

# How to Setup a Facebook Page

Facebook is a social networking site that allows users to connect with friends and share information quickly and transparently. The hallmark of a social networking site is its ability to allow users to create a "profile" page that displays personal information, interests, pictures, etc. Users then find people they know and add them as friends in order to track their profile updates.

Due to its wide range of age groups and the high attachment rate (more than 50 percent of Facebook users visit at least once a day), Facebook is a great tool.

## How to set up a Facebook account

1. Go to [www.Facebook.com](http://www.Facebook.com)
2. On the right hand side of the page is the sign-up information. Enter your name, email address, password, gender and birthdate. Please keep in mind that Facebook profiles are limited to individuals, not organizations, programs or events. You will need to use your personal information to set up your original account. If you attempt to use business information or fake information to set up your account, you will be banned!
3. The next page is a simple confirmation page where you will be asked to look at a picture of a word or words and type them into a box. This is simply to avoid a computer program creating fake accounts.
4. The next page will inform you that an email has been sent to you.
5. Check your email account and find the message from "Facebook." Click on the link in the email in order to confirm your account.
6. You then will be taken to a set-up page where you can find friends who are already on Facebook; fill in your high school, university and work information; and join a local network based on geographic information. You can also click on "skip this step" in the lower right hand corner to skip past any of these sections.
7. Once completed, you will be taken to your "home" page. This page will give you updates on the recent activities of your friends and groups you have joined. At this point, your Facebook account is active! From this page, you can edit your profile, add more friends, or search for groups and pages to join.

## How to set up a Facebook page for your local association

Now that you have a Facebook profile, you can set up a "page" for your organization or program. A page on Facebook allows users to sign up to become a "fan" and follow updates to the page. You can send or post videos, messages, pictures, event notifications and other information from your page. Setting up a page isn't a very difficult proposition and Facebook includes detailed instructions every step of the way:

- Scroll to the bottom of any page on Facebook and click on "advertising"
- Click on the second icon on the top of the page, "pages."
- Read through all three sections under the topic of "pages"; "about pages", "prepare" and "step-by-step." These three sections will give you an overview of what pages can do, a suggested list of items to get ready before starting to create

your page, step-by-step instructions on how to create your page, and suggestions on how to use it.

- Once you feel you have a strong grasp on how to create your page, you can scroll to the bottom of the “step-by-step” section and click on “Get Started.” (Since Facebook gives you detailed, step-by-step instructions on creating your page, we won’t list them here.)

Pages on Facebook can only be created by people who are associated with the organization, so you should be able to easily control your branding on your page. If you find that someone has already created a page for your organization without your permission, you can “report” the page to Facebook to have it removed. Facebook will track visitor information for you which makes it simple to keep track of who is visiting your page and aid in creating metrics to gauge your success.

## How to post photos to your local association Facebook page

You can post photos directly from your smart phone to your Facebook page. Here’s how:

- Get an email address for your local association’s Facebook page by going to “Page,” then “Edit page,” then “Mobile.”
- Create a new contact on your phone – you might give it your local association’s name – and give it the unique email address Facebook generated for your page.

The next time you’re at a local event, take a photo of the event with your phone and email it as an attachment to the new contact you created. Write a photo caption in the subject line. The photo will automatically show up on the wall of your Facebook page!