

## FACEBOOK Non-Profit Page

### ***WHAT IS A “PAGE”?***

A Page offers slightly different formats designed for use by businesses, marketing a product, non-profit groups, etc. You don't “friend” a Page. Instead, you “Like” a Page; thereafter, any updates to that Page will appear in your personal News Feed.

### **CREATE A PAGE**

- You must create a Page from your own personal FB account. So open your personal FB account. Then click on the ▼ button in the upper left corner.

- Choose “Create Page”.

- Choose “Company, Organization or Institution”. As a category, choose “Non-profit Organization.”

- Type in your Chapter's Name – You can use only Upper/lower case letters, numbers and periods.

- At the “Set up *Name of your Chapter*” screen –

- Type in a brief description of your Chapter and what your Page is about

- Insert a Photo to be your Chapter's Profile Photo.

- Choose Add to Favorites - or SKIP.

- Describe the preferred audience for your Page – or SKIP.

- Now start putting content onto your Page.

- Add a Cover photo.

- Add other Photos

- Add comments - include links to online articles, photos, etc. in the comment box.

- Add Upcoming Events

- You can choose whether to allow anyone who visits your Page to post on your Page *Settings: General: Visitor Posts*

- If posts are limited, you can specify who else can post info or do other administrative tasks on your Page. *Settings: Page Roles*

- See how many Posts and Likes are occurring on your page. *Settings: General: Activity Log*

*Notes: There are lots of other settings you can explore in the Settings menu.*