



DEALING WITH TROLLS

Facebook - Platform capabilities

- **Hide comments**

These are still visible to the commenter and their friends. You can set up email and/or page alerts for comments. Be sure to check your notifications regularly.

- **Moderate comments**

Create a custom keyword block list to block comments.

- **Report abuse**

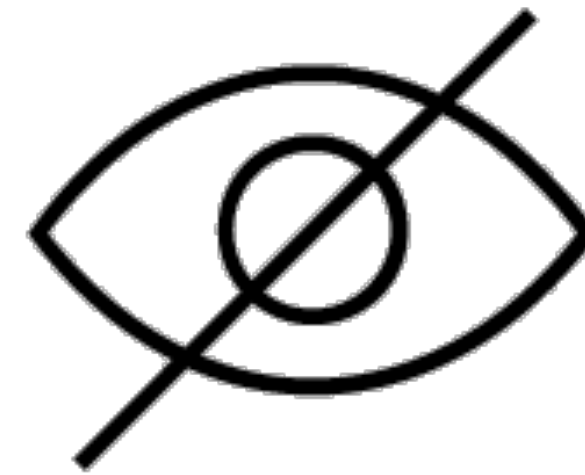
- **Block accounts**

The blocked user cannot engage with your page.

Facebook - MSU recommendations



Like comments to push them to the top of the list of responses. This helps push negative comments down, out of visibility.



Hide comments/posts that:

- outright attack/insult another user
- are irrelevant to the post
- spam posts to page



If there is criticism, a question, or an issue that can be addressed, respond. Take the issue offline or into a private message conversation if necessary.



Do not block accounts. They'll know, and this invites accusation of censorship.

Do not delete comments.

Twitter - Platform capabilities

- **Mute accounts**

Removes an account's tweets from your timeline without blocking the account, but you'll still see them in your notifications tab if you follow them. Their replies won't appear in your timeline if you don't follow them. You will not receive push notifications relevant to their tweets. They can still send you a direct message.

- **Report abuse**

You can report harassment, threats of violence, exposed private information, spam, and/or hate speech.

- **Block accounts**

The blocked user cannot follow your account, see your profile image or view your content in their timeline. They can still tweet at you, but their tweets will not appear in your notifications tab. engage with your page.

Twitter - MSU recommendations



Report abusive or spam tweets to Twitter.

If there is a direct threat, you may report to MSU Police.



Keep a record of issues / themes you see. If an issue seems to be getting traction or being picked up by the media, you may contact CABS.



If there is criticism, a question, or an issue that can be addressed, respond quickly. Take the issue offline or into a direct message conversation if necessary.



Do not block accounts. They'll know, and this invites accusation of censorship.

Instagram - Platform capabilities

- Delete comments
(swipe left, click on trash icon)
- Report spam/abuse
(swipe left, click on alert icon)
- Moderate comments using custom keyword lists
(tap gear icon > comments > adjust settings)
- Block accounts

Instagram - MSU recommendations



Report abusive or spam comments to Instagram.

If there is a direct threat, you may report to MSU Police.



If there is criticism, a question or an issue that can be addressed, respond. Take the issue offline or into a direct message conversation if necessary.



Keep a record of issues / themes you see. If an issue seems to be getting traction or being picked up by the media, you may contact CABS.



Delete irrelevant, spam comments if there are many from the same account. Report at least one as spam.



Do not block accounts. They'll know, and this invites accusation of censorship.

A vintage camera with a lens is positioned on a wooden surface. The camera is dark-colored with a textured grip. The lens is prominent, showing various markings and a red indicator. In the background, a laptop is visible but out of focus. The overall lighting is warm and soft.

IMAGE ACCESSIBILITY

Facebook image accessibility

- **Photo Captions**

Add a caption to photos before you post in order to ensure image is accessible. This is especially important for images containing text information, such as quote tiles or event promotion graphics.

- **Video Captions**

Upload a caption file for all your videos. [rev.com](https://www.rev.com) is a good tool.

- **AI-enabled automatic alternative text**

Facebook also uses AI to generate alt text for images. This is not always accurate.

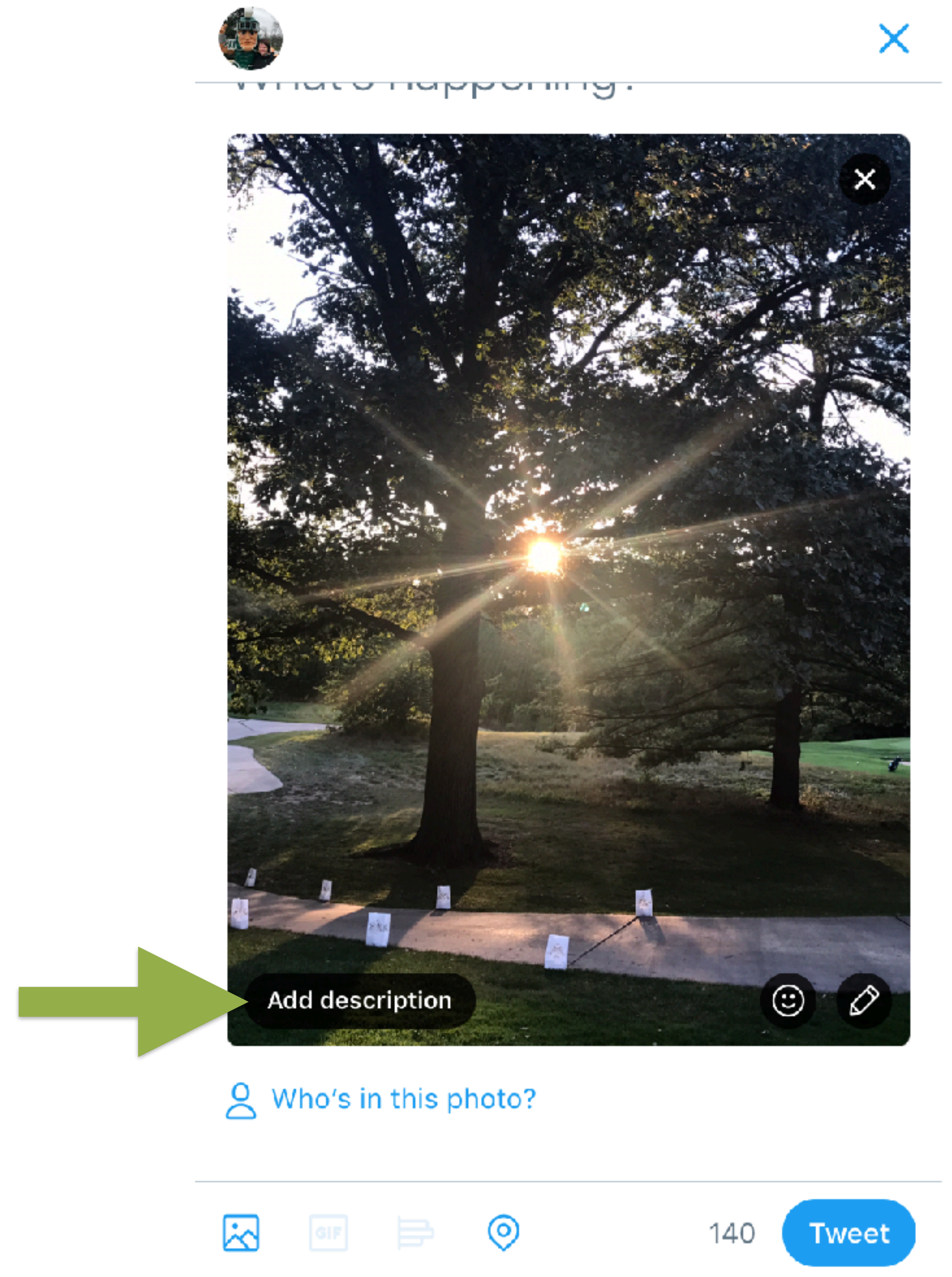
Instagram image accessibility

- Photo Description

Add a caption to photos before you post in order to ensure image is accessible. This is especially important for images containing text information, such as quote tiles or event promotion graphics.

NEW: Twitter image descriptions

- Native only.
Currently only available through native upload via the Twitter app (iOS and Android) or twitter.com.
- Feature must be enabled.
 1. Profile Icon > Settings and Privacy
 2. General > Accessibility
 3. Toggle on setting for “Compose image descriptions”



Stay tuned!

- We are planning to meet with accessibility for guidance on best practices for social media.
- We will report back soon!

USING OPEN GRAPH

Open graph explained

- **What is open graph?**

Open graph protocol is a set of rules that integrate web pages with social media, making the page behave like a social media page. It allows you to control the way a link from your page displays on social media (page/article title, thumbnail image, description)

- **Why is it important?**

In an effort to crack down on fake news, Facebook no longer allows page managers to adjust how articles shared to their platform appear. Open graph is the only way to control headline and image thumbnails.


Example from MSU Road Trip



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Next steps

- **Wordpress site**

There are a variety of plugins that allow you to add open graph tags to your site.

- **Non-Wordpress site**

You'll need to work with your developer to add open graph tags to your website. There are different tags for Twitter and Facebook, but Twitter will try to use Facebook tags if no Twitter-specific tags are available.

Reference

- Resources

We recommend going straight to the platform's developer site for platform-specific information.

- dev.twitter.com
- developers.facebook.com

- A note on Facebook cacheing

It can take 24 hours for the cache to clear if you change the tag data. So, if a page has been shared to social and then the thumbnail is changed, the original thumbnail will still appear for 24 hours.

Questions?