



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

SOP
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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 permission and request should be emailed to the Social Media Manager at: andrewssa@usmc-mccs.org
2. The Social Media Manager will complete paperwork and submit it to MCCS Headquarters requesting Facebook access for your computer. This process and approval can take up to three weeks.

b. Tasks to be completed while you are waiting for approval:

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:



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- a. You will need to monitor the MCCS 29 Palms Facebook page on a daily basis, to include answering questions on your posts, and post to our page once a week at minimum.
 3. Once you have completed the training, contact the Social Media Manager via email to let them know the training has been completed and that you have read and understood the DON ALNAV 056/10 Policy and MARADMIN 590/12.
2. Becoming an Editor:
1. The Social Media Manger will contact you once your paperwork has been fully processed.
 2. You will attend training with the Social Media Manager in the Marketing department (approximately one hour).
 3. You will receive a copy of your Appointment Letter
 4. After receiving your letter, the Social Media Manager will instruct you that is time to create your Facebook profile with your MCCS email address. It is important that you use an email rather than a phone number to set up your profile; otherwise you will not have the proper permissions to become an editor. Please note: Make sure you create a profile versus a page (profiles are for individuals, pages are for businesses).
 5. Your password should contain both upper and lowercase letters, a number and a special character.
 6. If you have a personal Facebook profile, it is recommended that you use a slightly different version of your real name for your MCCS profile to keep the accounts separate. For example, if Stephanie is used on your personal account, use Steph for your work account. Do not use initials or anything other than an actual name as Facebook may disable your profile.
<https://www.facebook.com/help/112146705538576>
 7. Use a photo of yourself as your icon photo; do not use the MCCS logo. Add a cover photo, "like" some pages and



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posts on the MCCS 29 Palms page. Facebook scrutinizes accounts attached to high reach pages and will disable your account if they suspect it is not authentic.

https://www.facebook.com/communitystandards/integrity_authenticity

8. Once your profile is created, go to www.facebook.com/MCCS29Palms and "like" the page.
 9. Email the Social Media Manager with your profile name and the URL to your profile. You will receive a response via email when you are officially made an editor.
3. PLEASE NOTE:
1. You are not permitted to make a social media page or account on ANY social media channel for an MCCS facility, Division/Branch or activity. MCCS 29 Palms only operates and maintains one account per channel.
 2. 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 will automatically be listed as being made by MCCS 29 Palms, not as individual profiles.
 3. The sole purpose of your MCCS profile is to post on the MCCS page. Please do not share things to your profile or request/accept friendships.
 4. Do not update the MCCS 29 Palms Facebook cover photo or profile picture.
 5. 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.
 6. Always use MCCS Marketing-designed materials for promoting your events. They will be high resolution and have all pertinent information on them. These designs can be found as pdf downloads on the event page of the mccs29palms.com website here: <http://mccs29palms.com/index.cfm/events/events/>.
 7. Be careful what images you post. Be aware of copyright infringement.



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8. Images and copy should use civilian time, not military time.
9. MCCS facility holiday hours are posted by Marketing only. A mass facility list with the holiday hours is provided to Marketing and posts are scheduled prior to holidays.
10. If you are ever unsure of any duties, responsibilities or posts, contact the Social Media Manager.

5. ATTACHMENTS / CHECKLISTS:
 - a. None