



FACEBOOK - BASICS

1. What type of profile for your organisation

1.1. Personal profile

1.2. Group

1.3. (Fan) page

2. How to make a personal profile

3. How to make a group from a personal profile

4. How to make a (fan) page from a personal profile

5. How to make an event page

Note!

Information and pictures might not be up-to-date as Facebook keeps updating its features and looks.

Last updated data: 28.7.2022.

1. What type of profile for your organisation?

Before you start making a profile for Facebook, remember to read our communication guidebook.

You might already have a personal account on Facebook. It is good to think about how you want to use Facebook to represent your organisation and which type of profile fits the purpose.

In this guidebook, you will learn the features of each page and things you need to consider to successfully manage them.

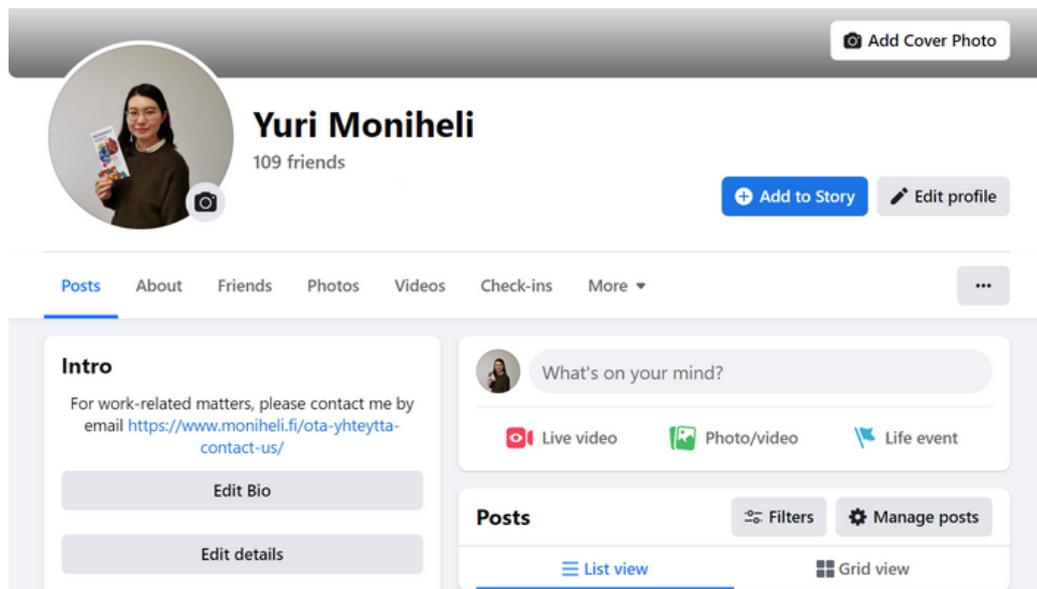
Types of Facebook profiles:

Personal profile

Group

(Fan) page

1.1. PERSONAL PROFILE

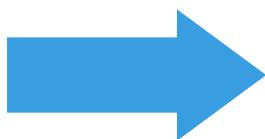


Pros

- Friend list.
- You can invite one's whole friend list.
- You can be tagged in pictures by other people.
- You need a personal profile to create a group or fan page/ page for your association.

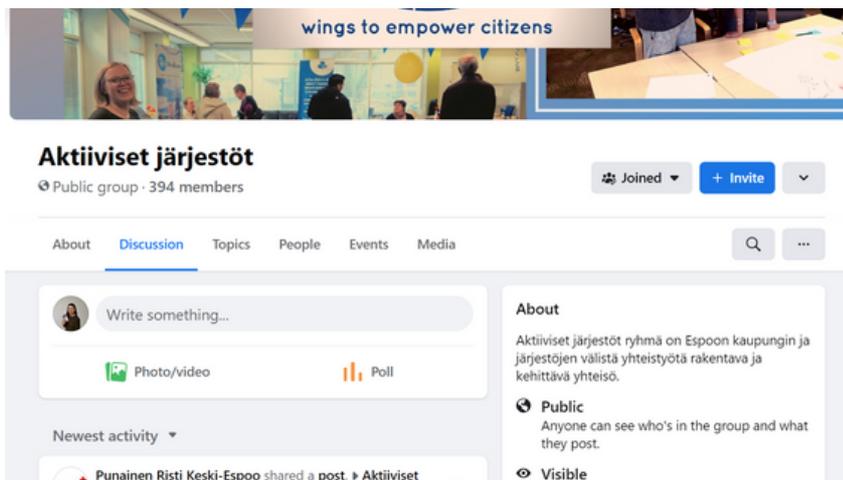
Cons:

- Not designed for visibility.
- Many tools such as Facebook Ads and analytics are not available.
- It may be confusing: does the page really represent the association or just a person?
- It can be flooded with notifications, spam...
- Security issues: one account with one password.

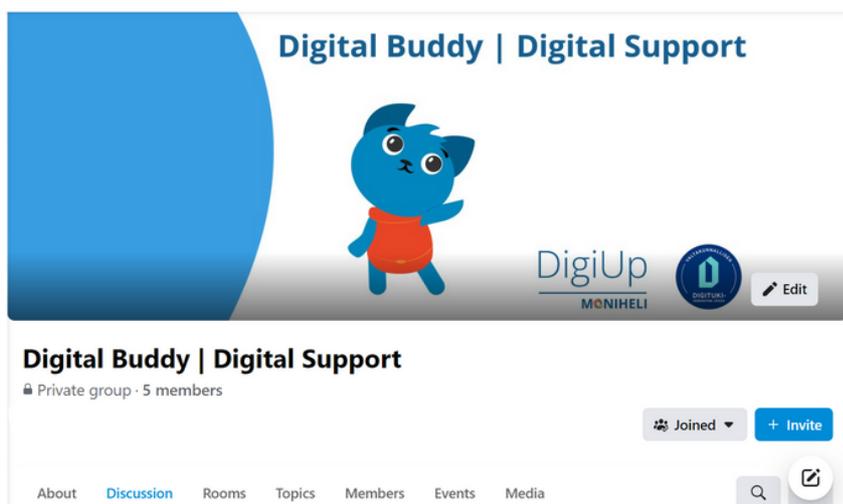


Limited advantages, and not the best solution for an organisation. The personal profile is best used together with other types of pages such as a group or page.

1.2. GROUP



Example 1: Aktiiviset järjestöt



Example 2: Digital Buddy | Digital Support

- Best option to encourage association members to be active
- All members' posts are on the same level (same visibility) as a default
- Individuals (personal profiles) are needed as administrators of the group.
- One good reason to have the association's personal profile.
- You can choose different options: Public (open to everyone on Facebook), Closed or Secret group

1.2. GROUP

Different types of groups

- Public group: Anyone can join (no confirmation) or add other members, see and like all posts. Only members can post and comment.
- Closed group: Posts are visible only by members, anyone can request to become a member. Beware! Sharing a post from a group can be problematic (invisible to non-members)
- Secret group: Members can only be invited or added, the group cannot be found by searching on Facebook. Good for private conversations.



Moderation is important

- The more moderators for the group, the better!
- To grant visibility to your own posts, you can pin them, so they remain on top of the page.
- Users can be banned and posts can be approved.
- For larger groups, rules must be set. You may not want some individuals to get all the visibility f.ex. for their personal advertisements.

Why is it important?

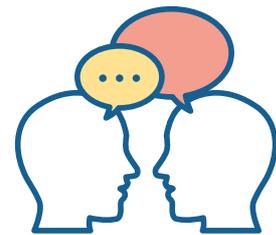
- If you want people to stay in the group and be active, they must enjoy their experience. Would you enjoy it if your Facebook feed is filled with unrelated ads?

1.2. GROUP

Before making a group

Think first about whom to invite to the group and the meaning of creating a group

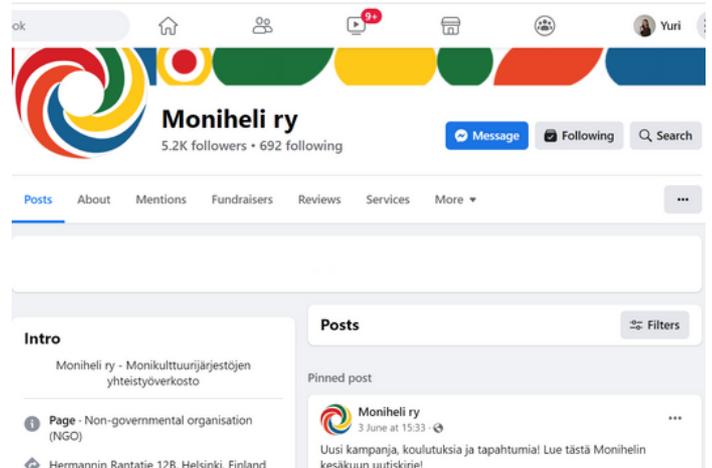
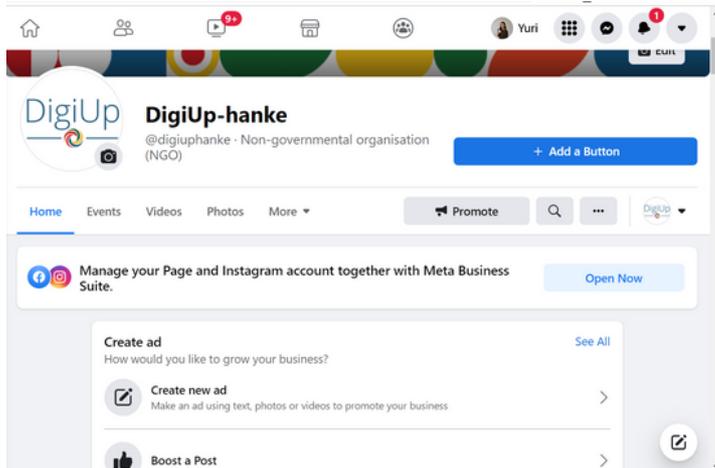
- Is the group for your board or committee of directors?
- Is the group for your members?
- Do they use Facebook actively?
- Do you already have a personal profile?



How to start and keep the group active

- Start up the conversation by posting questions or something to comment on or a poll.
- Remember to encourage people to post their own content.
- If you feel it necessary, make clear rules.
- Remember: Invite all relevant members.

1.3. (FAN) PAGE



Example 1: DigiUp project

Example 2: Moniheli

- The best option for representation
- There is no friend list (personal profiles) but people can follow the page by "Likes" or "Follow"
- Access to Facebook Ads and analytics
- Contents are directed to all who like or follow the page
- Most of the time these people may not even be from your organisation.
- Only the page's own posts appear on its Fans' feeds, other people's comments barely visible.
- Low need for moderation, however, active posting is required to keep engagements from the fans.

1.3. (FAN) PAGE



Be careful when using Facebook as a page

- Check what picture and content is appearing
- Make use of page roles: Who has rights to post, comment, edit, etc.

If you already have your personal account, you can use it to make a page. People cannot see who is running the page, in other words, the personal profile is not visible on the page.

However, always check if you are posting/ commenting on the page as "a page" or as "a personal profile".

Page roles

Classic Page roles	Page access in the new Pages experience
Admin	Facebook access with full control
Editor	Facebook access with partial control
Moderator	Task access for message replies, community activity, ads, insights
Advertiser	Task access for ads, insights
Analyst	Task access for insights

- Make use of the page roles to divide tasks between people in your organisation.
- Make sure to have more than one admin in case something goes wrong with the personal profile (It is possible that the personal profile can be deleted without warning. If this profile is the only admin, it will be difficult to manage the page.

1.3. (FAN) PAGE

How to increase your reach?

- Facebook Ads.
- Regular posts keep the fans interested.
- Follow your page's success in the Insights tab.
- Like and follow other pages for good examples.
- Share other pages' contents, it will widen your network.

Create events

- Tag people and pages.
- Connect with your other accounts.

Don't forget

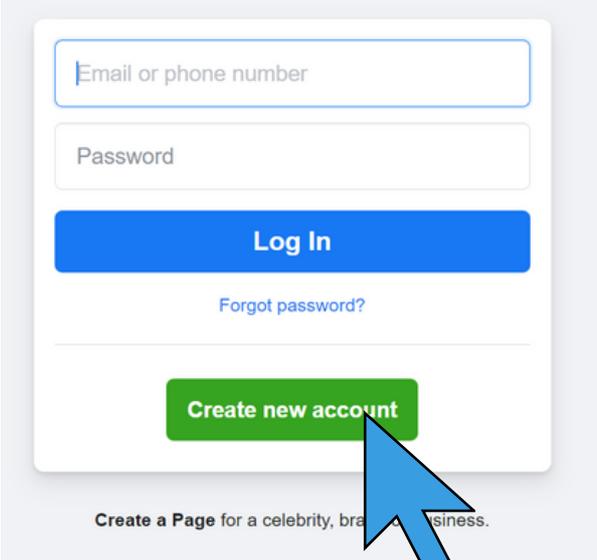
Identify your target audience and then plan how to communicate with them in order to promote your organisation's vision and mission.

Based on the target group of your page, you can plan and make better content.

- What can you post?
- What kind of pictures and materials are suitable?
- How often?
- Which language?
- How will it engage your target audience?
- What hashtag can you use?

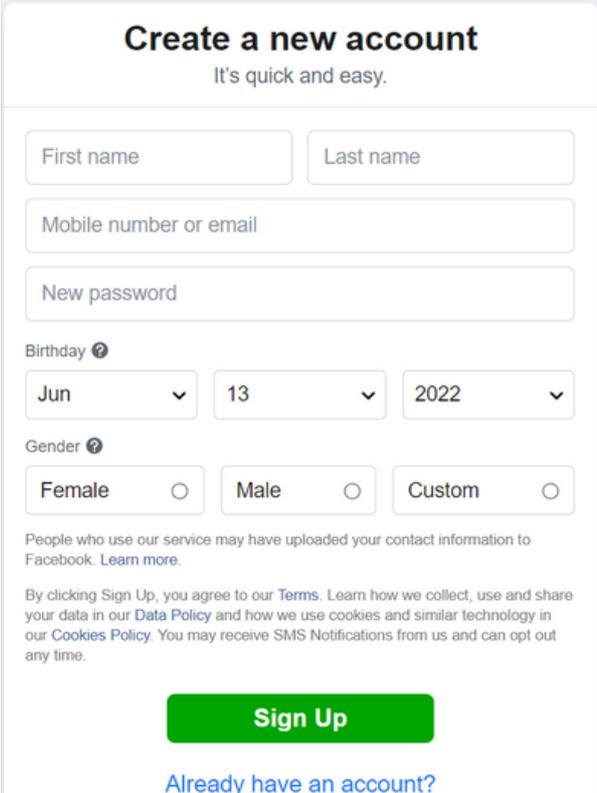
2. How to make a personal profile

1. Go to Facebook on your browser
(<https://www.facebook.com/>)
2. Click "Create a new account"



The image shows the Facebook login and sign-up interface. At the top, there is a text input field for "Email or phone number" and a "Password" field. Below these is a blue "Log In" button and a link for "Forgot password?". A green "Create new account" button is positioned below the login section, with a blue mouse cursor pointing to it. At the bottom, there is a link for "Create a Page for a celebrity, brand, or business."

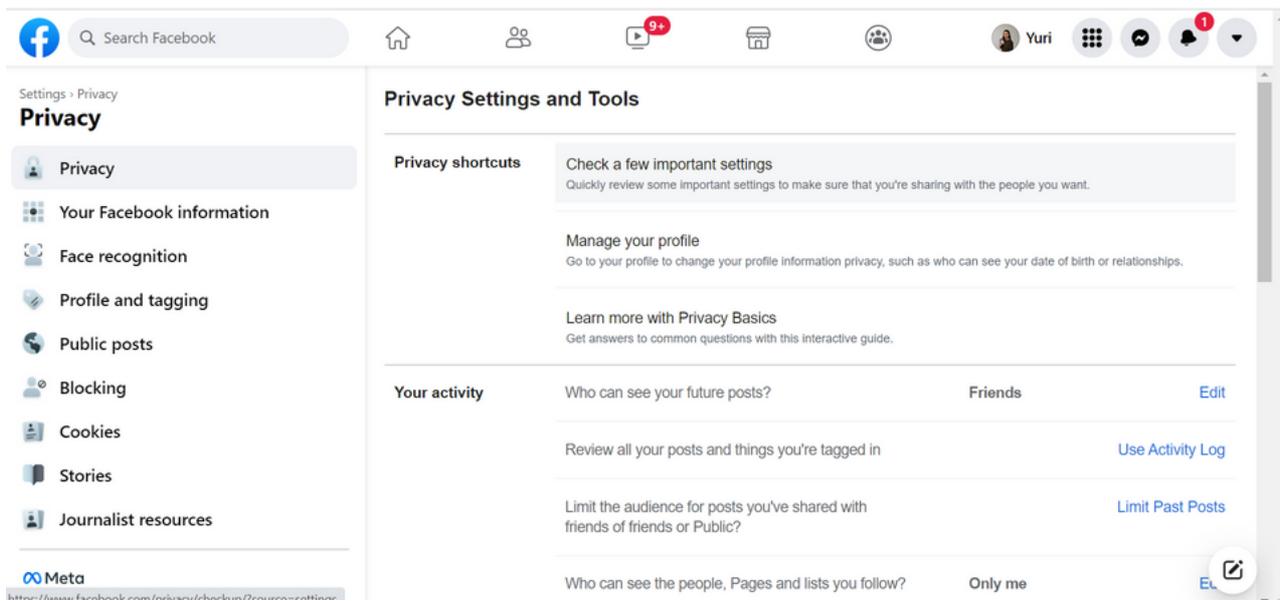
3. Create a new account
 - Email address or phone number
 - Password (Do not include your name, birthday, family member's name, or something that is easy for others to guess)
 - Check the information you wrote is correct before signing up



The image shows the "Create a new account" form on Facebook. The title is "Create a new account" with the subtitle "It's quick and easy." The form includes fields for "First name" and "Last name", a "Mobile number or email" field, and a "New password" field. Below these are dropdown menus for "Birthday" (Month: Jun, Day: 13, Year: 2022) and "Gender" (Female, Male, Custom). There is a small text block: "People who use our service may have uploaded your contact information to Facebook. [Learn more.](#)" and another: "By clicking Sign Up, you agree to our [Terms](#). [Learn how we collect, use and share your data in our Data Policy](#) and how we use cookies and similar technology in our [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time." At the bottom is a green "Sign Up" button and a link "Already have an account?"

2. How to make a personal profile: Things that are good to pay attention to

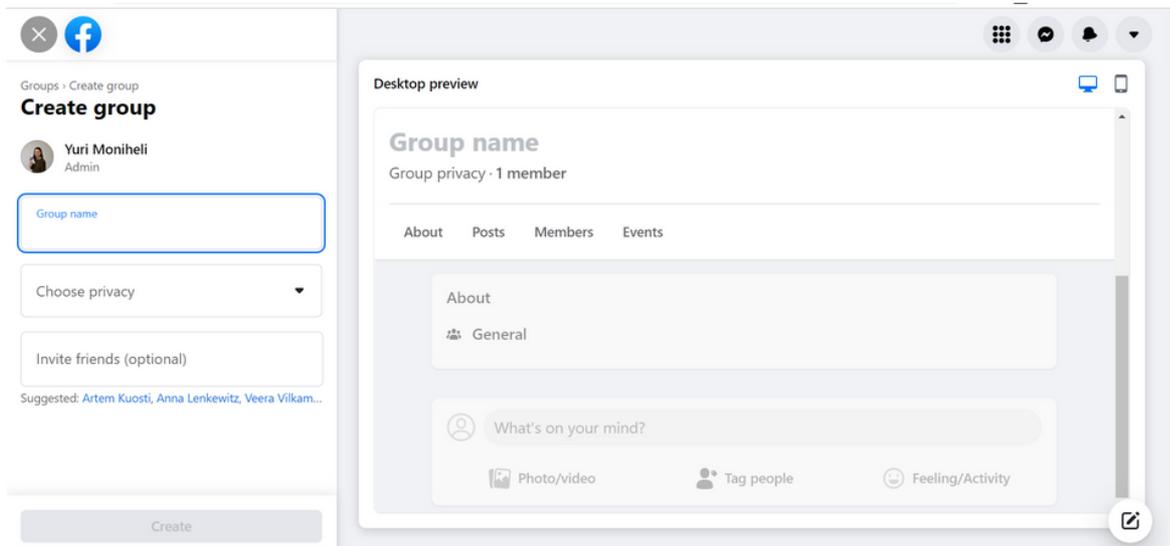
- Check **the privacy settings** to secure your account and limit who can see what kind of contents



- You can limit the number of notifications
- Think before accepting friend requests from people you don't know
- Think before clicking links on your feed
- Think before posting on your feed: is it fine if everyone can see your post or do you want to limit it to only your friends?

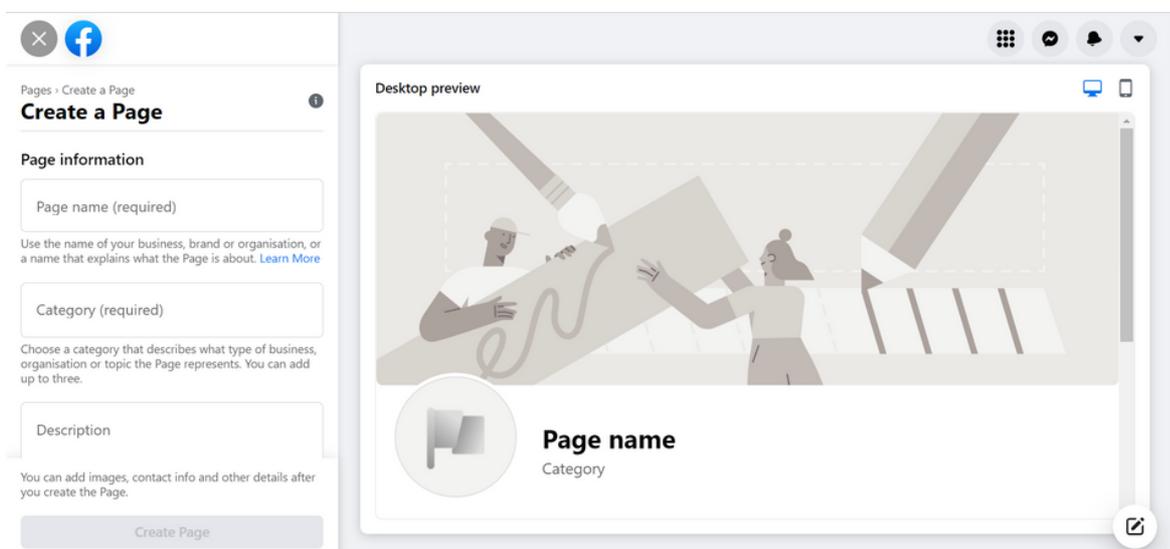
3. How to make a group from a personal profile

Personal profile -> Groups -> Create new group



4. How to make a (fan) page from a personal profile

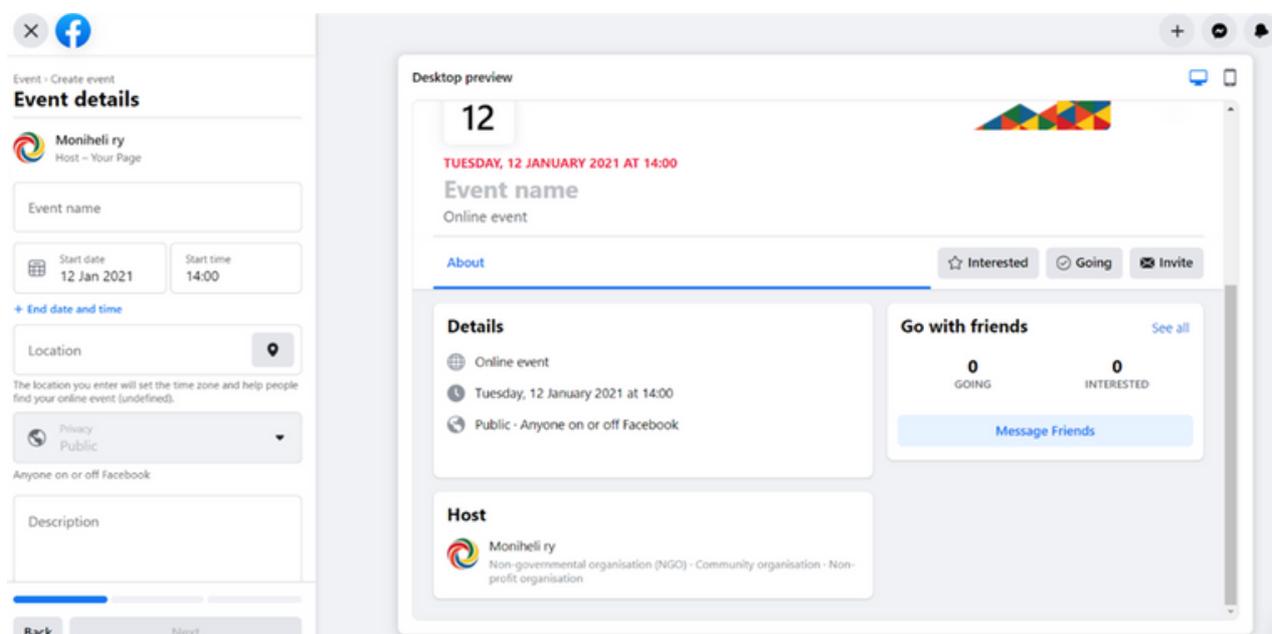
Personal profile -> Pages -> Create new page



5. How to make an event page

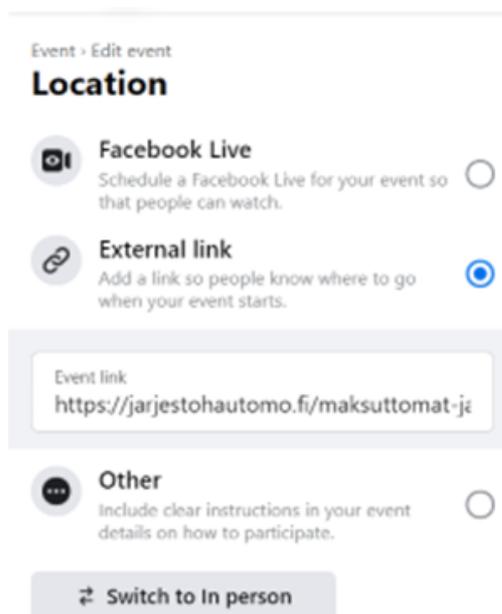
Where to start (several options):

- As a Personal profile: Personal profile -> Pages -> Create new event
- As a page: Go to the page you manage -> Events -> Create new event
- As a group: Go to the group you manage -> Create new event

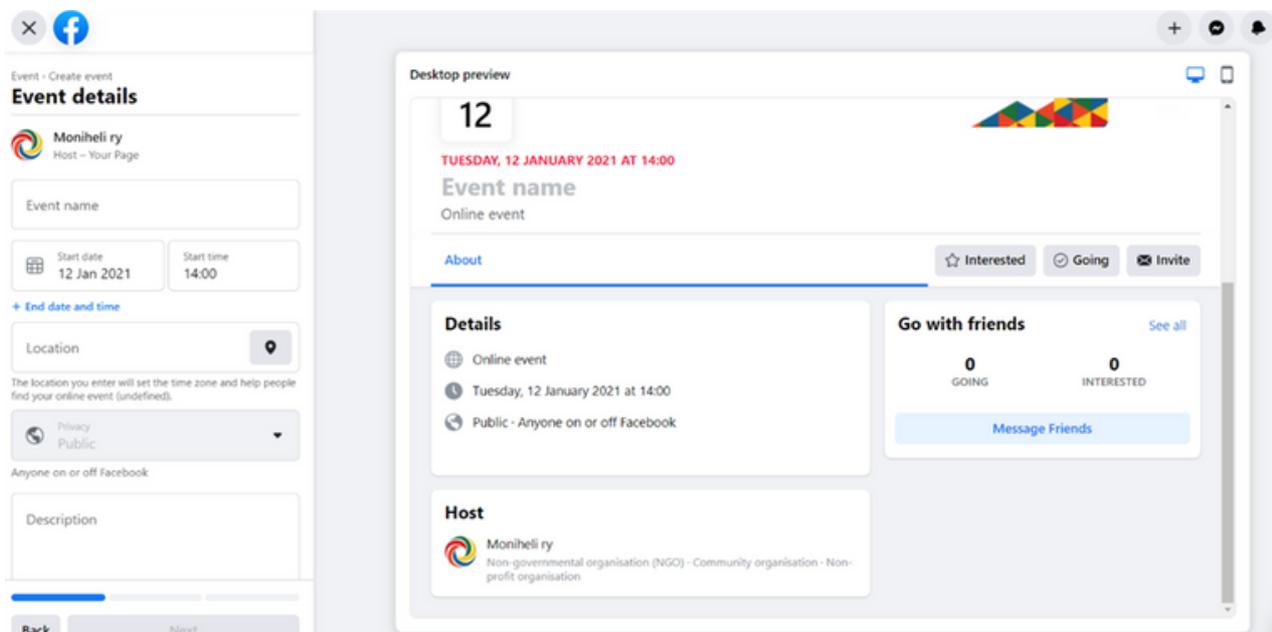


1. Event name, make it simple
2. Location, write an address or indicate that it is online (you can place a link to the online event next step)

For example, you can put the link to the event page. Be careful when putting a direct link to online meetings such as Zoom or Teams. Be aware that there is a risk of having unknown participants and a cyber attack.



5. How to make an event page



3. Description, keep it short and make it attractive! Such as starting the main themes of the event and for whom it is meant.

4. Category, choose from the list

5. Co-host, you can add the page or person who is hosting the event together.

6. Options, you can check the settings.

7. Add a cover photo if any (For example, use [Canva](#)).

8. Save to publish (you can always edit the event later).

[Read tips on how to make an event page on Facebook Help centre.](#)

Event > Edit event

Event settings

Co-hosts

Accepted



Järjestöhausomo



Show guest list



Only admins can post in event



Posts must be approved by a host or co-host.



Let people ask you questions about this event over Messenger



Cancel

Save