# 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."
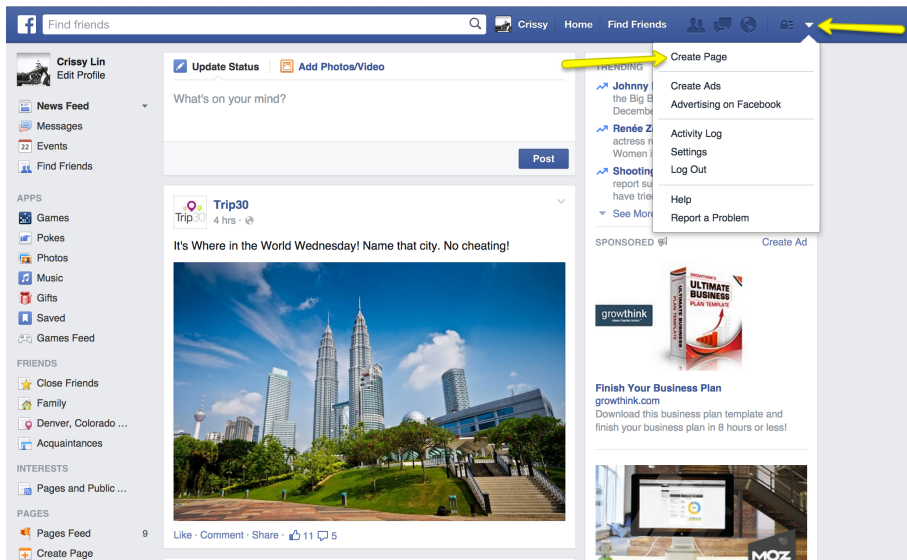


Now Facebook will give you six options for Pages. Nonprofits, charities, social services, and other causes should choose "Cause or Community." After you choose Cause or Community, Facebook will ask you to enter in the name of your organization.
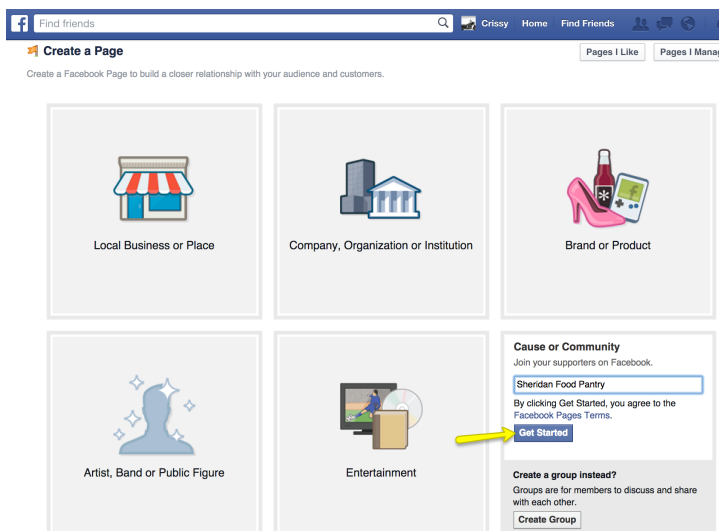
Now comes the fun part. You begin to enter in the details of your organization. The initial description should be something short and simple that highlights basic information about your organization.

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



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.



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.

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.



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.
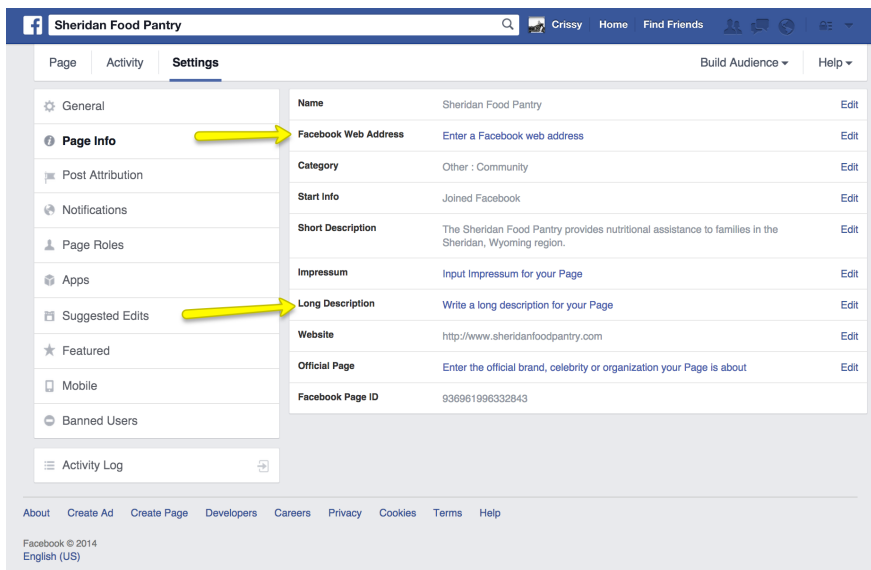


Congratulations! You now have a Facebook page. Make sure everyone in your organization, your friends, and your family "like" your page.

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