

Security Tips for Small Businesses on Facebook

Facebook is an increasingly important tool for many small business owners to connect with their communities, attract and retain their customer base and drive future growth. Use these tips and tricks to protect your business’s Facebook Page – and therefore your business. For more info, check out facebook.com/help/security.

Page Manager Policy: Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your , Facebook Page, the more you have, the higher the security risk.

Page Manager Roles: Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser or Analyst. And make sure to remove any employees as Page managers if they leave your business.

There are 5 different types of roles for people who manage Pages. Only an admin can change someone’s role.

	ADMIN	EDITOR	MODERATOR	ADVERTISER	ANALYST
Manage Page roles & settings					
Edit the Page & add apps					
Create & delete posts as the Page					
Respond to & delete comments & posts to the Page					
Send messages as the Page					
Create ads					
View insights					
See who posted as the Page					

The table above outlines the 5 Page roles (across) and what they’re able to do (down):

Login Approvals: Securing your account is an important first step to securing your business’ PageEnable Login Approvals on any Facebook accounts – including employees’ – that can manage your Page. Login Approvals is a security mechanism that requires you to enter a specific code when someone tries to log in to your account from an unrecognized device. For more information about Login Approvals, go to facebook.com/help/loginapprovals.

Secure your mobile devices: Facebook relies on mobile phones for authentication, which means that securing your mobile phone is an important part of keeping your Facebook account and Page secure, too. Simple steps include using all the security features available on your mobile devices, like codes, PINs and passwords.