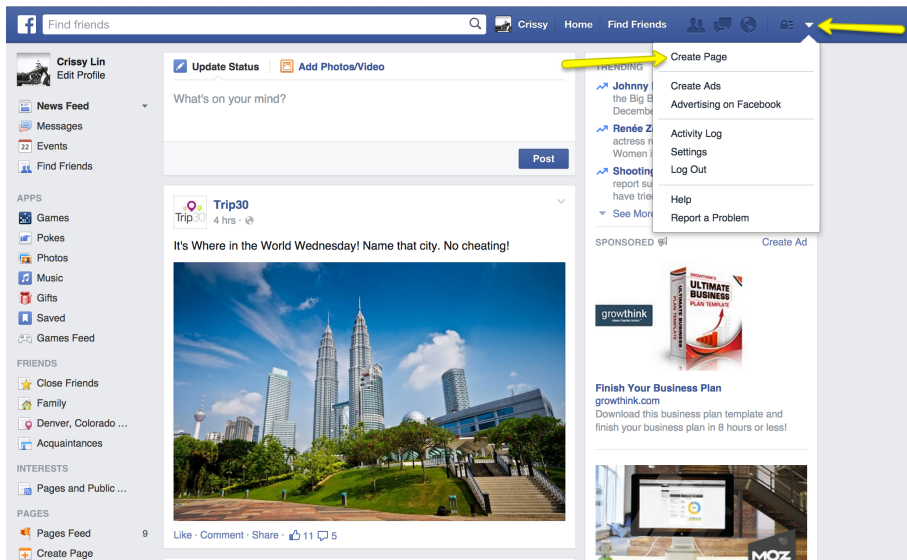


How to Setup a Facebook Page

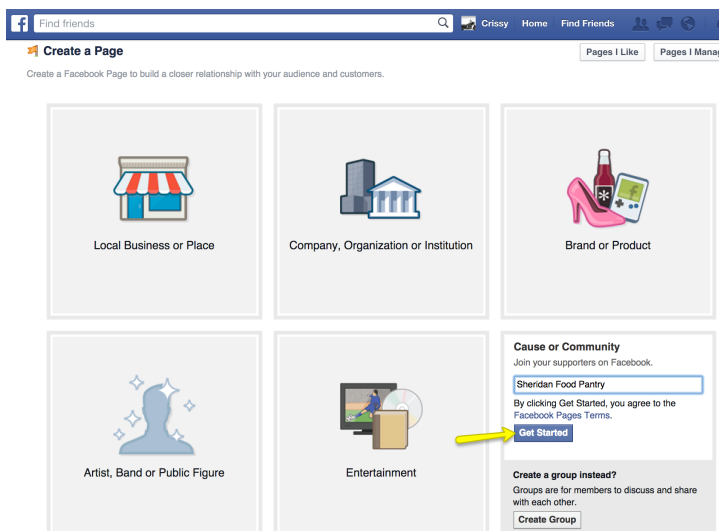
Setting up a Facebook page requires that you set up a personal profile. If you don't have a personal profile, Facebook walks you through the process relatively easily. Once you have a personal profile, it's a little more difficult to find out how to create a Page for your organization.

First, don't set up a personal profile for your Page. If you do this, your community won't be able to easily follow you. Follow the directions below to set up a Facebook Page.

First, click on the tiny triangle in the upper right of your Facebook screen. A drop-down menu will appear. Click on "Create Page."



Now Facebook will give you six options for Pages. Nonprofits, charities, social services, and other causes should choose "Cause or Community." After you choose Cause or Community, Facebook will ask you to enter in the name of your organization.



Now comes the fun part. You begin to enter in the details of your organization. The initial description should be something short and simple that highlights basic information about your organization.

Enter in the URL for your organization's website, if you have one. Then, choose yes for both of the questions below.

The screenshot shows the Facebook 'Set Up Sheridan Food Pantry' page, step 1: About. The page has a navigation bar with four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. Below the navigation bar, there is a tip: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.' The main content area contains a text input field with the text 'The Sheridan Food Pantry provides nutritional assistance to families in the Sheridan, Wyoming region.' and a character count of 54. Below the text field is a URL input field with the text 'http://www.sheridanfoodpantry.com'. There are two radio button questions: 'Is Sheridan Food Pantry a real organization, cause or event?' and 'Will Sheridan Food Pantry be the authorized and official representation of this organization, cause or event on Facebook?'. Both questions have 'Yes' selected. At the bottom right, there are 'Save Info' and 'Skip' buttons, with a yellow arrow pointing to 'Save Info'. The footer contains links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help', along with 'Facebook © 2014 English (US)'.

Now, you get to post a profile picture. Your profile picture should be your logo, if you have one, or an image that represents your organization.

The screenshot shows the Facebook 'Set Up Sheridan Food Pantry' page, step 2: Profile Picture. The page has a navigation bar with four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. Below the navigation bar, there is a preview of a profile picture showing a stack of food items. There are two buttons: 'Upload From Computer' and 'Import From Website'. A yellow box highlights the text: 'Upload a photo from your computer, or paste your website's URL and Facebook will find an image from your website.' At the bottom right, there is a 'Next' button with a yellow arrow pointing to it. The footer contains links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help', along with 'Facebook © 2014 English (US)'.

Go ahead and add the organization to your favorites. Then, Facebook will prompt you to create an ad for your page. For now, click "Skip," and if you choose to create an ad at a later date it's relatively easy to do so.

Set Up Sheridan Food Pantry

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Create an ad to get more people to like your Page.

Sample ad [?]: Sheridan Food Pantry Community Sponsored

Location [?]: Country: United States

Interests [?]:

Age: 21 - 65+

Gender: All Men Women

Daily budget [?]: \$10.00 Est. 9 - 38 likes per day

Currency: (USD) US Dollar

Terms & Conditions Promote Page Skip

Facebook will now take you to your new Page. There are still parts of your Page that you'll want to finish. The first is the Cover Photo. The Cover Photo should be a horizontal photograph that promotes your services or represents your organization. It could be a photo you've taken at an event, a digital banner you've made, or anything else that you feel gives people an indication of what you're like.

Sheridan Food Pantry

Page Activity Settings Build Audience Help

Sheridan Food Pantry Community

+Add a Cover

Like Follow Message

Timeline About Photos Likes More

PEOPLE

Reach a new milestone 100 Likes Promote Page

Invite your friends to like Sheridan Food Pantry

Shelly Drumm Invite

Natalie Winslow Invite

See All Friends

ABOUT

The Sheridan Food Pantry provides nutritional assistance to families in the Sheridan, Wyoming region.

Status Photo / Video Event, Milestone

What have you been up to?

Sheridan Food Pantry changed their profile picture. 5 minutes ago

Recent 2014

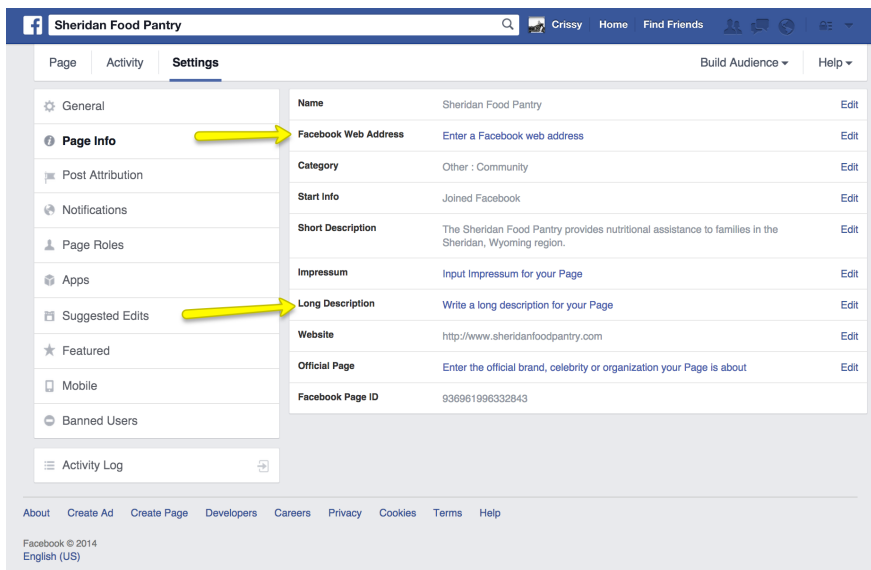
See Your Ad Here

Sheridan Food Pantry Like Page Boost Post

Now that you're on your Page's main page, click on the about tab. You'll see a menu that shows Timeline, About, Photos, Likes, and More. Click on about and you'll be able to edit a lot more information about your organization.



Create your Facebook web address. This should be your organization, if the name is available, e.g. <http://facebook.com/sheridanfoodbank>. Then write a longer description of your organization. This can be pulled from the About page on your website, it can be information you have listed in pamphlets and other materials, or it can be something that you write especially for Facebook.



Congratulations! You now have a Facebook page. Make sure everyone in your organization, your friends, and your family "like" your page.

To post from your page, click on that little triangle like you did in the very first step, and click on your new page from the drop down menu. You'll be able to post updates, photos, videos, and more.

If you have any questions about setting up a Facebook page or managing social media, email us at natalie@newwhyweb.com