

## Facebook for your organisation – where to start?

Setting up a Facebook page and / or a group for your organisation is a daunting prospect – even if you already use Facebook yourself personally. Here's some basics to get you started...

### Profile - Your personal Facebook account is called a 'Profile'

Your profile is **your** collection of the photos, stories and experiences that **tell your story**. Your profile also includes your timeline. Some of the things you can do with your profile and timeline are:

- Add a cover photo
- Edit your basic information including your privacy settings
- View a log of your Facebook activity
- Post to your timeline and your friends
- View and add photos, videos

### Pages on Facebook are for businesses, organisations & charities

Pages are a free tool that help you grow your charity's social media presence. You can make use of all the sharable features of a Facebook profile to reach new audiences and communicate one to one with supporters, partners or service users who care about your services and your community.

- Your audience can connect with your page and your individual posts without having to become a 'friend'
- You can manage the level of engagement you allow your audience through Page settings

For example you can decide "how open" you want your page to be e.g. will you let people *tag* your organisation in a photo or upload photos to an album in the organisation's page? You could also decide on a preferred audience for your page, but note it doesn't mean you won't reach anyone outside of that! Using Pages, also gives you information on how many people your posts reached and you can also use Facebook advertising to target different audiences.

### 2 Top Tips for Pages

- 1) Share the load of managing the social content of your Page by inviting people you really trust with the reputation of your organisation (staff/trustees) to join you as a Page administrator. They will need to have a Facebook profile account.
- 2) Use audience optimisation for posts. Make sure this is turned on, if you are advertising. Choose preferred audiences for posts and videos without paying.

### Setting Up Your Page

**Your Page's Profile Picture** (usually your LOGO): Square photo resized according to the device you are using. Displays at 170x170 pixels on your PC, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

**Your Page's Cover Photo**: Displays at 820 pixels wide by 312 pixels tall on your page on computers and 640 pixels wide by 360 pixels tall on smartphones. A cover photo must be at least 400 pixels wide and 150 pixels tall. Choose a single image or collage that reflects what/who your organisation represents.

## Top tips for good looking graphics

- 1) For profile pictures and cover photos with your logo or text, you may get a better result by using a **PNG file**.
- 2) Keep in mind that your Page's profile picture will be cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page.
- 3) Superhighways favourite free online tool, [CANVA](#) allows you to create all of the above for free.

## Facebook groups

Setting up a group from your organisation's page allows you to create unique opportunities to engage supporters in different conversations. Each group needs its own 'mission' statement to set the right expectations and etiquette for your new group members.

### Get extra value from group conversations

- Update your volunteers on upcoming opportunities
- Provide donors with exclusive content, services or benefits
- Host discussions with beneficiaries
- Create a forum for feedback and questions
- Coordinate committees, volunteers in the field and community influencers
- Collaborate on projects, such as hosting an event

## Top tips on managing groups

- Public groups are searchable and all content is publicly visible. If you choose this privacy setting, you should expect to monitor the requests to join the group. Closed groups are searchable and anyone can request to join them, but group posts and information are only visible to members. Secret groups are not searchable on Facebook and can only be seen by members. All members have to be added by someone in the group.
- Send your first invitation to join your new group to your personal profile! You can then make yourself an admin (as a backup) so you can manage the group as both your page and your profile.

## Go Mobile - manage your new page with the Pages app

- Make sure that you have the Pages app installed across all of the devices that you take with you to any event, conference or outing so you can collect and post engaging sharable photos, videos and polls to your page.
- Another way to increase your online presence is to share the workload. You can set up members of staff/ trustees as administrators or editors on either a page or a group or both.
- Remember to set some rules around security i.e. everyone must have a pin or password on all of their devices. Plus they should log in and out of Pages app each time.

## Schedule your posts for better engagement

There are a number of free and paid for online services where you can schedule your posts up to 4 months in advance. For example [Buffer](#), [Lightful](#) and [Hootsuite](#). All provide cloud-based log in to let you compose your posts and set up a regular posting schedule e.g. twice a day at a set time. They are also available as apps.

*For more information contact the Superhighways team by email [support@superhighways.org.uk](mailto:support@superhighways.org.uk) or message via Twitter @SuperhighwaysUK*

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