



FACEBOOK GROUP GUIDELINES

Profile = personal

Page = brand, business, or celebrity

Group = topic-based community of people (public or private)

Before you set up a page or group, ask yourself:

- Why do I think I should have a Facebook group?
- What is my goal with this group?
- Who is my audience?
- Is this form of communication the best way to reach my audience?
- Who will maintain this Facebook group?
- How often will they/I post to it?
- How will they/I monitor private messages and comments?

Group Guidelines for Admins:

- Monitor frequently — check in on your group at least once a day.
 - Delete posts that are profane, obscene, harassing, threatening, or contain personal information.
 - If it gets too negative/critical, message a person privately. Also remember that as an admin, you have the power to remove a person from your group. If they have an affiliation with Wesleyan, you may want to alert UR.
- Encourage conversation — if appropriate, chime in and ask questions, create polls, respond to comments.
- When relevant, share content from the main [Wesleyan University Facebook page](#) or other official Wesleyan-affiliated pages with your group.
- If your group is private, respect the privacy of your members. Think twice before sharing their posts publicly or with other groups, pages, or profiles (people).



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Wesleyan University-Affiliated Group Guidelines:

Use the text below as an example of the information to provide in the “Description” section of your Wesleyan-affiliated Facebook Group.

Briefly describe your group — who is it for? What will people share in this group? Is there anything they shouldn’t share?

CONTACT INFO:

If applicable, provide contact info for the admin(s) of this group.

USEFUL LINKS:

If applicable, add links to Wesleyan resources. Ex: Career Services, WSA, ResLife, etc.

CONTENT POLICY:

This group is monitored by a representative of Wesleyan University. We encourage our fans and followers to post, comment and interact with others, and expect that remarks will be on-topic and respectful of the rights and opinions of others.

Wesleyan reserves the right, but is not obligated, to remove comments that are racist, sexist, abusive, profane, violent, obscene, spam, that advocate illegal activity, contain falsehoods or are wildly off-topic, duplicate, or that libel, incite, threaten or make ad hominem attacks on Wes students, alumni, employees, guests or other individuals. We also do not permit messages selling products or promoting commercial, political or other ventures unless we deem them related to the university, its members or its operation. All posts within this group must adhere to Facebook’s Community Standards.

More Resources:

Facebook Groups tips + help: <https://www.facebook.com/help/162866443847527/>

Facebook Group admin basics: <https://www.facebook.com/help/418065968237061>

Facebook Community Standards: <https://www.facebook.com/communitystandards>



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Great example of a description with guidelines, resources, contact info:
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