



Marine Corps Community Services  
Marketing Department  
Building 1024  
Twentynine Palms, CA 92278

SOP  
2-28-18  
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## FACEBOOK EDITORS

### 1. PURPOSE:

The purpose of this document is to establish the guidelines for becoming an editor of the MCCS 29 Palms Facebook page.

### 2. SUMMARY:

This standard operating procedure will outline the steps necessary to become an editor.

### 3. RESPONSIBILITIES:

The following personnel should abide by the standard operating procedure on a daily and as needed basis: Assigned personnel in various facilities/programs.

### 4. PROCEDURAL STEPS:

#### a. Preparation:

1. Permission from Division or Department head is necessary to request to become a Facebook Editor. The request should be emailed to the Social Media Manager at: [andrewssa@usmc-mccs.org](mailto:andrewssa@usmc-mccs.org)
2. The Social Media Manager will complete paperwork and submit it to MCCS Headquarters requesting Facebook access for your computer.

#### b. Tasks to be completed:

##### 1. Training:

1. Visit <http://mccs29palms.com/index.cfm/links/marketing/> and review the DON ALNAV 056/10 Policy on Official Internet Posts.
2. Ensure you fully understand and read the [MARADMIN 590/12](#) because you will be held to this policy as well as the MCCS policy that states:
  - a. You will need to monitor your page on a daily basis, to include answering questions on your posts, and post to your page once a week at minimum.

##### 2. Becoming an Editor:

1. Once you have completed the training, contact the Social Media Manager via email to let them know the training has been completed. You will then receive an Appointment Letter in approximately 10 days.



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2. Upon receiving the letter, you will need to create your Facebook profile with your MCCS email address. Please note: Make sure you create a profile versus a page (profiles are for individuals, pages are for businesses.)
  3. If you have a personal Facebook profile, it is recommended that you use an abbreviated or slightly different version of your name for your MCCS profile to keep the accounts separate.
  4. Once your profile is created, go to [www.facebook.com/MCCS29Palms](http://www.facebook.com/MCCS29Palms) and "like" the page.
  5. Email the Social Media Manager with your profile name and that you have read and understood the DON ALNAV 056/10 Policy and MARADMIN 590/12. You will receive a response via email when you are officially made an editor.
3. PLEASE NOTE:
1. Any posts that you make should be directly on the MCCS 29 Palms Facebook page, not on your own profile. All posts on the MCCS 29 Palms page are credited to MCCS 29 Palms, not as individual profiles.
  2. You may add a professional image to your profile if you'd like. But, do not accept or initiate friendship requests with your MCCS profile. This is a work account only.
  3. Do not update the MCCS 29 Palms Facebook page banner or profile picture.
  4. You are welcome to promote activities/events that are happening in our community, however, we do not want to imply endorsement of products/services, so use your best judgement. You are highly encouraged to cross promote other MCCS facilities/programs.
  5. Always use MCCS Marketing-designed materials for promoting your events. They will be high resolution and have all pertinent information on them. These flyers can be found as pdf downloads on the event page of the [mccs29palms.com](http://mccs29palms.com) website here: <http://mccs29palms.com/index.cfm/events/events/http://mccs29palms.com/index.cfm/events/events/>.
  6. Be careful what images you post. Be aware of copyright infringement.
  7. Images and copy should use civilian time, not military time.
  8. MCCS Facility Holiday Hours are posted by Marketing only. A mass facility list with the holiday hours is provided to Marketing and multiple posts are scheduled prior to holidays.
  9. If you are ever unsure of any duties, responsibilities or posts, contact the Social Media Manager.



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5. ATTACHMENTS / CHECKLISTS:
  - a. None