



Setting up a facebook account

So you've decided to see what all the fuss is about and create a Facebook account?

Facebook currently has over ONE BILLION active users, 874,000,000 of which are using it via a mobile (phone or tablet). If Facebook were a country, it would be the largest on Earth (impressive or scary depending on your point of view!).

Steps to creating an Account:

1. Visit www.facebook.com

Facebook's homepage:

A screenshot of the Facebook homepage's sign-up section. The top navigation bar is dark blue with the Facebook logo on the left. On the right, there are input fields for "Email or Phone" and "Password", a "Log In" button, and links for "Keep me logged in" and "Forgotten your password?". Below the navigation bar, the main content area has a light blue background. On the left, there is an illustration of two people walking through a blue archway, with the text "Thanks for stopping by!" and "We hope to see you again soon." below it. On the right, the "Sign Up" section is titled "Sign Up" in bold, followed by the text "It's free and always will be." Below this are several input fields: "First name", "Surname", "Email or mobile number", "Re-enter email or mobile number", and "New password". There is also a "Birthday" section with dropdown menus for "Day", "Month", and "Year", and radio buttons for "Female" and "Male". At the bottom of the sign-up section, there is a green "Sign Up" button and a small link to the Terms and Data Policy.

2. Type in your first and last names, an e-mail address, birthday and gender. Finally, create a password, something you will remember, but tough enough it won't be easily determined. We suggest using at least 10 digits, with at least 3 numbers, substituting symbols for letters (like "!" for "l"). If you are a married woman, it might be easier for old friends to find you if you use your maiden name for Facebook.
3. Facebook will ask you to complete your profile by asking for your school, university and employer. You may skip this step, but we encourage you to provide information for one or all of the categories. This will help Facebook users find and identify you.
4. Finally, they will ask you to provide a photo. You can upload a photo already on your computer, use a webcam, or skip this step until you find a picture you like. When selecting an image, remember that Facebook has a set size. If your image is larger (It's usually 200px in width and up to 600px in height) Facebook will crop your image down to fit 200px, keeping the same height ratio.

If you do not provide an image, you will get Facebook's default:



5. If prompted to add friends from your e-mail contacts, skip this for now. We will come back to it.

Facebook will send you a confirmation e-mail to the account you provided. Once your account is confirmed, you are ready to find your old friends and start making new ones.

Facebook Profile

Re-visit Facebook.com and log in using your e-mail address and the password you created. Once logged in, you will see that Facebook has prepared you to begin finding friends. But, before you do this, we encourage you to begin building your Facebook Profile (the information others will see about you). Click on the Edit Profile link in the upper left hand corner to get started (or under the About heading between Timeline and Friends).



Updating your Profile's Information

1. Once you have successfully navigated to your About section you will see a series of options on the left (Overview, Work & Education, Places You've Lived, Contact and Basic info, Family and Relationships, Details about you, Life Events).
2. Start with your basic information first, making sure you pay close attention to what you want to provide and who you want to be. For instance, those wanting privacy may choose to give very little personal information.
3. Continue down the page, clicking the options until you have filled in all you want to.

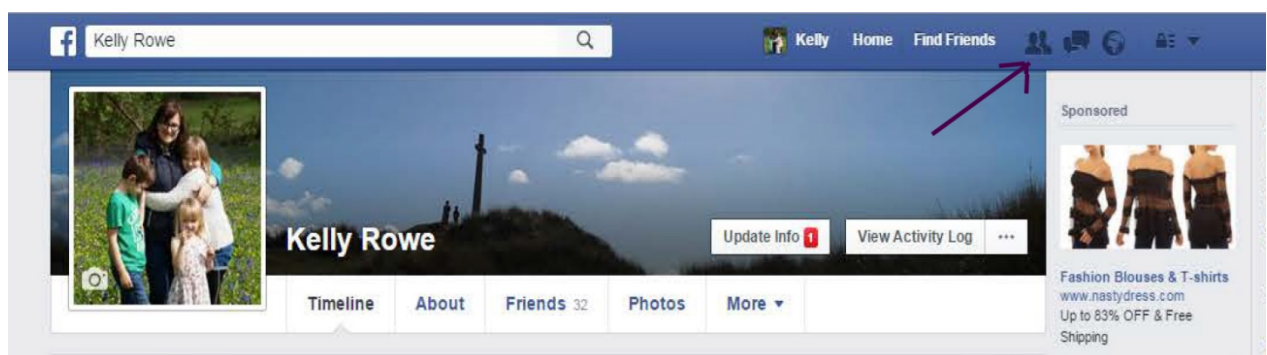
Finding Friends

Now you've sorted out who you are as a Facebooker, it's time to start adding Friends.

Across the top of the page is your first name then **Home** then **Find Friends**.

You can either select the **Find Friends** button by clicking on it, or you can click on your name. Both will show you people you may know with an **Add Friend** button underneath. If you see someone you know, simply click the **Add Friend** button. Your friend will then get a request to add you.

If someone requests to be your friend, you will get a request appear in the top right hand corner of the page:



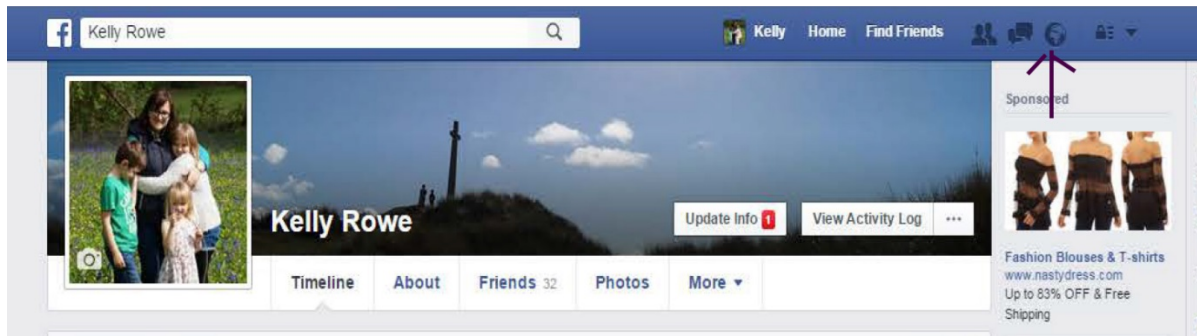
Private Messages

To talk privately on Facebook you can send messages which are only viewable by yourself and your intended recipient. If someone send you a message it will appear here:



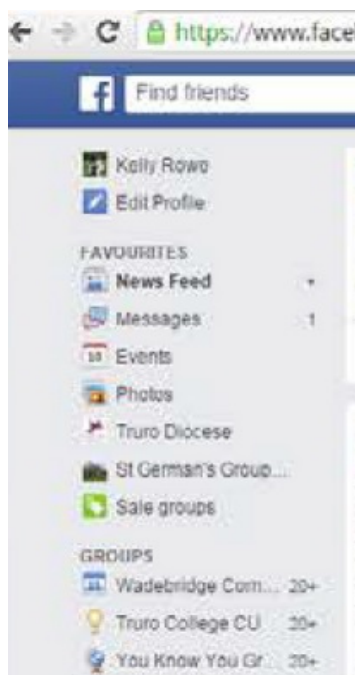
Notifications

Here you will see all the actions that have taken place for your account from friends posting comments to your timeline to friendship requests accepted to photos you have been tagged in:



Home

By Clicking on the Home button, you will see all the activity of your friends and the pages and groups you follow in the central News Feed column.



You can alter what you see in your newsfeed by going to the column on the left of your screen and clicking on the arrow next to News Feed. This arrow then allows you to decide if you want to see the 'Most Recent' posts or the Top Stories (as judged by amount of action they attract).

On the left hand side you will also see other listings that may require attention such as Messages, Events, Photos, your pages and groups you follow.

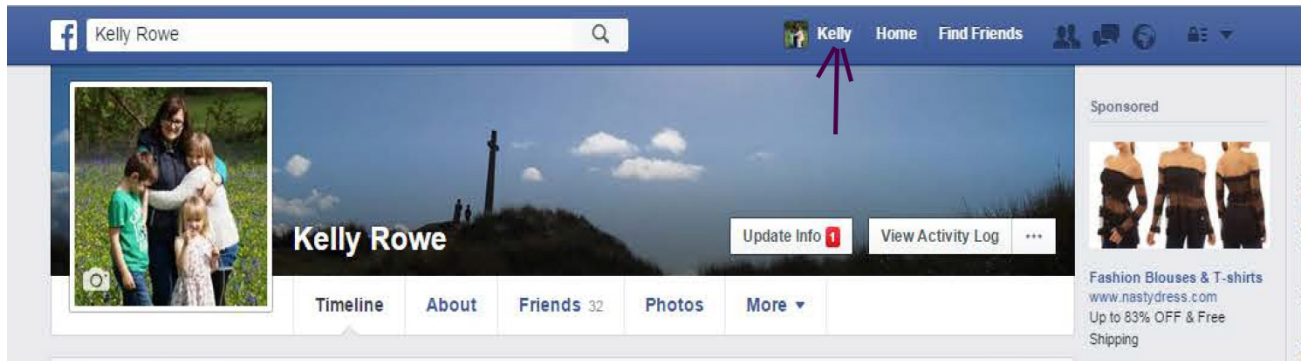
Friends online

On the right hand side you will see a list of your friends' names with green dots next to them. That means they are online at the same time you are.

Also on this right hand side, you will see sponsored ads, news stories, more suggested friends and groups.

Your Profile

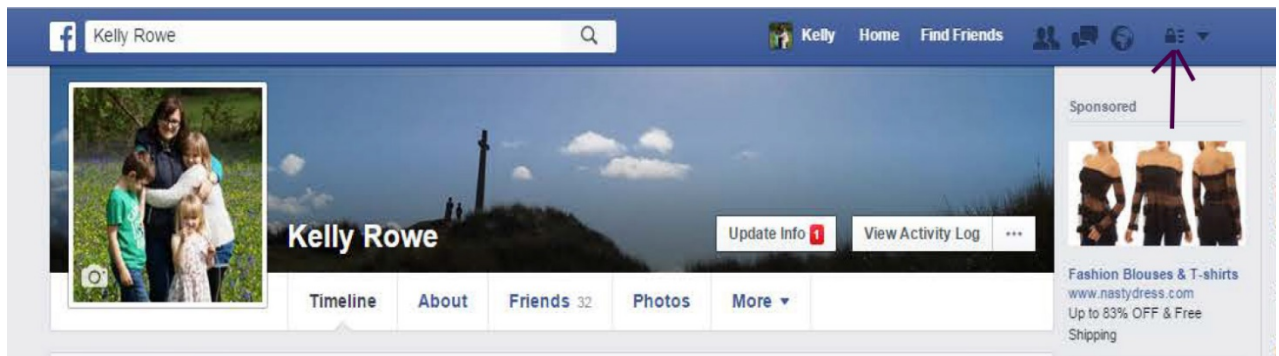
If you click on your name at the top of the page this will take you to your personal profile.



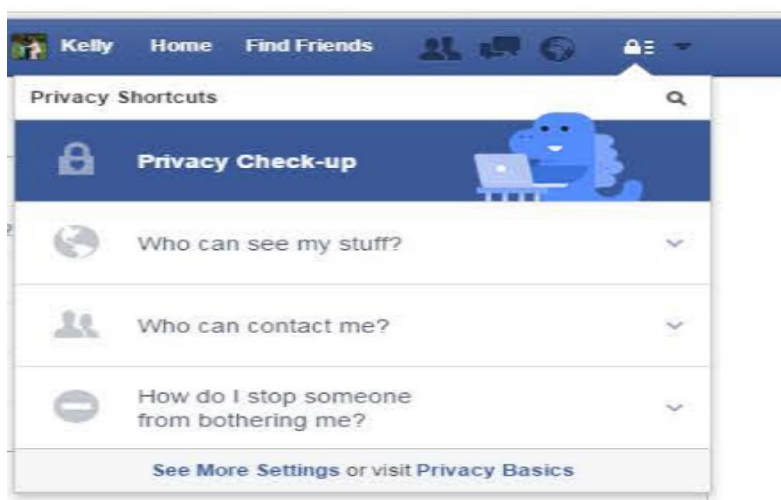
Here you can view and edit information (as discussed earlier) and you can see the things you have posted or your friends' posts to you.

IMPORTANT: Security

It is important that you always consider what personal information you post online and who can see it. Facebook will automatically make your profile Public unless you change the security settings to your account. To change your security settings go to:



This will open a panel like this:



If you click the arrow to the right of 'Who can see my stuff?' It will give you the option to change who can see your posts from 'Public' to 'Friends' or 'Only Me'. If you select 'Only Me', then it does what it says on the tin and none of your friends will be able to see anything you post.

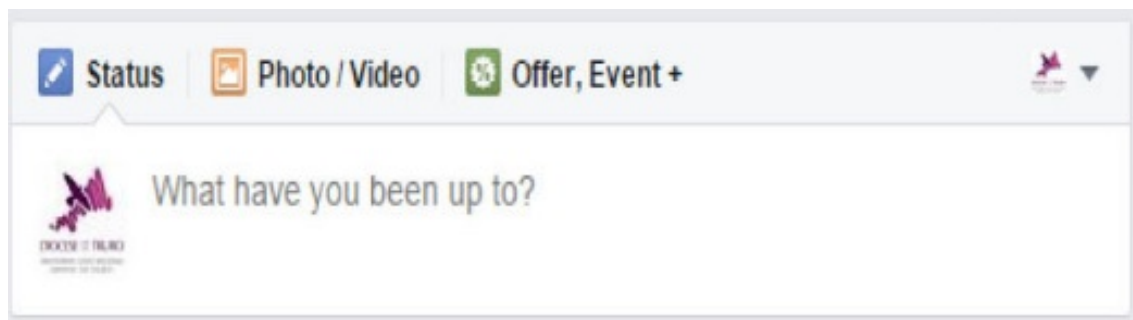
Under 'Who Can Contact Me', you have the option to allow everyone to contact you or just 'Friends of Friends'.

Facebook also gives you the option to block someone. This person does not need to be on your Friends List. You simply type their name in and select the person you wish to block. They will no longer be able to find you on Facebook or see anything you post on mutually liked groups or mutual friends' news feeds.

So now you are ready to start properly!

To post a comment or add a photo to facebook you can be on either your own Timeline (under your name) or on Home.

You will see a box that looks like this:



In here if you select Status you can type words in. As many (within reason, you can't write a book!) as you like. You can also then add a photo or video by simply selecting the Photo/Video option. Once you have finished, just click the Post button. We'll come back to the Event button when we get to pages.

If you have nothing to say and you just want to add a photo or video, simply select the Photo/ Video button. This option will then allow you to Upload Photos/Videos or Create a Photo Album (good if you want to load lots of pictures on the same subject all at once).

Once you have your selection, Facebook will open a folder on your computer and ask you to find and select the image you wish to add. Once the image is uploaded to facebook, simply click the Post button.

Like, Comment, Share

If someone (whether a friend, page or group) has posted something you like simply click the 'like' button. Your Friends will see you like the post and may also like it to. If you wish to comment on a post, click the comment button and then type in your comment. This will be visible to others (except those you have blocked) commenting.

You can share other peoples', pages' and groups' posts to your profile as well. You can do this from your profile or from Home. Simply click the Share button and then you will have

the option to share it to your timeline or select a friend if you wish to share with someone specific.

So that's pretty much the basics. Any questions or problems please do ask. We may not know all the answers right away but we'll certainly get clued up and come back to you.

Setting your church up with a Facebook profile

You need to have a Facebook profile of your own in order to set up a page. But don't panic. If you are setting up a page on behalf of your church, you could choose to set up a profile first that is your church and that way others on your team could assist you with keeping your page up to date.

To set up your church with an individual profile simply follow all the guidance above but instead of putting your name, simply put the church name. You will still need to add an email address so a generic one for your church would be helpful.

PAGES

So you've got your profile and you are now ready to hit the World Wide Web with your church/ Parish/cluster Facebook page.



Where to start

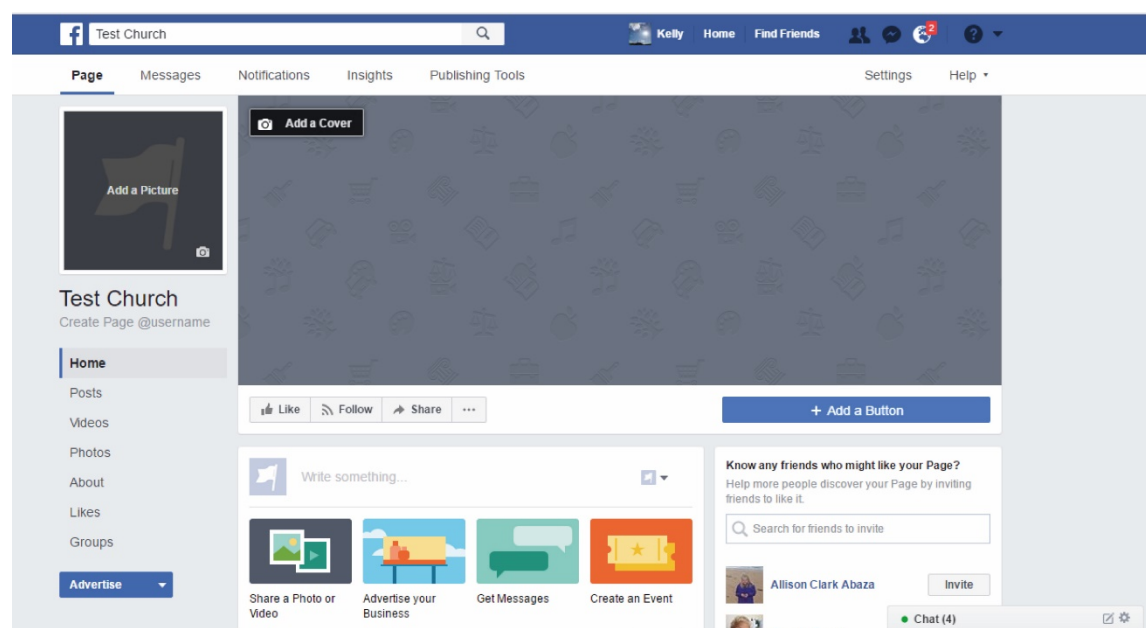
Login in to the Facebook profile you have set up. On the left hand side you will see a column which might have shortcuts, events and create listed. If you scroll down to create and under there you will see Advert, Page, Group, Event.

We'll come back to Adverts, Events and Groups later. Select Page.

You will then have six options - are you an institution, community, brand, public figure.... We'd suggest the Company, Organisation, Institution option.

You will then be asked to select a category. There is an option for Religious organisation.

It will also ask you to put the name of your organisation in. Pick something short and obvious. Your benefice may have a long name but ask yourself who is your page is for? If it is only for people already in your benefice, then by all means use the benefice name but if you are hoping to use the page to reach out to people who don't attend the benefice churches or who are visitors to the area, pick something simple.



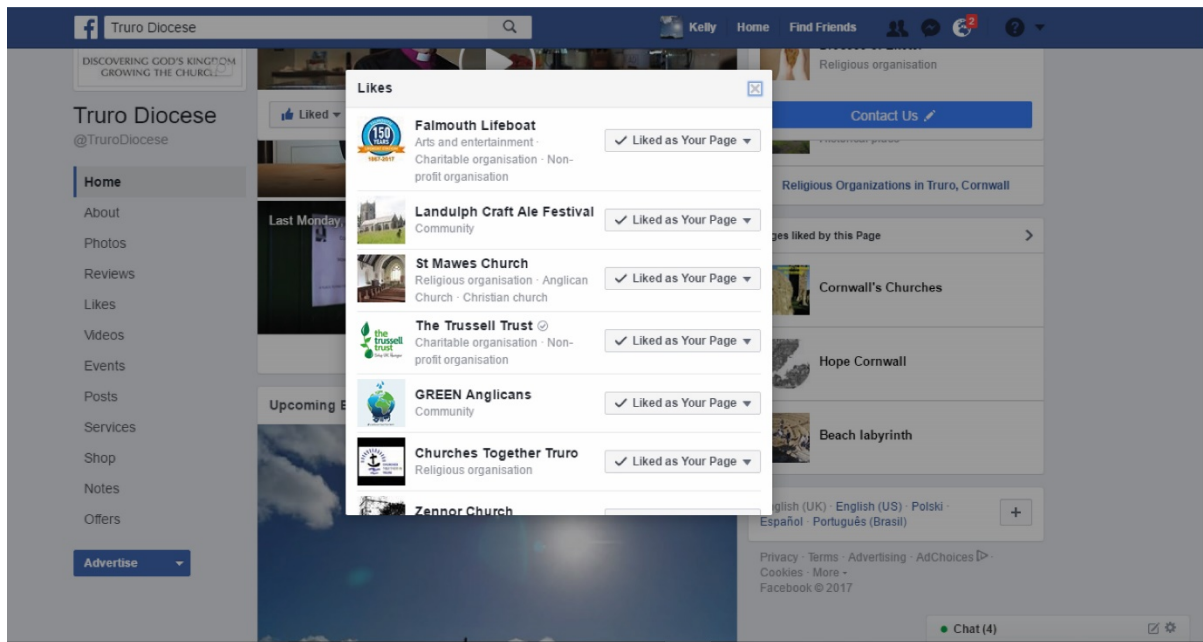
You now have your new page, empty and waiting to be filled. Start by adding a profile photo and a cover image. You can do this by clicking on the camera icon on each box and then you will need to navigate to the image on a folder on your computer. DO NOT link to an image on another website or to an image you do not have the copyright for.

In the left hand column there are options you can populate. To start with make sure the About option is filled out. The others can be done later as and when you have time.

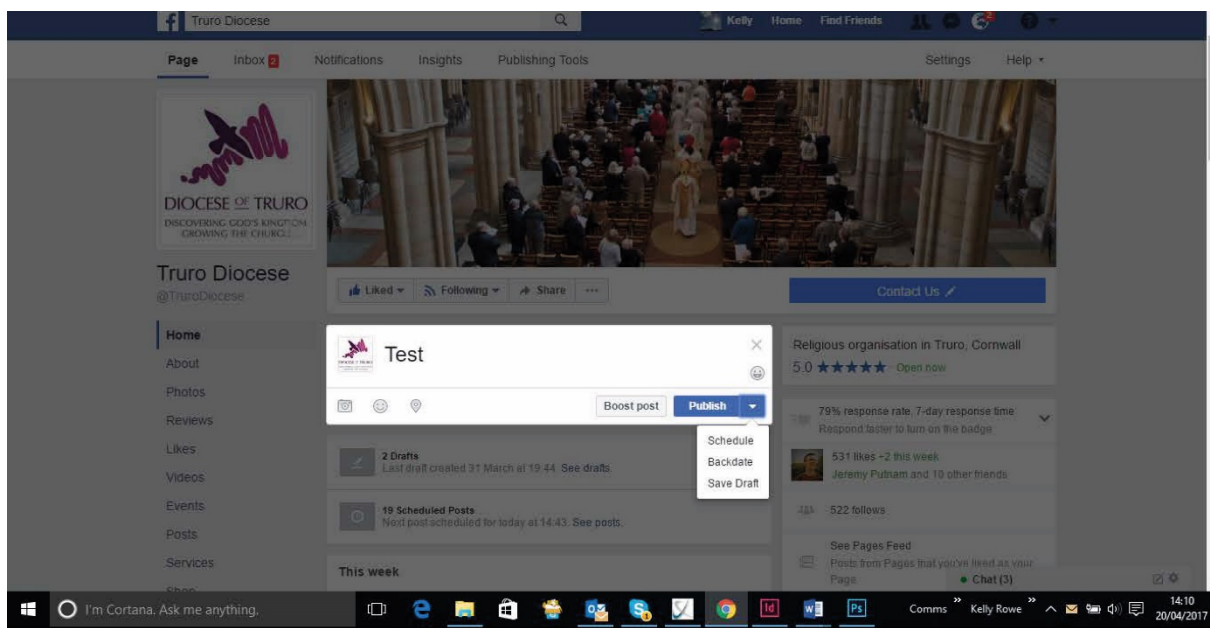
It is free to create events, post videos the only thing that costs money is if you want to advertise. While this is mostly a couple of pounds, we would recommend you only consider this if it's a big post.

Be sure to invite all your friends to the page and advertise it around your church/benefice. You can also reassure your community that if they like your page, providing their security is set appropriately (ie not Public) you as page administrator will not be able to see anything on their personal profiles.

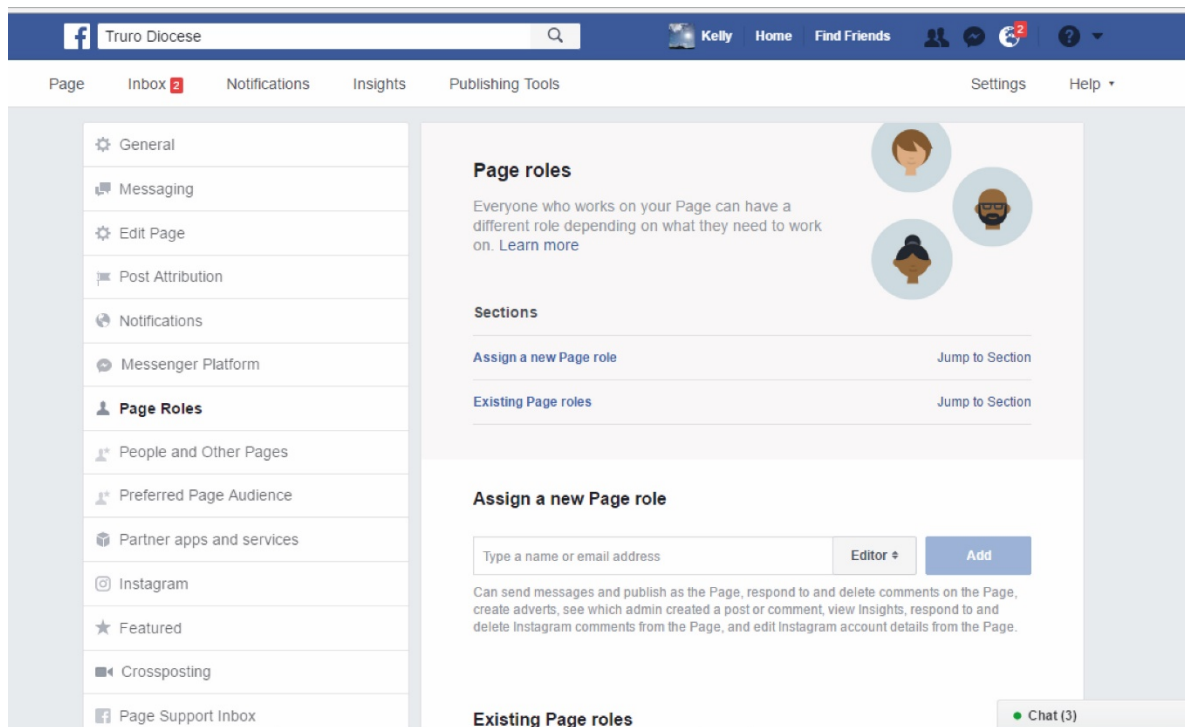
To increase your followers, search for neighbouring churches, benefices, even the diocese and 'Like' them. In return they will most likely 'Like' you. You can also then see their followers/ 'Likers' list and this is a good way of finding organisations or individuals you may wish to follow or encourage to follow you.



Facebook pages need to be updated regularly and photos always do well. It doesn't need to be time consuming. Perhaps spend an hour a week deciding what you want to post each day and then upload it all at once, simply selecting to Schedule your posts to a set day and time rather than just posting immediately. This means your page will look like it's busy without you having to be on it all the time.



As an administrator on the page you can also give Administrator or Editor rights' to others and we would recommend you get a couple of people signed up to helping you. That way, if you are away or unwell someone else can take over the page. Remember to remove anyone who no longer needs access. You can assign page roles by clicking on settings and then selecting page roles.



What now?

Your page is up and running, you have a team of people to run it, so what's next?

We would suggest that you sit down with your parish/ cluster/ benefice team and agree on what you want to use the page for. While it is your choice, we would suggest using your page for wider community reach and if necessary, a separate Facebook group for congregation/ church community messages and posts.

Part of the reason for setting out your plan for your audience is that you will tailor posts to that audience.

If you were wanting to talk only to your congregation and church community you might wish to consider setting up a Facebook group. Groups can be open (anyone can see posts) or closed (only administrator approved people can see the group's messages and posts).

Populating your page

PHOTOS: Facebook is a bit like a magazine. Things hang around for a while. But like a magazine, it really needs lots of photos. So when you are wanting to post something, think about what image could go with it. For some things like services and events, it might be simple. For other things like events or general messages, you may wish to consider adding a logo or just a nice generic image or have a stock image of your church.

Posts with photos always do better than posts that are just text. The only thing you need to be cautious with is that you own copyright for any photos you upload. It is best not to 'borrow' photos from Google!

EVENTS: Facebook also allows you to create events. These will appear at the top of your page when visitors come to it. It will also be shared with your followers and Facebook will

also remind them when the event is near. You will also have the option to promote your event (around £4) to many more people than like your page.

VIDEOS: You can add videos to Facebook. These can either be videos you have taken on a mobile phone, or digital video recorder or Facebook also a Live function (more info at <https://live.fb.com/about/>). It's simple to do, simply tap into the What's on your mind? text box and select Live Video from the dropdown menu. Add a description and choose your audience before you hit Go Live. You will then have a three second countdown before your filming begins. It will appear on your page.

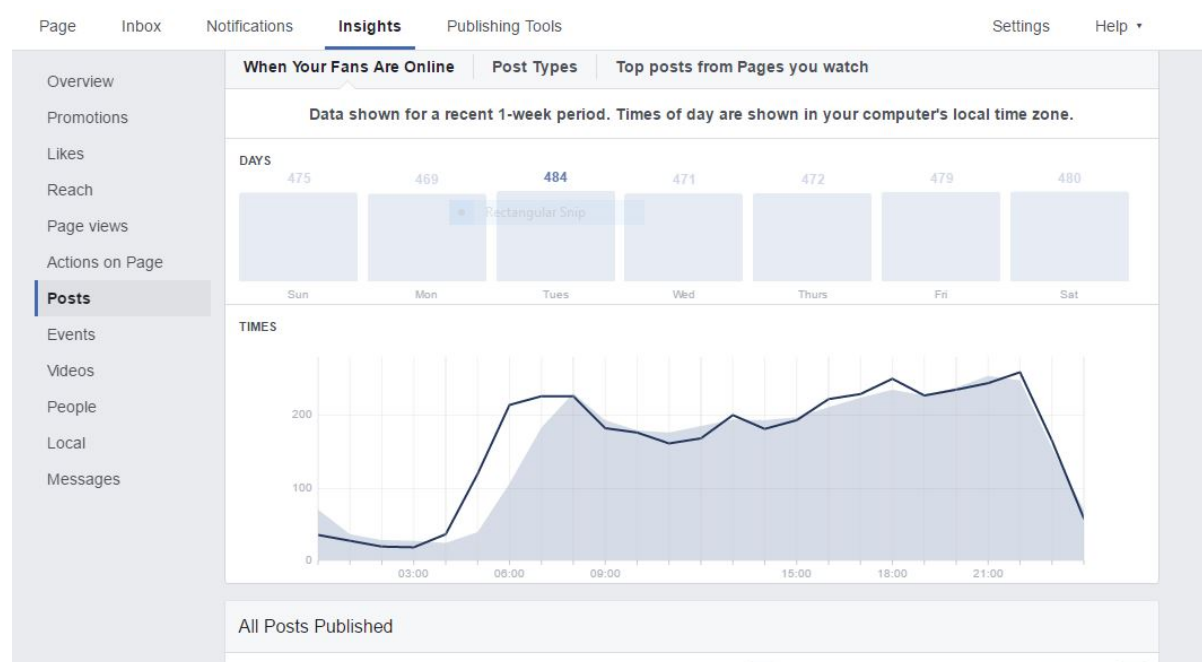
Statistics and feedback

While you will get notifications whenever someone does something with your page (i.e. likes a post, shares a post) you can also get a little more information by using Insights.

When you are on your page, you should see a menu choice across the top that says PAGE, INBOX, NOTIFICATIONS, INSIGHTS, PUBLISHING TOOLS.

The **INBOX** is where people can send private messages to the page. These are messages only you as Administrator or Editor can see and respond to. We would recommend that you also use this function if you have someone being 'difficult' on your page. It is always better to try and resolve an issue privately.

NOTIFICATIONS is where you will see what people have been doing with your posts (liking/ sharing).



INSIGHTS: This is activated once you have 30 followers. Once activated, it allows you to see how many likes you have, when you collected new likes, it allows you to see your Reach which is broken down into days - ie April 4, the diocese page had a reach of 3,366 people. Perhaps the most interesting option is Posts. This section allows you to see what time your fans are online (giving you the opportunity for you to plan posts for when you know the most people are likely to see them), and if you scroll down you are able to see each individual post, its reach and what engagement it received. The engagement will also

show figures for comments and likes achieved on posts that have been shared off your page. Events and Videos work in the same way as Posts.

People is also another useful option. This section allows you to see the demographic of your followers. So everything from their gender and age to what country they are in. It also allows you to see who you have reached outside of your followers. So people who do not 'like/ follow' your page but have seen your posts via others' posts.

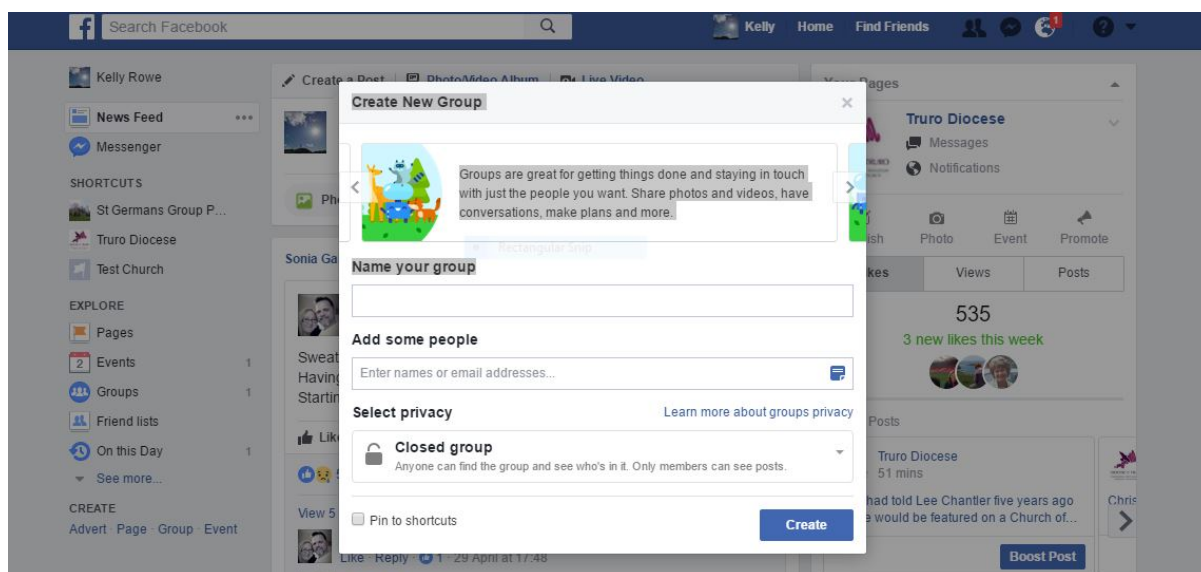
Publishing Tools allows you to see the posts/ videos on your page, any that have been scheduled, who posted them, what the reach and engagement was.

The purpose of having INSIGHTS is that it is useful information for helping you to plan what to post, when, what your audience responds to, what time you should post to get the most reach. The aim is to enable you to get the most out of your page.

GROUPS

Should you decide you would like to use Facebook to communicate with your congregation/ Home group/ Youth group, you can create a Group. This group can either be public so that everyone can see it, or private, so that only invited members of the group can access the content.

To create a group, click on HOME in the top right hand corner. Then scroll down the list on the left until you come to Create and then select Group.



Then you can name your group, add some initial people, chose the privacy option and then press create. The group is fairly similar to a page in that you can add posts, pictures, events etc but with the benefit of the option of being private. The downfall with groups is that you do not get INSIGHTS.

HELP

The Communications team is always on hand to help you with Social Media. So if you have a problem, if you are not sure, or if you just want to talk through an idea, please do get in touch with us. We are available to provide support over the phone, via email or in person. Simply call 01872 274351.