Facebook & Instagram Safety Guide

- FOR ATHLETES

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 athlete 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.

Contents page

SECTION

01

Prevention & Protection

SECTION ONE:
PREVENTION & PROTECTION

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.

HOT TIPS!

Consider changing your password every 6 months for extra security.

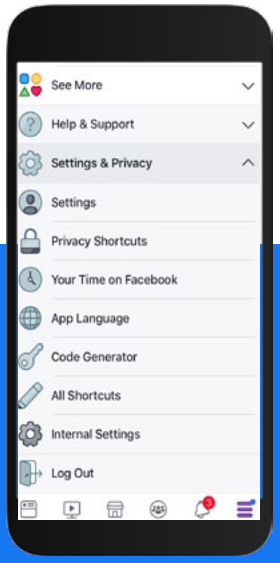
Limiting the number of people who have access to an account to only those who absolutely need it is an important practice for keeping an account secure.

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.

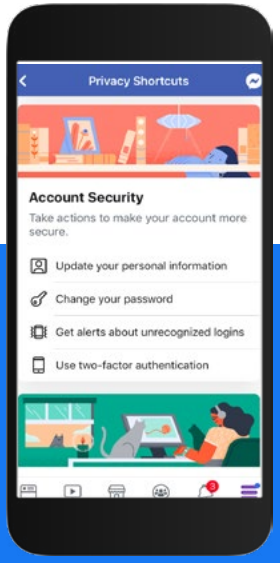
Note: Ensuring that you have two-factor authentication set up for your Facebook Profile is the best way to protect Facebook Pages from being hacked.

TO TURN TWO-FACTOR AUTHENTICATION ON:



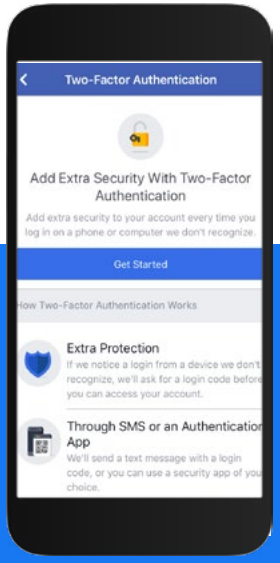
STEP 1

Go to your Profile and tap (iOS) or (Android) in the top-right corner of the settings next to "Edit Profile"



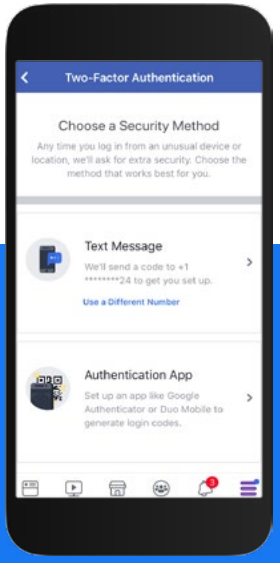
STEP 2

Scroll down and tap Two-Factor Authentication



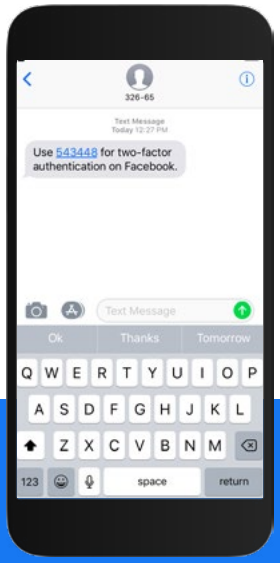
STEP 3

Tap Require Security Code to move to the on position



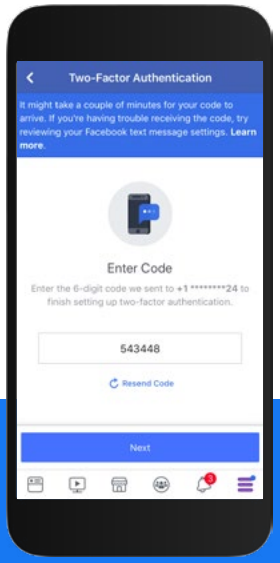
STEP 4

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



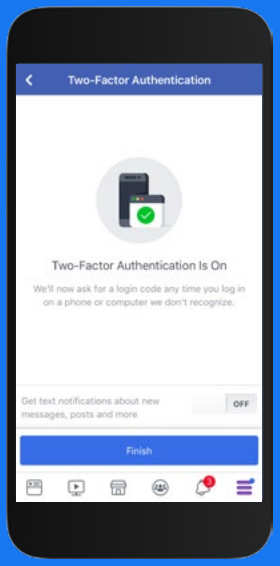
STEP 5

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



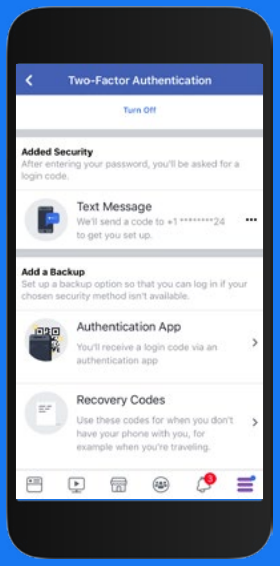
STEP 6

Input the 6-digit code texted and click next



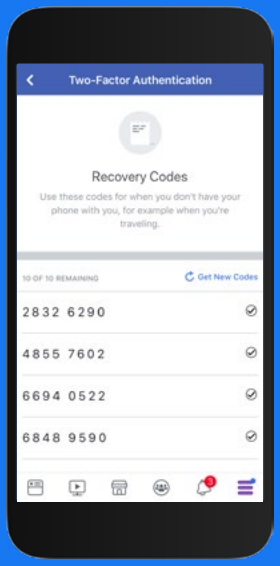
STEP 7

Click Finish to return to the Two-Factor Authentication page



STEP 8

Scroll down and tap **Recovery Codes**



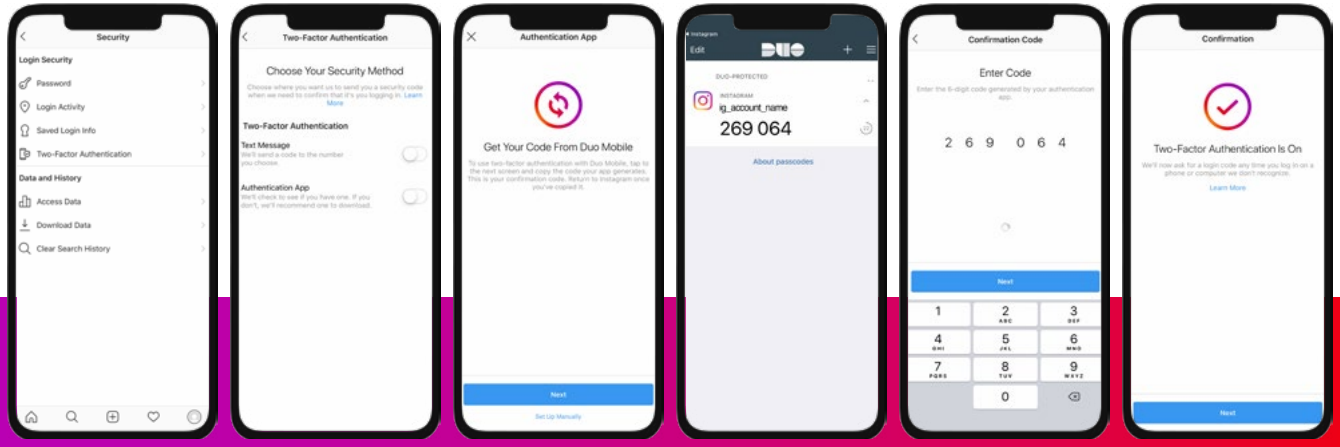
STEP 9

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



STEP 1

Go to Settings 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

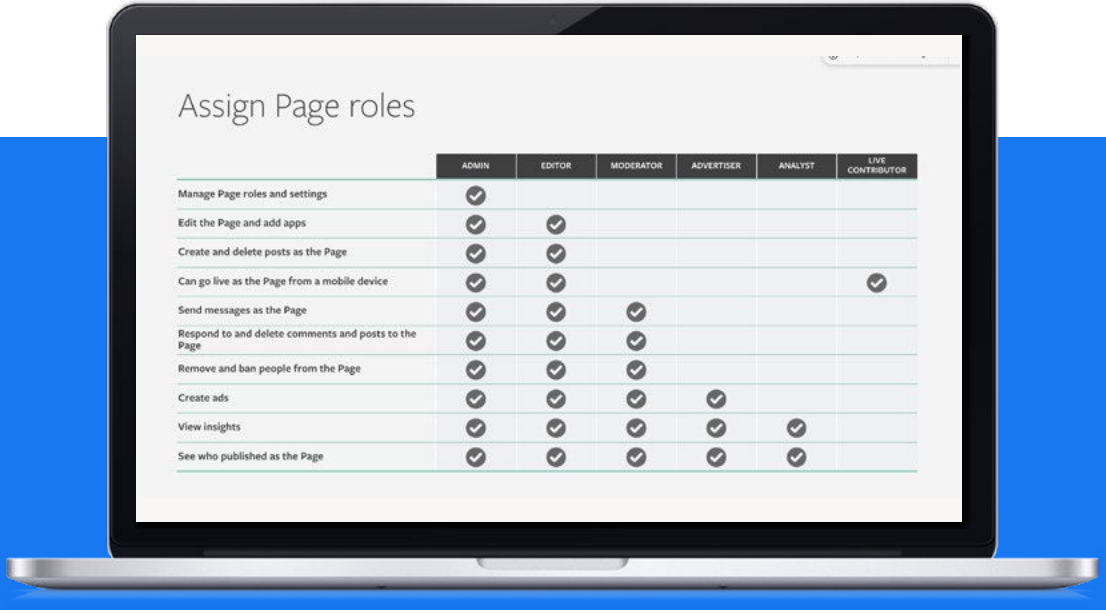
If you see this screen, then you've set up your third-party authnticator app correctly! Tap on Next to complete

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.



WHAT TO DO IF YOU'RE HACKED ON FACEBOOK

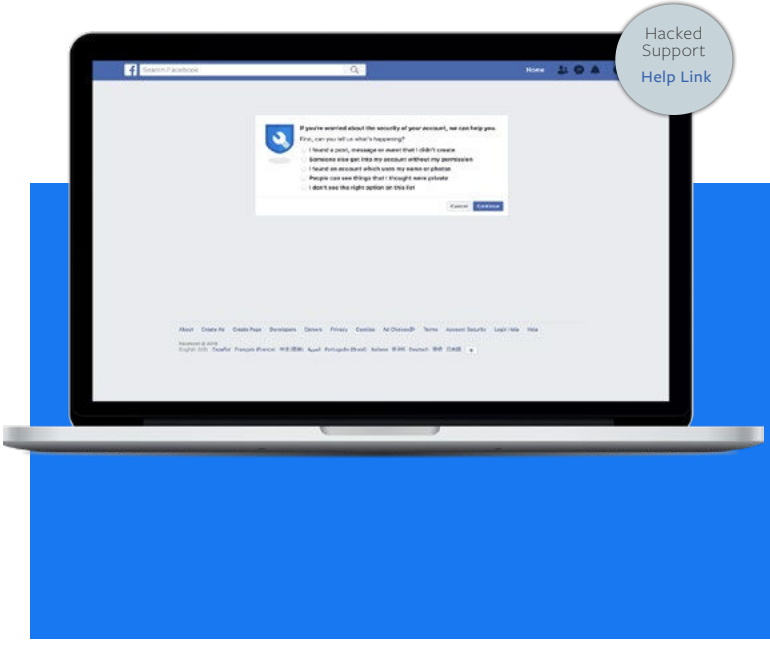
If you think your account has been hacked or taken over, you should visit this page (facebook.com/hacked) to secure your account. We'll ask you to change your password and review recent login activity.

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
- Posts have been made that you didn't create

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:

1. On the login screen, tap "My login info isn't working".
2. Next, choose either your email address or phone number to have the code sent to and then tap Send Security Code.
3. 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. Learn more about what you can do if you don’t know your username.
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 unauthorized 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:

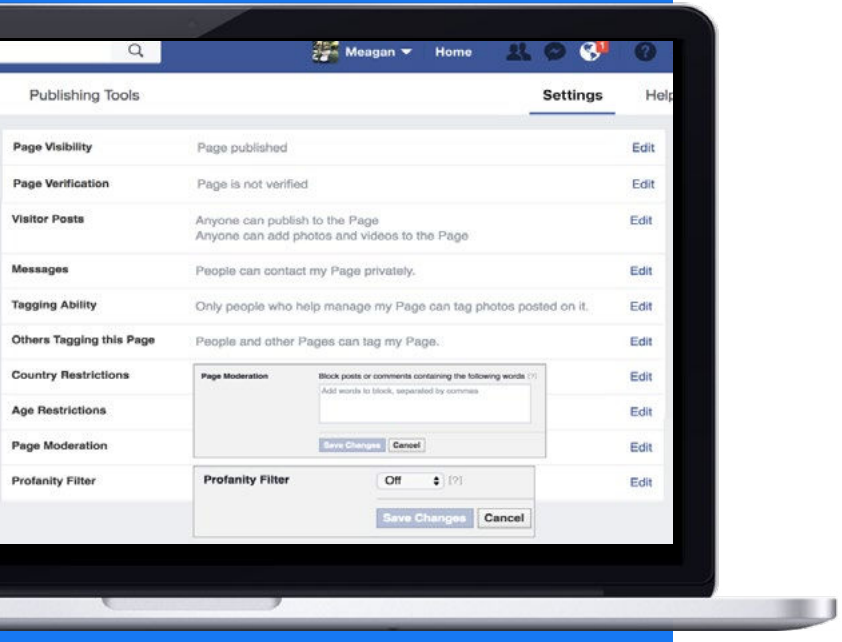
If someone gains access through a compromised email account, you can follow the steps detailed on Instagram's Help Center to use our in-app support form to recover their accounts.

SECTION

02

Moderate & Escalate

SECTION TWO:
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 also block words and turn on the profanity filter for your Page. You can add full stops or spaces in between and hashtags. For example, to filter out the word "cat," also include "c.a.t.," "#cat," and "c a t." You can hide or delete individual comments. When you hide a comment, the person who posted it will not know that it was hidden.

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.

Facebook also allows you to delete any comments you wish to remove from your profile or Page.

INSTAGRAM CONTENT MODERATION

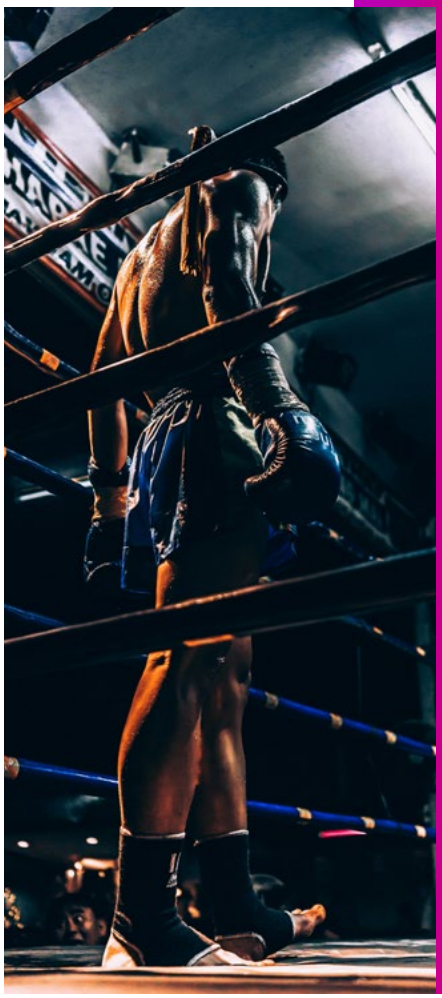
Block Accounts:
When you block an account the person won't be able to see your profile, posts or stories on Instagram. People aren't notified when you block them, and you can unblock an account anytime if you choose.

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.

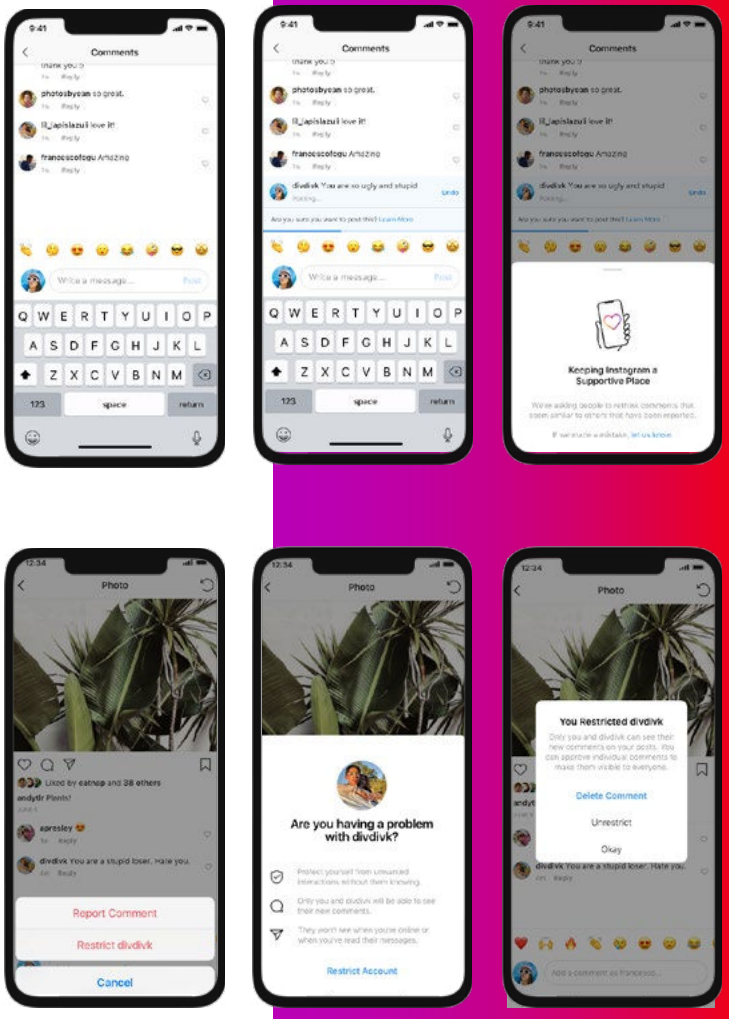
Encouraging Positive Interactions:

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.

*coming soon



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 here.

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.

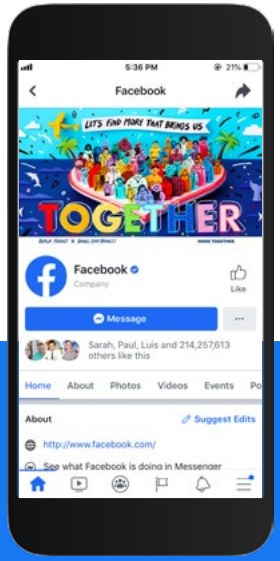
Facebook's Community Standards on Harassment can be reviewed here (https://www.facebook.com/communitystandards/harassment)

Instagram Community Standards can be found here (https://fburl.com/igcommunityguidelines)

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.

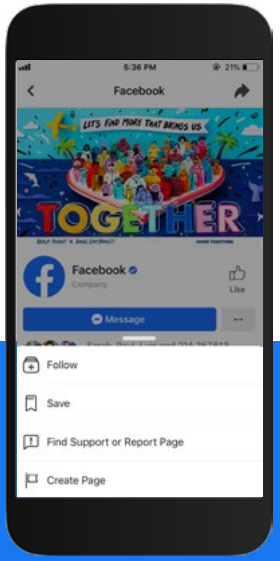
We will remove content that purposefully targets private individuals with the intention of degrading or shaming them. We recognize that bullying can be especially harmful to minors, and our policies provide heightened protection for minors because they are more vulnerable and susceptible to online bullying.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

BELOW ARE THE STEPS TO REPORT A FACEBOOK PAGE FOR HARASSMENT:



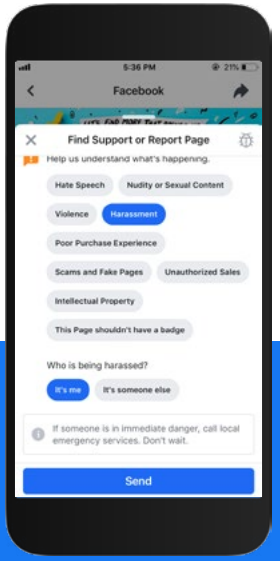
STEP 1

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



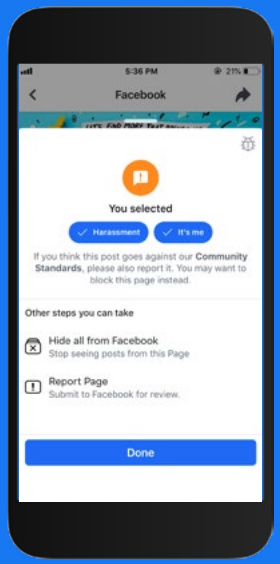
STEP 2

Tap the tab "Find Support or Report Page"



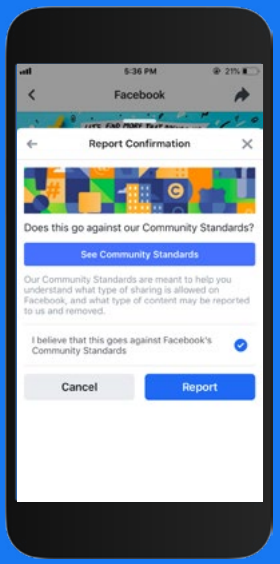
STEP 3

Tap "Harassment" and then who is being harassed such as "It's Me"



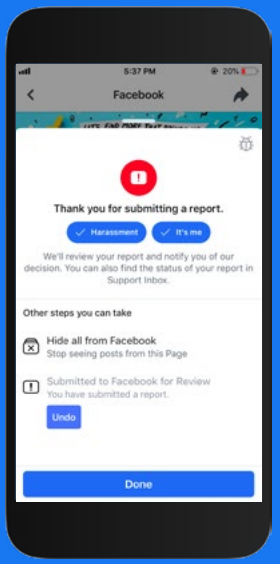
STEP 4

Tap the tab "Report Page" to also flag the page to be reviewed for harassment by Facebook



STEP 5

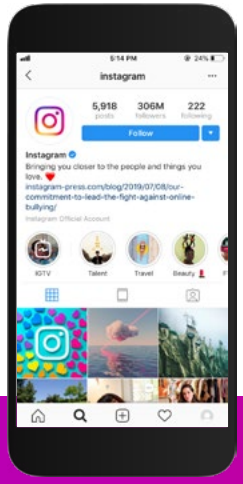
Tap the open circle next to "I believe this goes against Facebook's Community Standards" and then tap the "Report" button



STEP 6

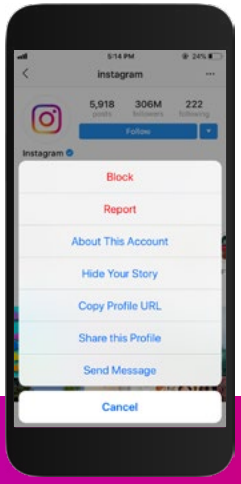
To finish reporting the account, tap the "Done" button to return to the Facebook app

BELOW ARE THE STEPS TO REPORT AN INSTAGRAM ACCOUNT THAT IS BULLYING OR HARASSING:



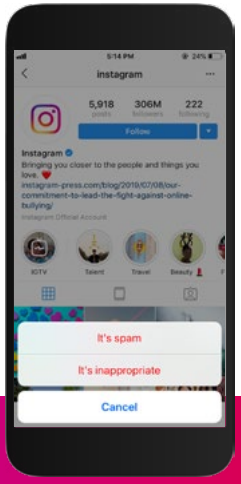
STEP 1

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



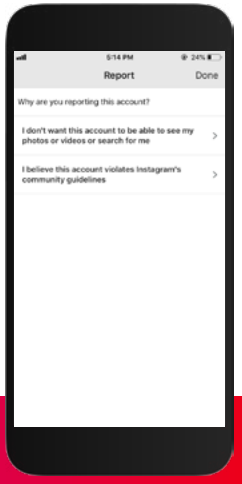
STEP 2

On the pop-up menu, tap "Report"



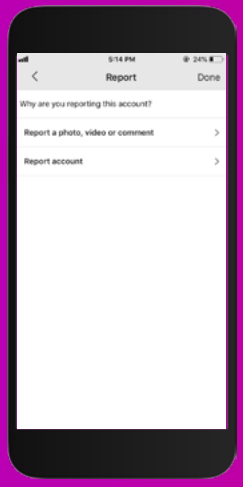
STEP 3

Tap "It's inappropriate"



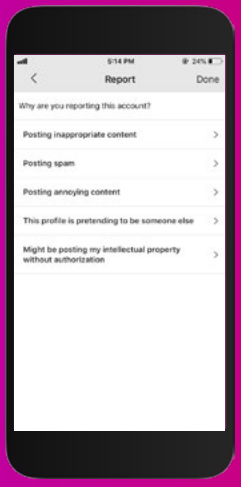
STEP 4

Tap "I believe this account violates Instagram's community guidelines"



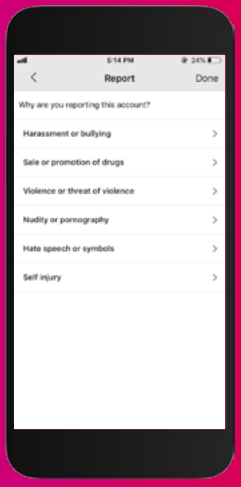
STEP 5

Tap "Report Account"



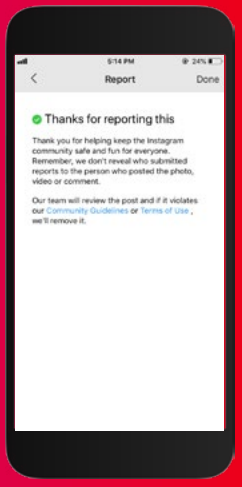
STEP 6

Tap "Posting inappropriate content"



STEP 7

Tap "Harassment or bullying"



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 facebook.com/report

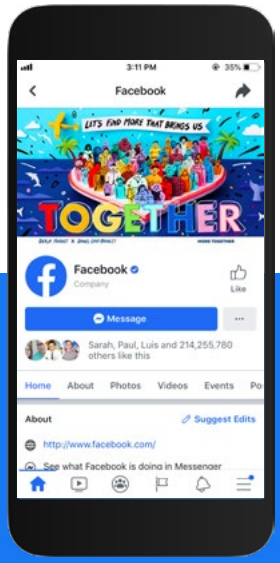
On Instagram, the best way to report abuse, spam or anything else that you think doesn't follow our community guidelines is within the app. You can also report via our web form if you don't have an Instagram account.

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

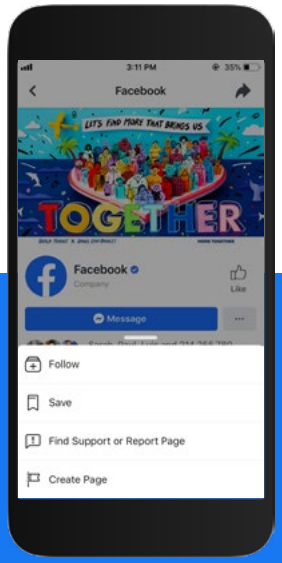
You can report a potentially impersonating Profile to us even if you don't have a Facebook account. Please make sure to report the Page or Profile that you believe is impersonating you or someone else. We've also developed several techniques to help detect and block this type of abuse. You can report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

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



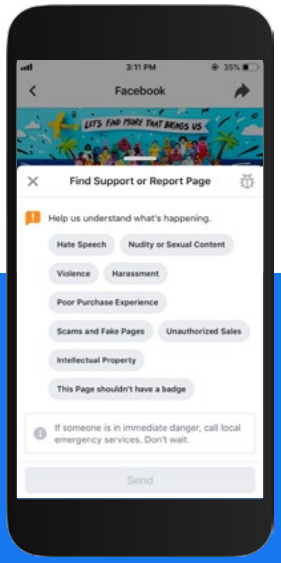
STEP 1

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



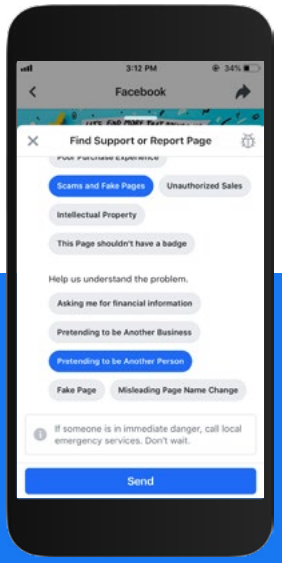
STEP 2

Tap "Find Support or Report Page"



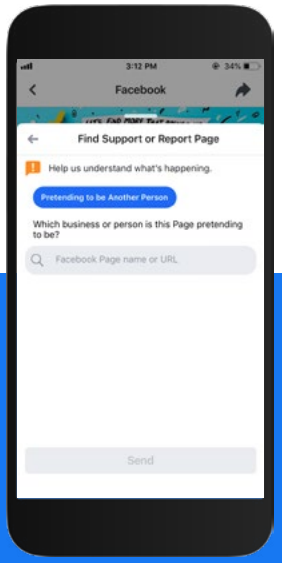
STEP 3

Tap the option "Scams and Fake Pages"



STEP 4

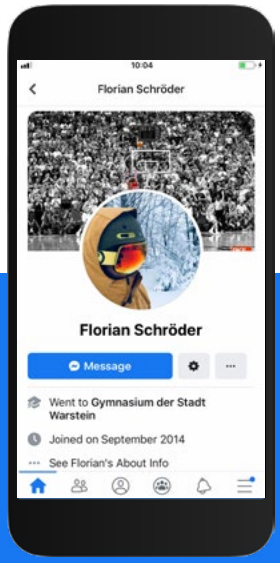
On the new menu, tap "Pretending to be Another Person" and then click "Send"



STEP 5

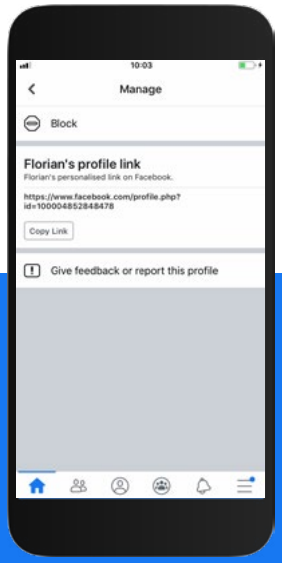
Enter the name or handle of the Public Figure or Celebrity this account is impersonating. Please note - you will only be able to input individuals who are on Facebook or have a verified presence

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



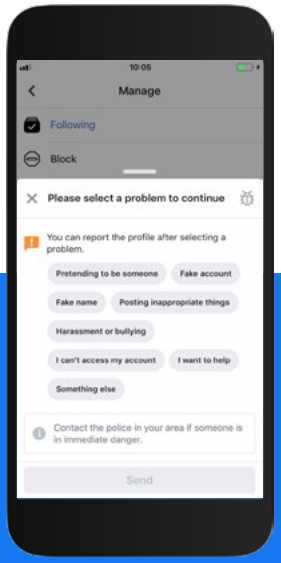
STEP 1

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



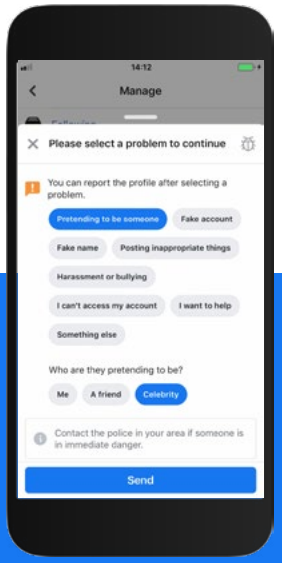
STEP 2

Tap the button “Find Support or Report Profile”



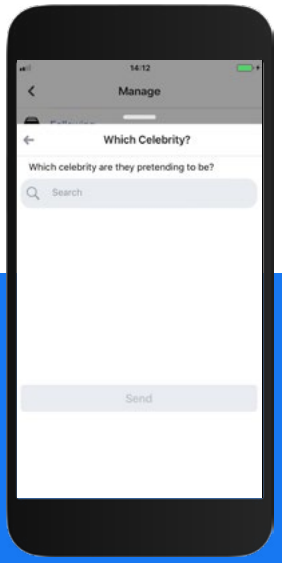
STEP 3

Tap the button “Pretending to Be Someone”



STEP 4

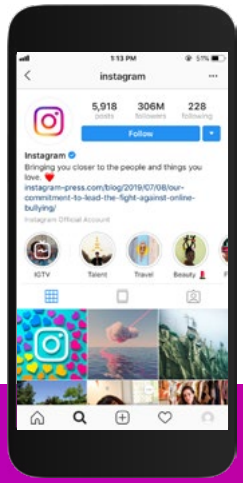
On the new menu, tap “Celebrity” and then click “Send”



STEP 5

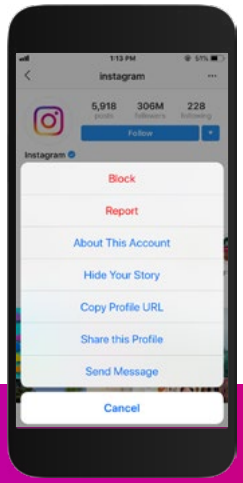
Enter the name or handle of the Public Figure or Celebrity this account is impersonating. Please note - you will only be able to input individuals who are on Instagram or have a verified presence

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



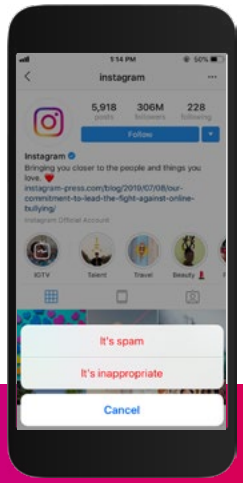
STEP 1

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



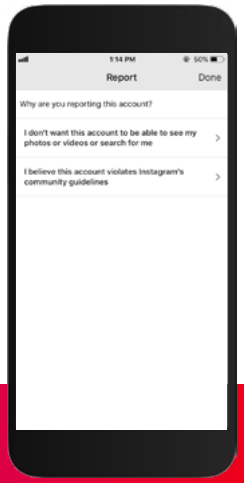
STEP 2

Tap the “Report” button



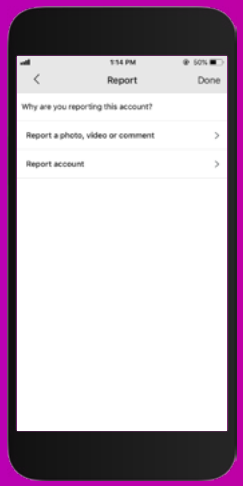
STEP 3

Tap the “It’s inappropriate” button



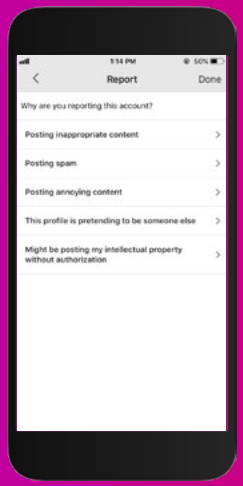
STEP 4

Tap the section “I believe this account violates Instagram’s community guidelines”



STEP 5

Tap “Report account”

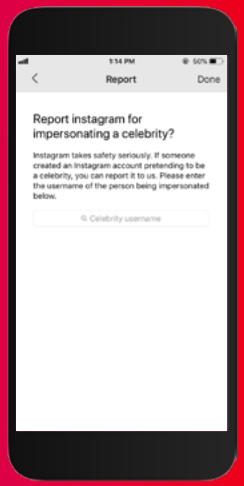


STEP 6

Tap “This profile is pretending to be someone else”

STEP 7

Tap “A Celebrity or a public figure”



STEP 8

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

Quick References

Hacked Support Help Link:
https://www.facebook.com/hacked

Instagram Hacked Account Help Center:
https://fburl.com/instagramhackedsupport

Facebook's Community Standards on Harassment:
https://www.facebook.com/communitystandards/

Instagram Community Guidelines:
https://fburl.com/igcommunityguidelines

How to Report Things on Facebook:
https://www.facebook.com/report

Report an Impostor Page of a Public Figure:
https://fburl.com/reportimposterofpublicfigure

Report a Messenger Account for Impersonation:
https://fburl.com/reportimposterinmessenger