

Launching a Facebook Page for your group or service body is fairly straightforward, but there are many details and decisions that must be made before beginning. This document is intended to help in understanding the process, and the many options offered on the Facebook Platform. Social media is a quickly changing environment, and this is not an all-inclusive document.

Administrators (and other Page Roles)

One primary administrator and two or more backup administrators will be needed to ensure coverage. Each group or service body will need to decide on the qualification of administrators, as they not only need to understand the Facebook climate, but also the workings of the OA Fellowship. Admins should post as the 'page name' for anonymity purposes. Admins will be responsible for posting on the page as well as responding to comments and inquires. It is important that they are well acquainted with the steps, traditions and concepts of OA so they can gently correct and redirect when needed.

Groups may decide to divide the work among many members and there are different roles that may be used with different permissions (Admin, Editor, Moderator, Analyst and Live Contributor).

Logos

If your group or service body wishes to use the OA logo, you must apply for permission. You cannot use the OA logo alone. You must create a customized logo with the group's name below the OA logo. Only registered meetings or service bodies can request permission to use OA's copyright protected logo, and they must reapply every two years. Please refer to:

<https://oa.org/files/docx/Logo-Permission-Request-Form-in-Word-617.docx>

Art

Before the page is launched choose art for the 'cover photo' which is the banner across the top of the page, and for the 'profile picture' which is the square photo that appears beside each post. Use images that are copyright free. After the page is launched there are many opportunities to use images to draw attention to posts.

Short Description (155 characters)

This is a space dedicated to a concise description the page's purpose and remains at the top of the page.

User Name (5 characters or more)

A quick search tool; often times page names can be very long, and shorter or tag name can make searches faster.

Add a Button

There are many options to choose from including calling local hotline numbers, direct emailing and many more.

About

The about tab has spaces to be filled with broader descriptions of the page purpose.

'Impressum' is the term given to a legally mandated statement of the ownership and authorship and therefore the 'Impressum' box is the best place to include OA's statement on Social Media:

"While Overeaters Anonymous has no opinion on outside issues, including social media, the delegates of the 2016 World Service Business Conference recommend that any OA member, group, or service body using social media for OA public information and public awareness maintain the personal anonymity of OA members. Members of Overeaters Anonymous are anonymous. The Fellowship is not.

"Members of Overeaters Anonymous using social media are responsible for maintaining their own personal anonymity and respecting the anonymity of other OA members."

Settings: General (explanations and decisions to be made)

- Shortcuts—pins the page to the top for easy access. This has no effect on the visitors view but is helpful for admins.
- Page Visibility—to publish, and unpublish the page during maintenance.
- Visitor Posts—we highly recommend 'Disabling posts by other people on the Page' to ensure the focus is on providing information rather than conversation.
- Reviews—we suggest 'Reviews are turned off'. Reviews are for the service industry and though good reviews may be nice, if someone decides to give a bad review the admin cannot remove it. The admin can however remove all reviews from the page, but the negative review may still remain in other cyber places.
- News Feed Audience and Visibility for Posts—allows you to narrow the audience for particular posts, for instance if you wanted a post only to be seen by people of a certain age or demographic. Depending on the focus of the page there may be a use for this tool.
- Messages—Allow. People can contact the page admin privately and directly.
- Tagging Ability—Turn off, for anonymity purposes no tagging allowed.
- Others Tagging this Page—Allow. *"Members of Overeaters Anonymous are anonymous. The Fellowship is not."* This allows people to reference the page in a post and the page name will become a link to the page.
- Country Restrictions—Page is visible to everyone.
- Age Restrictions—Page is shown to everyone.
- Profanity Filter—Turn on and set to strong.
- Similar Page Suggestions—Allow. This is another way to carry the message.
- Page Updates—Allow. Automatically publishes changes.
- Post in Multiple Languages—Allow. We are worldwide fellowship.
- Comment Ranking—Off. This feature is for conversations, rather than public information.

- Content Distribution—To be decided by the group or service body. If the page uploads photos and videos this feature allows or prevents others from downloading items.

These suggested settings limit the ways people can interact with the page. Visitors cannot post on the page; however, they can ‘like’ the page or an item posted on the page, and they can comment on a post and send an email directly the administrator. They can also choose to ‘follow’ the page. The level of interaction is completely the individual’s choice. Anyone can view Facebook pages by doing a web search of the pages name. They can view the page and access its links; they cannot, however, interact with the page if they are not a Facebook member.

The page Admin or Moderator may need to reply to a comment with instruction and encouragement. Occasionally the Admin will need to hide or delete a comment that is not in line with OA traditions, and then follow with a note to the person commenting expanding why the comment was removed and a request to delete the comment on their end. This is an opportunity for instruction and encouragement and should be handled in a positive manner.

Settings: Messaging

There are options to create an automatic response to people seeking information, and to aid in communicating. Communication is anonymous on the page admins side, and when using a computer this is much like emailing. With a cell phone or tablet you will need to have additional Facebook apps: Messenger and Page Manager.

Settings: Post Attribution

Admins should post as the ‘page name’ for anonymity purposes.

Settings: Notifications

Each page admin may choose what works best for their needs. Admins can choose how often and the ways in which they are notified of activity on the page.

POSTS and POSTING:

Scope of Posts—Each group or service body will need to decide what to post, as well as how often to post to best serve their mission. We suggest keeping the focus directed toward the fellowship, to be in keeping with Tradition Six: *“An OA group ought never endorse, finance or lend the OA name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.”*

Post Suggestions: (Use copyright free images)

- Links from oa.org web page, region web pages, and group or service body web site
- WSBC, Region Conventions and local events (Do not post names, faces or personal contact information)
- Short quotes from OA Literature (proper attribution needed)—NO PHOTOS of literature

- Program Slogans (proper attribution needed)

Pinned Statement—Facebook allows you to pin one post to the top of a page. We suggest crafting a statement as a guide for the newcomer to the OA Fellowship and Facebook, and to include a link to OA’s Find a Meeting. <https://oa.org/find-a-meeting/> The following is an example:

“Anonymity is important to us all. Feel free to "like" this page. Membership in Overeaters Anonymous is neither assumed nor implied by liking a page—it does, however, show an appreciation for the qualities and characteristics of the organization. When you “like, comment or share” others may be able to see this interaction depending on your privacy settings. In order to respect and protect others' anonymity do not “share a link” or “tag” another person from this page with the exception of sharing in a personal message, private group or posting to your own personal Facebook timeline. To see OA’s Statement on Public Media, please see our “Impressum” statement.”

Instructions for Posting: (Use images that are copyright free)

1. Put link address into post box
2. Once the link appears erase link address
3. Upload a photo if desired
4. Add text to post box
5. Click post button

After you’ve gathered your group, considered these recommendations, made these many decisions and created art work.

1. Log into Facebook
2. From the right hand drop down menu click on ‘Create a Page’
3. Select ‘Company, Organization or Institution’
4. Select ‘Non-profit Organization’
5. Then type in ‘Your Page Name’
6. Fill in the blanks as decided by your group or service body and you are on your way!