



Longmont Genealogical Society

FACEBOOK ADMINISTRATOR: Volunteer Coordinator, Appointed

Facebook Administrator's Job Description: (As defined in By-laws and Standing Rules - see longmontgenealogicalsociety.org/LGSBy-laws.pdf or longmontgenealogicalsociety.org/SR2023.pdf):

The Facebook Administrator has full control over all the functions on the Facebook Page for the Longmont Genealogical Society (LGS). May appoint assistants and co-administrators.

Facebook (FB) Administrator's Responsibilities:

1. The FB Administrator manages the LGS FB page roles and settings.
2. The FB Administrator edits content and creates and deletes posts and events.
3. The FB Administrator sends messages, removes or bans followers and moderates live chats.
4. Some FB functions are not used by the Society because they are fee based, such as creating ads and boosting posts.

Definitions:

1. **Facebook Pages** are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers.
2. **Facebook Profiles** are for personal accounts and use. You must have a profile to create a Page or help manage one. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.
3. **Facebook Groups** are a place to communicate about shared interests with certain people. You must have a profile to create a group or help manage one. You can create a group for anything — your family reunion, your after-work sports team, your book club — and customize the group's privacy settings depending on who you want to be able to join and see the group. When you join a group on Facebook, you start seeing content from that group in your Feed.
4. **Facebook Page Roles:** There are 6 different types of roles for people who manage classic Pages. When you create a Page, you automatically become the Page's administrator.
 - a. **Administrator** gives people total access to make changes to your page.
 - b. **Editor** can do everything but manage Page roles and settings.
 - c. **Moderators** can send messages and respond to comments as the Page.
 - d. **Advertisers** can only create ads and view insights.
 - e. **Analyst** role only lets people see insights and who's published on a Page.
 - f. **Community Manager** has access to moderate the chat of the page's live streams, can delete comments, suspend users from chats, etc.

Requirements:

1. Must have a Facebook profile and account. When you manage a page your Facebook profile will be switched to the LGS profile.
2. Knowledge of the ins and outs of using Facebook, i.e. post sharing, uploading images, creating events, Facebook privacy, following and liking.
3. Prior experience in managing a page is helpful but not required.
4. Familiar with ways to stay safe on Facebook.

<https://www.facebook.com/help/122006714548814>

PROCEDURES FOR FACEBOOK ADMINISTRATOR ACTIVITIES

Procedures:

1. The FB Administrator must have a personal Facebook profile/account in order to administer the LGS Facebook page. An administrator can switch from their personal Facebook profile/account into the LGS Page to manage it. See <https://www.facebook.com/help/>
2. Post Events: (two weeks in advance of event date, post information sent directly to you or posted on the LGS website, <https://longmontgenealogicalsociety.org>.
 - a. Membership Meetings
 - b. Educational classes, i.e. Senior Center Classes and special workshops
 - c. Collaborative Research and Learning Workshop
 - d. FamilySearch SIG
 - e. DNA Study group
 - f. Library Help Session
3. Follow and Share other Facebook Groups and websites related to genealogy, research and history
4. Posts should reflect the mission of the Society.

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