



FACEBOOK QUICK-START GUIDE

First things first: You must have an individual (personal) account to create a Facebook page for your agency or clinic. Facebook's terms of service (<https://www.facebook.com/terms.php>) require you to use a staff person's personal account to create an organization's account (that staff person becomes the first and usually main administrator of the account). Facebook does not allow people to have more than one account, and it does not allow dummy accounts. Many people violate these rules, and some of these duplicate accounts are shut down.

Before creating your page, consider:

- 1. WHO THE ADMINISTRATOR(S) WILL BE.** These are the people who will have the Facebook page linked to their personal account. There are different levels of administrative rights you can grant. Ensure that at least two people have administrative rights.
- 2. HOW YOUR PAGE WILL BE BRANDED.** What tone will you convey? What sorts of colors should you use? Will they be bright, happy colors? Warm colors? While you don't need to have an official branding guide, it is helpful have a general idea of how you want to promote your agency. Using your agency's or clinic's logo is the best guide for branding.
- 3. WHO IS RESPONSIBLE FOR POSTING.** Who will write the posts? Does someone need to approve them?
- 4. HOW POSTERS WILL BE HELD ACCOUNTABLE.** If there is an inaccurate or inappropriate post, how will that be dealt with?

SETTING UP YOUR PAGE

Setting up a Facebook page is fairly straightforward, but there are a lot of steps to go through.

- 1. LOG IN TO FACEBOOK.** On the top of the page, with your name, is a menu item titled Create. Select Page.
- 2. CHOOSE YOUR PAGE TYPE.** Business or Brand will make the most sense for most WIC agencies. The page type you select will set the template for your page. If you choose one of the other types, your template will be a little different.
CHOOSE YOUR PAGE NAME AND CATEGORY. The name of your page is your agency's or clinic's name, and Nonprofit and Government Organization are both options.
- 3. PROVIDE ANY OTHER REQUESTED INFORMATION ABOUT YOUR PAGE/ ORGANIZATION.**

- 4. ADD A COVER PHOTO AND A PROFILE PICTURE.** The cover photo is the long, larger photo at the top of the screen. The profile picture is the square image at the top left of your page and is where your agency's/clinic's logo should go if you have one.
- 5. CREATE A USERNAME.** A username determines your page's URL (website address). If you have a very long name for your page, you can use an abbreviation for the username to have a more user-friendly URL. (Example: Your page name may be Small City Local WIC Office on First Avenue, but your username may be WIC, so your page url would become [facebook.com/wic](https://www.facebook.com/wic))
- 6. CLICK ABOUT ON THE LEFT SIDE OF YOUR PAGE.** This will give you several fields to fill in. The About section is a great place to include the non-discrimination statement. Note: Impressum is a field you do not need to fill out. It is required in some other countries but is irrelevant in the US.
- 7. CLICK ON SETTINGS IN THE UPPER-RIGHT CORNER OF YOUR PAGE.** There are a lot of settings. Here are those that may be less familiar to you:
 - PAGE VERIFICATION.** This is a simple, one-time process to verify your

- page. Essentially, this allows visitors to know your page really does belong to you.
- **VISITOR POSTS.** Do you want visitors to be able to post on your page? Recommended to not allow.
- **REVIEWS.** Do you want visitors to be able to leave reviews, such as comments on the quality of your services?
- **MESSAGES.** Would you like visitors to be able to send private messages? Generally, having more ways for people to reach you is a good thing, but someone will need to monitor that so messages are answered.
- **TAGGING ABILITY.** Do you want others to be able to tag your photos? Recommended to not allow.
- **OTHERS TAGGING THIS PAGE.** Do you want others to be able to tag your page in their posts and photos? Recommended to allow.
- **PAGE LOCATION FOR FRAMES.** This feature allows others to use your location for photo and video frames.
- **PAGE MODERATION.** This allows you to block words. Note: Texas A&M was recently sued for social media censorship for blocking certain words from comments, using the argument that a public institution shouldn't be able to block a person's freedom of speech.
- **SIMILAR PAGE SUGGESTIONS.** Do you want your page to come

up in suggestions for Facebook users?

- **PAGE UPDATES.** Turning this feature on would automatically create posts on the newsfeed each time you update page information. Recommended to not allow.
- **POST IN MULTIPLE LANGUAGE.** This setting makes it easier to write posts in multiple languages. Even if it's not on, you can still write in other languages, but be

sure to check autocorrects and review carefully before publishing.

- **COMMENT RANKING.** You are able to decide if you want comments posted in chronological order or according to Facebook's ranking system.
- **CONTENT DISTRIBUTION.** This is another option that is primarily for other countries.
- **MERGE PAGES.** If your agency has more than one page, this allows you to merge them into one.

FACEBOOK VOCABULARY

- » **TIMELINE/NEWS FEED:** This is, basically, your page. It's what visitors see about you and what you post.
- » **GROUP:** You can join a group that shares your interests. Groups can be public (anyone can join, and all posts are public), private (an administrator has to admit you to the group, and posts are visible only to group members), or secret (the group isn't searchable; to join you must be invited by a group member or administrator).
- » **PAGE:** a Facebook profile for business or organizations. Instead of friending a page, visitors can like and/or follow a

page

- » **SHARE:** an engagement action that allows users to share posts they like with their networks either by sharing on their own timeline or in a private message
- » **REACH:** a metric that allows you to see how many screens your post appeared on. This is a metric visible only to page administrators; it's not available for personal profiles.
- » **REACTION:** a type of engagement, Facebook allows users to react to posts using a variety of emojis including like, love, and anger
- » **TAG:** this is a way to link to another person or page within your post.



Near the top of an organization's Facebook page is the LIKE button. Click it to receive that organization's posts on your page.