NACo Technology: Cyber Security in a Time of Crisis: Technology Resources Webinar (April 1, 2020)

FACEBOOK   **StaySafeOnline**
Powered by: National Cyber Security Alliance

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Facebook Resources:
- For continuing education, follow facebook.com/govtpolitics and join the group attached to the page
- For Facebook best practices and product help designed specifically for Governments, visit facebook.com/gpa
- Please turn on two factor authentication for all Page admins! More info here: **fb.me/2fa**
- If you are interested in applying for messenger bot support for your page, go here: https://developers.facebook.com/products/messenger/coronavirus

More information about Local Alerts:
Facebook Local Alerts Tool is now available to county government pages across the county!

Local Alerts is a free tool that allows local government, public health agency and first responder Pages to broadcast essential updates to people in their community via Facebook by marking a page post as local alert, which sends out a notification to page followers who live in a community. With four out of five internet users actively engaging on Facebook each month in the US, this is a great tool to reach your communities in emergency situations. **Learn more here.**

If you don't already have access, you should find instructions on how to sign up in an email to your Facebook Page admins. An admin for your Page will need to view the instructions before you can send your first Local Alert. We recommend doing this on a desktop computer (rather than using a mobile browser or app). We also recommend doing this as soon as you can to ensure you have full ability to send Local Alerts when you need them. If you don't see either of these, please complete this form and let your Facebook point of contact know!

Step-by-step guide
1. Go to your Facebook Page while using a computer (not a phone or tablet) and select the "local alerts" button in the page composer experience (where you go to make a post).
2. When you do this for the first time, you will be prompted to go through a short onboarding experience. Once an admin from your page has completed the onboarding experience, you will have the option to post a local alert, which will:
    1. Allow Page followers to see the "local alert" **indicator** on that post in News Feed (⚠)
    2. Cause that post to appear on **Today In,** a new place on Facebook for local news and community information.
    3. Send a **notification** to Page followers living in the affected area, as well as to people who have opted in to receive regular local updates from Today In.

Please know that Local Alerts are meant to be used *sparingly* to communicate important information to people living in your community. Local Alerts can be used in emergencies as well as in less critical situations where timely information is valuable. Specifically, Local Alerts are meant to help you communicate information that is:
1. **Urgent and time-sensitive.** Speed matters.
2. **Need-to-know.** Very important.
3. **Actionable.** May lead people to take action.
4. **Local.** Matters for people living in a specific area (vs. of national importance).
5. **Relevant to the public at large.** Broadly applicable.

To help you learn more about how to use local alerts, please see:
- Our Help Center guide on how to use Local Alerts
- A blog post we put out recently on Local Alerts and how they've been used in emergencies.