



## **FACEBOOK USAGE AND POLICY**

### Value and utility of Facebook in Family Finding

- Facebook can be an invaluable tool in locating and communicating with relatives. As addresses, phone numbers and emails often change, Facebook profiles are more consistent. Locating a relative of a child on Facebook can also lead to finding additional relatives as individuals are often friends with their relatives. Using Facebook as a search tool also allows Family Finding Specialists to connect with children and families through modern technology and the most popular social networking site.

### Sharing/Wall

Use profile and page to promote pertinent topics to agency and program mission.

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- Wall posts: anything appropriate and relevant to Family Finding, Children's Hospital of Wisconsin Community Services, foster care and adoption or information for children and families
- Likes: anything appropriate and relevant to Family Finding, Community Services, foster care and adoption or information for children and families
- Groups: anything appropriate and relevant to Family Finding, Community Services, foster care and adoption or information for children and families

### Communication

- Messages
  - When messaging possible relatives, ensure confidentiality.
  - Do not use the full name of the child and do not use too much identifying information
- Wall
  - Do not post any information or communication on a relative or child's wall.
  - Restrict communication to private communication methods (messages or chat).
- Chat
  - Instant messaging or chat is a private means for communication in that the exchange is only occurring between two people.
  - Maintain as much confidentiality as possible when communicating with anyone over the internet.

### Facebook as a search agent

- Name
  - Type the individual's name into the search bar.
  - Choose from the results list by viewing the photo or viewing all options
- Family
  - Review those listed as family on the individual's profile and search and gather their information as well.

- Friends
  - Observe the friends listed on the individual's profile and gather pertinent information like location, school and other data related to the search subject.
- Additional information
  - Observe any additional qualities, photos, location or employment information that may lead to additional searching.
  - Collect all data and use it to provide family information to the child.

#### Maintenance

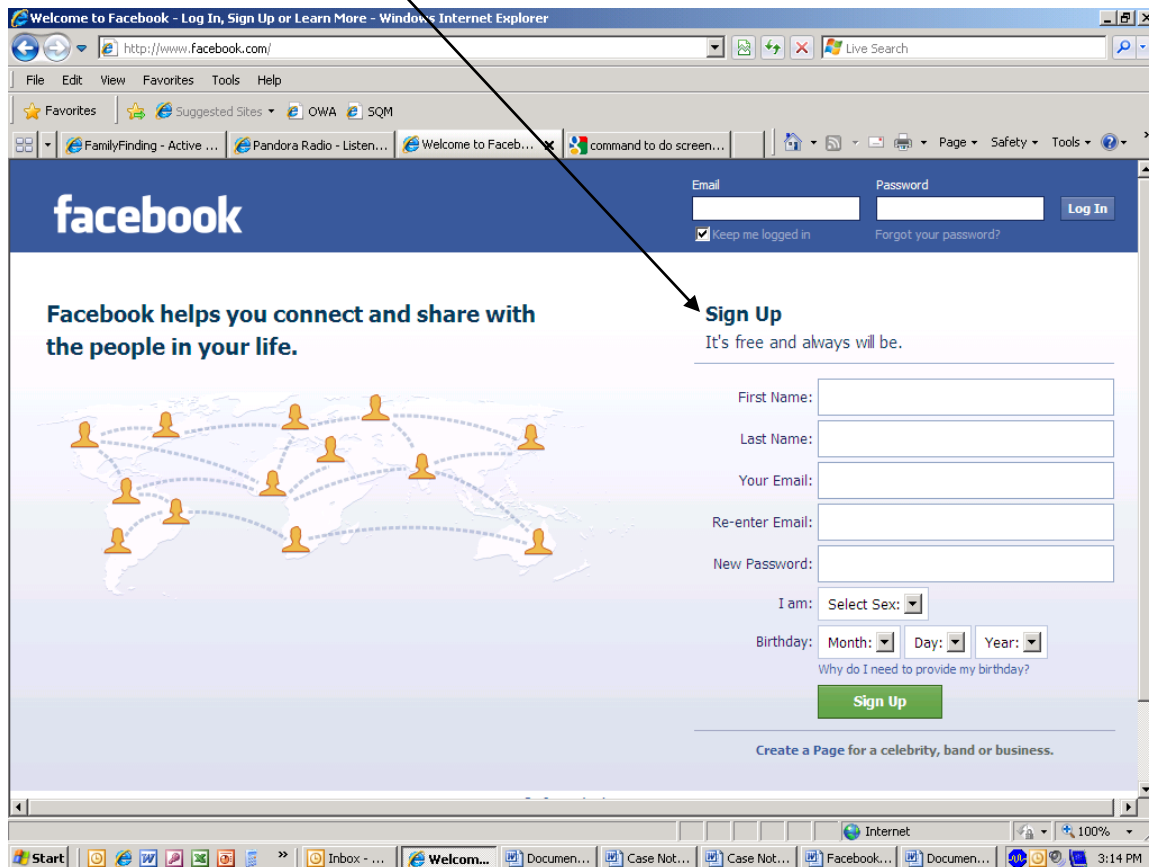
- Regularly check the profile and address any recent communications or updates.
- Keep the profile program specific.
- Avoid any **personal** communication or networking.
- Regularly review privacy and security settings as the Facebook website is continuously increasing and changing security settings and features.
- Keep the page up-to-date by posting links and posts at least once per week with articles or information regarding topics specific to your organization.

Please refer to the Wisconsin Department of Health Services Social Media Guidelines at <http://www.dhs.wisconsin.gov/wic/WICPRO/training/trainers/social-media.pdf> for further guidance.

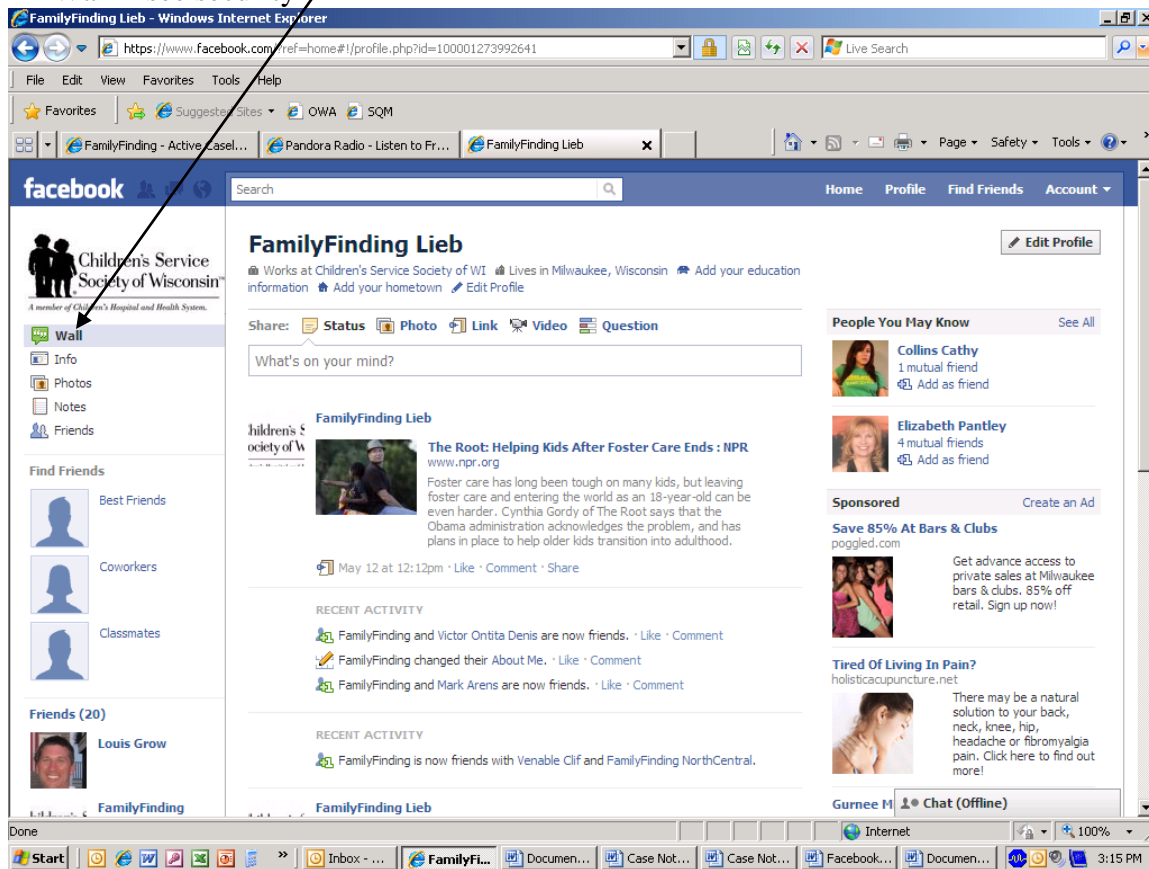
## COMMUNITY SERVICES FAMILY FINDING FACEBOOK AS AN EXAMPLE

### PART 1: INDIVIDUAL AND GROUP PROFILES

- Creating a profile
  - Use an email address accessible to all administrators of the profile
  - Create a secure password and only share this password with administrators of the profile.



- Wall – see security



- Info
  - Use agency information to develop the information page.
  - Include the program mission statement and a summary of the program and agency goals.
  - Basic information
    - About you: Every child deserves a loving family!

Family Finding is a program aimed at reestablishing family connections between children in foster care and their relatives. Based on a national model, Family Finding provides strategies to find and engage relatives of children living in foster care.

Every child deserves a special connection only family can provide. Every child has a family and a meaningful connection to family helps a child develop a sense of belonging. The most important factor contributing to positive outcomes for children in foster care is meaningful connections and lifelong relationships with family.

Family Finding uses experienced search agents to identify and locate family members using multiple databases. Once family members are found, Family Finding Specialists work to reestablish relationships where appropriate and

explore ways to establish lifelong connections with family and/or find a permanent family placement for the child.

- Contact Information

- Address: (i.e. Milwaukee, WI)
- Website: [www.chw.org/communityservices](http://www.chw.org/communityservices),  
<http://www.chw.org/display/PPF/DocID/45279/router.asp>

FamilyFinding Lieb - Windows Internet Explorer

https://www.facebook.com/?ref=home#!/profile.php?id=100001273992641&sk=info

File Edit View Favorites Tools Help

FamilyFinding Lieb

Decision Making, Family Finding - Making family connections for children in Foster Care, Fostering Media Connections, Casey Family Services, Kids Matter CASA, Seneca Search

Get Unlimited Nationwide Calling. \$19.95 per month. No annual contract. Drop that expensive land line.

**Basic Information** Edit

About You Every child deserves a loving family!

Family Finding is a program aimed at reestablishing family connections between children in foster care and their relatives. Based on a national model, Family Finding provides strategies to find and engage relatives of children living in foster care.

Every child deserves a special connection only family can provide. Every child has a family and a meaningful connection to family helps a child develop a sense of belonging. The most important factor contributing to positive outcomes for children in foster care is meaningful connections and lifelong relationships with family.

Family Finding uses current internet technology and experienced search agents to identify and locate family members using multiple databases. Once family members are found, Family Finding Specialists work to reestablish relationships where appropriate and explore ways to establish lifelong connections with family and/or find a permanent family placement for the child.

**Contact Information** Edit

Address Milwaukee, WI

Website <http://www.chw.org/display/PPF/DocID/452...>  
<http://www.chw.org/display/PPF/DocID/351...>

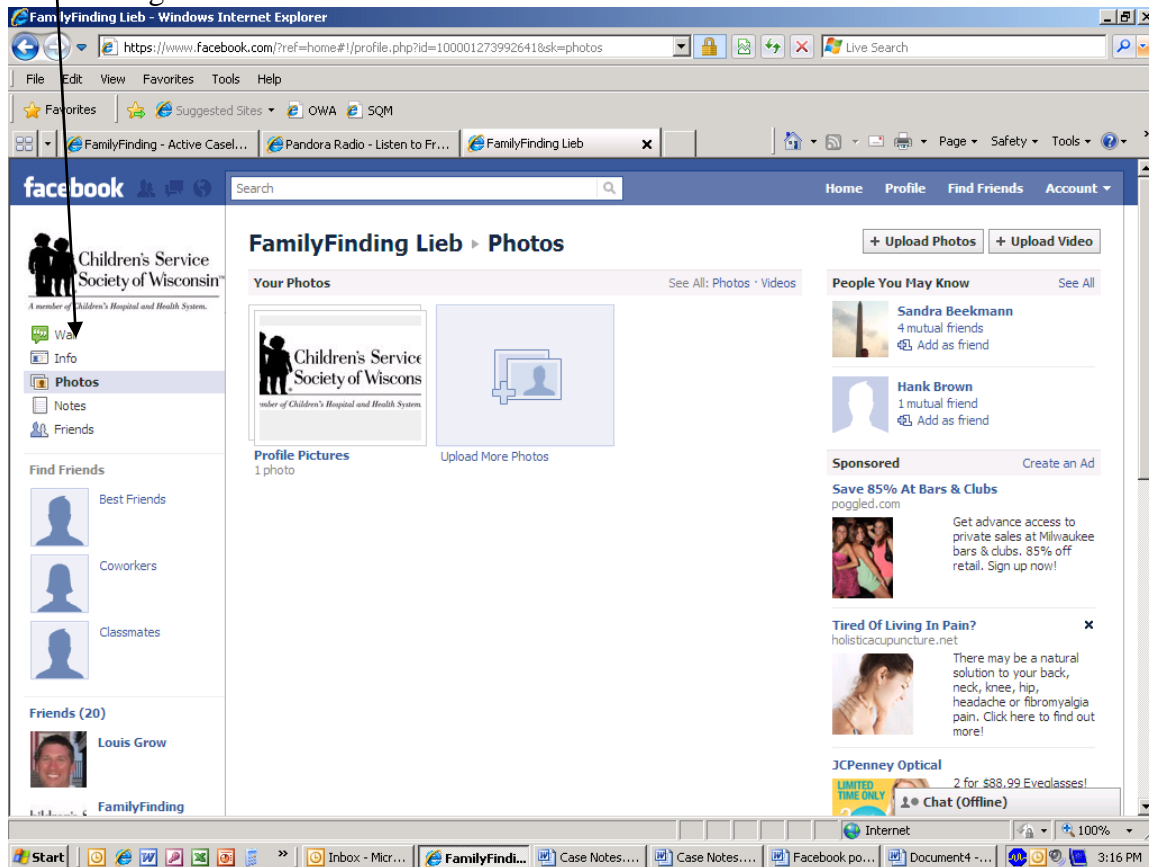
Email lauren.lieb@cssw.org

Chat (Offline)

Error on page.

Start | Internet | 100% | 3:15 PM

- Photos
  - Use an appropriate photo for your agency (agency or program logo)
  - profile picture of Children's Hospital of Wisconsin Community Services Blue Kids logo



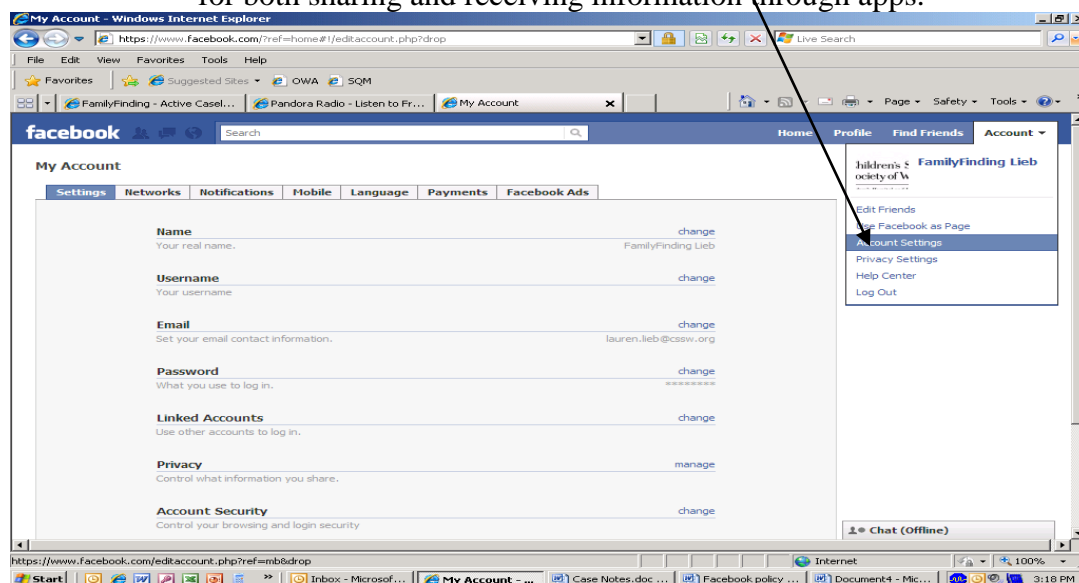
- Friends

- Inviting and confirming friends
  - Only accept friend requests of those you know professionally, have mutual friends with (i.e. Kevin Campbell), those with pictures and profiles that are non-offensive (use your professional judgment!)
- Security
  - Disable features allowing others to view friends.
  - Restrict others to view friends of the agency or program profile.
- Using and viewing friends
  - Use a "friend" status to obtain more access to information and communication.
  - Privacy settings are minimized when sharing information between "friends".



## Security

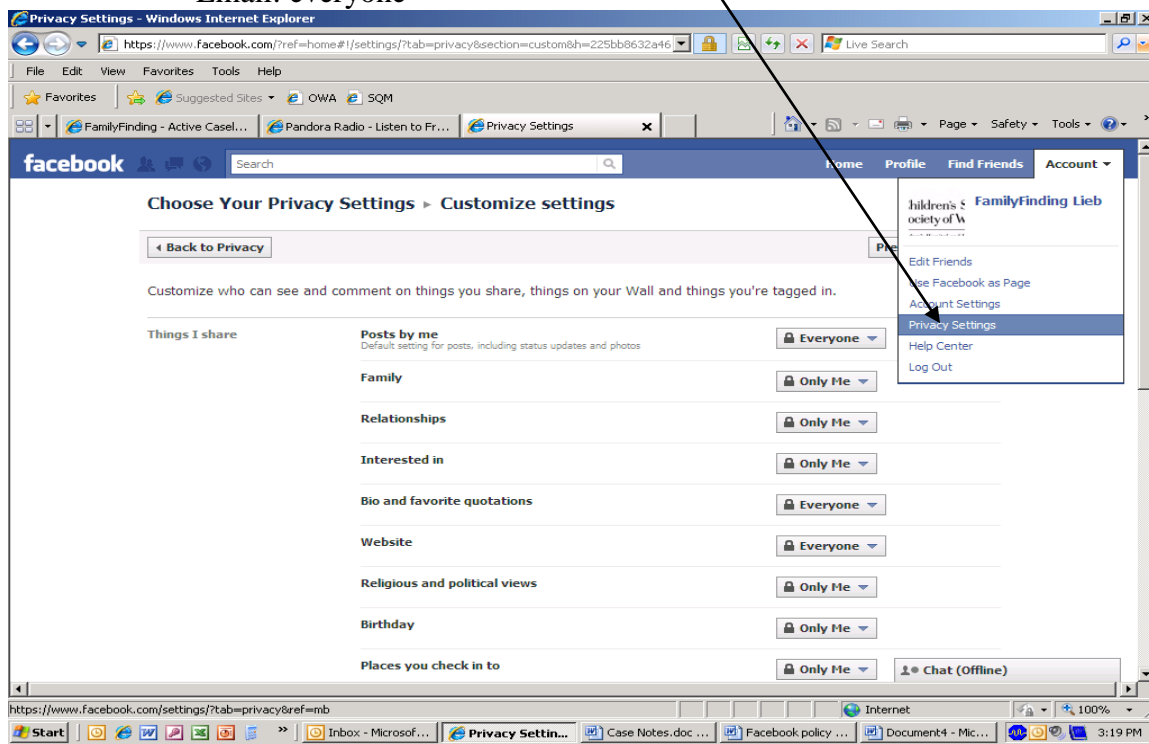
- Account settings
  - Settings—set all privacy settings to reflect the most confidential means of sharing and receiving information.
  - Customize Privacy and security settings to only allow for information to be shared to others regarding general and topic-specific material (information pertinent to foster youth, building family relationships, organizations that support healthy child development, etc.)
    - Name: Family Finding \_\_\_\_\_ (either last name or office area)
    - Email: your work email
    - Linked accounts: none
    - Privacy: see privacy settings
    - Account security: check box for secure browsing
      - Set the account security to reflect the most secure methods of browsing and searching the internet.
  - Networks: none
  - Notifications: whatever you choose
  - Mobile: none
  - Language: your language of choice
  - Payments: none
  - Facebook Ads: none
  - Public search feature
    - Determine the appropriateness of enabling the "Public Search" option within account settings>privacy settings>apps and websites.
      - This feature allows for the profile to be displayed when a search is conducted on your profile name (agency or personal name) on certain search engines.
  - Applications
    - Customize application settings to reflect the most private and confidential settings for both sharing and receiving information through apps.



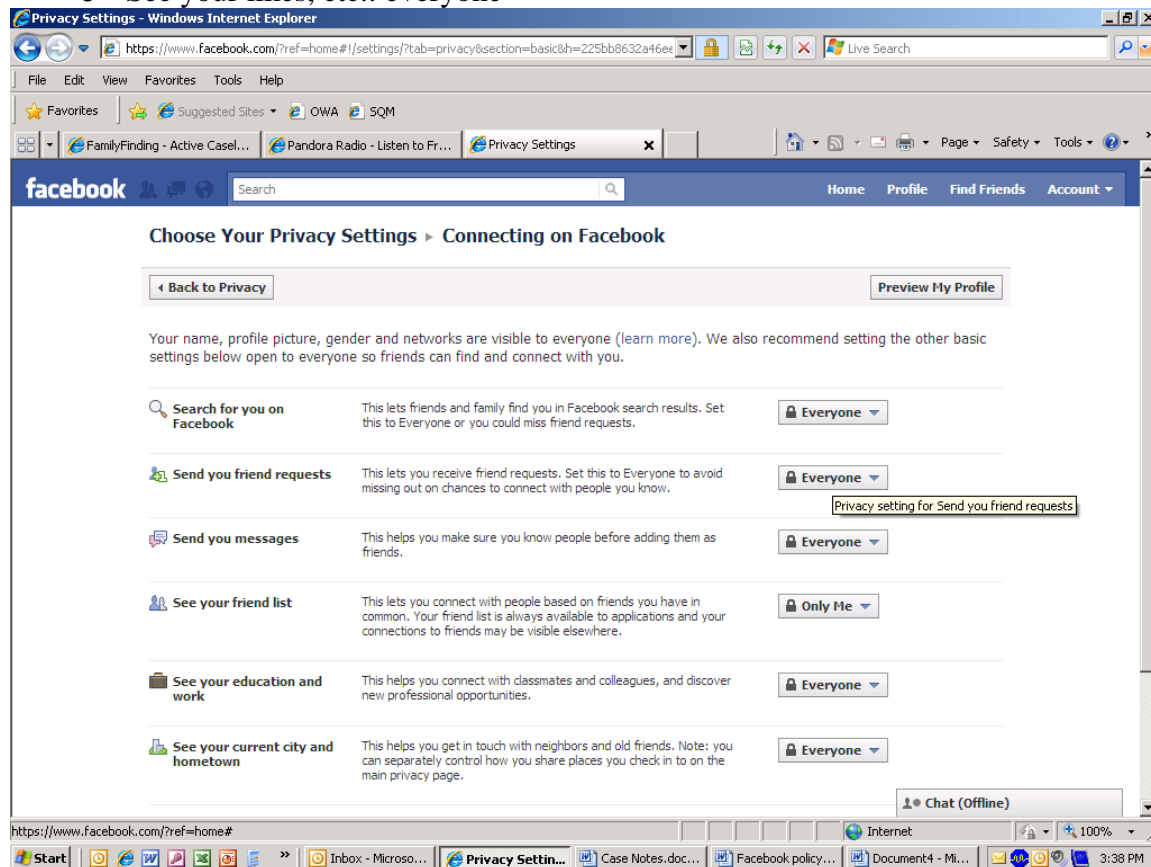


## Sharing on Facebook

- Privacy settings
  - Limit shared information (links, media, etc.) to be program or agency specific.
  - Things I share
    - Posts by me: everyone
    - Family: only me
    - Relationships: only me
    - Interested in: only me
    - Bio and favorite quotations: everyone
    - Website: everyone
    - Religious and political views: only me
    - Birthday: only me
    - Places I check into: only me
    - Include me in “people here now”: unchecked box/disabled
  - Things others share
    - Photos and videos you’re tagged in: only me
    - Permission to comment on your posts: only me
    - Suggest photos of me to friends: unchecked box/disabled
    - Friends can post on my wall: unchecked box/disabled
    - Can see wall posts by friends: no one
    - Friends can check me into places: disabled
  - Contact information
    - Address:
    - IM screen name: only me
    - Email: everyone

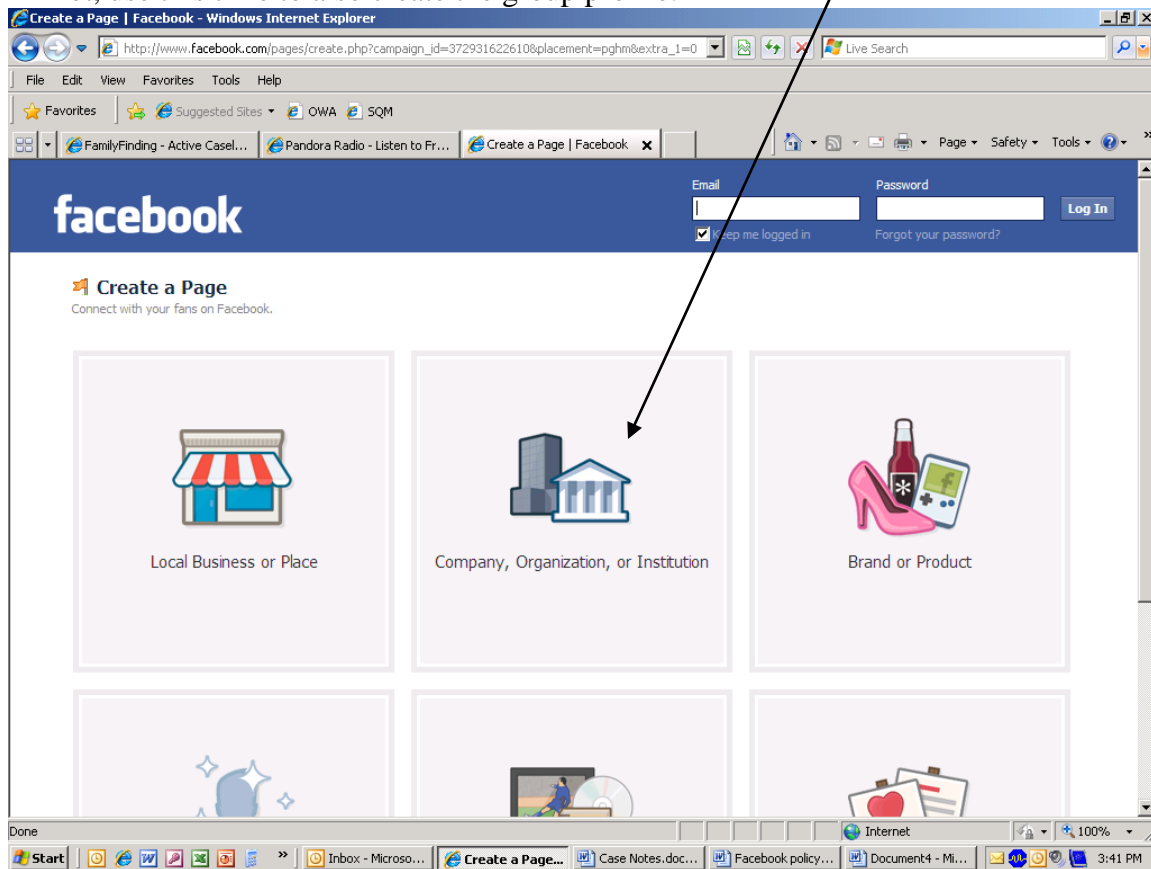


- Connecting on Facebook
  - Search for you on Facebook: everyone
  - Send you friend requests: everyone
  - Send you messages: everyone
  - See your friend list: only me
  - See your education and work: everyone
  - See your current city: everyone
  - See your likes, etc.: everyone

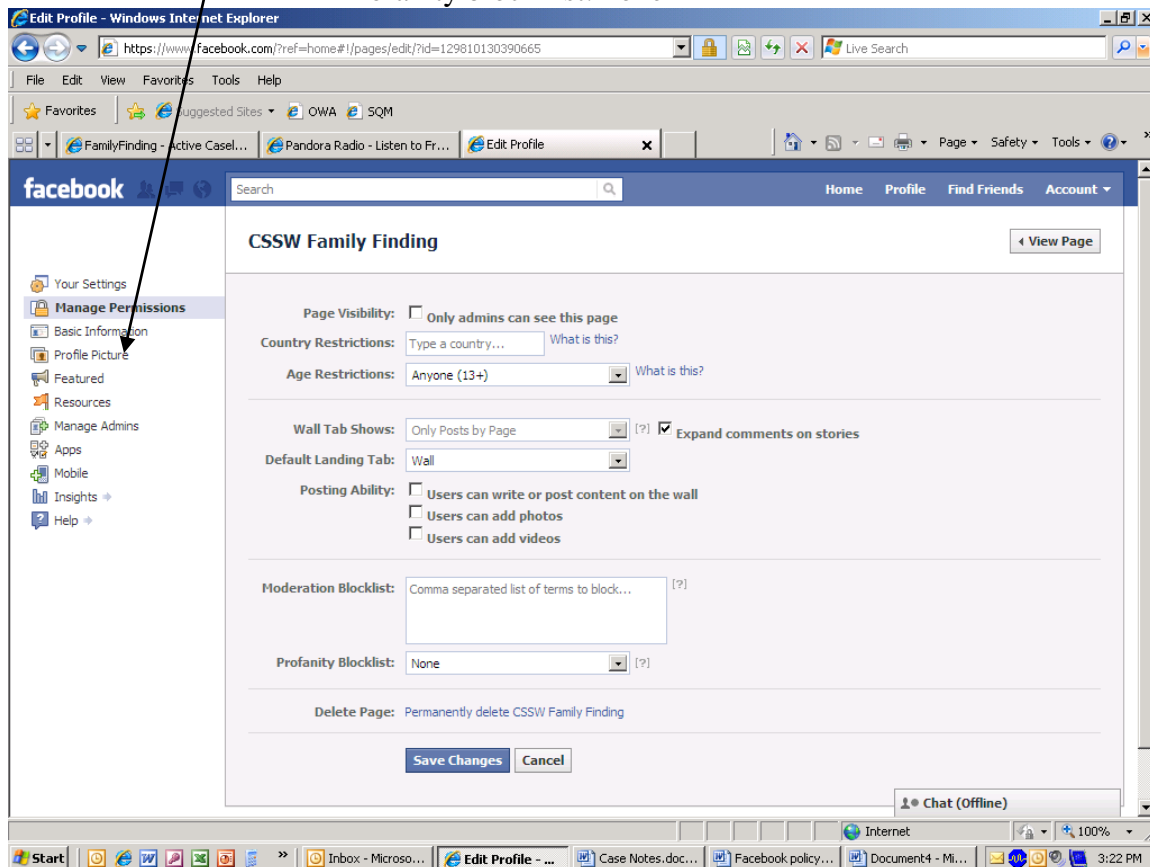


## PART 2: GROUP PAGE

- General info
  - If creating a program page, link it to the group profile created.
  - Allow as many administrators to have access to the page as appropriate.
  - Provide agency, program and methodology information.
- Creating
  - On the Facebook homepage, click on create a page then choose Company, organization or institution as appropriate.
  - Choose a category and company name as appropriate and click get started
  - If the group profile is already created then choose I already have a Facebook account. If not, use this time to also create the group profile.



- Click on manage permissions to set all security and privacy settings as noted above.
  - Community Services Family Finding
    - Page visibility: uncheck only admins. can see this page
    - Country restrictions: none
    - Age restrictions: Anyone (13+)
    - Wall tab show: only posts by page (check expand comments on stories)
    - Default landing tab: wall
    - Posting ability: uncheck all
    - Moderation block list: none
    - Profanity block list: none



- Edit basic information to provide information specific to your organization.
  - Community Services Family Finding
    - About: Every child deserves a special connection only family can provide.
    - Company overview: Every child deserves a special connection only family can provide. Every child has a family and a meaningful connection to family helps a child develop a sense of belonging. The most important factor contributing to positive outcomes for children in foster care is meaningful connections and lifelong relationships with family.

Family Finding uses experienced search agents to identify and locate family members using multiple databases. Once family members are found, Family Finding Specialists work to reestablish relationships where appropriate and explore ways to establish lifelong connections with family and/or find a permanent family placement for the child.

- Mission: Family Finding is a program aimed at reestablishing family connections between children in foster care and their relatives. Based on a national model created, Family Finding provides strategies to find and engage relatives of children living in foster care.
- Likes: keep any pages you like appropriate and related to your specific organization and purpose (i.e. Community Services Family Finding – any pages regarding family finding, foster care, adoption, child welfare, children and families.)

The screenshot shows the Facebook 'Edit Profile' interface for a page named 'CSSW Family Finding'. The page is categorized as a 'Non-Profit Organization'. The 'About' and 'Company Overview' sections are filled with the text: 'Every child deserves a special connection only family can provide. Every child has a family and a meaningful connection to family helps a child develop a sense of belonging. The most important factor contributing to positive outcomes for children in foster care is meaningful connections and lifelong relationships with family.' The 'Description' field is currently empty.

\*\*\*\*\*Update the program page regularly in order to ensure the most pertinent and applicable information\*\*\*\*\*

- Community Services Family Finding: articles or information regarding family finding, foster care, adoption, child welfare, children and families.

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