. As you can see from the U.S. army's page they have
many, many positive comments. You can see that people have asked questions about
reporting for duty, applying for things. The community of fans there has responded.
I think generally, the army, the whited house and other high proo file pages have
had very positive experiences. You see less of these really terrible comments is
because facebook as a real world real name culture so that people are posting with
their real name and photo there and they can be held responsible. For truly high
profile and high risk sites, there is several third party monitoring solutions
available to ensure these don't happen. For the most part all of your agencies will
be fined just keeping in mind a good comments policy and good sense.
>> It will depend on your agency, if -- the key is not whether you should have one
or many presences, can you produce content if you have multiple presences? If your
department is not large enough to run 30 facebook pages you shouldn't have 30
facebook pages. It makes running the umbrella main -- one of the ways you can help
people navigate to this is creeuating a social media directory. On the screen the
U.S. Navy have done a great job on the Navy sites. Ships and bases and commands and
the various presences online. There's a company called involvement that make as free
application called other pages that allows you to display pages in a tab on your
facebook page. This is what we use on our facebook government page. A simple product
there. One of the things I want to talk to is content, content, content. The
question is, what are these two people have in common? This is the actor? [
Indiscernible] President Obama had -- 7.3 million fans. [Indiscernible] The
question was why has. [Indiscernible]
>> The answer is content. So. President Obama is constrained now by being the.
President of the United States and they are still posting regular content but it's
very official. It's kind of -- you see there's hooks to it so it looks like this. [
Indiscernible] Relief supplies. Talks a little bit about it. He says thank you.
Asks for comment and discussion. Really engage his community. He gets rewarded with
feedback. But we do want to keep in mind as a consumer what would people want to
interact with? I think the most recent example we have is the earthquake in Haiti
the ships deploying to Haiti to provide relief were updating their facebook page
from the carriers with live photos and status updates of what was going on the
ground there. Welt received in the way you can have content that's very interesting.

>> I want to talk a little bit about delivering your message. A lot of people will
set up a facebook page and focus on the ease of use. One of the things we allow you
to do at facebook is auto import an RSS feed of information. You could import that.
That's fine if you truly don't have any time. But I pulled an example here. The top

is a shot of what a news feed story looks like from an agency that is just pulling
in an RSS feed. It has a headline and some of the marks there, there's no photo.
It's a little confusing. Contrast that from the CDC, which has taken the time to
copy and paste the link to focus the message on delivering that message in that
context there. So you can imagine when you subscribe a face book fan page and the
fan posts an update the vast majority of users are seeing this on the news feed. You
want to get that message across and there's a couple paragraphs of text that they
click through that learn more information. That's a bonus essentially. They took the
time to make sure there's a correct photo appearing there.
>> You can place your URL on materials. You can do great rapid response and things
like that. Applications as well. Video responses. This is one of my favorite
examples. President Clinton's page what they do every week or two they collect
questions that have been asked and presented to him and answer the questions on
video and placed on facebook. Asked a question from [Indiscernible] About
childhood obesity policy. Thank you for the question and tell your friends about
this on facebook. It's a lightweight way to interact with the community.
>> Want to run through some other things if we have folks on the technical side on
board. Take a look at facebook connect. You can do things like login to face book
with it. We highly encourage you to embed -- face book fan page.
>> We spend a lot of time trying to make sure that facebook is accessible to
multiple audiences around the world. So this is a photo of a blog post of the? [
Indiscernible] For the blind. A non-profit organization we work closely with to
make sure they have access to facebook. HTML only site which is our mobile site that
users can use as well and provide shortcuts for keyboard only users. There is an
entire section in our help section that we do for accessibility and issues there. We
encourage you to check that out and also read that blog posted by Carol agusto.
>> A couple of best practices and FAQs. Concerns -- highlight some of the things I
already mentioned. What if somebody says something negative? You have the ability to
delete that if it violating your comments policy. Not everything is going to be
popular -- what's wrong is if it uses profanity or hateful rhetoric or something
like that. Can I turn off comments? No. Comments is needed to operate. If we have a
website why should we use facebook? Often times you are creating content that you
put on your website. You want people to see. This is just another Venn you to ensure
that -- more people see them. We often ask we don't have time for this, facebook
does not have to be a life encompassing thing, although I certainly enjoy it. You
are using this as a venue to further distribute things to get information out there.
We do recommend that you think about who owns it internally and who's responsibility
it is. Often a question is why I can't have multiple profiles, one for my
organization, my own profile --
>> Very clear that you can only have one profile for one individual and profiles can
only be made by real people. We get a lot of questions about archiving. Most people
don't know that facebook pages have an RSS feed of your content so we encourage
folks to subscribe to that and be sure they are saving that off site. We've also had
various conversations with folks that because of the conversational tone, on
facebook pages snapshots and occasional [Indiscernible] On the content are what's
necessary to meet some standards. Encourage you to keep in mind your agency's
privacy polity -- hope to have more interesting long term archiving solutions
available to the government in the future. Then I mentioned the disability access
and there's a great section on that in the help section that is at
facebook.com/help.
>> Set up a facebook page. Add content and publish it. Discuss internally about
regularly updating a page. How your organization is thought to deal with it. Who's
responsibility it is. If it's an internal managing that. Make sure you've got that
-- comments policy publicly. Brief your boss and/or management on the facebook page
you are starting and ask them to contribute. There's two purposes. We don't want a
repeat of some of the incents in congress where -- not necessarily informing them
and the member went home to their home district. Love what you are doing on facebook
and the member had no idea what they were talking about. Also ask them to
contribute. Whether that's video or blog posts or just a thank you.
>> User name to your page this. Is a short, RL that allows easier navigation to it.
Facebook.com/U.S. army. Once you have 25 fans you can go to facebook user name and
select the user name. Put a fan box on your website which is what we talked about
earlier. Add your facebook URL to everything. Post content via mobile. If you have

events out in the public, you can use email, the IPhone and a bunch of other applications. If you've got a good community make sure you let them know you appreciate them. As you are getting comments and feedback and response you want to make sure they have some sort of awareness and feedback on your organization. Put them in a report once or twice a month and make sure senior management is seeing the feedback that's coming from there so that the people that are your community and interacting with you their voices are being heard on some level. Resources. If you are a federal government agency and you have questions about the toss agreements or compliance with that, you email U.S. government at face book.com. This is not a help desk. The -- this is primarily toss compliance. You learn more about that by talking to Alycia and others. Series of resources for you to take a look at. Facebook and government page I mentioned before where we highlight great examples of government using facebook. -- also has great examples. Facebook.com talks about the pages product an announces updates to it. The help section at facebook -- 93% of the questions I receive via email from government agencies you can find the answers on our help section. Please be sure that you are looking at the help section when you have questions. With that, I am done and I'm happy to take questions. I believe Alesha aAlycia is going to drive that.

>> Yes. Thank you Adam. I'm going to try to pick out a few. We'll give Jessica a chance to present and answer anything that we have at the end. So you mentioned about having the fan page versus the regular page and groups and things like that. Would you suggest for different departments within an agency to have one page with a lot of information or multiple fan pages?

>> Sure. I think this goes back to the real question I posed earlier, which is if you have a fan page, you want to be able to provide it with content. If the individual departments have the ability to provide regular interesting content, then I think it's fine for there to be more multiple fan pages. A central page only benefits from having sub pages underneath it that people use to talk about other things because it allows you to highlight content there and gives you a cross propotional tool. The -- can post a status message that says here's five ships that are doing great work, link to them. Do a powerful thing like that. It's more about can they support content for the page than should every department have a page. That should be the test.

>> Great. How can you change the name of a page? Are they able to change the page name?

>> Currently pages you are not able to change the page name. If it's something you just created a page you -- if it's a more established page we provide guidelines to allow name changes. You can email the U.S. government at. [Indiscernible] If you are a federal agency with that question. Generally, our naming guidelines, it needs to be an authentic presence and still needs to be the same thing that the user signed up to connect with. If I signed up for the U.S. Navy fan page and they wanted to change the name to the U.S. army, we wouldn't allow that. Because fans are now attached to things they didn't sign up for.

>> Great. I think you mentioned, ask you to clarify, for agencies that are required to retain all communications, does the RSS feed satisfy the ability to save all the commenting information on the page?

>> It does not. That only allows you to see the agency pages made. You will need to work with your own special departments to figure out your requirements and your solutions on comments made by users. I encourage you to make sure you had a full discussion hi you allow and not allow to collect on a personal level as well.

>> Great. Do you find that there's a better time of the day that there's a higher percentage of users using facebook because jobs Linh wants to know is there a belt ere time to make a post where people will be stop?

>> There's always someone awake. But generally, particularly if you are in a local region or say a state or city government, people who use it have a standard timeline when they come into work in the morning, lunch and in the evening. I think any of those times is good. I would ask all agencies to post at least once a day fetch it's something as simple as anus article. What you shouldn't Mr. Doing is posting all at once. You shouldn't see four or five posts at the end of the day. If you can spread them out, that would definitely be the way to go. I know there are various third party solutions that allow you to do things like update twitter and faceback from the sate -- you may want to look into third party solutions as well.

>> Great. Can you talk about how the embedded email -- works?

>> This has nothing to do with facebook. It's a simple application you can build using HTML and other aspects that would go into your data. Opt in and fill it out. If you have a sign up an you have the ability to embed that off site, it would be a way you could connect with them. It's nothing to do with facebook.
>> Okay. Is the incites portion of a page visible only to the Admins?
>> Yes.
>> Okay. Here is an interesting question. As an Admin, is there a way to post something to the front page, like make a comment as yourself instead of making it look like it's an Admin comment?
>> No. There's not. There's not. The ironic part is, it was an ability we turned on a few months ago because we got a question every day about wanting to post to the page and the day we turned it on we got submitted questions about doing the opposite. What you can do is have someone else on your staff who can comment who's not an Admin on the page or you could remove yourself as and Admin answer and then have someone add you back.
>> Interesting. This will be our last question. We'll move onto Jessica. Could you just quickly repeat how to set up a user name if you have the 25 fans? How to do the backslash?
>> Go to facebook.com/user name. USERNANE. This is all available in the help section as well. Drop down emenu. You want to select the page you want to name it. You want to select it. It will walk you through the process. Some things you are not allowed to create and some are taken. So there's that so deep that in mind. So you will be told what is available and not available when you go through that process.
>> If you could pass control to Jessica.
>> Thank you everyone an I think we're also going to take questions after Jessica correct?
>> Yes, we will.
>> Hi. This is Jessica. Thank you for sticking with us your late afternoon on Friday. Let me pull my slides up.
>>
>> Talk about the use of face book in our larger social media strategy as well as share incites on our experiences with working in facebook.
>> Briefly, CDC participates in social media including facebook so we can -- things that you can do in social media that you can't do on your regular website. We're able to tailor -- allows us facilitated communication and engage a community to empower people to make safer and healthier decisions.
>> You'll see that social networking is just one piece of our larger social media communication strategy that really allows us to take our content out to where users are already. So kind of informal goal is to deliver content when and how the user is used to using. Question ear -- with our information and taking it out to the user. That being said, people really need to see the messages in multiple formats. So in the social media world, that means taking it out in multiple channels including facebook so that they can really see that message more than once for them to actually take action on it. As Adam talked about, the massive popularity and time that people spend on facebook makes it an ideal channel for us to disseminate health messages. To really engage peer to peer communication. I just want to stress one more time that this facebook is really one piece of a larger interactive media strategy at CDC so that we're repurposing content for our campaign, health observance or what have you in many different channels so that that message is really getting out there. To talk briefly about our central facebook page, we established this page in a single day on May 1st. Right during the middle of the H1N1 response. It was really -- Adam was a great help in getting us this set up. We use it to share daily information so we're posting. Those of you familiar with the CDC.gov website we have daily features that are posted. A lot of the content is repurposing that feature so we have something up there daily. That's one piece of information. We're sharing social media resources such as video, buttons, we're sharing links to blog posts. Widgets. Highlighting H1N1 information throughout spring and into the fall. We were heavily promoting what was going on so that people new and they could come to face book and -- knew -- see what was really going on. I checked it this morning and we were over 54,000 fans. Right in the middle of H1N1 so we capitalized on the public interest that facebook Adam wrote a blog post promoting our facebook page. We also launched our page right around the same time the White House did. They were instrumental on helping us promote. We didn't build our 534,000

fans over night. It was a slow build. We built up a lot of interest in the fall of the second wave. A lot of people were coming to look for information on the vaccine. That really helped us. We have also promoted our facebook presence on other social media and websites. So I'm going to show some resources at the end. The social media page links provide links that you can connect with our social media sources. We're not using the facebook connect but we do have link -- the page really allows us to expand the reach. We're reaching younger and more male audience than we typically can on our CDC website. We've got about 67 users between 35 and 64. We're reaching a younger audience. If you look at the people who are active on our facebook page these are the people that are commenting. They are the people that are saying they like our posts. They definitely are more in line with our typical CDC.gov user. It's more female and this that middle age range. Talking a little bit about content. The post that Adam showed earlier of ours is one of our features that comes from our home page. We are actually -- have a person that's posting that content on a daily basis. We also work with groups throughout the rest of the agency to post content that they want to highlight so we have a regular schedule feature that we post on a daily basis. Then we work with other programs throughout the agency to -- on requested posting information. We're averaging about 3000 click throughs back to our website. That's -- people are seeing that they can get the key message on facebook but that many people are going back from our facebook page because they want to know more about what we're talking about so they can -- the CDC -- is more consumer friendly article that focuses on a health typic and observance. Links them to more information.
>> The spike that we saw in October really coinsided -- if I had to take a guess, I would say it was due to a lot of public interest in the H1N1 vaccine. Click through is back to our website an we also saw a record setting page view of our CDC.gov web traffic that month as well. So that was a very active time for our content in all of our spaces. I want to shift focus just a little bit and talk briefly about our newest facebook page, it was launched just last week. Just before the presentation we were up to 660 fans in a little over a week. This campaign was launched last Thursdays and it's the I know campaign, which is focusing on engaging young African Americans to talk about HIV and what can be done to prevent it. So one of their primary strategies on this page where the primary CDC facebook page is to push out information. This page is really -- the strategy for this is to engage our users and get them talking about how -- what can be done about HIV and reduce the stigma of testing. One of the kind of program goals was to -- strategies is to -- they've partners with several celebrities to capitalize on those celebrities existing networks. Both recorded PSAs for the campaign. As you can see here. [Indiscernible] Posted his PSA on the facebook page which has 250,000 fans. In addition to the I know cam panes 600 some fans , that message reached an addition network because of lewd Chris' established yet work that was already there. Similar to the way that we are posting videos, they are also posting PSAs. They're posting -- they just added a new album with pictures of the launch ehaven't. Some of the website badges are available. Also regular status updates as well as we posted on the extended info tab we're able to post our comment policy. As well as where people can go to connect with the campaign and where to get the official information which is actually part of the federal terms of service. With facebook we're directing users so that they know the official information is available on the CDC.gov web page. We.
>> Comments that are trying to sell a product and we put that kind of catch all at the end that we deem inappropriate. Which -- leaving posts up there. We don't just delete posting z because we don't agree with them. A lot of times people will post comments and then other users will go in and -- the comments kind of police themselveses so that they are able to -- we don't have to step in and say you guys are wrong. This is the right information. The other users, we found in our experience will go in and point fans to the correct information. I was also asked to briefly touch on 508 compliance. Where we not out side the laws of 508. Everything we post is coming from our website generally, so if it's not, then we are posting it in accessible format on CDC.gov. We put in the main box on our home page that official information is on CDC's website. However, all of our videos that we post are all captioned because we are either pulling them from the U tube channel or which ear pulling -- we're pulling them off of the CDC page on our website. So both sets -- is already captioned. Briefly, some of our social media resources, the CDC facebook page is CDC -- facebook.com/CDC. That is our user name. The facebook page

for the I know campaign -- we've got a lot of resources about other social media
projects that CDC -- as well as our comment policy is posted on our website. There's
sot great metrics and data. We don't have a social networking guidance policy posted
yet but we're working on that. Did I speed through that fast enough?
>> Okay. I will take questions now.
>> Great. Like I said. There are lots and I just want to announce that we are going
to go until about 4:10 p.m. so we can get these questions in. I have a lot from
Adam's presentation pending and now a lot for you.
>> Question about staffing. How many people do you have to work the facebook pages?
Do you have people monitor on the weekend?
>> Can you talk about the management?
>> Sure. We have -- our team is actually a pretty small team to begin with. We have
one person who is primarily responsible for the data day posting, moderating
comments. So this is definitely not a full time job. She has other responsibilities
as well. The team works together to pitch in in spots.
>> How about on the weekend?
>> We do not not rate -- post on the weekends -- unless we're in an emergency
situation.
>> How do you archive your comments?
>> Very old fashioned, copy and paste into an excel document.
>> Okay. Easy enough. Are there any suggestions on how you promoted the newly
launched page? I know you spoke a little bit about that. Would you have any general
advice?
>> Sure. In addition to [Indiscernible] The special promotion that happened, which
is not really standard, but definitely posting that URL on as much of your materials
as possible, so you can see here, this is our main social media page. We have a
connect with CDC facebook link. Many of our campaign pages have linked to that. We
have an H1N1 campaign page. Sending out emails to partners to we've got -- depending
on how many are subscribed. Millions of people. We definitely promoted it on our
twittedder profile when we launched it. So a lot of cross promotion across other
social media channels as well as traditional web. Noticed to partners.
>> I would add utilizing other great facebook pages. So promoted on their CDC page,
working with other interested partners who already have an established presence on
facebook, I think is a great thing. So if you are promoting a facebook page -- you
know those users are already on facebook.
>> That's a great point.
>> What types of tools are available to obtain the facebook metrics?
>> I will just mention our incites that are available on every page which give you
granular data about interactions and ewers and fans. That's available to any page
add American stray for to take a look -- administrator to take a look at.
>> When we post links to the CDC website, we attach an. [Indiscernible] Code to it
so we can track our click throughs -- allows us to track.
>> I would just add that a lot of people particularly if you have done this in the
same site as twitter we'll use link shorteners. That's fine. We have relationships
with the larger link shorteners. There are times when you are using an unknown link
shortener or when a virus or -- when all link shortener also be either blocked
you'll get a warning message. You may want to consider other options or if that's
happening that may be one of the reasons why. To us all [Indiscernible] Unless we
have a relationship with bitly un--
>> As a rule we post the full link to our web page.
>> I would also add if you go to the face book widget site and take a look at the
share -- pull something from your site onto facebook to make sure the right images
and text come in. Make sure you take the time to properly configure that.
>> Great. Can an Admin write custom HTML and put it in a? [Indiscernible] On the
page?
>> If you search under our facebook applications it's called FBML. Have this as
aviate tab or box. Primarily you should be putting things like basic text and things
in there. I saw someone ask we needed more room for our comments policy. You can use
extended info or FBMLs to do your own HTML coding there.
>> Is that how you would add --
>> You'll want to work with your vendors -- every system is different on that. That
will more than likely involve creating a simple facebook. [Indiscernible]
>> Can and Admin of one page post to another agency page as the agency?

>> No. We -- right now you cannot post -- pages can not post to other pages.
>> Okay.
>> How would a person go about contacting the administrator or an owner of a page to raise concern about maybe unauthorized? [Indiscernible] Trademark information?
>> The first approach is writing on the facebook wall of a page or group saying I represent the. [Indiscernible] CDC. If it is something that you are concerned about and want to take it down use the life-support button on you can email the U.S. government where y -- why this is a concern to you. Contact the administrator. When you identify it to us, we have limited options because we're not allowed to release the administrator's name because of privity. Make sure before you identify it to facebook or the report button that you have tried to contact on your own and are comfortable with courses of action.
>> Great. I just want to announce, Michele reminded me, that there is a go. [Indiscernible] If you have a government link you can use that for secure link shortening.
>> If someone posts a comment that violates the comment policy over the weekend, it would stay up there for a few days, obviously, would that present a legal liability for the agency? Can either one of you answer that?
>> I'm not a lawyer. I think generally N the social media space, that people are interpreting with the an exability in understanding of user responsibility on this. I'm not a lawyer and it is -- one needs to gauge that in the realm of legal risk. Is it the world's largest legal lis income any lawyer would be wrong to tell you yes.
>> I think the way that we kind of feel with -- I'm not a lawyer either. We do have a disclaimer on our wall that says comments posted are not views represented by the CDC. We take them down quickly if we see they need to be taken down.
>> I don't know that that's ever happened to us.
>> Pretty rare. Every once in a while we'll delete comments that are mainly -- because profancy and because people are trying to sell products on our page.
>> Great. Good info.
>> How does facebook inform agencies when maly shoes links or content may be posted on hosted pages?
>> Hosted pages on facebook or off facebook? So obviously, off facebook is not our control. What we do do is you will hit message. If something is on facebook, we have a very large security team at facebook that works on these things. Often times, these cam panes are stopped even before they can get off the ground. So we also have the ability to go back to clean them up. Post regular updates on security and the situations on facebook. That's probably your best bet for information. Obviously on a level that I'm not going to go into detail on, we have relationships with folks in the cyber security world to ensure that there's communication there as well.
>> Great. Adam, can you speak a little bit about what the information the incites actually provide? You know, I will speak about it a little bit. Frankly the easiest thing for anyone to do is go to their page and look at their incites. They're available to any administrator of a page. Incites will tell you things like how many fans you have, visitors, interactions, total fans, new fans, countries and cities and regions where they come from.
>> Gender?
>> Yeah.
>> Okay. If a fan posted specific question to you what is the policy for answering it? Do you do so publicly or through a private message? I think that's for you Jessica.
>> We -- the way that we've handled this in the past, it doesn't happen frequently actually. We will post a response to them in the comment and direct them to CDC info or website because -- for more information. So we don't typically answer a question on facebook with directed to our official information.
>>
>> Well there are really lots more questions that I'm going to gather and I'll refer them to the appropriate face book help resources that you mentioned earlier or if there are more in-depth I'll tend them your way. The same for you Alycia. I'll send them out -- I'll send out an update it via email to all of you and let you know when we post the answers to those questions. Also, just a reminder that we will be sending the recording for today's Webinar with the links to the presentations and the transcript later on this afternoon. There are just a few other things I want to mention before we wrap up. Registration for the 2010 govment web and new media

conference is open. We're going to be opening registration to contractors with the government email address on April 1st. So if you haven't registered, register soon. We do have limited space. If you are a government contractor with a.gov email address, we hope you guys can register after April 1st. Also on March 23rd -- for free Webinar on optimizing your top tasks with remote usability testing. You can find more information on that at web manager university.gov. Or you can email me directly or give me a call if you have any other questions. I just want to think Adam and Jessica out of their schedules to present today. There's obviously a lot of interest in setting up facebook pages and people are going to use the resources that we put out there today. So again, just a huge thank you. Sheila, did you have any last notes?

>> No. I think we're good to go. I think everybody learned a lot today and it was a phenom mall turn out. We'll provide resources around this. Share what you are doing either on the list serve or the networking site. Facebook pages. There's so much that we can learn and I think. [Indiscernible] I think the more we share with each other in terms of tips and strategies it will be valuable moving forward. So thanks everybody for being on the call. Thank you Alycia.

>> That includessed to's Webinar. Thanks everybody.

>> Thank you everyone:

>> Thank you.

>> [Event Concluded]