



TroubleNation 501: All About Facebook

WHAT WE'RE COVERING

- Initial considerations
- Membership -- vetting new members and setting rules.
- Content -- making sure your page stays a good place to be.
- Building community.

Initial Considerations

- What is the goal of your group?
 - How much debate/discussion do you want?
 - specific large goal vs sharing info/calls to action?
 - Issue-based or Geography based? Or both?

These decisions will influence your group rules



Getting started!

- When you are making your initial decisions it is important to use a unique name.
 - There are settings within a Facebook group such as using your group name instead of numbers.
- How many admins do you need? (Realistically 2-3)
- What are your group privacy settings going to be?
- Are you going to allow Anon posting?
- Will pages be allowed to join your group? Or just individual members.
- How are you going to reach out to members? Personal email? Group Gmail account?
- Create a list of Keywords in the Alert section
 - This will help you keep track of things happening in your group. We can provide you a list of keywords being used in some other groups.

Vetting Members: Invited or Requested?

Invited by member

Requested to join

- A member request is someone who has explicitly requested to join the group. They KNOW they are requesting to join the group.
- A member invite is someone who was invited by a friend to join the group. They don't always know that their friend invited them to join. You'll want them to agree to the rules before you admit them.
 - You may get members that invite their entire friends list. Not all of those people will see the request right away. Don't decline their request immediately. Wait until the invite is 3 weeks old and then decline with feedback. To see members that were invited by length of time sort by- oldest first.
 - If they don't answer member questions, decline and tell them they can submit a new request.

Vetting Members:

Sort by **'Requested'** and **'agreed to the rules'**

After you have sorted the members take a quick look at their profile.

- **Posts** - Is there any Misinformation being shared?
 - **Decline and Block- NO feedback**
- **Profile Age** - When did they join Facebook? If the profile is between 2-5 years old it is more likely to be inauthentic. Be diligent, a newer account is not a disqualifier unless it is less than 2 years old.
- **Other groups** - Are you in any other groups together? You can generally see a small amount of groups they are involved with. If they are in any right wing, extremist etc groups **Decline and Block. NO feedback**
- **Photos** - Is this an obvious extremist? Are they sharing pro Trump or other extremist photos? **Decline and Block. NO feedback**
- **Profile photo** - Is this a real person? If the account is sharing spam information or a hacked account **Decline and Block. NO feedback**

Vetting Members:

Sort by 'Requested' and 'agreed to the rules'

After you have sorted the members take a quick look at their profile.

- **Profile URL:** Does the name match in the profile URL versus the member name? Moderate differences such as initials, married names, are all acceptable. Some persons choose their profile URL to have something else. That is when you need to look back at the account and see if it is a reasonable difference. That is acceptable. If the names do not match or make sense at all, they should not be approved. You can always ask for a someone to double check it.

Examples:

- Profile name - Sarah Kester Profile URL - <https://www.facebook.com/slkester> It is not the full name but it is obvious that they are the same person
- Profile Name - Jane Doe - Profile URL Facebook.com/DogMom2024 Does the profile have dog pics etc? That is a reasonable assumption to be the same person.
- Profile name - Jane Doe - Profile URL Facebook.com/ILoveTrump /BidenSucks or some other variation. **This is a decline and block - no feedback**
- Profile name Jane Doe Profile URL facebook.com/Alex.Jones That account is likely not authentic - **Decline and block. NO feedback**



Vetting Members:

Sort by 'Requested' and 'agreed to the rules'

After you have sorted the members take a quick look at their profile.

- **Does the profile looks good? Or nothing scary, are they our people?**
- A lot of people have their profiles locked down. It is not unusual to see very little. That is okay. Your goal is to screen out obvious trolls or bad actors, but you can't catch all of them.

It makes sense to keep your member contact information in a spreadsheet, so you can build an email list!

RULES, AND ENFORCING THEM

These are some ideas for rules you might employ. We use them in our SWEEP groups.

- No False Information in any context!
- No Name Calling: (examples: stupid, dumb etc. or DeathSantis, Drumpf, Repugs, Apricot Adolf, FloriDUH, TexASS, troll)
- No 'ist' language: ableist, racist, homophobic, transphobic etc. That means not calling anyone crazy, insane, etc.
- Do not make light of serious situations (example: Getting my popcorn ready for J6 hearings.)
- It's good practice to provide feedback when declining posts, even if all you do is check the box for the rule that was broken.

FOR EXAMPLE...

Comment on Joya Kay's post

[View post](#)



Bren Wrona Norris

Don't ever apologize... no need and don't be so hard on yourself we ALL make mistakes, especially on social media We are human.

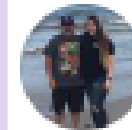
Feedback for Bren Wrona Norris

It is important to recognize mistakes when we make them. Apologize to those we have wronged. In SWEEP this is foundational to our group.

We do need to treat each other with respect and apologize when we are wrong.

Comment on Pat Forrest's post

[View post](#)



James Fredericks

Trans people actually exist unlike the Jewish zombie dude don't want to piss anyone off, but if you really think about the Easter fable easy to see

Feedback for James Fredericks

All religions are welcome here. Please be mindful of how you interact with other members.

Mocking others and being dismissive even when trying to make a point.



THE “BE NICE” RULES

No personal attacks or name-calling, including mocking state names & names/parties of political leaders. We are here to build community and make change. Posts or comments meant to shame, hurt or mock others should have no home with us. This includes but is not limited to: body, identity, religion, education level, mental health, socioeconomic status, transphobia, homophobia, racism, and ableism. Ask your members to learn & grow without name calling.

Helpful Tips:

- **Ableism, body shaming, mental health shaming and state shaming tend to be the most common issues in our groups.**
- **Be extra vigilant during mons like Black History Month, or Pride- that is when you may tend to see more issues.**
- **With Tump running again, keep an eye out for slut shaming in regard to Melania.**

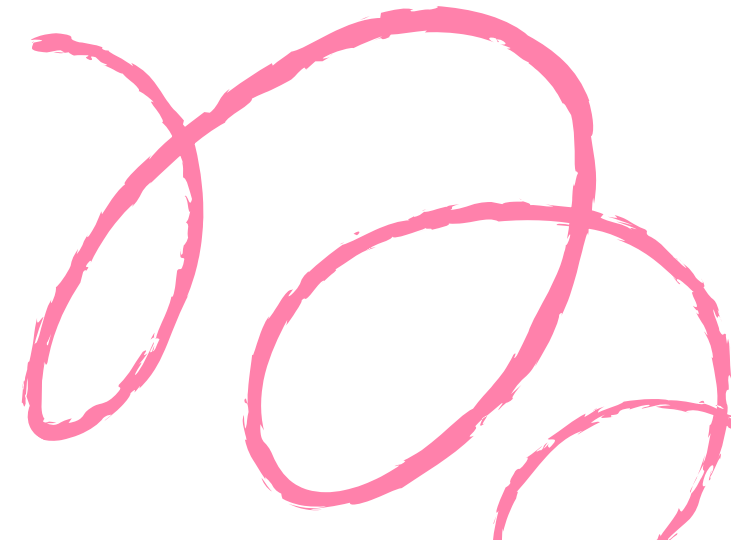


KEEPING ZUCK HAPPY

LINKING TO OTHER SOCIAL MEDIA SITES NOT ALLOWED.

It's not your fault, it's Facebook – The algorithm will suppress posts that include links to other social media sites. This includes, but is not limited to Twitter (X), TikTok, YouTube, Instagram, Threads, etc. Try to find the content you want to share directly on Facebook, or from an organization or news site and post that instead.

- This rule we get the most pushback in our groups on is Instagram.
- Facebook allows embedded videos that don't link to YouTube, TikTok or Instagram.



Keep it Honest

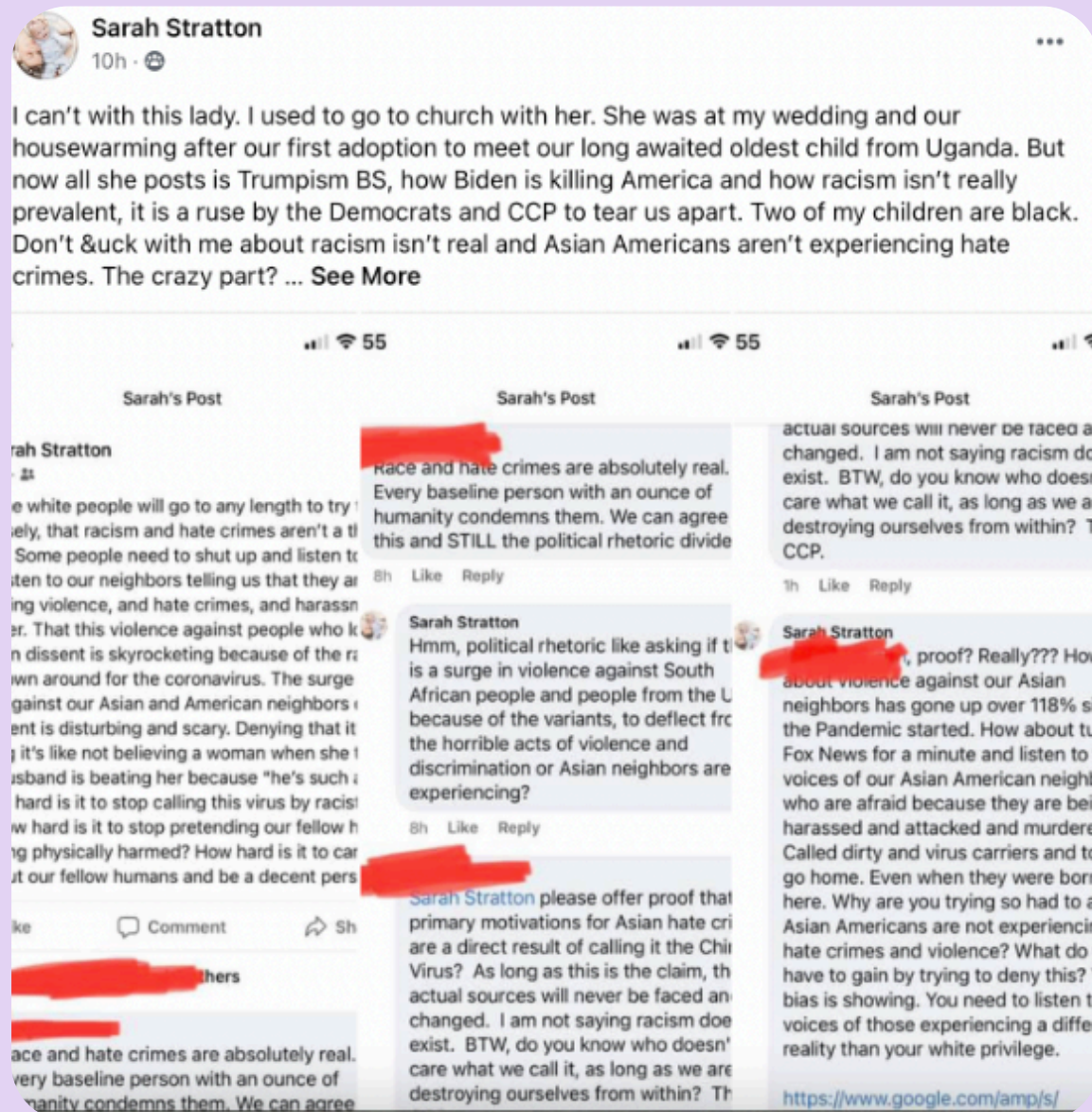
NO DISINFORMATION ALLOWED, EVEN TO REFUTE IT.

Helpful Tips:

Disinformation, misinformation, and malinformation is everywhere – We have a responsibility to not spread it. Sharing it, even to criticize or debunk it, helps to spread it and increase its ability to influence people. The best thing we can do is not give it oxygen, even by reacting, commenting, and sharing (even screenshots). Instead, share things that you have verified and have confirmed are true.

- **Often times people will try to justify these posts and comments with “but we need to know what the other side is doing.”**
- **Project 2025 - we need to make sure any source shared isn't sharing any disinformation or their propaganda.**
- **Screenshots of disinformation is a large amount these rule violations.**
- **Disinfo can be sneaky and hard to detect. Sometimes disguised to look like legitimate sources/articles.**

FOR EXAMPLE...



Keep it Trustworthy

Use credible news sources & check your facts.

Social media is full of conspiracy theories, speculation, & false information. Sometimes it can be really subtle. You need to be careful about what you amplify. You can check the reliability of a source at [MediaBiasFactCheck.com](https://www.mediabiasfactcheck.com) before submitting. Screenshots and graphics without a link to a verifiable source are not credible sources. Try to find a better source and resubmit your post. Opinion pieces must be labeled as such. Lastly, most blogs aren't approved because you can't fact check them.



| Factual Reporting |
|-------------------|
| Very High |
| HIGH |
| Mostly Factual |
| Mixed |
| Low |
| Very Low |

FOR EXAMPLE

A non-exhaustive list of credible sources:

- Local newspapers and tv news stations
- New York Times, Washington Post, LA Times, Boston Globe
- Huffington Post
- NPR
- Mother Jones
- Politico
- Vanity Fair
- BuzzFeed News
- Time Magazine
- The Atlantic
- The Root
- AP
- CNN and MSNBC
- News and Guts
- Rolling Stone
- CBS, ABC and NBC
- Wall Street Journal
- Vice
- BBC
- Forbes
- The Economist
- Reuters
- Bloomberg News
- USA Today
- Newsweek
- Teen Vogue
- Seventeen
- Media Matters
- The Hill
- The Guardian

Lost Credibility:



Sandra Larson

39m ·

How is this legal?



MP Arizona 🌟🏳️🌈💙🌵🐕🐶💧💧💧...

@AzPetrich

A Virginia court has ordered a nursing mother of a 5 month old to stop breastfeeding, in order to better suit the divorcing father's custody demands. A Virginia court has ordered the mother of the 5 month old to use a bottle.

1:06 PM · 08 Mar 23 · 4,420 Views

Approve

Decline

Send

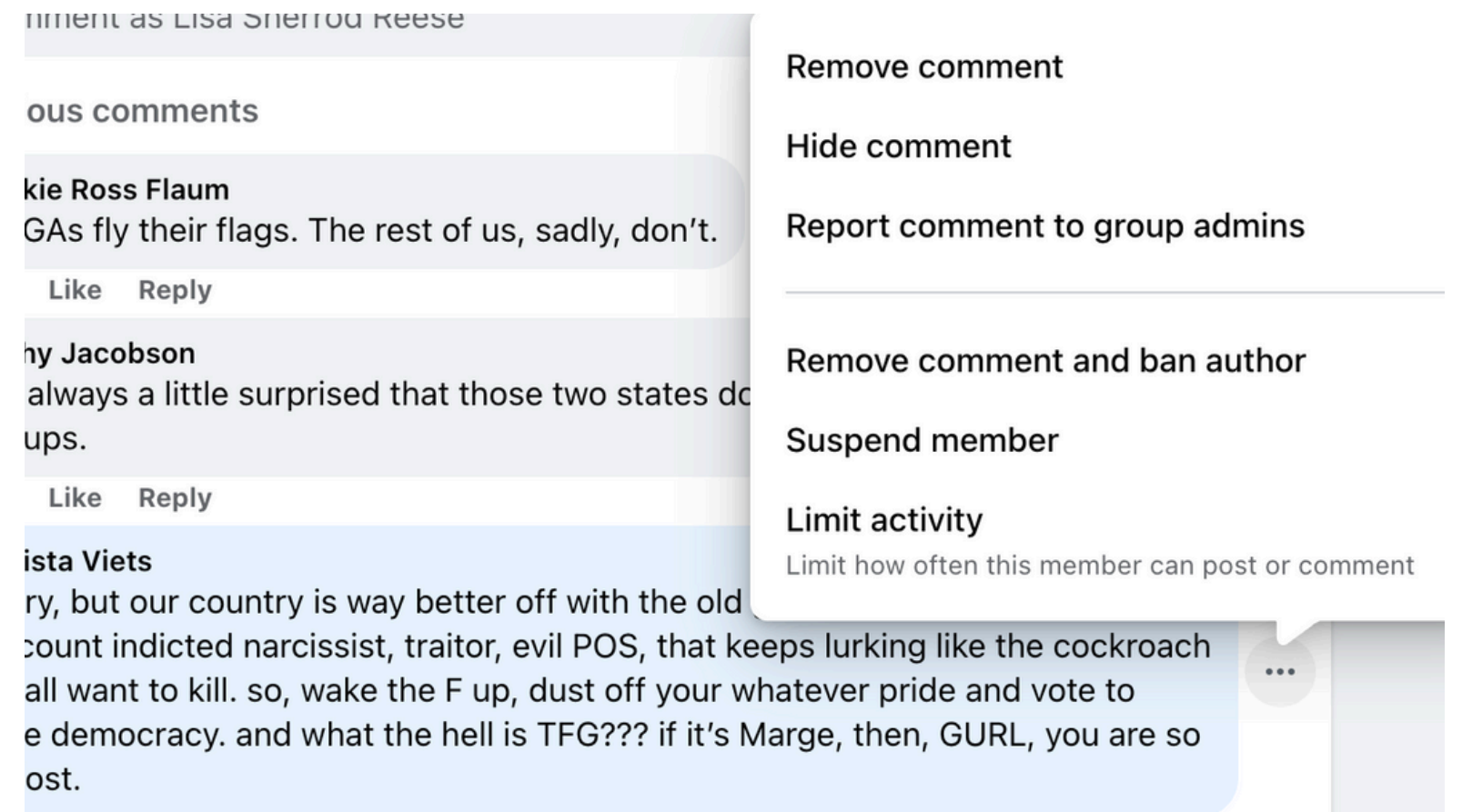


MODERATING COMMENTS

THE SAME CONDUCT RULES APPLY IN THE COMMENT SECTION!

HOW TO REMOVE COMMENTS:

- If the comment violates your rules, please select **the three dots** on the right side of the comment.
- The first selection is the **remove comment** and is the most frequent choice.
- The second option is hide comment. We do not recommend that option.



COMMUNICATION IS KEY

Add feedback for Karen? (optional)

Karen will see your note and any rules you select.

Write a note...

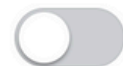
0/250

Which rules did this comment violate?

- 1 Code of Conduct violation (Available in Files)
- 2 Correction needed on post. See notes & resubmit
- 3 We can't approve every post on the same topic
- 4 No racism, bigotry, shaming, or name-calling.
- 5 Linking to other social media sites not allowed.
- 6 No solicitation of any kind.
- 7 No disinformation allowed, even to refute it.
- 8 Use credible news sources & check your facts.
- 9 Reporting posts & comments to admins
- 10 No spamming or meme-dumping allowed.

Give a warning i

Karen has received no warnings in the past 90 days.



Cancel

Remove

BE SURE TO CHECK THOSE BOXES!

- Always check the appropriate box to notify the member of which rule or rules were violated.
- Check as many boxes as apply. Sometimes it will be more than one.
- Once you have checked them off, then add your written feedback. Remember to be warm and friendly.

COMMENT ENGAGEMENT

Drop those hearts and links!

- It's really important to engage with your community members as much as possible to get more eyes on their posts and build a greater sense of connectedness. The more connected your members feel to you, the more likely they are to get more engaged!
- When engaging on posts in our Group, comment in positive and encouraging ways.
- Be generous with comment reaction emojis! The 'love' reaction (aka the heart emoji) and all the other reactions have greater engagement value in the algorithm than just a simple 'like' (ie. the thumbs up emoji). So please use these reactions liberally!



Speaking of engagement...

REMEMBER THE ACRONYM: FLIRT



F Follow

L Love (don't just 'like')

I Interact

R Retweet (or share)

T Tag (tag people; use hashtags)

Build Your Community

- Asking questions is a great way to get people to engage and build community
 - What were your highs/lows this week?
 - Favorite places in your area
 - Pet photos are always popular
- Be warm, share successes, and give credit
- Ask for help! Recruit volunteer mods.

