



# BK Facebook Guide

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## Introduction

This best practise guide on using Facebook is aimed at BK centres who wish to setup a centre Facebook page for their area/region. For general queries or questions about the BK social media policies, you can email:  
socialmedia@brahmakumaris.org

### 1. What is Facebook?

Facebook is a free social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, update their personal profiles to notify friends about themselves, share video, audio and photos to their networks and develop communities of different interest groups. The Facebook platform can be used effectively to connect to different networks, spread online presence and increase web engagement. Facebook now boasts a membership of over one billion users worldwide (as of Jan 2013).

### 2. What is a Facebook Page?

A Facebook page account (formerly known as 'fan page') is separate from a personal account (which is for individuals to connect with friends) or a group account (which is better suited for collaboration amongst different individuals).

A Facebook Page is a distinct and customisable presence on Facebook that enables a brand/organisation to interact with users in new ways. A Facebook page can help businesses/ organisations/prominent individuals to use the power of connections between Facebook users and turn consumers/ audiences into potential brand advocates/followers.

Anyone with a personal account on Facebook will have their own 'News Feed' which consists of latest news/content from the people they are connected with in their network as well as pages they are interested in. This News Feed will therefore include the latest content that is posted by pages they are following (or



pages they 'LIKE' in Facebook terminology). The content that can be seen in this News Feed is varied – from text updates, to photos, videos and event invitations. If an individual 'interacts' with that content – by leaving a comment or hitting the 'LIKE' button, it boosts the viral potential of that content, meaning many more people could discover it if they are in the extended networks of the original target audience.

### 3. Benefits of setting up a Facebook Page?

BK Facebook take up is clearly to maximise the BK communications online, increase the BK social media footprint and to use the Facebook platform for engagement with those interested in keeping abreast of the activities of the Brahma Kumaris, as well as potentially reaching new audiences. The most notable advantages are -

- Facebook Pages are public. With over one billion people around the world now on Facebook, having a presence on this platform has become essential from a communications perspective.
- Any content such as status updates or photo uploads on your Facebook Page, have the potential to spread virally very rapidly.
- Flexibility to send messages/content to your Page members when you need too.
- Research has shown that Facebook users spend more time on that platform than any other online media (including other web browsing and email). It means we are potentially engaging with an online audience in a space where they are likely to hang out the most (this is not to exclude other means of communication with them, but this is a useful way of supplementing our media communications strategy).
- Facebook has powerful and easy-to-use analytics and reporting tools, making it easy to measure engagement and interest in our content.
- Facebook pages show up highly in search engine results – helping to boost



the chances of the BKs being found or 'discovered' during online searches.

#### 4. What can a Facebook Page be used for?

Facebook is an interactive platform, so any official BK Page should focus on developing a constant dialogue and maintain contact with the community of members. A Facebook page can be used to:

- Publicise our best content (eg public programmes, talks, events)
- Share news and updates
- Build awareness of our presence and activities
- Tap into potential new audiences/members of the public that haven't been reached before
- Keep existing BKs and friends/contacts engaged and abreast of news
- To build a community and/or be part of an existing community
- Collect feedback on our activities

#### 5. Who is your target audience?

Facebook has a very broad user-base globally, though initially it was mostly youth-centred. It continues to be a good platform for reaching out to those aged 18-35, an age range that is traditionally more difficult to reach for many organisations.

The BK Facebook presence can be used to reach existing BKs, BK acquaintances, BK contacts, friends of BKs, audiences interested in spirituality and meditation, press, media corporations and other online communities.

#### 6. What content could a BK Facebook Page include?

- BK official news updates
- Audio/ video /photos of events or other BK content (see Appendix about legal and copyright considerations)



- Links to official website content
- Events invitations/ update
- Inspirational quotes
- Season greetings
- Promoting new literature/ newsletter

\* It's important that all the above includes – or is restricted to – the remit of the Facebook account (e.g. local Facebook accounts shouldn't include content that is better sent out from national Facebook accounts and vice versa).

\*\* You should also not engage in sending out messages or engaging in conversations which relate to controversial topics or topical news stories for which there is no clear official BK position (if in doubt, speak your national/regional social media rep or email: [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org) for advice).



# 7. Facebook Page Examples

## Main Layout

The screenshot shows the main layout of the Brahma Kumaris UK Facebook page. On the left is the profile picture, a red sunburst logo, and a menu with options like 'Edit Page', 'Promote with an Ad', and 'Add to My Page's Favorites'. Below this is a text box with a description of the teachings and a link to the website. The main content area features a post from 'Brahma Kumaris UK' with the text: 'It always helps to remember that each one's destiny is their own; we are all actors playing our unique part in this wonderful drama of life :)'. The post has 22 likes and two comments from 'Deepak Meena' and 'Roopsy Mishra'. Below the post is a 'Write a comment...' box. On the right, there is a 'Get More Connections' box and a 'Brahma Kumaris UK' box with a description of the organization and a 'Like' button. At the bottom, there is a 'Top tip' from the page: 'The less I think about doing something, the faster I am able to get it done :)'. Navigation tabs for 'Wall', 'Info', 'Photos', 'Events', 'Video', and 'Links' are visible at the top.

## Inspirational Quotes

The screenshot shows an inspirational quote post from the Brahma Kumaris UK Facebook page. The quote is: 'Never let go of your sense of optimism, as it is one of the best ways to remain cheerful :)'. The post is dated June 9 at 10:48am and has 19 likes. Below the quote are two comments: 'Vikram Pandya :D Love it..!' and 'Ian Howe Beautiful.....and so true!'. Below the comments is a 'Write a comment...' box. Below the text is a photo album titled 'Behind the scenes: the Kitchen Angels on Sunday morning' with 20 new photos. The album shows three photos of people in a kitchen. Below the album is a post from 'Pooran Kanta' with the text: 'memories of the week i spent there,s is indu look 's like space age cook.' and a post from 'Natasha Crist' with the text: 'As I've not been to Bk Global House or the Oxford Retreat yet, I don't know what 'bhog' is. If it's like the Indian food I've eaten, can imagine it's very nice.' Below the posts is a 'Write a comment...' box.

## Photo Albums



## Sharing content



**Brahma Kumaris UK** Dadi Janki's special message for 'Feeling Great... no matter what' :) Feel free to share this video with your friends and family by clicking 'share' on the video!



Feeling Great Take-1.mp4

[www.youtube.com](http://www.youtube.com)

Dadi Janki`s message for Feeling Great Program on Thursday 12th August, 7.30pm-9pm, Hammersmith Apollo, 45 Queen Caroline Street, London W6 9QH. For more info, visit: [www.bkwsu.org/uk/feelinggreat](http://www.bkwsu.org/uk/feelinggreat)

August 8 at 10:17am - Comment - Like - Share - Promote - Report

9 people like this.

Write a comment...

## 8. Before setting up - considerations

Before setting up an account, try and answer the checklist of questions which will help you focus on your requirements (you can get additional help answering these questions by speaking to your regional social media rep or emailing [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org)):

- Why do you want to start a Facebook account - what is the purpose?
- Could you achieve the same effect or better through your existing BK website?
- Is this the right site to engage with your potential audience/community, bearing in mind the demographics of your area/region?
- Does a similar BK account already exist? What added value would your Facebook account have if so?
- What level of commitment are you or those at your centre willing and able to make to manage the account and sustain it beyond setup?
- How will you measure success and value of the account (i.e., how will you know the time and energy needed to maintain the account is worth it?)





- Do you have a clear idea who will be responsible for updating and maintaining the account?
- Are you aware of the areas of compliance that the account will have to meet (see below)?

The BK facebook account will communicate on the same lines as any other BK public communication. It is equivalent to any other broadcast channel of the BK's so all content, messages and information will adhere to pre-set and pre-agreed editorial standards. Even though the medium requires a more casual and conversational tone, all content postings should have a second pair of eyes keeping across new content to ensure accuracy and editorial compliance.

### Naming convention

All official BK accounts should have 'Brahma Kumaris' as the prefix and a location indicator as well, eg "Brahma Kumaris UK" or "Brahma Kumaris Paris". Where this is too long, a shorter version may be used which has 'BK' as the prefix. Occasionally, if a page is for a place that has its own unique identity, that name may also be appropriate (eg 'Global Retreat Centre'). If unsure, you can get advise from your regional social media rep.

Make sure you use the official Brahma Kumaris logo relevant for your country/region and a couple of lines in the bio that explains who you are and what you do. You can also find pictures and logos on the Global Functioning website: <https://gf.brahmakumaris.org>

For additional help, you can contact your national/regional social media rep or email: [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org)



## Branding

The Facebook platform doesn't allow much scope for changing layout/colour schemes, etc. However it's important to keep the look and feel of the Page consistent to other official BK Facebook pages (as and when they are rolled-out. This includes having the official BK logo (that is relevant for that part of the world) as the avatar image. You can use an image of your choice for the main background image. It is advisable that you keep the image simple and understandable for a member of the public not familiar with the BKs. Avoid imagery that only a BK audience would understand (eg pictures of Brahma Baba). If you need advice, please consult your national/regional social media rep or email: [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org)

## Administration

It is important to understand that any official BK account that is setup is owned by the Brahma Kumaris and not individuals. Therefore, passwords and usernames must be held in a document which is accessible by at least two members of the centre, including a senior. Passwords should be changed regularly (ideally monthly) and be robust (contain lower case and upper case letters, plus numbers).

When you have setup an account, please email [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org) with the details so that the central log of BK social media accounts can be updated – only when this is done can the account become 'official' and be linked to from the official BKWSU website.

## 9. Managing a Facebook Page and engaging with users

If you set up a Facebook Page, it's important that you are able to update it regularly with messages, links to videos, or photos (please also ensure that such content is cleared for use in terms of copyright and permissions). It is also important that you keep across comments and content being left by members of the Facebook page, to ensure it is appropriate. Where it is not, you can delete it.



Remember that this is a public platform, so while it's good for your tone to be informal, you still need to use appropriate language and terminology (generally, it's best to avoid BK terminology but if you do, set the context). As a guide, you should use the same sort of language as you would in a public programme.

While it is good practise to try and engage with users through conversation, this should be limited in the initial three months of the account being setup. This ensures that you have enough time to get used to the way the page works and allow for more users to become members.

### Handling Negative Users

Unlike blogs and anonymous websites, it's more difficult to be an effective negative user on social networking sites (as it requires registration and there are effective anti-abuse policies in place on the various platforms). It's important to allow space for conversations and differences of opinion in the comment threads. However, if you do come across a user who is being threatening, abusive or otherwise offensive, you can either click 'report' under their username or, if you are the admin of the Facebook page, you can 'hide' (which means it that message will only be visible to that person and their friends, but no-one else) or 'delete' their entry/post and block them. If in doubt, please contact your national/regional social media rep or email: [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org)

### Facebook adverts appearing on your page

Unfortunately, as Facebook is a commercial enterprise, it makes money from placing ads across its site and so you will see them appearing on your page. When you setup a Facebook page, adverts will start appearing along the right side margin. It is worth keeping an eye on what sort of adverts are displayed and if you find that they are inappropriate you can click on the 'x' alongside them and report them by clicking on the relevant reason from a drop-down menu. This should ensure that similar ads don't appear (or appear less frequently) on your page. It if continues to be



an issue, contact your national/regional social media rep, or email [socialmedia@brahmakumaris.org](mailto:socialmedia@brahmakumaris.org)

## 10. APPENDIX

### Legal and copyright

All audio, video and photo content that is uploaded (or linked to) must be cleared for use in terms of copyright and permissions. This can be done in several ways when the videos, photos or audio recordings are made:

- A signed release form/agreement obtained from those featured in the video, photo or audio recordings. Also the photographer or video maker should give their permission to use their work.

- A Verbal Release/agreement that is recorded (in audio or video form) from those featured in the video or audio recording – whether it be individuals or groups/audiences.

Even if the above clearances have been obtained, we should still treat take-down requests sympathetically. In terms of ownership of the materials, all copyright is automatically awarded to the creators.

If you use someone else's video, find out who owns the copyright and get permission from them to use it. For example, video material shot by the BK UK Video team is the property of the Brahma Kumaris UK (similar agreements can be put in place in other regions around the world).

In terms of photographs, the photographers are entitled to request being credited for their work when reused (i.e. Photo by xxx). They can of course waive this requirement if they are happy for their photos to be used without a credit. In all instances, they should agree ahead of time for their images to be uploaded on social



media platforms and that they are happy for this to happen.

To avoid doubt, speak to your regional BK Media representative who can advise on appropriate forms that can be signed by cameramen or photographers which hand over all copyrights to the BKWSU. The UK Media team has such forms which comply with UK law, but they could also be usable in other regions of the world – please contact the team for more information: [media@uk.brahmakumaris.org](mailto:media@uk.brahmakumaris.org).

## 10. REFERENCES AND ADDITIONAL READING

Microsoft's social media guidelines:

[http://socialmediagovernance.com/MSFT\\_Social\\_Media\\_Policy.pdf](http://socialmediagovernance.com/MSFT_Social_Media_Policy.pdf)

BBC's social media guidelines:

<http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidance-blogs-bbc-summary>

ENDS

