

FACEBOOK UPDATE AFFECTING WHO MANAGES PARISH AND SCHOOL FACEBOOK PAGES

Facebook has updated all business pages to the “New Page Experience,” which will affect our parish and school Facebook sites. This update has changed the roles for managing business pages. Under New Page Experience, an individual can be assigned Full Facebook Access, Partial Facebook Access, Content Task Access, Messages and Community Activity Task Access, Insights Task Access, or Ads Task Access. An explanation of each role is provided below.

FULL FACEBOOK ACCESS

This is the highest level of access. Someone with Full Access can delete the page, add new page managers, remove page managers including those with Full access, and change page settings. It encompasses all tasks for managing a page.

Two individuals MUST have FULL FACEBOOK ACCESS to the parish or school Facebook page so that there is a backup person. This level of access can be given to the parish priest, school principal, deacon, parish staff, or school administrator. Volunteers should not be given FULL access. The pastor or principal will make the decision who is granted full access.

PARTIAL FACEBOOK ACCESS

This is the second highest level of access for a page. Individuals with Partial Access can make posts, manage comments and messages, review page insights, and create page ads. They cannot edit page settings, add or remove page roles, or delete the page.

Partial access may be given to staff as well as parish or school volunteers.

CONTENT TASK ACCESS

This permission allows someone to make posts, manage comments, and update page information for a page. Individuals with Content Task Access must go to Meta Business Suite (business.facebook.com) or Creator Studio (business.facebook.com/creatorstudio) to publish posts, manage comments, respond to comments, or update page information. They will not be able to manage the page’s content directly on Facebook.

It is recommended that parish or school volunteers managing a parish or school Facebook page be assigned Content Task Access.

MESSAGES AND COMMUNITY TASK ACCESS

This permission allows someone to respond to direct messages sent to a page. In addition, the individual can respond to comments and manage unwanted comments. Individuals with Messages and Community Task Access can only perform these tasks from Meta Business Suite or Creator Studio.

It is recommended that staff as well as volunteers at parishes and schools be given Message and Community Task Access

ADS TASK ACCESS

Individuals with this permission can create, manage, and delete ads, and perform other ads-related tasks. These tasks can only be completed in Meta Business Suite, Creator Studio, and Ads Manager.

It is recommended that Ads Task Access be granted to school development personnel or staff at a parish.

INSIGHTS

Individuals with this access can see how the Page, content, ads, and other metrics perform. Like other task access, the person must go to Meta Business Suite or Creator Studio to view page insights.

It is recommended that Insight Access be granted to the pastor, principal, or staff at a parish or school.

Each parish and school should review the page roles for their respective Facebook page and adjust assignments as appropriate. In addition, the New Page Experience has updated other features on Facebook such as a new page layout, a separate news feed for business pages, and a new way to switch between business pages and personal profiles. These new features will be used by individuals with the following access permissions: Full Facebook Access or Partial Facebook Access.

For questions or assistance regarding Facebook's New Page Experience, please contact Diocesan Social Media Manager Annette Smith at (817) 945 – 9426 or email amendoza-smith@fwdioc.org.