



Facebook & Instagram Safety Guide



Created for you...

...to help you protect and moderate your account and feel safe on Facebook and Instagram. We know that account protection and safety are important to you. That's why we've created this playbook.

This guide is designed to help you prevent, protect, moderate, and escalate on both Facebook and Instagram. We will run through how to protect your password, set up two-factor authentication, understand Page access and take action when you've been hacked.

We will also walk through how to moderate your Pages, and how to escalate when you experience bullying and harassment. We hope this playbook will be a useful guide in helping you feel secure using Facebook and Instagram and allow you to be comfortable engaging with your fans in the most authentic way.

WHAT THIS GUIDE WILL COVER

This safety guide is primarily focused on tools to protect and moderate your Facebook Profile, Facebook Page and Instagram Account. Below is a breakdown of each of these properties and what they can be used for.



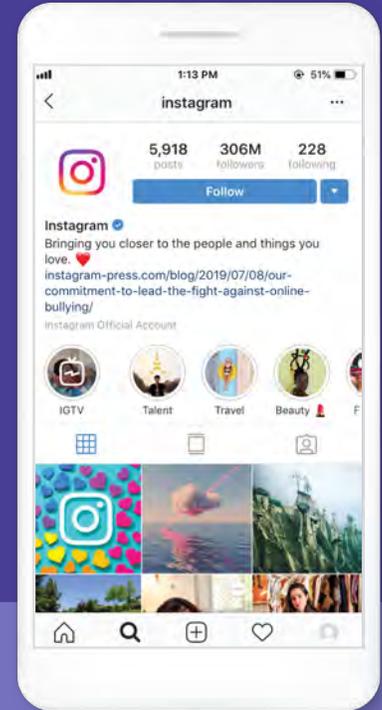
Facebook Profile:

A Facebook Profile is your personal account, typically used to interact with friends and family and tap into all the Facebook features used on a daily basis, from watching video to posting in Groups. You can connect with other people on Facebook as Friends. A Facebook Profile can also be used as the gateway to manage a Facebook Page.



Facebook Page:

A Facebook Page is your public-facing presence on Facebook. People 'like' or 'follow' your Page in order to see your content and engage with like-minded fans. Pages are managed by Profiles, which can be granted Admin access in order to post content on behalf of the Page owner.



Instagram Account:

Instagram doesn't have a distinction between Profiles and Pages - everyone has an Account which can be logged in to with an email or phone number, and a password. Access to all features on Instagram is through your Instagram Account.



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SECTION 01

Prevention & Protection

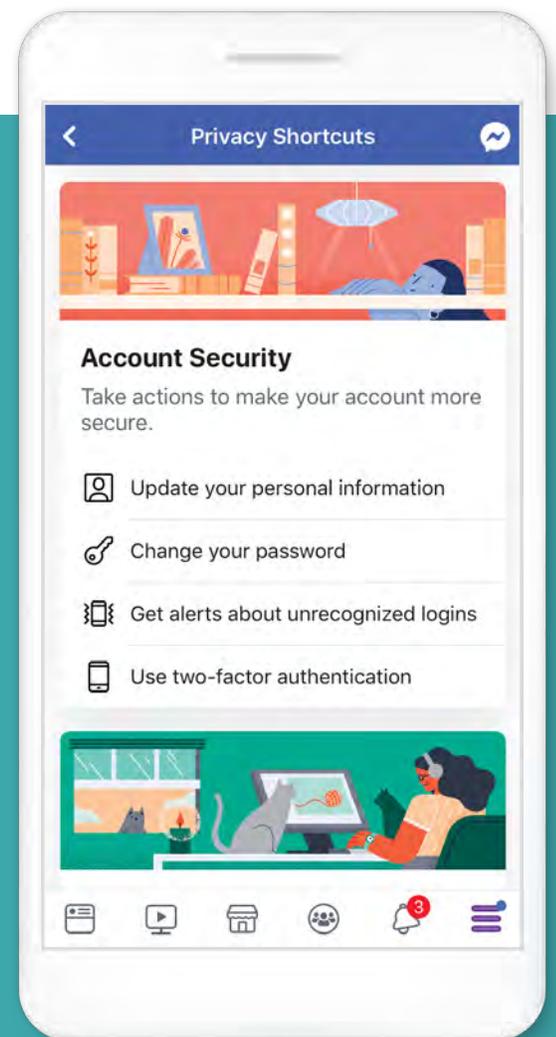
FACEBOOK     

PROTECT YOUR PASSWORD

Check your Facebook and Instagram password! Your passwords should be unique and never shared with anyone. Avoid using anything that's personally identifiable, like your name, phone number, birthdate and address. One tip is to use a password manager that will save your passwords securely, as well as generate strong passwords for all of your accounts.

Create a strong password and protect it:

- Make sure that it's at least 6 characters long. Try to use a complex combination of numbers, letters and punctuation marks.
- Don't use your password anywhere else online (like your email or bank account).
- Never share your password. You should be the only one who knows it.
- Avoid including your name or common words. Your password should be difficult to guess.
- Consider changing your password every 6 months for extra security.



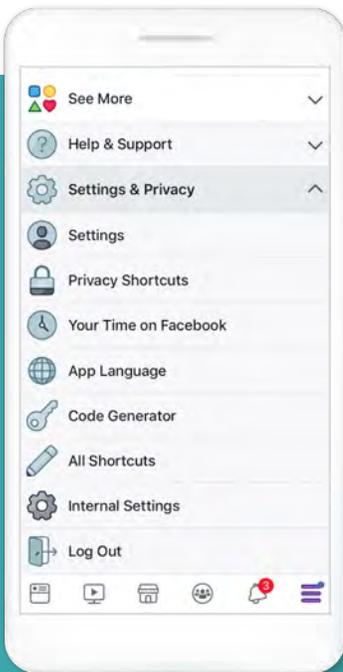


TWO-FACTOR AUTHENTICATION - FACEBOOK

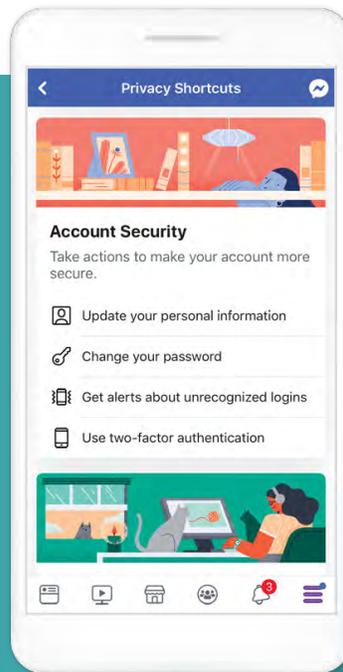
Two-factor authentication is an extra layer of security for your Profile. This can be found in the Security and Login section under Settings. When you turn on two-factor authentication, you will enter a special security code each time you try to access your Facebook account from a new computer, phone or browser.

Note: Ensuring that you have two-factor authentication set up for your Facebook Profile is the best way to protect Facebook Pages from being hacked.

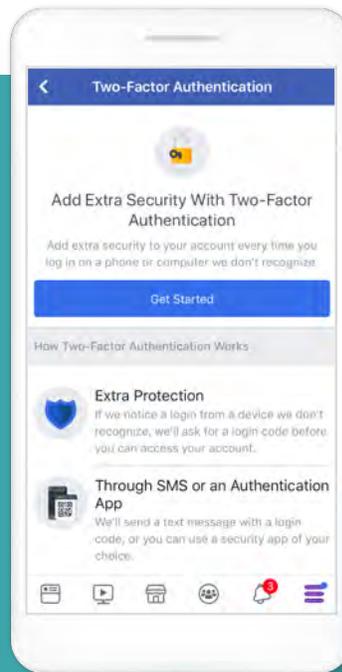
To turn two-factor authentication on:



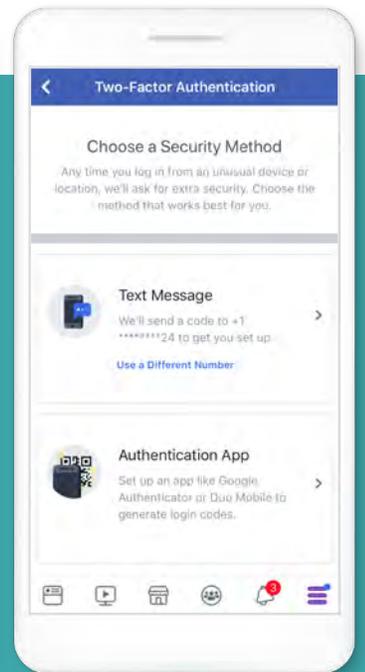
STEP 1:
Go to your Profile and tap (iOS) or (Android) in the top-right three dots icon, next to the "Edit Profile" number and select "Privacy Shortcuts".



STEP 2:
Scroll down and tap Two-Factor Authentication.



STEP 3:
Tap Require Security Code to move to the on position.

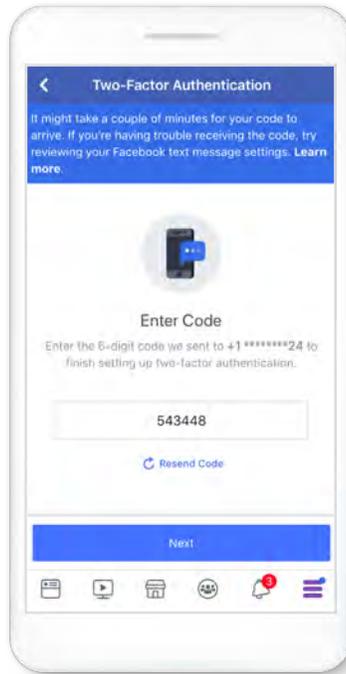


STEP 4:
If your account doesn't have a confirmed phone number, you'll be asked to enter.



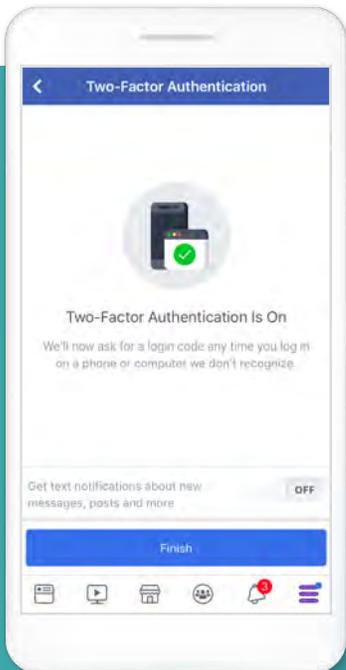
STEP 5:

Once your number is set up, you will receive a text message.



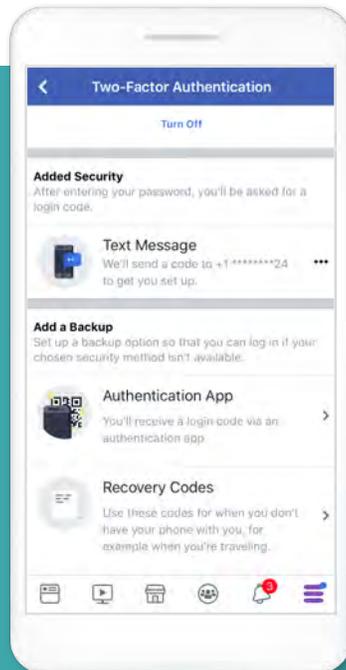
STEP 6:

Input the 6-digit code texted and click next.



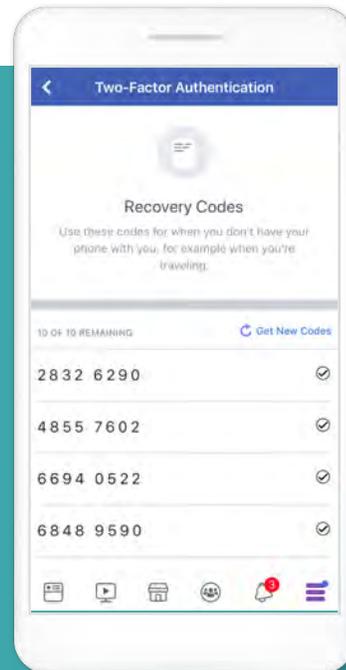
STEP 7:

Click Finish to return to the Two-Factor Authentication page.



STEP 8:

Scroll down and tap Recovery Codes.



STEP 9:

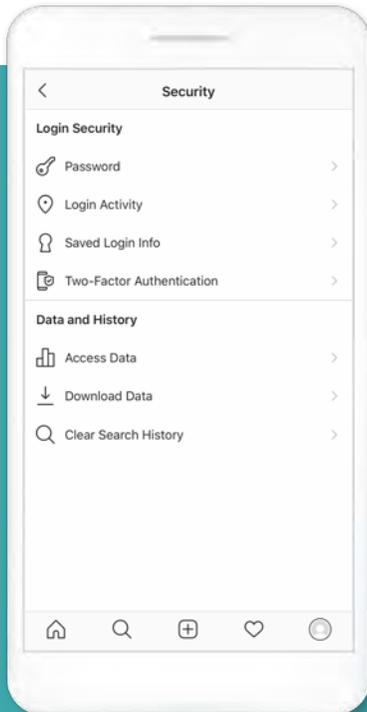
Tap Get Codes to receive your Recovery Codes. These codes will allow you to login on the fly or if you have lost your phone so make sure to screenshot/print or save them somewhere secure!



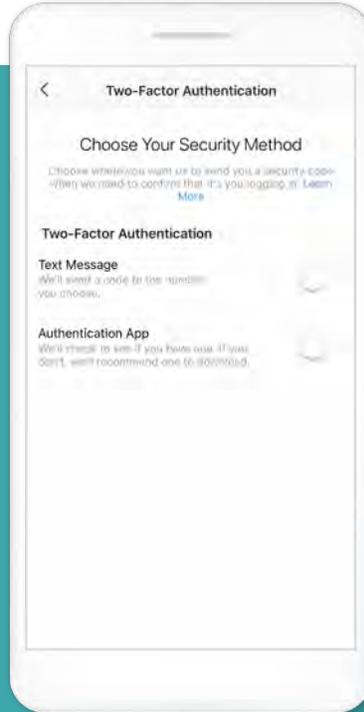
TWO-FACTOR AUTHENTICATION - INSTAGRAM

Add a third-party app to verify your login credentials before logging into your account for better protection. Third-party authentication apps make it significantly harder for bad actors to hack accounts and make it easier for you and your team to keep your account safe. You can also use SMS authentication, but note that third-party authentication reduces friction in sharing an account with multiple team members. Follow the steps below to set up two-factor authentication. There are multiple apps that you can use, including Duo Mobile or Google Authenticator.

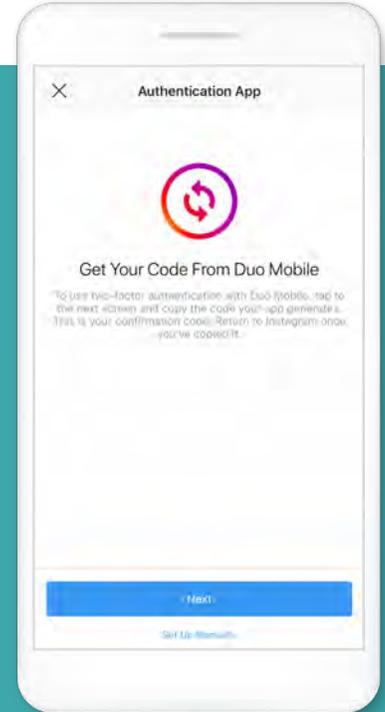
Set up third-party authentication for a single device:



STEP 1:
Go to Settings, then Security, and tap on Two-Factor Authentication.



STEP 2:
Toggle the Authentication App switch and tap Next.



STEP 3:
If you have installed Duo Mobile or Google Authenticator, tap on Yes to add token. You may need to go back to the previous page and tap “Set Up Manually” if this message does not appear.



STEP 4:

A code for Instagram will be sent to your authenticator app. If you have selected “Set Up Manually,” tap the “+” in your authenticator app and add your key. Copy the 6-digit code provided and go back to your Instagram app.



STEP 5:

Enter the code from your authenticator app and tap Next to verify.



STEP 6:

If you see this screen, then you’ve set up your third-party authenticator app correctly! Tap on Next to complete.





KNOW WHO HAS ACCESS TO YOUR FACEBOOK PAGES

You may have a few people managing your Page. Selecting and assigning the right admin roles will help you manage your Page without risking passwords and financial information. Each person will log into their own personal Profile and work on the Page from there. Remember not everyone needs to have complete admin control over a Page; some people only need editorial or advertiser responsibilities.

Planning a collaboration with someone else? If you want someone in a different location to broadcast live from your Facebook Page, consider giving them the “Live Contributor” role. This will give them the ability to go Live, but will limit access to other features on your Page.

Ensure Page admins use real accounts and have two-factor authentication turned on so they don’t lose access to their accounts. Facebook removes fake and impersonating accounts when we become aware of them. *Remember not to give any type of access to people you do not know well.



Assign Page roles

	ADMIN	EDITOR	MODERATOR	ADVERTISER	ANALYST	LIVE CONTRIBUTOR
Manage Page roles and settings	<input checked="" type="checkbox"/>					
Edit the Page and add apps	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Create and delete posts as the Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Can go live as the Page from a mobile device	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>
Send messages as the Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Respond to and delete comments and posts to the Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Remove and ban people from the Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Create ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
View insights	<input checked="" type="checkbox"/>					
See who published as the Page	<input checked="" type="checkbox"/>					



WHAT TO DO IF YOU'RE HACKED ON FACEBOOK

If you think your account has been hacked or taken over, you should visit fb.me/hacked to secure your account. We'll ask you to change your password and review recent login activity. Your account may have been hacked if you notice:

- Your email or password have changed
- Your name or birthday have changed
- Friend requests have been sent to people you don't know
- Messages have been sent that you didn't write

Get a security code sent to your email address or phone number

To help us confirm that you own the account, you can request that we send a security code to your email address or phone number.

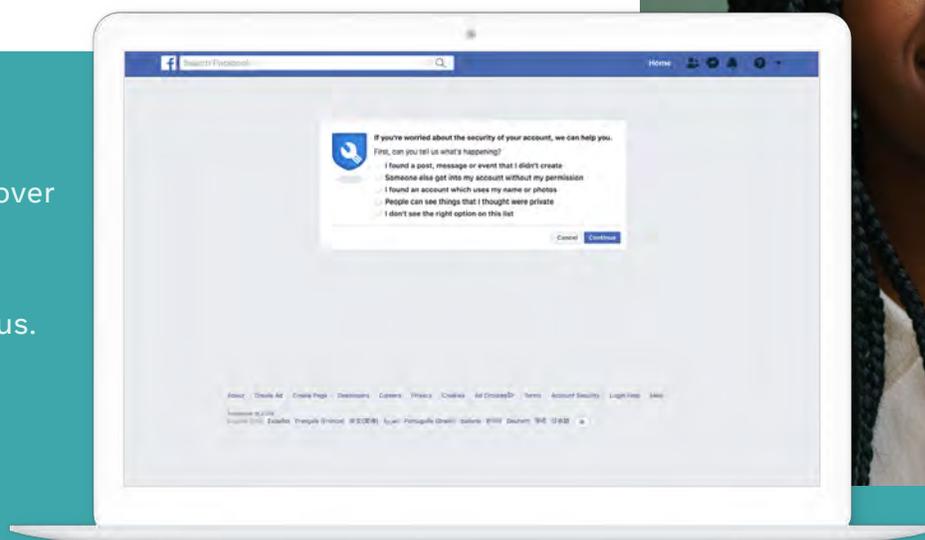
To request a security code:

- On the login screen, tap “My login info isn't working”.
- Next, choose either your email address or phone number to have the code sent to and then tap Send Security Code.
- Enter the 6-digit code you receive and tap Confirm and follow the on-screen instructions.



Report the account

If you're unable to recover your account with the security code, please report the account to us.





TO REPORT A HACKED ACCOUNT ON INSTAGRAM

On Android:

1. On the login screen, tap “Get help signing in” below Log In.
2. Enter your username, email, or phone number, then tap Next.
3. Tap “My login info isn’t working” then follow the on-screen instructions.
4. Be sure to enter a secure email address that only you can access. Once you’ve submitted your request, be on the lookout for an email from Instagram with next steps.

On iOS (iPhone):

1. On the login screen, tap Forgot password?.
2. Tap “My login info isn’t working” below “Send Login Link”, then follow the on-screen instructions.
3. Be sure to enter a secure email address that only you can access. Once you’ve submitted your request, be on the lookout for an email from Instagram with next steps.





Verify your identity

Once you submit your request, you should receive an auto-response email from the Security Team at Instagram asking you to help us verify your identity. You'll be asked for one or both of the following:

- A photo of yourself holding a paper with a handwritten code we've provided you.
- The email address or phone number you signed up with and the type of device you used at the time of sign up (example: iPhone, Android, iPad, other).

Once you provide information to help us verify your identity, we'll send you specific instructions to recover your account at the secure email address you provided.

If you're still able to log into your Instagram account

If you think your account has been hacked and you're still able to log in, here are some things you can do to help keep your account secure:

- Change your password or send yourself a password reset email
- Revoke access to any suspicious third-party apps
- Turn on two-factor authentication for additional security





WHAT TO DO IF YOU'RE HACKED ON INSTAGRAM

If your account has been hacked, there are a couple of ways to regain entry.

Emails to help you regain access:

If we detect unauthorised changes have been made to your account, we will send an email to notify you of these changes. This email is sent to the original email address associated with the account—not the updated or changed email address. If you did not initiate this change, please click the link marked 'revert this change' in the email, and then change your password. We will not ask you to share your login information in this email, and we will never ask you to pay to recover your account.

In-app support form:

If someone gains access through a compromised email account, you can follow the steps detailed on fb.me/ighackedsupport to use our in-app support form to recover their accounts.





HOW TO PROTECT YOUR COPYRIGHT & TRADEMARK

If you would like to protect your content or report infringing content on our platforms, below are options to consider.

Rights Manager (to protect your copyright content at scale): fb.me/business/rightsmanager

What is it: Online resource that outlines how rights holders can protect their copyrighted content at scale using Rights Manager.

Why would a partner use it: Users can protect their copyrighted content at scale on Facebook and Instagram by detecting audio and video content. By uploading reference files, our scanning software will identify any potential match and apply your predefined rules and conditions to action that content. Intellectual Property reports to report copyright/trademark infringement across our platforms.

What is it: To report infringing content to our Intellectual Property teams across both Facebook and Instagram.

- Instagram: fb.me/InstagramIP
- Facebook: fb.me/IP



SECTION 02

Moderate & Escalate





FACEBOOK CONTENT MODERATION

Use Page moderation and filter tools, which are found under Page settings, to proactively moderate comments and posts by visitors. You can hide comments and posts containing specific words, phrases, or emojis, as well as turn on a profanity filter which automatically blocks profanity from your Page.

Ban people who continually spam your Page. You can remove the ban at any time. When you ban someone from your Page, they'll still be able to share content from your Page to other places on Facebook, but they'll no longer be able to publish to your Page, like or comment on your posts, or message you.

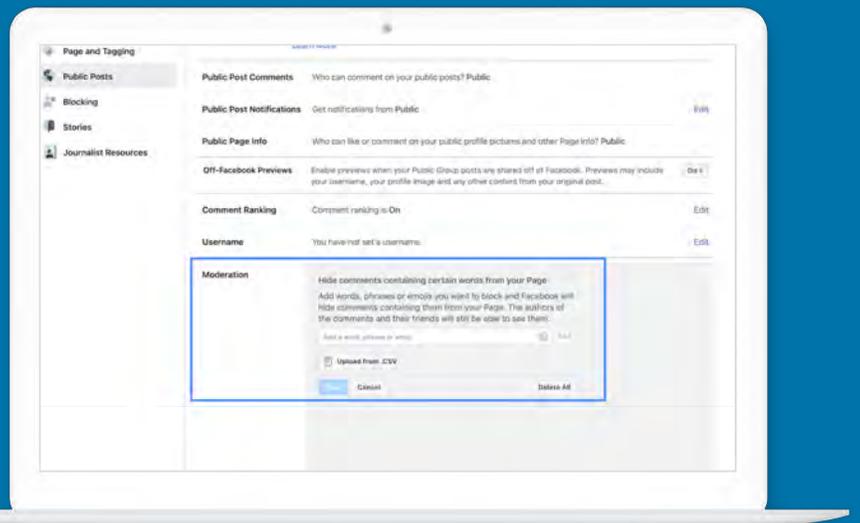
You also have the option to manually hide or delete any comments you wish to remove from your profile or Page. When you hide a comment, the person who posted it will not know that it was hidden. To learn more on the difference between Block vs ban, click [here](#).

Live Comment Moderation

fb.me/LiveCommentModeration

What is it: Live Comment Moderation settings to ensure healthy dialogue during a live event, e.g. available chat settings:

- **Slow:** Commenters can only comment once every 10 seconds.
- **Discussion:** Your chat will only show comments with at least 100 characters in them.
- **Follower:** Only your followers can comment.
- **Restricted:** Viewers must have accounts that are at least 2 weeks old to comment.
- **Protected:** Viewers must follow the streamer for at least 15 minutes before they can comment.



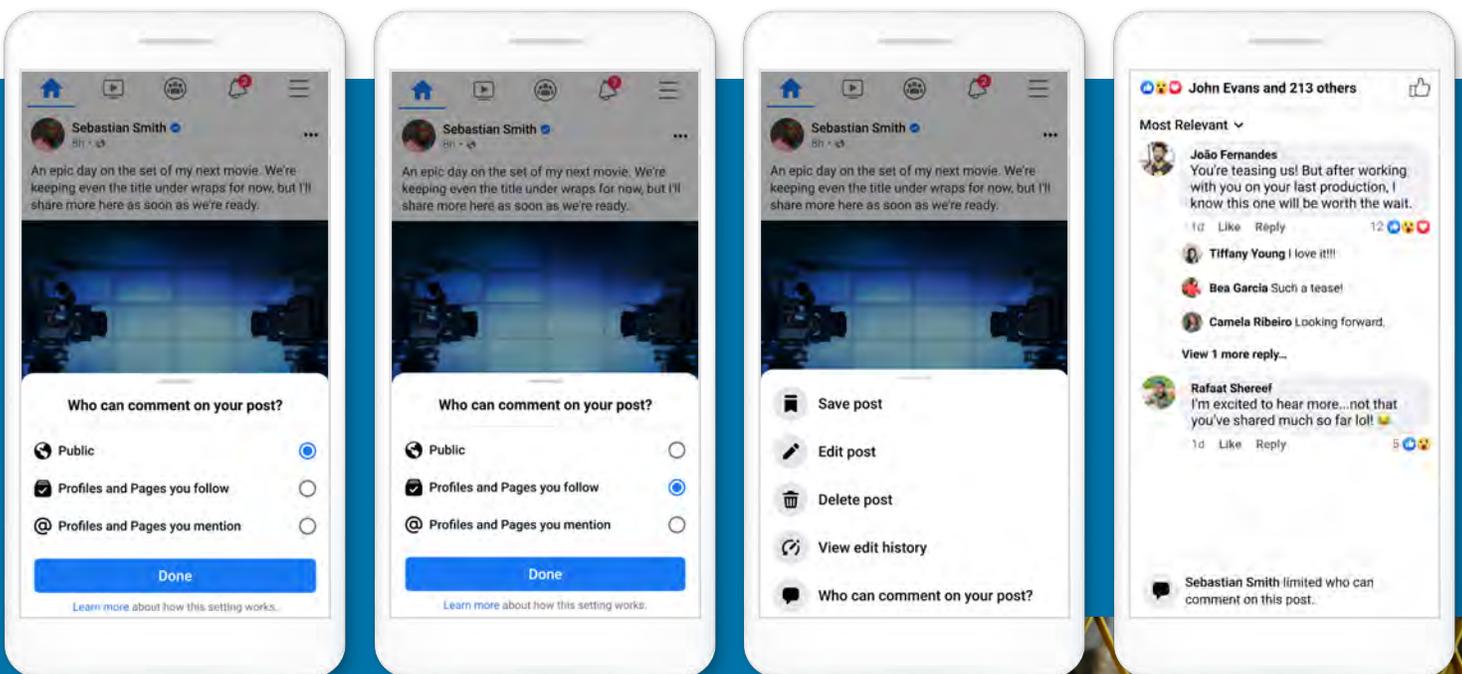


Who Can Comment:

<https://www.facebook.com/help/369765040737128>

What is it: When you post from your Facebook Page, your post will be public and anyone who can see the Page can comment on the post unless you change who can comment.

Note: This feature is not available if your post is an ad or boosted post. Additionally, this setting will not apply to custom privacy on the post on your Page, where you can choose to target specific geographies or age groups.

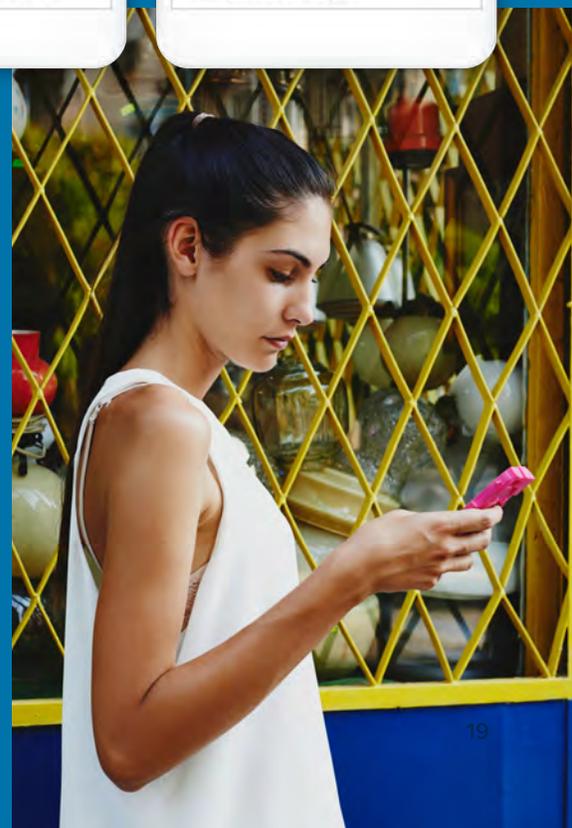


Managing Conflicts in Groups:
fb.me/groups-managing-conflict

What is it: Best practices for ensuring healthy dialogue in groups and resolve conflicts that may arise.

Admin's Guide to Moderating Your Page:
fb.me/moderationtips

What is it: Page Moderation tools specific to Facebook including comment moderation, how to turn on/off reviews etc.



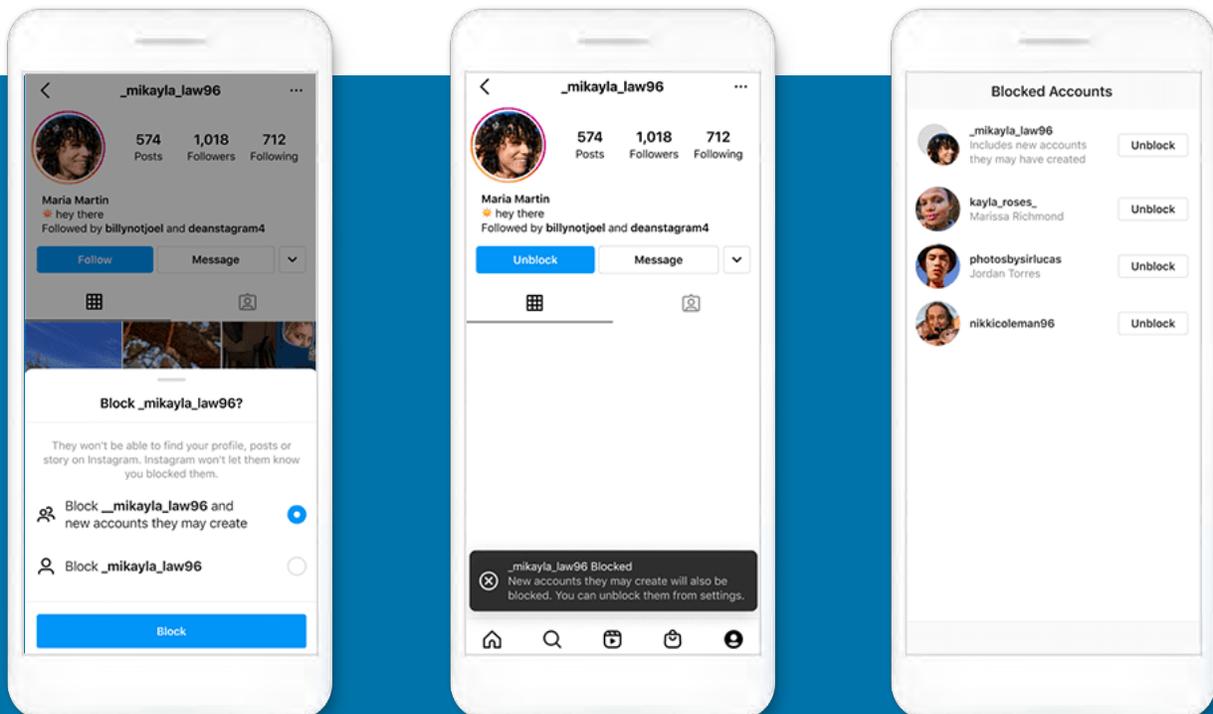


INSTAGRAM CONTENT MODERATION

Block Accounts: <https://about.instagram.com/blog/announcements/introducing-new-tools-to-protect-our-community-from-abuse>

When you block an account the person won't be able to see your profile, posts or stories on Instagram. People aren't notified when you block them, and you can unblock an account anytime if you choose.

What is it: With this feature, whenever you decide to block someone on Instagram, you'll have the option to both block their account and preemptively block new accounts that person may create.



Comment Controls: You are in control of who can comment on your photos and videos. In the “Comment Controls” section of the app settings, you can choose to: allow comments from everyone, the people you follow and those people’s followers, just the people you follow, or your followers.

Filter Manually: You can create your own list of words or emojis you don't want to see in the comments section when you post by going to “Filters” in the Comment Controls section.

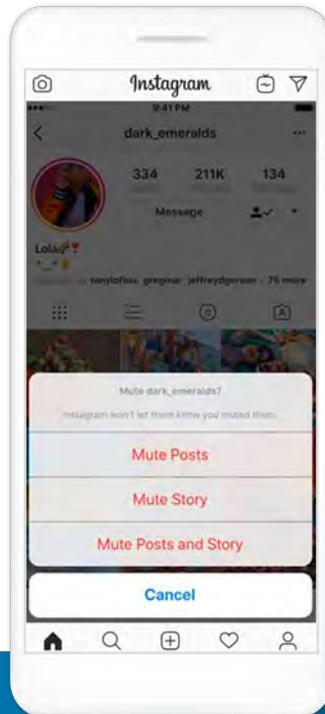
Delete Comments: Delete comments you don't want to appear on your posts.

Turn Off Comments: Turn off comments completely on individual posts.



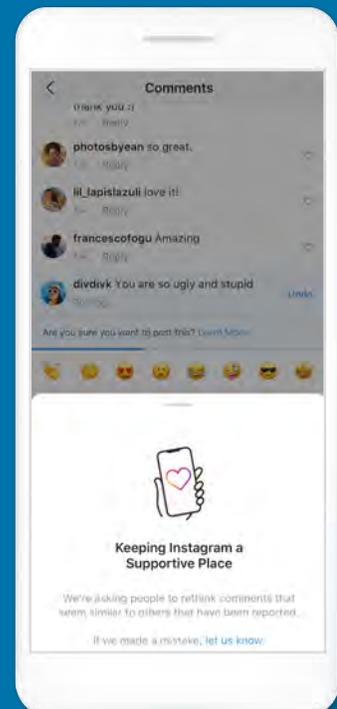
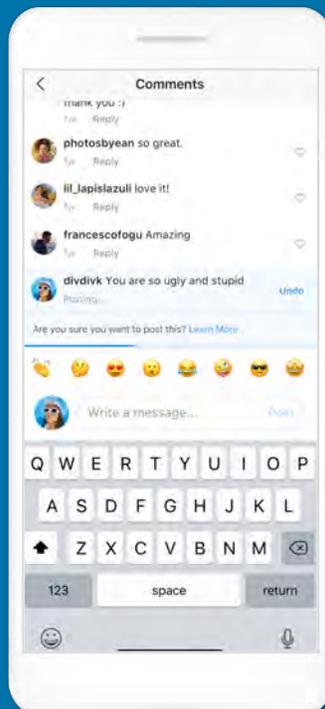
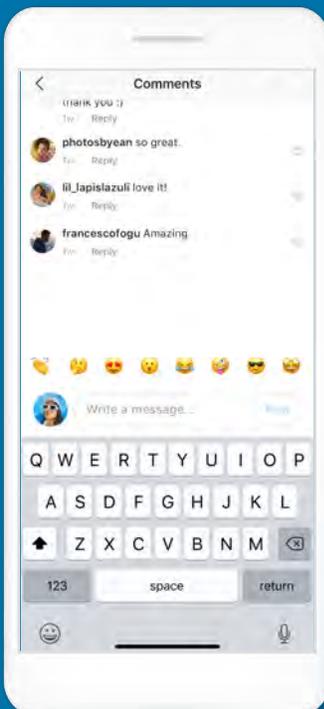
Mute Accounts:

Keep posts from certain accounts from showing up in your feed, without having to unfollow them.



Encouraging Positive Interactions:

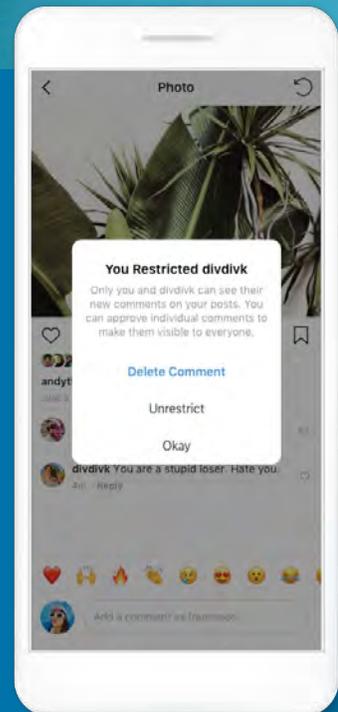
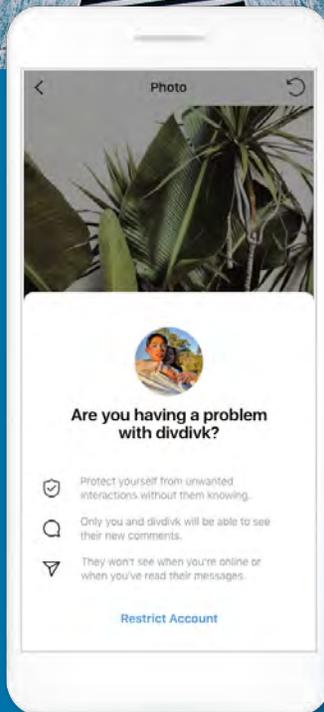
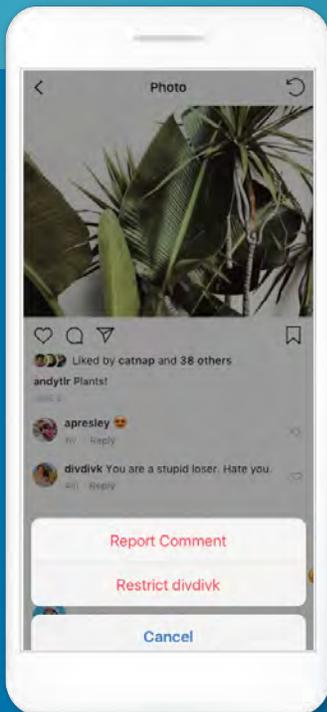
Instagram rolled out a new feature powered by AI that notifies people when their comment may be considered offensive before it's posted. This intervention gives people a chance to reflect and undo their comment and prevents the recipient from receiving the harmful comment notification.





Restrict:

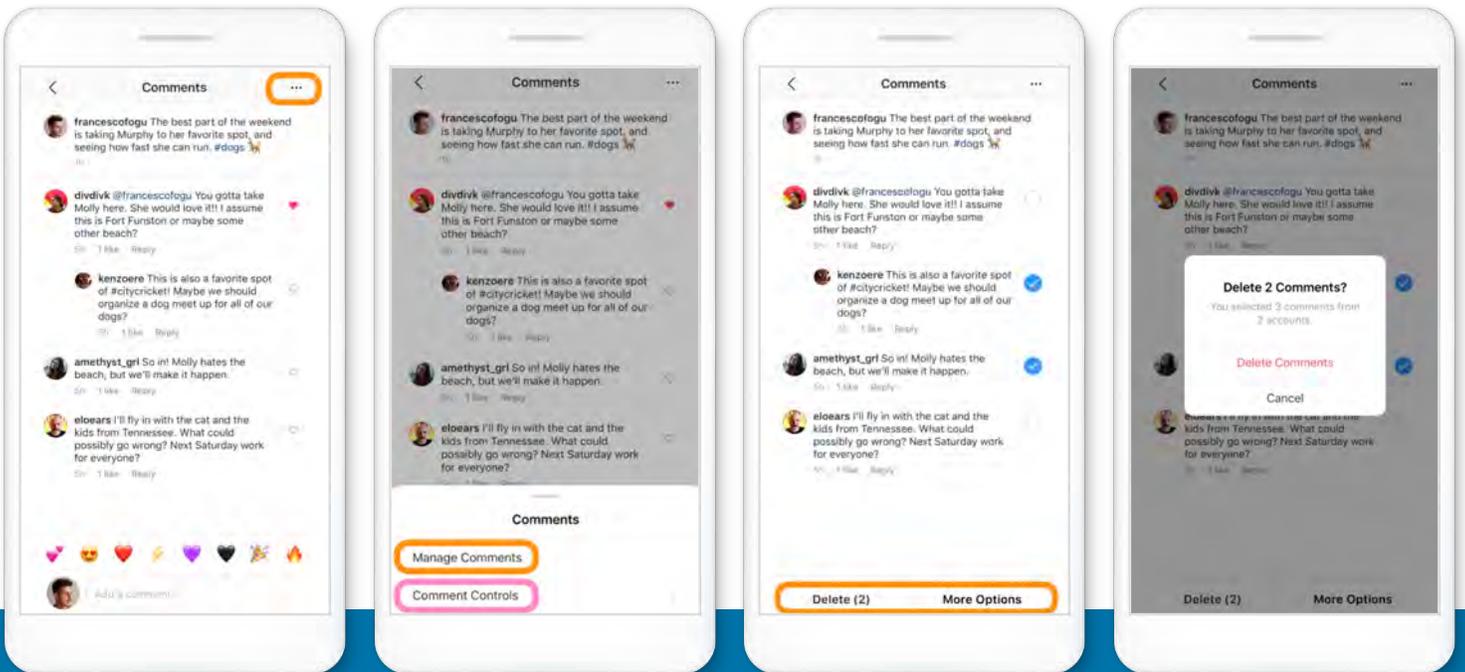
Restrict is a new way to protect your account from unwanted interactions. Once you Restrict someone, comments on your posts from that person will only be visible to that person. You can choose to make a restricted person's comments visible to others by approving their comments. Restricted people won't be able to see when you're active on Instagram or when you've read their direct messages. People won't know you have restricted them, this is a feature to prevent adversarial behaviour, different from blocking, where the person would know they have been blocked.





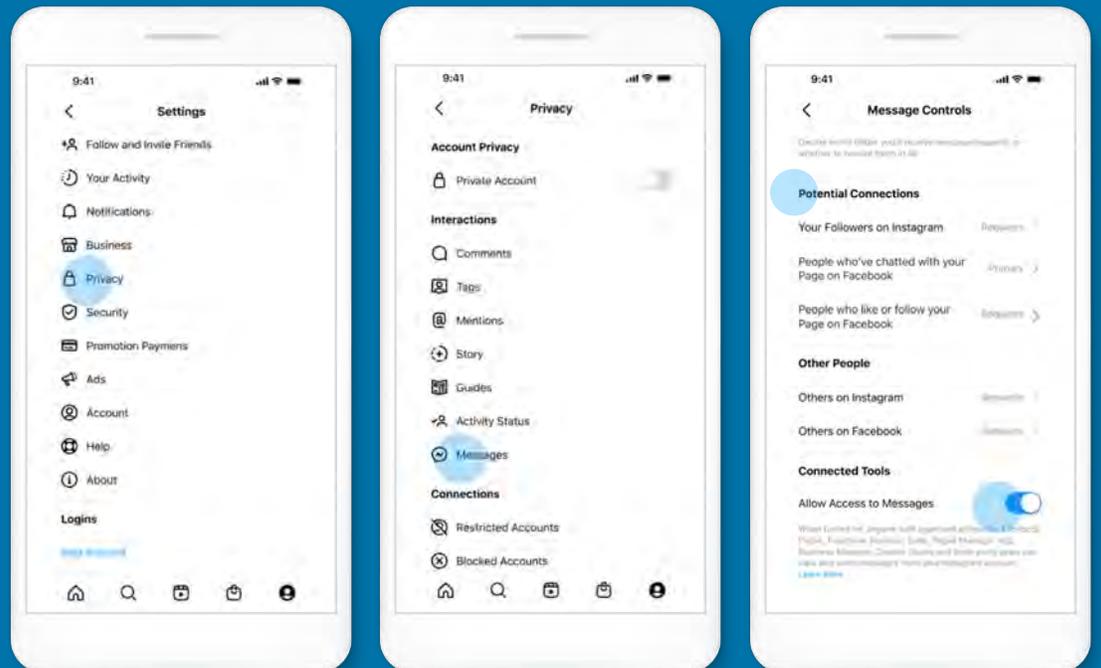
Bulk Comment Moderation: fb.me/Bulk-Comment

What is it: You can manage unwanted interactions in comments, in bulk. This feature allows for bulk-delete, bulk-restrict and/or bulk-block up to 25 accounts at once.



DM Reachability Controls:

What is it: DM reachability controls which allow users to limit who can engage with them via Instagram Direct Message, e.g. 'Everyone' or 'Only People You Follow'.



Please note: while DM Reachability Controls are available to 100% of Professional Accounts, these controls are available in specific markets for Personal Accounts (Japan, Turkey, Argentina, Russia, Canada).

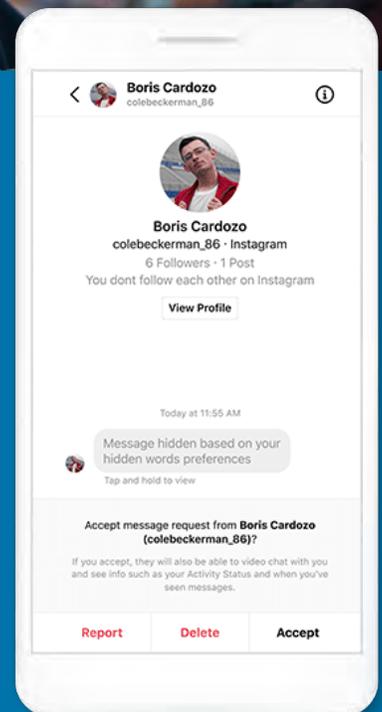
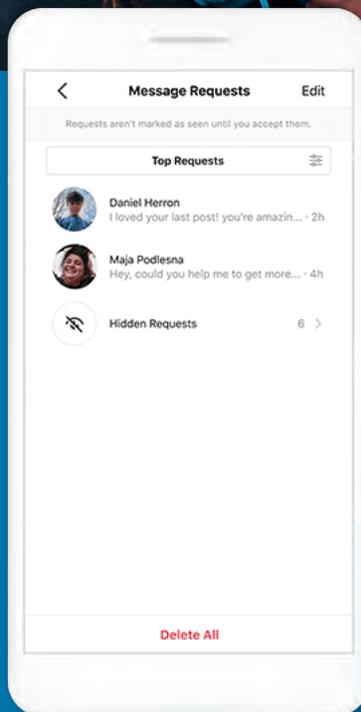
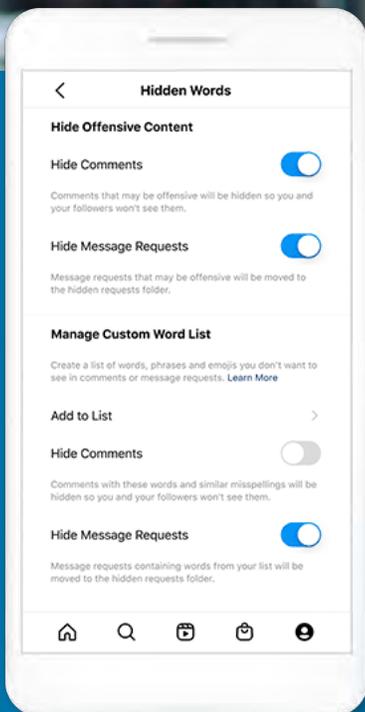
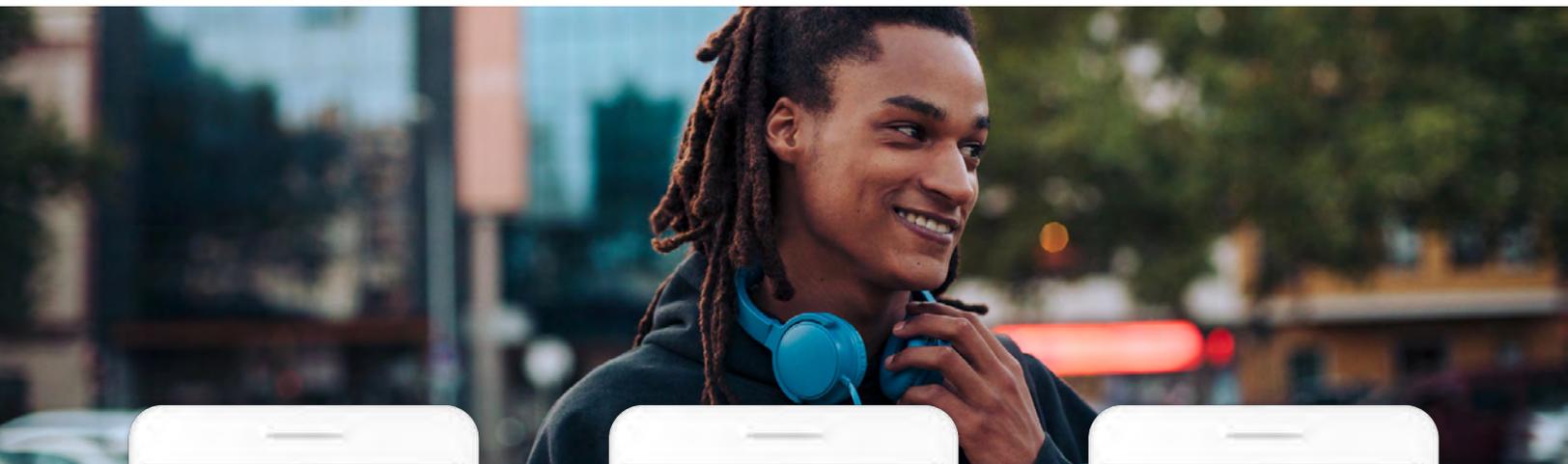


Hidden Words:

<https://about.instagram.com/blog/announcements/introducing-new-tools-to-protect-our-community-from-abuse>

What is it: This feature, when turned on, will allow you to automatically filter comments and DM requests containing offensive words, phrases and emojis. Hidden Words also allows you to create a custom list of words, phrases and emojis you want filtered from your comments and DMs. When key words are identified – Comments containing them will no longer appear and messages will automatically be moved to your DM requests folder.

Note: Did you know that large lists of terms you may want to potentially filter exist online? Try googling “block list moderation terms” to jump start your moderation efforts.



HARASSMENT & BULLYING

The next few pages of this guide will detail how to report various different types of bullying and harassment, all of which have a different process. Please note that reporting an Account or Page is not the same as reporting a Direct Message that you have received – the steps for that can be found at fb.me/igreportdirectmessages.

We do not tolerate harassment on Facebook or Instagram. We want people to feel safe to engage and connect with their community. Our harassment policy applies to both public and private individuals because we want to prevent unwanted or malicious contact on the platform. Context and intent matter, and we allow people to share and re-share posts if it is clear that something was shared in order to condemn or draw attention to harassment. In addition to reporting such behavior and content, we encourage people to use tools available on Facebook to help protect against it. Facebook and Instagram understand bullying happens in many places and comes in many different forms from making statements degrading someone's character to posting inappropriate images to threatening someone. Facebook and Instagram do not tolerate bullying on Facebook or Instagram because we want the members of our community to feel safe and respected.

We will remove content that purposefully targets private individuals with the intention of degrading or shaming them. We recognise that bullying can be especially harmful to minors, and our policies provide heightened protection for minors because they are more vulnerable and susceptible to online bullying. In certain instances, we require the individual who is the target of bullying to report content to us before removing it.

Facebook's Community Standards on Harassment can be reviewed:
fb.me/communitystandards/

Instagram Community Guidelines can be found:
fb.me/igcommunityguidelines



Section Two: Moderate & Escalate

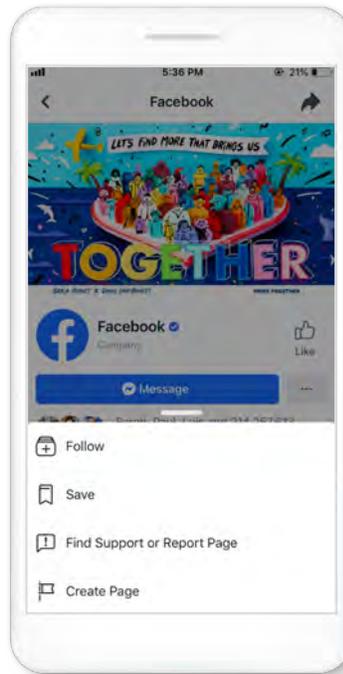


Below are the steps to report a Facebook page for harassment:



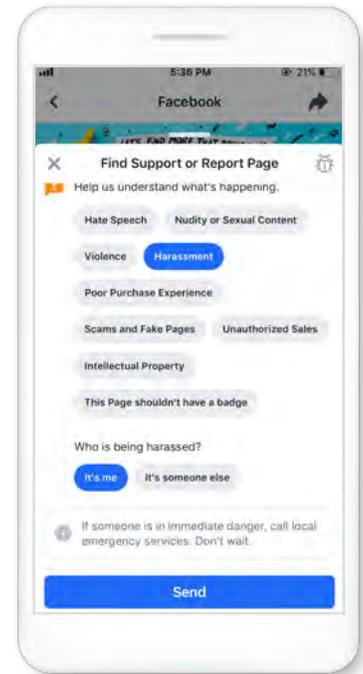
STEP 1:

Go to the Facebook Page you wish to report and tap the three-dots next to the “Message” button.



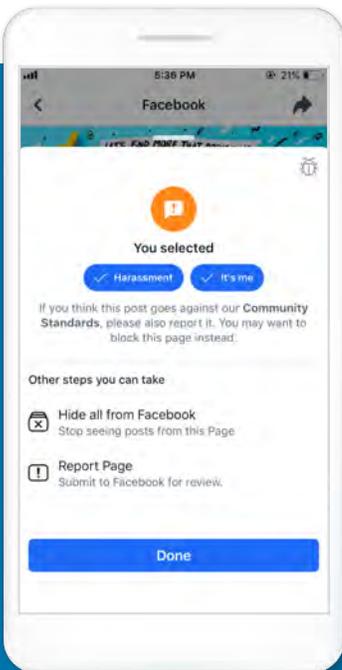
STEP 2:

Tap the tab “Find Support or Report Page”.



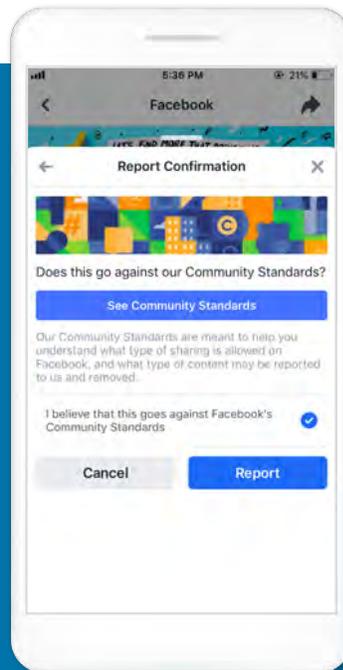
STEP 3:

Tap “Harassment” and then who is being harassed such as “It’s Me”.



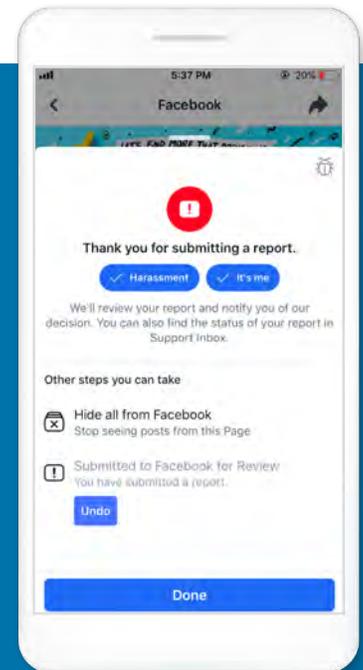
STEP 4:

Tap the tab “Report Page” to also flag the page to be reviewed for harassment by Facebook.



STEP 5:

Tap the open circle next to “I believe this goes against Facebook’s Community Standards” and then tap the “Report” button.



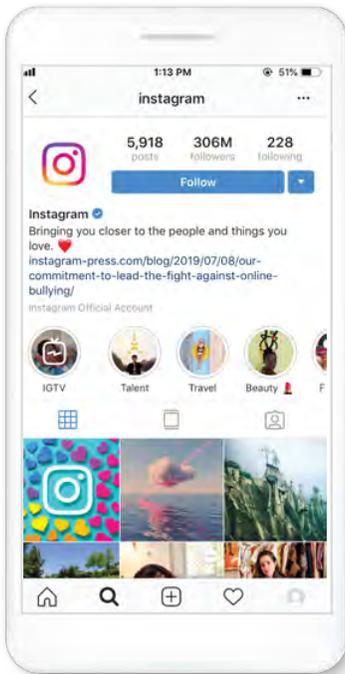
STEP 6:

To finish reporting the account, tap the “Done” button to return to the Facebook app.

Section Two: Moderate & Escalate

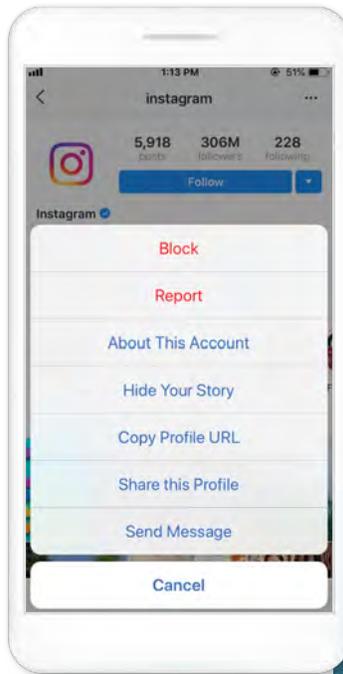


Below are the steps to report an Instagram Account that is bullying or harassing:



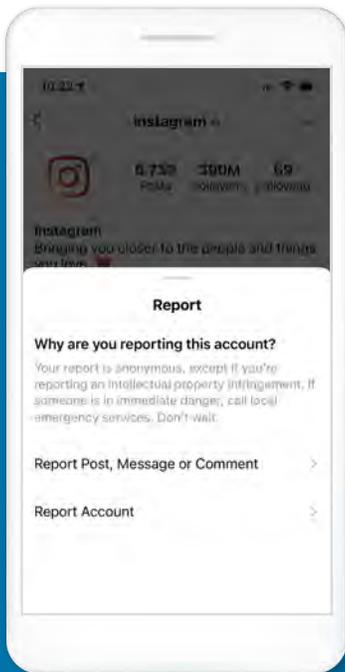
STEP 1:

Go to the Account you wish to report and tap the three-dots in the top-right corner.



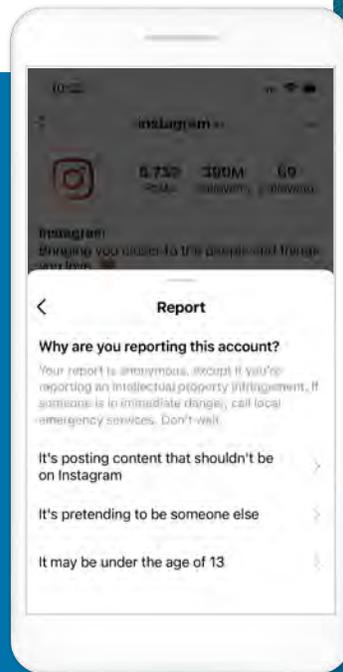
STEP 2:

On the pop-up menu, tap "Report".



STEP 3:

Tap "Report Account".



STEP 4:

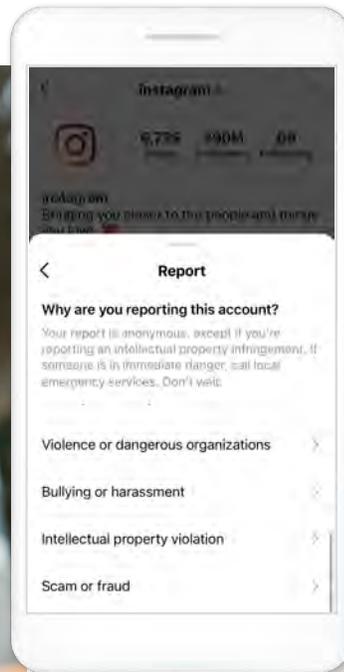
Tap "It's posting content that shouldn't be on Instagram".



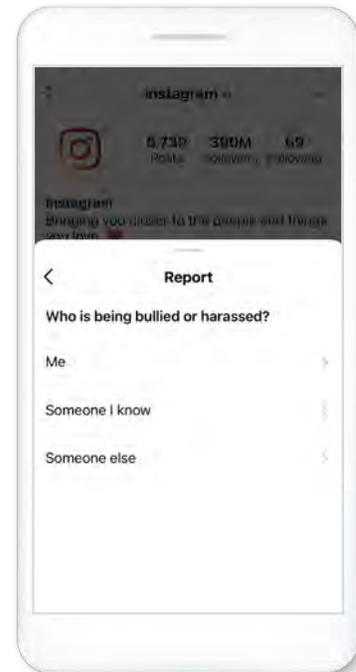
Section Two: Moderate & Escalate



Below are the steps to report an Instagram Account that is bullying or harassing:



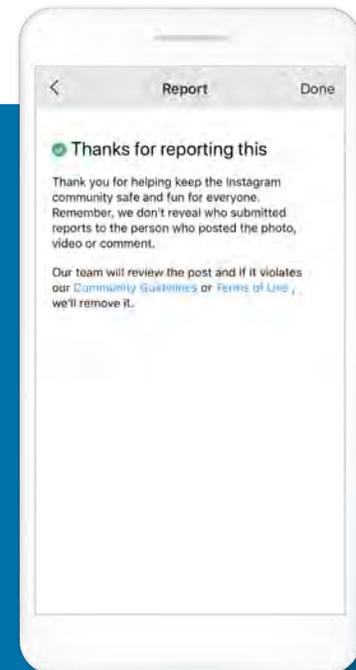
STEP 5:
Tap “Bullying or Harassment”.



STEP 6:
Tap “Me”.



STEP 7:
Tap “Submit Report”.



STEP 8:
You have now reported the account for “bullying or harassment”, we’ll follow up on your report as soon as possible. You can tap “Done” in the top right to return to the Instagram app”.

REPORT ABUSIVE CONTENT

The best way to report abusive content, spam, or impersonation on Facebook is by using the “Report” link that appears near the content itself. We will review the report and take appropriate action.

To see instructions for all types of content, go to fb.me/report.

On Instagram, the best way to report abuse, spam or anything else that you think doesn't follow our community guidelines is within the app. You can also report via our fb.me/igreportcontent if you don't have an Instagram account.

When reporting isn't enough, please report to law enforcement. Remember - take screenshots and copy URL links of any unwanted attention before blocking the harasser.





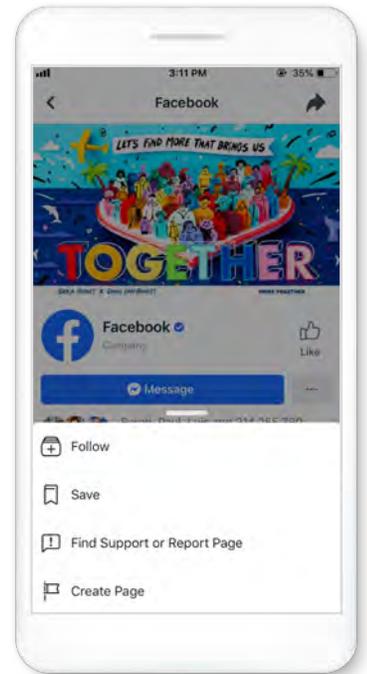
IMPERSONATION

You can report a potentially impersonating Profile to us even if you don't have a Facebook account. Please make sure to report the Page or Profile that you believe is impersonating you or someone else. We've also developed several techniques to help detect and block this type of abuse.

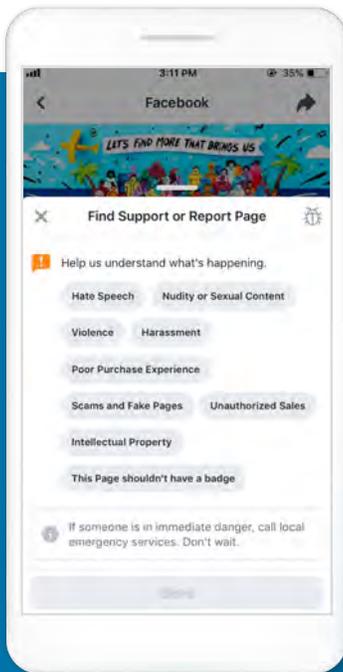
1. Below are the steps to report a Facebook Page that is "impersonating" or "pretending to be" a Public Figure or Celebrity:



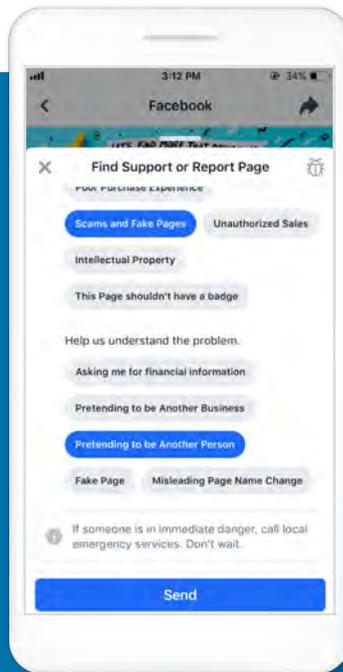
STEP 1: Go to the Page you wish to report and click the three-dots next to the "Message" icon.



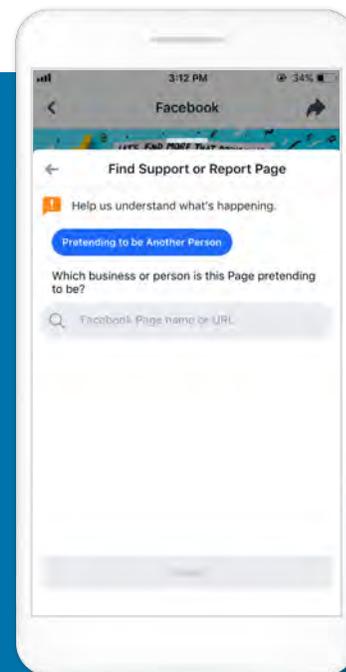
STEP 2: Tap "Find Support or Report Page".



STEP 3: Tap the option "Scams and Fake Pages".



STEP 4: On the new menu, tap "Pretending to be Another Person" and then click "Send".

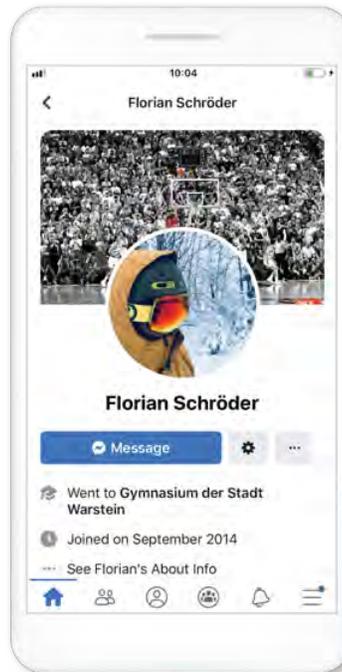


STEP 5: Enter the name or handle of the Public Figure or Celebrity this account is impersonating. Please note - you will only be able to input individuals who are on Facebook or have a verified presence.

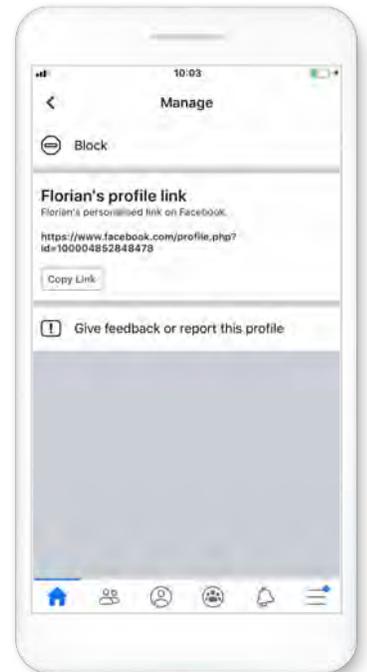
* Interface may vary.



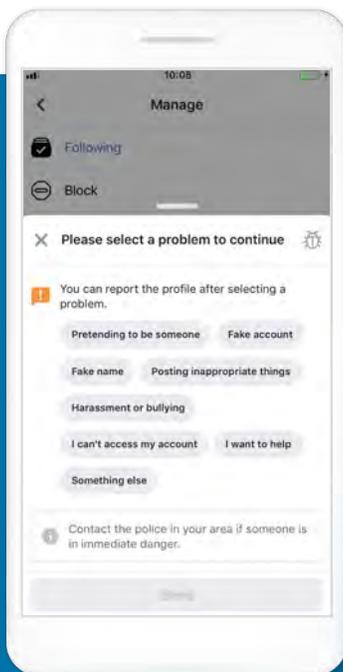
2. Below are the steps to report a Facebook Profile that is “impersonating” or “pretending to be” a Public Figure or Celebrity:



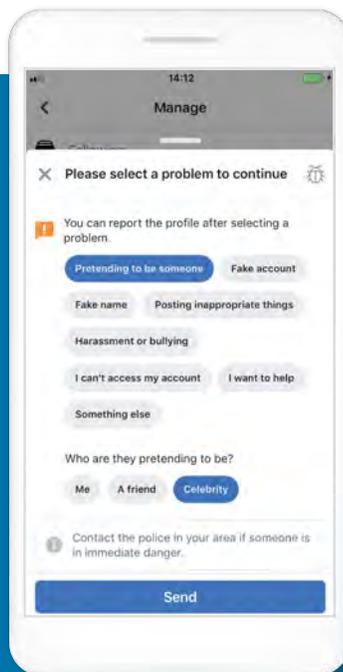
STEP 1:
Go to the Profile you wish to report and gear-wheel located next to the “Message” button.



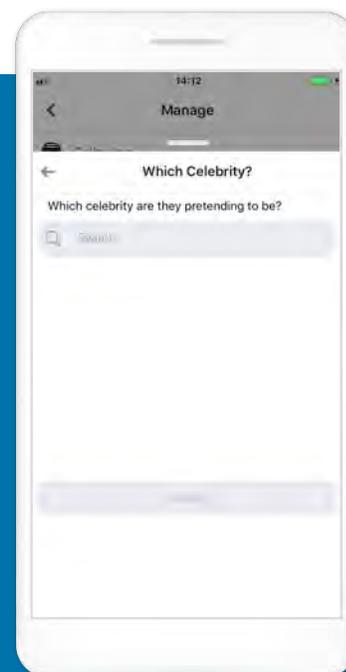
STEP 2:
Tap the button “Find Support or Report Profile”.



STEP 3:
Tap the button “Pretending to Be Someone”



STEP 4:
On the new menu, tap “Celebrity” and then click “Send”

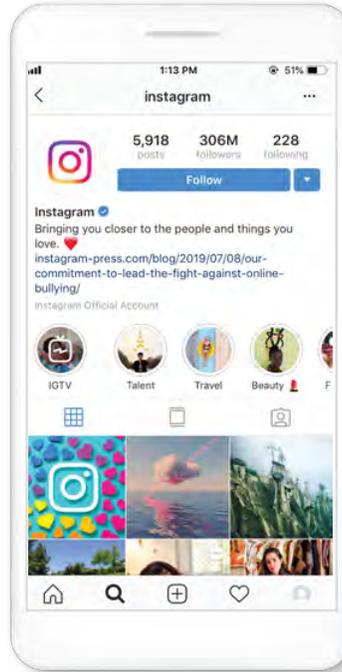


STEP 5:
Enter the name or handle of the Public Figure or Celebrity this account is impersonating. Please note - you will only be able to input individuals who are on Instagram or have a verified presence.

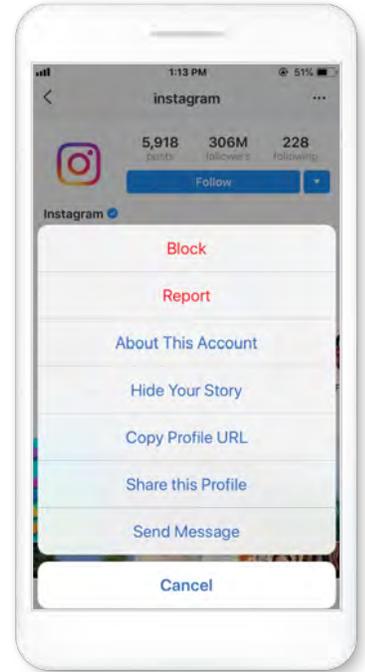
* Interface may vary.



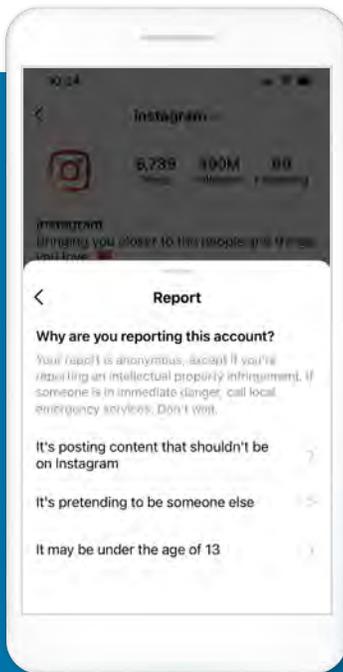
3. Below are the steps to report an Instagram Account that is “impersonating” or “pretending to be” a Public Figure or Celebrity:



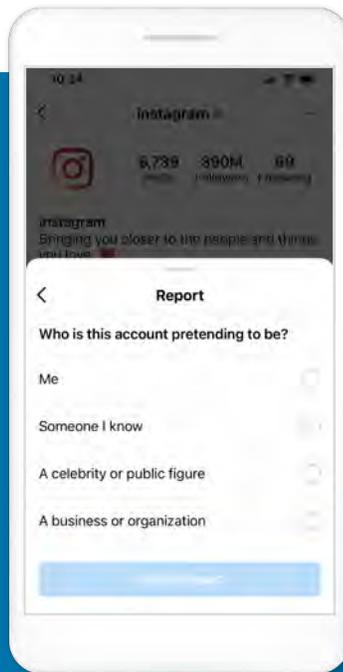
STEP 1:
Go to the Profile of the account you wish to report.
Tap the three dots at the top-right of the Profile.



STEP 2:
Tap the “Report” button.



STEP 3:
Tap “It’s pretending to be someone else”.



STEP 4:
Tap “A celebrity or public figure” then tap “Submit Report”.



STEP 5:
Enter the name or handle of the Public Figure or Celebrity this account is impersonating. Please note - you will only be able to input individuals who are on Instagram or have a verified presence.

* Interface may vary.

Quick References

Hacked Support Help Link: fb.me/hacked

Instagram Hacked Account Help Center: fb.me/ighackedsupport

Facebook's Community Standards on Harassment: fb.me/communitystandards

Instagram Community Guidelines: fb.me/igcommunityguidelines

How to Report Things on Facebook: fb.me/report

Report an Impostor Page of a Public Figure: fb.me/reportimposterofpublicfigure

Report a Messenger Account for Impersonation: fb.me/reportimposterinmessenger

Report Abusive Behavior via Partner Portal: fb.me/reportpartnerportal

IG help page: <https://help.instagram.com/>

FB help page: <https://facebook.com/help>

Facebook & Instagram Safety Guide Blog Post:

<https://www.facebook.com/formedia/blog/facebook-and-instagram-safety-guide-for-athletes>

Instagram blog - Anti-bullying: <https://about.instagram.com/community/anti-bullying>

Instagram blog - Safety: <https://about.instagram.com/community/safety>



Thank you.