# Simple Steps for the Facebook Beginner

1.   **Select a responsible individual** to represent your congregation. Ideally this would be someone who already has an understanding of Facebook (FB). You will work closely with him/her to assure posts made on behalf of your congregation are made with your overall mission in mind, and that your branding and integrity are maintained (see "branding," below).

2. **Create a personal Facebook page** for that person, unless they already have one. Please keep in mind that once your church FB page is set up, no one visiting your FB page will see activity on the personal page; having a personal page is simply a requirement to setting up a page for a business or organization.

    SPECIAL NOTE: Once set up, the person selected will be listed as "Admin" however additional admin access can be easily granted (see "admin," below).

3. **Log in to your personal Facebook** page and enter this link in the web address area at the top of your screen: **https://www.facebook.com/pages/create.php**

    The link above will take you to a page that looks like this:
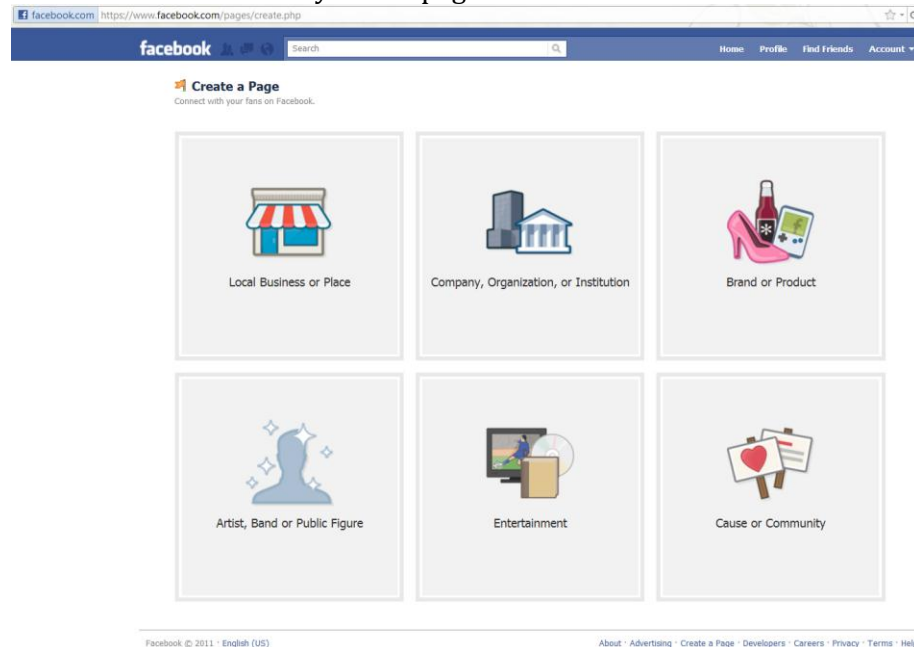
4. **Select "Company/Organization/Institution"** from the items shown, and then select "Church/Religious Organization" from the drop-down menu. Enter your church/organization name and check the "I agree" to the terms box.

5. **Follow the steps to complete your profile,** keeping your branding in mind! See "branding" on the next page.

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BRANDING

1. **Use your church's logo/image.** If you are uncertain as to what this image might be, look to your printed Sunday service bulletin, your letterhead, website, etc. The image/logo with which you are communicating should be the same across the board.

2. **Use your mission statement, or "tagline."** This is often a three to six word abbreviation of your church mission statement. This information should go in the "about us" section of the FB set up. If you miss it during set up, it can be easily added by selecting "edit my profile" from the options listed at left once your page is established.

3. **Be sure to use the correct contact information, including street address, phone number and website.**

   SPECIAL NOTE: I do not recommend publishing your service times on your FB page unless they do not change. Instead, include a link to the page on your website where your service times are kept current; this will allow you to update your service times just ONCE rather than trying to recall where on the web they may be listed.

HOW TO USE YOUR PAGE

Now that your church FB page has been created, you will want to know how to toggle between using FB as **yourself** and using FB on behalf of the **congregation**. Here's how (two ways):

1. Simply log into FB and see "Pages" listed on the left-hand toolbar. Select your congregation's page and voila, you are using as the congregation, rather than yourself. OR…

2. Simply log into FB as yourself to access your personal page. To switch and use FB as the congregation, select "Account" from the upper right corner and "use Facebook as page" from the drop-down menu, which will take you to a screen that allows you to see your congregation page listed.

Here is what mine looks like (see image below). Simply select your congregation page and voila! You are logged-in as the congregation. Note your profile image should have changed.
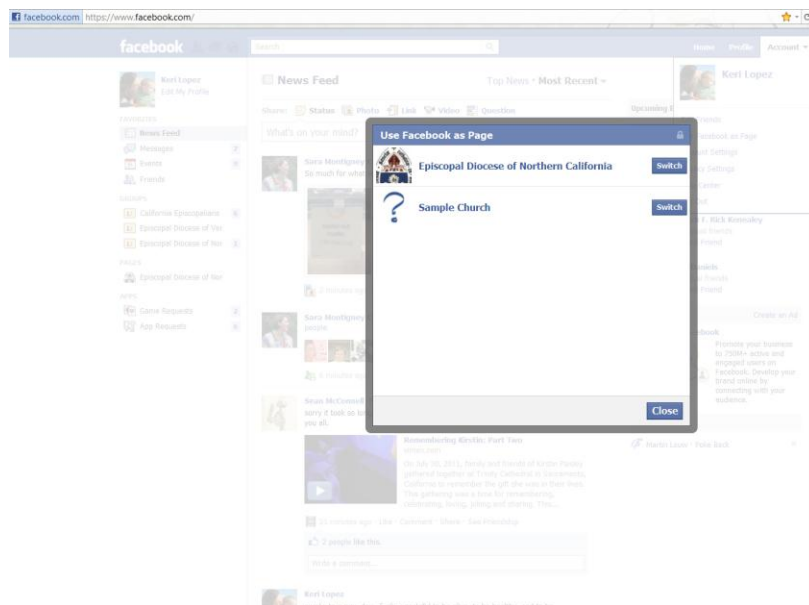
To switch back, simply click on "switch back to….[your name here]" from the right-hand side.

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MAKING "FRIENDS"

When setting up your FB page, you will be prompted to make "friends" by searching for folks you might already know who are using Facebook. Once connected, they are considered "friends" or "fans" of your page. Funny enough, the action of finding them and becoming their friend is called "friending." For instance, "you should Friend me on Facebook" is a perfectly acceptable sentence when asking someone to seek and connect with you this way!

SPECIAL NOTE: Be sure to add a "Find us on Facebook" or "Like us on Facebook" to your website with a link to your new page! Mention this in your service bulletin, on your website, and in your e-newsletter if you have one.

Also: Once you have 25 "friends" or "fans," you will be able to NAME your page URL (web address) so your web address will be, for example, **www.facebook.com/samplechurchname** rather than the address they give you originally which is probably something like **www.facebook.com/samplechurchname/832202020330930**

ADMIN

Any "friend" of your page can be made "admin" at any time, allowing them the ability to manage the page, adding/editing content, posting, setting up events, etc. It is recommended that you have at least two "admin" persons if possible at all times. This allows for the back-up admin person to step in should the primary admin person become ill, go on vacation, or simply need a little assistance or break.

To add an "admin," follow these steps:

1. Be sure you are logged in and using your page as the congregation, rather than yourself (see "users" above).
2. Be-"friend" the person you wish to make an "admin." (See "Making Friends," above)
3. From your church FB page, select "edit page" from the upper right corner.
4. From the left-hand toolbar, select "manage admins" and enter the information for the new admin user as requested. You will be asked to confirm your password when doing so.

TAGGING

The act of "tagging" allows you to make the person, church or business name you include in a photo or mentioned in a comment or status post to appear as a link to his/her profile page. This is advantageous because it allows for your activity to be broadcast to his/her friends as well as your own, further extending your reach.

To "tag" a photo, simply open the photo and select "tag this photo" from the bottom left side. Then single click on the face of the person you wish to "tag" and enter their name when prompted. This will cause your image to appear on their FB page, and likewise will allow viewers to see who is in the photo (a sort of interactive caption, if you will). A note of caution when it comes to "tagging" minors: Our suggestion is that photos of minors NOT be included unless authorization is given. See the diocesan photo authorization policy online under "Press Room" (**www.norcalepiscopal.org/press**) for more.

To "tag" in a comment or status post, simply type the @ symbol before typing the person or business name. This will bring up an auto-feed that allows you to select from your "friends." Once you do so, it will make their name a link, taking viewers to their pages. This is a great way to generate traffic to your new page!

UPDATE (September 2011): Facebook has just upgraded their system; now when you post a status update, you will be given the option to type in WHO of your friends were involved in this status update, and WHERE you are at the time, in turn, "tagging" both people and places!

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CHECKING IN

In addition to a church FB page, your congregation should also be listed as a Place. (Currently this feature is a separate listing.) Once you have a place page established on FB, your parishioners will then be able to "check in" when they are there (thereby communicating to all of their "friends" that they are at your church AND thereby sending viewers directly to your page for details = free marketing!).

To add a Place page, simply follow steps 1 through 3 above, selecting "Place" rather than "Business or Organization." You will only need to provide basic information, including contact information (address, phone number and website) to do this. If you are uncertain as to whether there is already a place page for your church, simply enter your church name in the FB search box and see if one comes up.

Here is what a place page should look like:
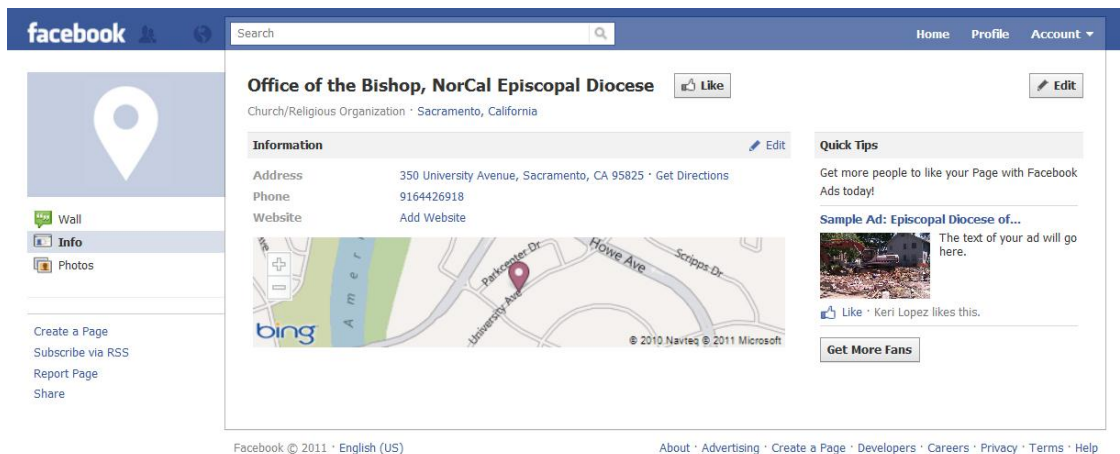
EVENTS

Creating events in Facebook allows your friends (and friends of friends, and so on) to RSVP online AND it generates interest by supplying viewers with details about your event. For example, if you create an event and I reply that I am attending, all of MY friends will see that I am attending and have instant access to the details surrounding the event. This is why, however, your details MUST be accurate so create your events carefully. Simply click on "events" from the left hand side and then "create new event" from the upper right side. Follow the steps, filling in the blanks as to when/where/details surrounding the event, and then follow steps to invite your friends to attend.

SPECIAL NOTE: When at all possible, select an image/logo for your event to help those online who relate best to visual elements rather than just using text to entice them.

QUESTIONS

If at any time throughout this process you get stuck, have questions or just want to chat about your Facebook activity, please contact me. I am best reached via e-mail to **keri@norcalepiscopal.org** or via cell, which I will be happy to share with you when you reach out to me via e-mail.

FEELING BRAVE?! Set up a Twitter account (visit **www.twitter.com**) and follow simple steps to assure your profile is accurate, making sure to use your church name as your twitter name. Then, click on "resources" from your Facebook page and follow steps to sync your twitter and FB pages. This will assure that each time you "post" on behalf of your congregation, your twitter account will automatically "tweet" your information –no extra work needed on your part!

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