

Setting up a Facebook page

1. Open your Facebook page. In upper right corner click on Plus sign then click Page.
2. Type in the Name for your page, ie name of your Local Unit or District.
Type in Category, ie Education, select Education Website, and/or Organization, select Non profit Organization.
Type in a description bio i.e. For retired public school employees in _____
Click on Create Page.
Enter your local or district website address.
If you have local email account you can enter it. Do NOT put personnel email or phone number.
Skip location and hours. Click on Next.

3. Add a cover and a profile picture if you have one.
You can skip and add later.
Click Next. Skip WhatsApp dialog box. Click on Skip.
4. Can skip inviting friends for now. Click on next.
5. Leave on page notifications. Turn off marketing and promotional emails. Click Done.
6. Click on Settings in lower menu at bottom of list.
7. Click on left column item then do right column settings.
***Be sure to save changes in each section as you make changes.

Click on Privacy. Click on Public posts. Scroll down to Content moderation. Click on Profanity filter. Turn on and Save. Scroll down to Restrictions. Click on Edit by Country Restrictions. Type in United States in box. Click on 'Show only to certain countries.'
Click on Save. Click on Edit by Age Restrictions. Change Public to People 21 or older.
Click on Save.
Click on Settings in upper left above bold "Privacy".

Click on New Pages Experience. This is where you can add other admins.
**Be sure you tell other Admins NOT to Boost posts as this costs money!
Click on Settings in upper left above bold "New Pages Experience".

Click on Notifications. On right side scroll to bottom of list. Click next to Browser under How you get Notifications. Turn off sounds if you don't want them.
Click on Settings in upper left above where bold "Notifications".

Click on profile circle in upper Right corner of page. Click on the name of your page under circle. This is where you go to switch between your personnel Facebook page and the page you are an admin of.

Click on More in page menu at top of page. Scroll all the way to the bottom of the list to click on Manage Sections. Click on all the active (blue) boxes with check marks to turn them off. Click on Save.

In left menu bar click on Professional dashboard. Scroll down and click on Messaging settings. You want to set up Instant reply. Click on Try it. Click on button next to Instant Reply to Turn On. Click in box under Channel to turn on Messenger. Edit text in Message box. Click on Save changes in lower right corner.

Turn off Frequently asked questions unless you want to set some up.

Click on Inbox in upper left . This is where Facebook will bring you when you get a notification that you have a message. You will see the messages in a list. Clicking on the message will give you a section where you can type your reply.

In the Meta Business Suite menu bar which is what you have on the left is the word edit. Click on it. In the box click on Content, Planner and Insights to get rid of the check marks. Click on Page Settings. Settings, and View Page to get a check mark if there is not one. Click on Save. When in the Meta Business Suite menu you can now click on view page to get back to your main page.

Do NOT click on anything which says ads, business apps, or I didn't talk about. You will get down a rabbit hole you can't get out of.

Facebook Guidelines

What to Post or not Post on Facebook

DO: Post photos from the latest meeting, Children's Book deliveries, community volunteer events with descriptions.

DO: Post information about upcoming meetings.

DO: Post Inside Line articles.

DO: Post membership drive opportunities.

DO **NOT**: Post personal opinions or biased articles.

DO **NOT**: Post **non-TRTA** related information.

DO **NOT**: Post children's faces.

DO **NOT**: Post Zoom links or codes.