Getting Started with your Facebook Page

Many offices, programs, and groups at Canisius are interested in using Facebook to reach their audiences. This guide will get you started with creating a Facebook page for this purpose.

Step-by-step guide

Understand Facebook.

1. Why Facebook?
   a. It's free.
   b. Reach your audiences where they already are. There are over 750 active users on Facebook.

2. What is the difference between profiles, groups and pages?
   a. The answer:
      i. Profiles represent a person (not a business).
      ii. Groups are for communicating with other Facebook users.
      iii. Pages represent a business.
   b. How would you use profiles, groups and pages for your Canisius efforts?
      i. You will want to set up a generic Canisius account and profile using a generic Canisius email for your office, program, or group.
      1. This step will create a profile automatically for you. You cannot have a 'page' without a 'profile', but you don't want to make the mistake of posting or interacting using this profile. So, make everything private within the profile so no one can find you.
      ii. Then, create a 'page' using this profile. This will be the official page for your office, program, or group that people on Facebook will interact with.
      iii. Later, you may wish to create a group for a particular topic. For example, you can create a group for alumni of the program to network with each other.
Brand your page.

1. Upload an icon image.
   a. This image should be able to be read and clearly seen at a small size.

2. Upload a page image.
   a. This is a background image. Something like a picture of the campus works nice.

3. These two elements should appear as if they belong together.
Post an update.

1. Before you ask anyone to like your page, post a welcome update.
   a. Don’t forget that you can include links, images and video in your posts.

Getting the word out about your Facebook page.

1. Invite people via email to like your Facebook page.
2. Add a link in your email signature to like the page.
3. Invite people via your personal social media accounts to like your page.
4. Ask your fellow colleagues to help you get the word out about the Facebook page.
5. Add a Facebook ‘like’ box to your Web page.

Editing your Facebook page settings.
1. Click ‘settings’ (usually, top right) to access your page settings.
2. Go through each of the steps to edit each point. Specific things to watch out for:
   a. How often and on what activity do you wish to receive email notifications?
   b. You really want to leave the ‘manage permissions’ area as is.
   c. You can assign other Facebook users to help you manage the page, under ‘manage permissions’. Examples might include your personal Facebook profile, colleagues, or students.

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