

How to Create a Facebook Page





Purpose

- After this presentation, you will be able to:
 - Sign up for a Facebook organization page.
 - Format your new page.
 - Successfully use it for communication, promotion and other media.



Setting up a New Page

- Go to www.facebook.com.
- Click on the “Create a Page” link at the bottom of the site.

facebook

Email or Phone Password

Keep me logged in [Forgot your password?](#)

Sign Up
It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthday:

Month: Day: Year: [Why do I need to provide my birthday?](#)

Female Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

[Create a Page for a celebrity, band or business.](#)



Setting up a New Page

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Company, Organization or Institution

Join your supporters on Facebook.

Community Organization

Elks Sample

I agree to Facebook Pages Terms

Get Started

- On the next page, entitled, “Create a Page,” click on the “Company, Organization or Institution.” box (top row, middle box)
- Fill out the prompts. Click “Get Started” when you’re finished entering the necessary information.



Setting up a New Page

- At this point, you will be prompted to create a new personal Facebook account. If you already have a Facebook account, click the “I already have a Facebook account” link.
- If not, fill out your information in the text boxes and click “Sign Up Now!”
- To make an organization page, *you will need a personal Facebook account.*

Create a Facebook Account

[I already have a Facebook account](#)

Email:


New Password: [?]

Date of Birth: Month: Day: Year:

Please enter your own date of birth. Why is this required?

Security Check:

Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.



Text in the box:

What's this?

I have read and agree to the Terms of Use and Privacy Policy

Sign Up Now!

Problems signing up? Check out our help pages



Setting up a New Page

You will now be taken through a four-step quick setup for your new page.

Set Up Elks Sample

1 Profile Picture 2 About 3 Facebook Web Address 4 Enable Ads

Upload From Computer

Import From Website

Next

- Step 1: “Profile Picture.”
- Click “Upload From Computer” to browse for a picture located on your on computer.
- Or, click “Import From Website” to use a picture from a website. For this, you will need to enter an accurate website URL.
- Click “Next” when your photo appears. (The sample features the Elks National Foundation’s logo.)
- Choose a photo that reflects your Lodge or project! Remember that on your finished page, the size of the photo will be small, so choose one that will be recognizable, even at a smaller size.



Setting up a New Page

Set Up Elks Sample

1 Profile Picture **2 About** 3 Facebook Web Address 4 Enable Ads

Tip: Add a description and website to improve the ranking of your page in search.

Elks Sample is located in Chicago, IL. This is a sample page to help others create their own page!

[Add Another Site](#)

Will this Page represent a real organization, school or government? [?] Yes No

[Visit Help Center](#) [Save Info](#) [Skip](#)

- Step 2: “About.”

- Enter basic information about your organization or project in the first text box.

- This should be a short description! More lengthy descriptions can be formatted elsewhere later. Information could include the location of your organization, what it does or hopes to achieve, your activities, who is involved, etc.

- In the second text box, link to another website.

- Does your Lodge have a website outside of Facebook? Link to it so Facebook visitors can go there directly. Other websites to link to could include *www.elks.org*, *www.elks.org/enf* or *www.elks.org/myturn*.

- Fill in the “Yes” bubble and click “Save Info.”



Setting up a New Page

Set Up Elks Sample

1 Profile Picture >> 2 About >> **3 Facebook Web Address** >> 4 Enable Ads

Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

<http://www.facebook.com/ElksSample>

Set Address Skip

- Step 3: “Facebook Web Address.”
- This will set up your Facebook URL. The default in the text box will be the name you gave your page earlier (Page 4 of this tutorial). If you are happy with this as your URL, click “Set Address.”
- If you want your URL to be something different, change it in the textbox and click “Set Address.”
- If you do not want a customized URL and you want Facebook to assign you one, click “Skip.”
- Choose a URL that is recognizable to those who are familiar with your project, and memorable for those who are not.



Setting up a New Page

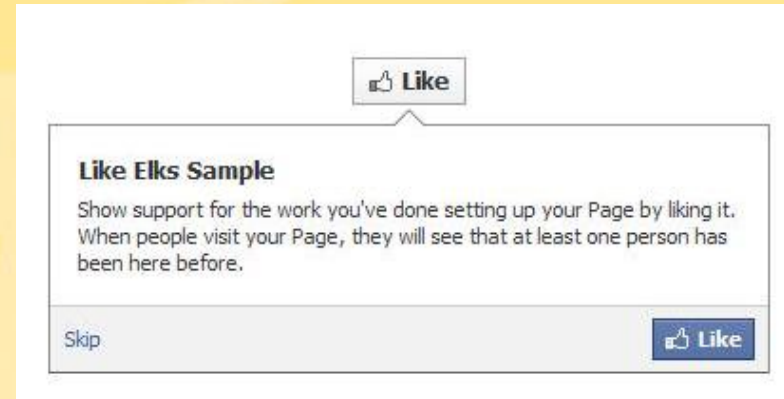


- Step 4: “Enable Ads.”
- Enabling ads allows your page to be promoted and become an ad on others’ personal Facebook News Feeds. This ensures that more people will see your page. Remember that enabling ads costs money. If you have the funding source for ads, click “Enable Ads” and follow the prompts.
- If you want to skip this optional promotional step, click “Skip.”



Formatting a New Page

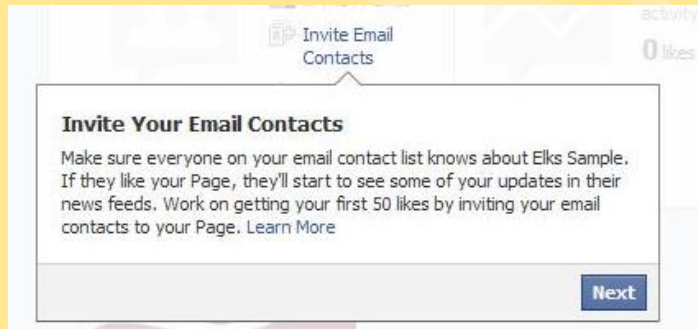
Congratulations! You have now created a new Facebook organization page!



- To begin formatting your page, you will be automatically prompted to “Like” the new page.
- Click “Like” to support your page. This “Like” will show up with other “Likes” on your personal account.
- Or, click “Skip” to get right to the other automatic prompts and other formatting.



Formatting a New Page



- The next automatic prompt is “Invite Your Email Contacts.” Click “Next.” Inviting others to your page will be covered later in the tutorial.



- Next, you will be prompted to write your first timeline post. Write a quick status to update your initial visitors. Click “Post” when you’re done.



Formatting a New Page

- Now your page is ready to be viewed! Scroll up and down the page to see your profile picture, short description and timeline status post
- When you're done admiring your page, scroll to the top and click on "Edit Page." On the drop-down menu, click on "Update Info."

The screenshot displays the Facebook Admin Panel interface. At the top, there are tabs for 'Edit Page', 'Build Audience', 'Help', and 'Hide'. The 'Edit Page' dropdown menu is open, and the 'Update Info' option is highlighted with a red oval. Other options in the menu include 'Manage Permissions', 'Admin Roles', 'Manage Notifications', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as Elks Sample'. On the left side of the panel, there is a 'Notifications' section with a message: 'You have no new notifications' and a button that says 'Share something on your Page'.



Formatting a New Page

Your Settings
Manage Permissions
Basic Information
Profile Picture
Featured
Resources
Admin Roles
Apps
Mobile
Insights
Help

Category: Companies & Organizations [v] Community Organization [v] [?]
Official Page: Pick a topic [?]

Username: You can now direct people to www.facebook.com/ElksSample.
Change username Learn more.

Name: Elks Sample
Start Date: + Add year [?]
Start Type: Select Start Type: [v]

Address: [v]
City/Town: [v]
Postal Code: [v]

Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

Short Description: Elks Sample is located in Chicago, IL. This is a sample page to help others create thei

Description: [v]
Mission: [v]
Founded: [v]
Awards: [v]
Products: [v]
Phone: Phone [v]
Email: Email [v]
Website: <http://www.elks.org/enf/>

Chat [v]

- Edit and fill in more basic information about your organization.
- For Elks' programs, "City/Town," "Description," and "Mission" are especially useful fields.
- Fill in as much information as you can for your public audience and those who may not know much about your program.



Formatting a New Page

- From the “Basic Information” page, navigate to the “Admin Roles” page using the tab links on the left side.

- Here, you can add other people with personal Facebook accounts as administrators, giving them access to update, edit and format the page.

- To enter a new admin, click in the “Type a name or email” text box and type in members’ names or emails to search for them within Facebook. When the name you want appears in the drop-down menu, click on it to select.

- Click on “Manager” and browse the different roles in the drop-down menu that can be distributed to different admins. Click on the title to assign a role.
- Click “Add Another Admin” and repeat the same steps to add multiple admins. Click “Save” when you are finished.



Formatting a New Page



Photos are a great way to update your audience without having to write anything. As they say, a picture is worth a thousand words!

- There are four ways to put photos on your Facebook page. The first is the profile picture, which you have already uploaded. To edit this picture, use the mouse to hover over the established profile picture. A box called “Edit Profile Picture” will appear. Click on it and choose one of the options to edit your picture.



Formatting a New Page

- The next way to add a photo is to update the cover photo. This will be displayed on your page behind the profile picture
- To change this, click on “Add a Cover,” click “Okay” on the pop-up menu, then “Upload Photo” in the drop-down menu
- Browse for a picture on your computer that represents your page. Once you have chosen a photo, reposition it within the space and save all changes
- The cover photo is displayed larger than the profile picture, and the space allotted for it is narrow and long. Keep in mind how a photo will fit in the space when choosing one.

The screenshot shows a Facebook page for 'Elks Sample'. The page has a profile picture of the Elks logo and a cover photo of a blue sky with white clouds. A red circle highlights the 'Add a Cover' button, which has opened a pop-up menu with three options: 'Add a Cover', 'Choose from Photos...', and 'Upload Photo...'. A red line connects the text in the list above to the 'Add a Cover' button in the screenshot.

Elks Sample
Be the first person to like this.

Community Organization
Elks Sample is located in Chicago, IL. This is a sample page to help others create their own page!

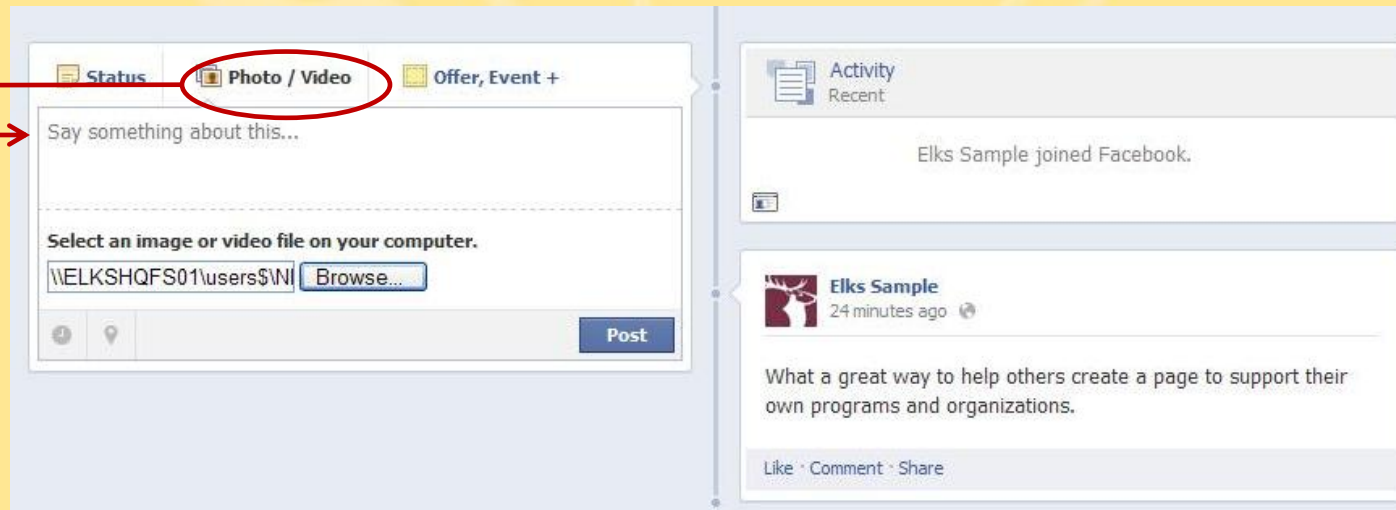
About

Photos

See You
Elks San



Formatting a New Page



- The third way to add photos to your page is to upload them directly to your timeline.
- In a new status-post box on your timeline, click the “Photo/Video” tab. Click the “Attach Photo/Video” link, then click the “Browse” button to browse for photos on your computer.
- Add a comment or caption by typing in the “Say something about this” box. When you are finished choosing and captioning your photo, click “Post.”
- Uploading photos directly to your timeline is an effective way to add single photos. To add multiple photos at the same time, see the next slide.



Formatting a New Page

- The last way to add photos is to create a new album. This is a great way to add multiple photos from a project or an event.
- To create a new album, click the “Photos” link near the profile picture on the main page. In the Photo Albums page, click “Add Photos.” Browse for pictures on your computer to upload.
- Click the “Untitled Album” text box to give your album a name. (The sample featured was named “Sample Album”) Click “Say something about this album” to add a description about the entire album. Click “Say something about this photo” under each individual photo to add captions.
- Click “Done” when you are finished editing your new album.

Sample Album

Say something about this album...

Say something about this photo...

Say something about this photo...

Say something about this photo...



Formatting a New Page

Add a founding date so your audience knows when your program or organization began.



- On the bottom of your main page, notice the box called “When was this founded?” In the corner of that box, click on the pencil icon. In the drop down menu that appears, click “Edit” and edit the information in the text box prompts.
- Much like other description boxes edited on your Facebook page, add as much information to the “Story” field as you can for your public audience and those who may not know much about your program.



Formatting a New Page

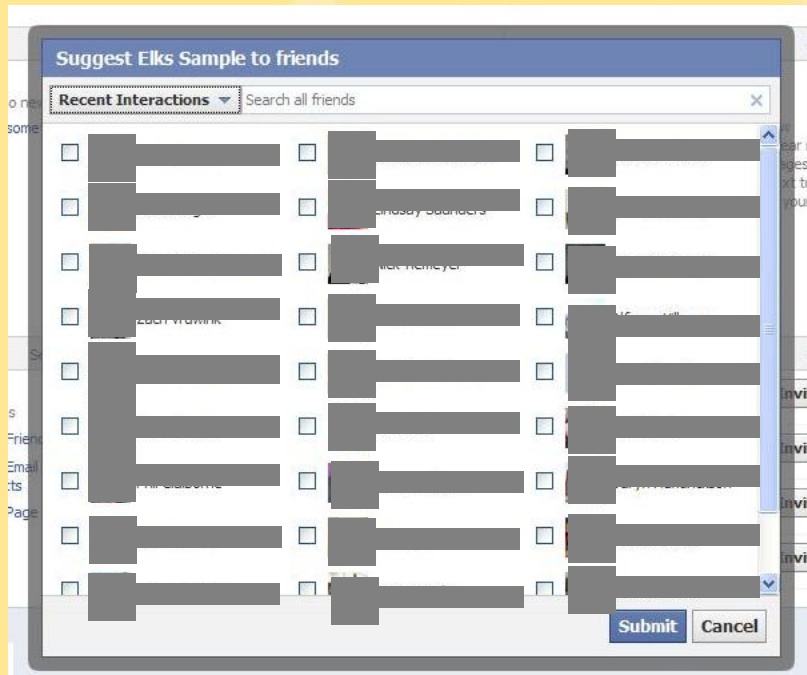
The screenshot shows the Facebook Admin Panel interface. At the top, there are three dropdown menus: 'Edit Page', 'Build Audience', and 'Help'. The 'Build Audience' menu is open, displaying four options: 'Invite Email Contacts...', 'Invite Friends...', 'Share Page...', and 'Create An Ad'. The 'Invite Email Contacts...' option is circled in red. On the left side, there is a 'Notifications' section with a message: 'You have no new notifications' and a button that says 'Share something on your Page'. Below the 'Build Audience' menu, there is a 'Message' section with a 'See All' link and a message preview.

Updating your information and adding photos really made your page look great! Now, add friends so others can see it too!

- There are two ways to add friends and followers to your Facebook page. The first way is to invite people directly from your email contacts. This allows people who are not signed up with Facebook to know about your page and view your information. This is a good way for those new to Facebook to add followers.
- To do this, click “Build Audience” at the top of the page. In the drop-down menu, click “Invite Email Contacts.”
- In the pop-up box, choose your email provider. After you type in your email address, you will be directed to site that hosts your email. Click “Agree” when asked if you want to authorize the use of your contacts. After the contact list is imported to Facebook, you will be able to choose to whom you would like to send an invitation from the list provided.
- When you are done choosing contacts from your list, click “Preview Invitation.” Then click “Send” to email your Facebook invitation



Formatting a New Page



- The second method to invite friends to view your page is to suggest the page to other Facebook users. This allows those already signed up with Facebook to view your page and receive your updates in their personal News Feed. This is a good way for those already familiar with Facebook to add followers.
- At the top of the main page, click on the “See All” link within the “Invite Friends” section.
- This will bring up a box of all your Facebook friends from your personal account. From this list, choose to whom you want to send a request to view your page.
- When you are done choosing, click “Submit” to send your requests.



Congratulations!

Whew! We're all done! Now you can sit back and watch your page gain followers. Well, almost...Here's some helpful hints as you continue to use your page.

1. Update your page whenever you have news or photos. Remember all those followers you invited? Keep them interested! Try to post a status once every few days to keep your program in the forefront of your audience's mind.
2. Keep it short and sweet! Followers are more likely to stop and read a post that is a few sentences rather than a few paragraphs long.
3. Be responsive! If a follower posts a comment or sends you a private message, answer quickly. This not only shows you are a mindful admin, but also that you are actively using the page.
4. Photos are the easiest way to update your page. Take digital photos at every event and make a new album ([page 18 of this tutorial](#)) so your audience can see what activities you are doing. People are more likely to get involved if they can actually see your Lodge in action.
5. Always keep in mind that Facebook is a public website. Never post personal information like an address or a telephone number. Never tag another person in a photo if they are not comfortable with it.



Congratulations!

6. No step in this tutorial has permanently changed your page. If at any time you clicked “Skip,” you can always go back and fill in information. Anything that you’ve edited can be re-edited. Keep this in mind if any of your basic information changes as you use this page in the future.
7. Facebook is an extremely effective way to promote your program to a very wide audience. Use it to link to other websites that can inform the public about your Lodge or project.
 - When using a URL on your page, make it as short and clean as possible. Long URLs loaded with numbers and symbols should not be posted as is on your page or website.
 - Delete as many extra characters as possible without changing the desired website location. If this doesn’t work, rename the hyperlink to something easy and memorable or link to a nearby page with clear and accurate directions to the desired page.
8. In the same way, link to your Facebook page on other websites that promote your program to get as much Facebook traffic as possible.
9. Remind the admins you added to invite their friends to your page as well.
10. Remember that there is so much more you can do with your Facebook page now that it is set up. Facebook is an exciting and beneficial means of advertising. Use it to your advantage!

Have fun
using your
page!