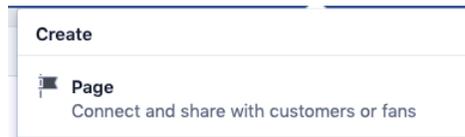


Setting up a Facebook page

1. Open your Facebook page. In upper right corner click on Create and then click Page.



2. Click on Get Started under Community or Public Figure.

Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Type in the Name for your page, ie name of your Local Unit or District.

Type in Category, ie Education and select Education Website, or Organization

Click on Continue.

Community or Public Figure

Connect with people in your community and share what's important to you with a free Facebook Page

Page Name

Name your Page

Category

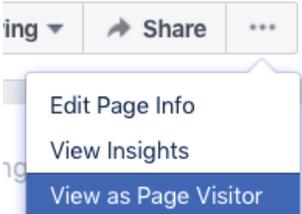
Add a category to describe your Page

3. Add a cover and a profile picture if you have one. You can skip and add later.
4. Click on Settings in upper right corner.
5. Click on left column item then do right column settings.
***Be sure to save changes in each section as you make changes.

| Left Column-click on | Right Column-check/edit these settings |
|----------------------|---|
| General | Visitor Posts- You may want to restrict who can post or review posts before they get posted. |
| | Page Location for Effects- You may want to uncheck this. |
| | Country Restrictions- You may want to restrict your page to only US visitors. Enter United States and then click on  Only show this Page to viewers in these countries |
| | Age Restrictions- Set an age restriction: People 21 and over |
| | Profanity Filter- You may want to set a Strong Profanity Filter. |
| Messaging | Response Assistant- You may want to set an Automated Response by clicking on link. Turn Instant Reply on. Turn Appointment Reminders OFF. |
| Page Info | You can edit or add to: |

| | |
|--------------------|---|
| | <ul style="list-style-type: none"> • Description: Something about what your local is about and who you are looking to join. Click on Save. • Categories-Education, Organization, etc. • Phone Number: click 'My Page doesn't have a phone number. Click Save. • Website: your local units website. Click Save. • Email: your local units Gmail. Click Save. • Hours: Always open. |
| Templates and Tabs | <p>Tabs-You may want to reorder the Tabs that show on the left side of your home page., ie move About up. You can turn off Reviews, Jobs.</p> <p>Be sure to click on Add a Tab at bottom to see if there is one you want to add.</p> |
| Notifications | <p>You may want to change some of these settings for notifications by Facebook (every 12-24hrs), Messages (turn on). You will probably want to set Email, Text, and Tips to Off.</p> |
| Page Roles | <p>Assign a New Page Role-They have to have liked the page To add them as an Admin they must already be your friend. You do not have to have them as a friend to add them as an Editor.</p> <p>**Be sure you tell other Admins NOT to Boost posts as this costs money!</p> |

6. To see your page like everyone else, under your cover photo next to Share are 3 dots. Click on them and then click on View as Page Visitor.



7.

WHAT TO POST AND NOT TO POST TO YOUR PAGE

- DO: Post photos from the latest meeting with descriptions.
- DO: Post information about upcoming meetings.
- DO: Post Inside Line articles.
- DO: Post membership drive opportunities.
- DO NOT: Post personal opinions.
- DO NOT: Post non-TRTA related information.

Add an admin on your local unit Facebook page

1. The person needs to have liked your local unit Facebook page.
2. You need to be friends with them on Facebook, or know their email.
3. Go to your local units FB page.
4. Click on Settings in upper right corner.
5. Click on Page Roles in left column.
6. On right side where it says Assign a New Page Role set menu to Admin and type in the name of the person, or their email, you wish to add. Facebook will automatically show a list of your friends as you type. When you see the person you want to make an admin click them, then click on Add.
7. You will have to put in your Facebook password.
8. That person should get an email or Messenger/Facebook message asking them to accept this assignment.

Add an editor on your local unit Facebook page

1. The person needs to have liked your local unit Facebook page.
2. Go to your local units FB page.
4. Click on Settings in upper right corner.
5. Click on Page Roles in left column.
6. On right side where it says Assign a New Page Role set menu to Editor and type in the name of the person, or their email, you wish to add. Facebook will automatically show a list of your friends as you type. When you see the person you want to make an editor click them, then click on Add.
7. You may have to put in your Facebook password.
8. That person may get an email or Messenger/Facebook message asking them to accept this assignment.

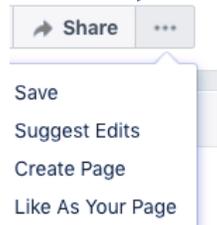
See more here: <https://www.fbookmastery.com/how-to-add-admin-to-your-fb-page-classpage-25-6.aspx>

How to use your Facebook Page

How to Like other pages as your page

If you are the admin of a page you can like other pages as yourself and as your page. District Facebook pages should be sure to like all their local unit pages so you can follow them. Local unit pages should like their district page and all the other local unit pages.

1. Go to the page you want to like, i.e. a local unit page or district page.
2. Click on 'Like' to like as yourself. Be sure to like the pages you are an admin of.
3. Click on the 3 dots to the right of share.
4. Select 'like as your page.'



Posting as an Admin

1. You will find your local unit page listed on right and/or left(shortcuts) columns.
2. Click on the page title to open it.
3. Write post as with regular FB page.

Share a Facebook Post to your Page

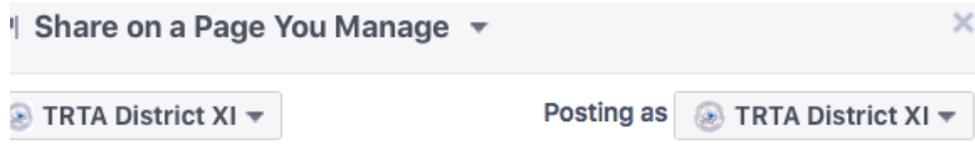
If you want to share a post from someone else's Facebook page (like TRTA) to your local unit page.

- 1- You have to have liked the page where you want to share from, ie. TRTA.
- 2- You have to have liked your local units page.
- 3- You have to be an admin, editor or contributor on your local unit page.
- 4- Go to the post you want to share to your local unit page.

- 5- Click on Share found below right of post.  Share

- 6- Click on Share to a page. 

- 7- If you only admin this page it will automatically be set for you.



- 8- If you admin more than one page you will have to use the menu at the top to select the page you want to share to. On phone you click on 'Tap to change' to see the list of all the pages you are an admin of to select the correct page you want to share to.
- 9- Click on post in bottom right corner.

Adding an Event

1. On your local units page.
2. Click on Events in left sidebar.
3. Click on Create Event button.
4. Fill in Event Name, Location, Description, Select Category-Other, Frequency, usually won't have a Co-host, under Options may want to check posts must be approved, and uncheck Guest list.
5. Click on Publish.
6. You will be looking at your personal events list. To get back to your local unit Facebook page click on the name of your local unit in the event box where it says Hosted by.

Adding Descriptions to Photos

1. If you put the photos into an album you can add descriptions under each photo after they have uploaded before you publish.
2. If you upload the photos into a post, rather than into an album, after you publish the post click on any picture in the post. You can click on Add a description or Edit in the right sidebar. After you have added a description click on Done editing.

What you can do with a post after posting

1. Click on the 3 dots in upper right corner of a post.
2. Options are

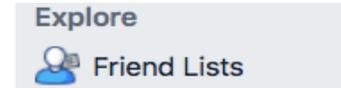
Pin to Top of Page
Edit post
Change date
Turn off notifications for post
▼ See more options

Hide from timeline
Delete from Page
Turn off translations

Creating Friend Lists on Facebook

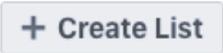
Friend Lists make it easier to find the posts of people, pages or groups you want to see fast without having to scroll through all your news feed. This only works on your computer, not on your phone.

1. In left side column find Explore section and in it Friend Lists.
2. Click on Friend Lists. If you don't see it click on See More at bottom of visible list.



3. Facebook will already have some lists named for you. You can fill them in later. You do not have to use any or all of them, but you won't be able to delete them either.



4. At the top click  on

5. Fill in a i.e. TRTA, District, group, work, school, etc.

6. Click 

7. On right side you will see.
Click in box Add friends to list.
Type name of person, page, or group you want to add to the list.
Continue here or you can do it on the list page itself.

On This List

This list is currently empty.



8. Click on Home at top of Facebook page.
9. Click on Friend List under Explore in left column.
10. Click on the name of the Friend List you want to see. Posts from the last 22 hours by the members of that list will be grouped here. Their posts will still also show up in your News Feed but you won't have to scroll so far.
11. Repeat steps for all the groups you want to create.