

Setting up your Facebook Page

HOMEWORK: Have these items prepared in advance:

- Profile picture
 - Cover photo
 - Description
 - Impressum
 - Contact person w/phone number and/or email
 - Short description (up to 255 characters)
 - Story
 - Additional Administrators/Editors for the page
 - Research your preferred user name
- I. “Why I chose the category ‘Community Organization’ over ‘Religious Organization’ ”
 - II. Edit page information
 - III. Edit ABOUT link
 - IV. User name
 - V. Add administrators/editors
 - Settings (top of page) > Page Roles (left of page)
 - VI. Other settings
 - VII. Your new “domain name”
 - VIII. Using your EVENT link
 - IX. Sharing your page/event
 - Tagging
 - Hashtags
 - X. Questions

Using Facebook for Free Publicity

HOMEWORK: Research relevant groups in your area and join them!

- I. Make sure you are using your EVENT link
- II. Keep your page active
 - Why? (FB algorithms)
 - Post photos of events
 - Post relevant links/stories/etc.
 - Keeping an eye on your notifications
- III. Sharing your page/event
 - Tagging
 - Hashtags
- IV. Questions