

Facebook Page Resource Guide

How to generate and maintain a Facebook page for your Local Unit.

By Roy Varney

Disclaimer:

If you have a Facebook item for your Local Unit but it is not **a page**, you should look to migrate your audience to your new page.

What is a Facebook page?

According to Facebook, “Pages are for businesses, brands and organizations to share their stories and connect with people. Like **profiles**, you can customize Pages by publishing stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in News Feed. You can **create** and manage a Page from your personal account.”

Unlike personal profiles, people do not friend your Facebook page. Unlike Facebook groups, people do not belong to a Facebook page. Instead, people ‘like’ your Facebook page. Once liked, a Facebook page’s posts will be shared on individuals’ news feeds.

Why should my Local Unit have a Facebook page?

Facebook pages allow you to reach your members in an instantaneous fashion. They help you connect to your members without having to friend them on Facebook. Pages are a core component to growing your local audience and creating an identity for your local unit.

More and more new retirees will have experience interacting with organizations via Facebook, so as time goes on, the need for your Local Unit to have an active, well-maintained Facebook page will only increase.

How do I get started?

The first step to creating a Facebook page for your local unit is to create a personal Facebook profile. If you’ve already joined Facebook, you’ve completed this step. If you’re not on Facebook yet, you will need to join before creating a Facebook page for your local unit.

Your Local Unit’s Facebook page will be tied to your personal profile. Facebook requires that real people administer its pages, so you must have a personal profile to be tethered to your Facebook page.

To join Facebook, visit www.facebook.com.

Note: Your security settings on your personal profile are separate from your settings on your Facebook page. Facebook pages are always considered public. Anyone can see or find your Facebook page. However, even though your Facebook page is

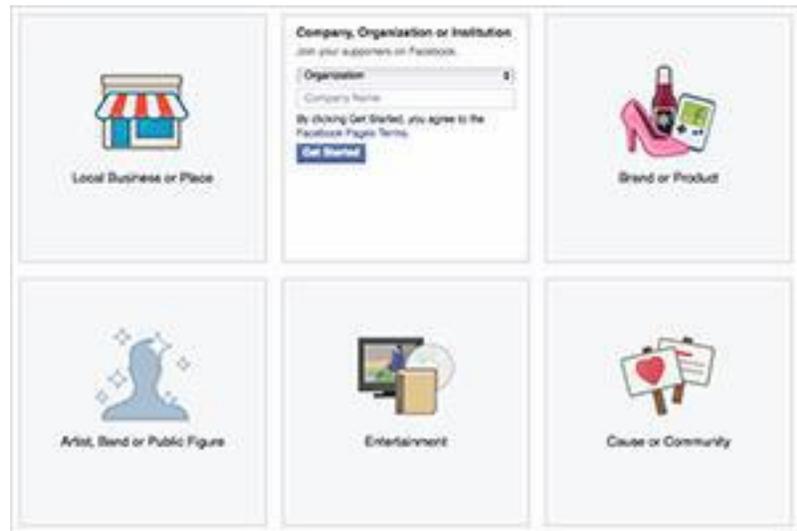
public, your personal profile settings will not be affected. You can still individually set and monitor your personal profile visibility settings.

How to set up a Local Unit Facebook page:

Step 1: Go to www.facebook.com/page/create

Step 2: Choose a page category. Local units are Organization.

Step 3: Name your organization. Use “Name County Abbreviated Title” format. EG Karnes County RTA. (Not a hard rule, because of 75-character limit and appearance on page.)



Step 4: Add an about us. Add the link to your local unit site. Create a unique url for the Facebook page.

Step 5: Add a profile picture.

Step 6: Add the page to your favorites.

Step 7: Create your preferred audience.

Step 8: Like your page.

Step 9: Add a cover photo.

Step 10: Invite your friends to like the page.

Cover photos:

Cover photos are a great way to grab your viewer’s attention, and provide a snapshot of the organization you are promoting. However, cover photos can be tricky, as they have specific dimension requirements.

Here are two links that I’ve found particularly useful in developing a successful cover photo:

[Ideas.](#)

[Best practices.](#)

Posting to your page:

Posting to a local unit page is easy. You have the option to either post as the local unit or as yourself to the page. To change which one you are posting from, simply click the small box in the right hand corner of the “Write something” dialog box. From there, you can toggle between posting to the page as yourself or as the local unit.

Here is a list of guidelines on what you should and should not be posting to the page.

What to post:	What not to post:
Photos from the latest meeting with descriptions.	Personal opinions.
Information about upcoming meetings.	Non-TRTA related information.
TRTA <i>Inside Line</i> articles.	
Membership drive opportunities.	
Local volunteer opportunities.	
TRS updates.	
Before the Bell articles.	
Election information/voting opportunities.	

Adding additional administrators:

It is highly suggested that multiple chairman within your local unit have administrative access to the page. Thus, if someone were unable to access or administer to the page, others would still be able to carry out tasks.

To add administrators to your local unit’s page, go to the page you wish to add administrators to. Then click ‘Settings’ from the top right hand corner. Then choose ‘Page Roles’ from the left hand column. From this page, you can choose to search for and add new administrators. If you would prefer to limit a person’s access to the page to just posting to the page, you can choose to add them as an ‘Editor.’

Uploading and captioning photos:

Uploading photos is a great way to get your audience to interact with your Facebook posts. To upload a photo, click the camera icon from the status update area. (First click inside the ‘Write Something’ box.) Facebook will then prompt you to choose the photos you would like to upload.

The photos you choose should not be larger than 2 Megabytes apiece. You can select multiple photos at once from Facebook’s dialogue box by holding the CTRL button (Command button for Macs) on your keyboard when clicking each photo.

After uploading and posting the photos, be sure to caption each photo individually. To caption a photo, click on it and choose the 'Add a description' option.

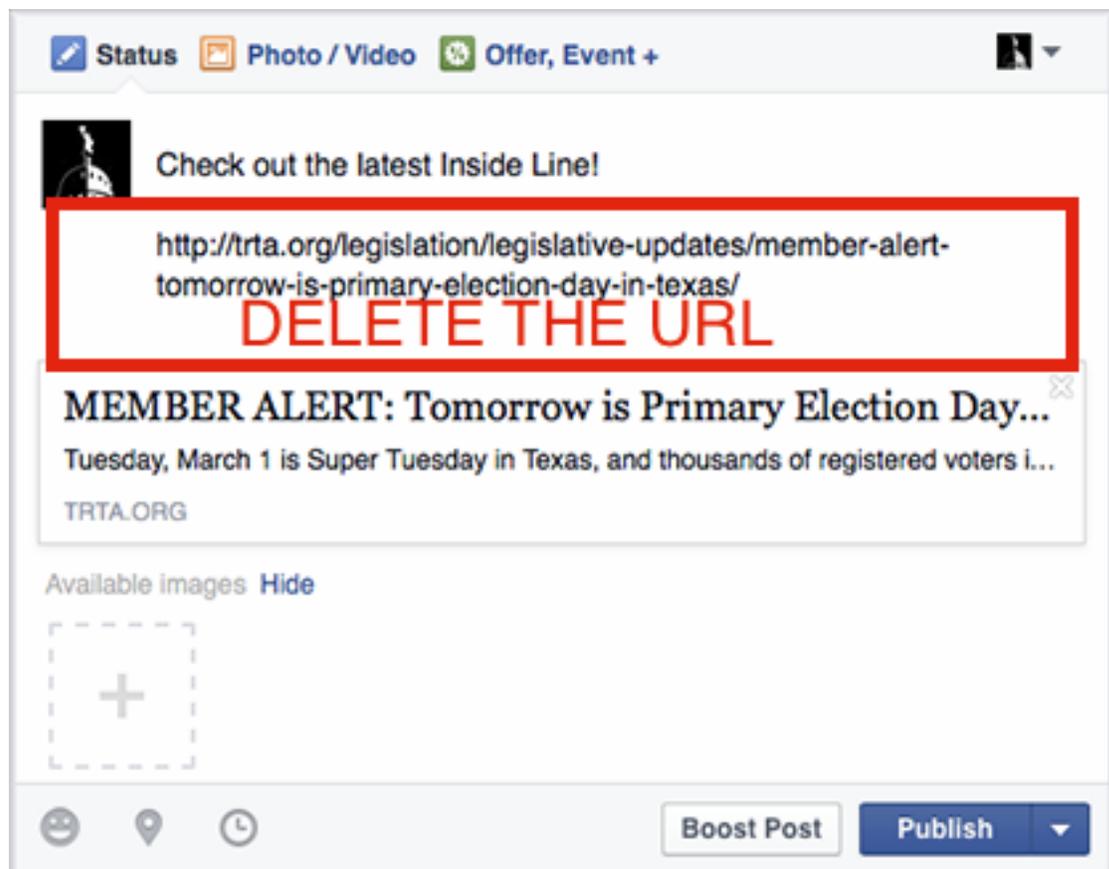
Scheduling posts:

You can also schedule posts to go out at specific times by choosing the clock from the status update area. (First click inside the 'Write Something' box.) By clicking the clock, you can set the post to go out at a future date.

Sharing links:

You can share links by copy and pasting urls into the status update area. It is encouraged that you caption your link by stating a fact from the article or page.

Additionally, Facebook will automatically generate a preview image to be associated with the page. It is suggested that you delete the url you pasted into the status box. Even though you delete the url, the preview will remain.



Sharing statuses:

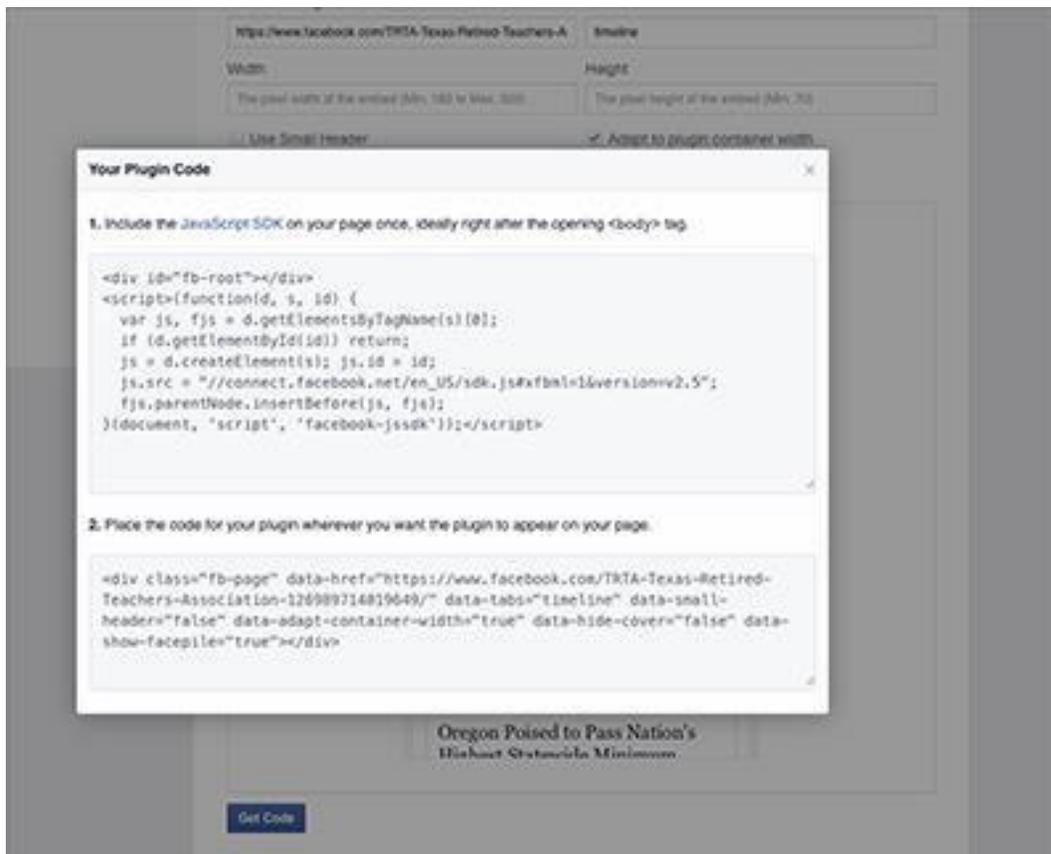
You can share a Facebook status by a local Legislator or from TRTA's Facebook page by clicking the 'Share' button under the poster's status. Then choose the 'Share...' option. Then select 'Share on a Page you manage.' Then choose 'Post.'

Putting the page on your Local Unit's website:

There are two recommended methods to put the Facebook page on your website. Both methods involve accessing the back end of your website. If you do not have access to edit your Local Unit's website, please contact me at roy@trta.org.

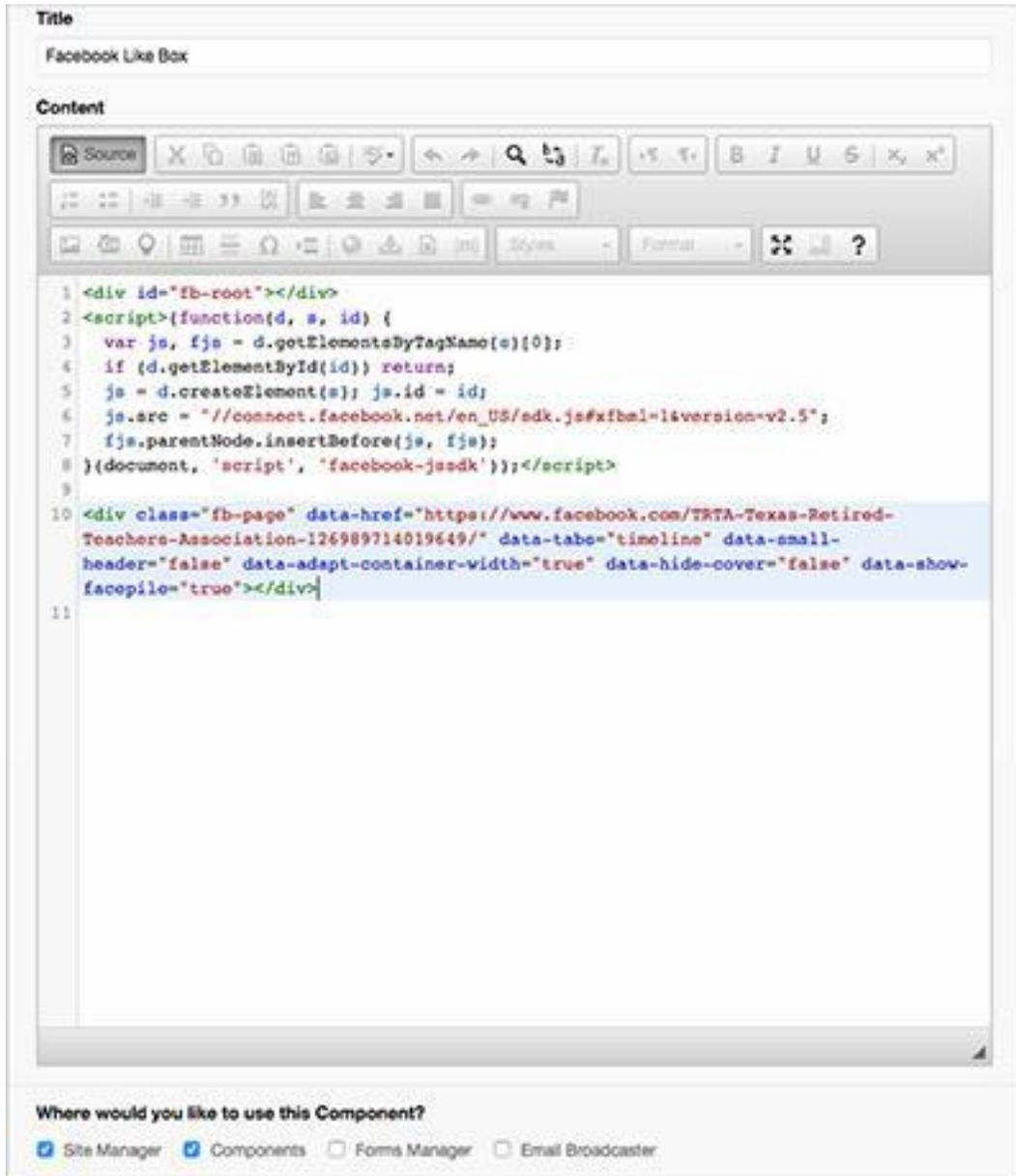
Method one: embed a Like Box on your site.

To embed a Like Box on your site, you first need to [visit this link](#). Once there, paste in your page's web address into the 'Facebook Page URL' box. Facebook will generate a preview of the like box. Next, click the 'Get Code' button. Two boxes will appear with code. You will need to copy both of these codes to embed the Like Box on your site.



On your site, go to 'Modules' then 'Components.' From 'Components' click 'Add New.' Title the component as 'Facebook Like Box.' In the 'Content' box click the 'Source'

button. Paste in both pieces of code from the Facebook Like Box generator. Make sure the 'Site Manager' and 'Components' boxes are checked. Click 'Publish.'



Navigate to your home page under the Site Manager. Click to edit the home page. Go to the 'Layout and Objects' tab. Click on the 'Select Object Type' dropdown box under 'Content Objects.' Scroll down to select the 'Components' object. Select the 'Facebook Like Box' and use the right arrow to place the Like Box into the 'Main Content Objects' box.

Choose 'Publish' from the blue buttons at the bottom of the page.

Method two: link to the page from your website.

To link to the Facebook page from your website, copy the url of the page. Go to the Site Manager on your website. On the left hand side of the home page click the plus sign. Then choose to 'Add Content' then choose 'Link.' From there, title the link as 'Like Us on Facebook.' Then paste the Facebook page url into the 'URL' box. Then choose 'Publish.'

Using Facebook Insights:

Facebook Insights are the data collection service associated with pages. You can use these analytics to determine which posts are driving the most interactions with your audience. Insights can be a powerful tool to grow your audience.

Insights are collected and presented on the page's administration side, and are available to view by clicking on 'Insights' from your page. From here, you will see the overview of your page's performance. The primary indicators of your page's performance are the number of likes it receives, how many people your posts reach and the amount of engagement your posts receive. Also from the overview page, you can export your data to a spreadsheet by clicking the 'Export' button in the top right hand corner.

You can drill deeper into the insights by using the tabs on the left. I have personally found the likes, reach and posts tabs to be the most useful. On the likes and reach tabs, you can adjust the date range of your data by using the sliders provided at the top of the page.

This tutorial is quite helpful in learning [how to navigate Facebook Insights](#).

Additional Questions?

If you have questions about topics not covered in this resource guide, I suggest you [visit Facebook's Help Center](#). This is the first place I turn to when I have an issue or question about how to accomplish a certain task within Facebook.

If you can't find the answer in the Facebook, feel free to contact me at roy@trta.org.