CREATING A FACEBOOK PAGE

INTRODUCTION

Facebook does not allow a Page to be set up directly; a can only be created from a Personal Facebook account. This is why we had you create a pseudo person and email account in the *Getting Ready for the Web* tutorial, you will use that email address to create a Personal Facebook account, and then you will use this pseudo person's Facebook account to create your Lodge's Facebook Page.

NOTE: If your Lodge has a website or just a registered domain, you can use a domain email account for a pseudo person to set up a personal Facebook account. Please see the discussion about acceptable email addresses in the *Getting Ready for the Web* tutorial.
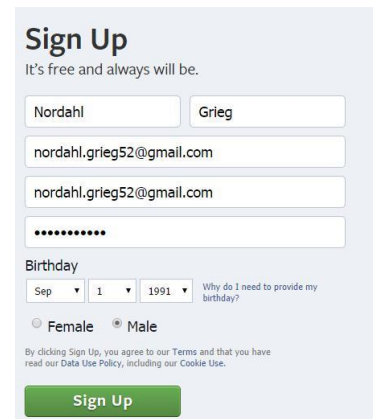
CREATE A FACEBOOK ACCOUNT

1. Open your favorite web browser - Firefox, Safari, Google Chrome, Internet Explorer, etc.; any one of these will work.

2. Direct your browser to **facebook.com**, that is, type `facebook.com` in the address line of your browser followed by `[Enter]`. The Facebook **Sign Up** screen will be displayed:

NOTE: If you are on a computer that has been used to access a personal Facebook account before, it is possible that you will be automatically logged into that account. If this happens, log out of that account (see the **Logging Into Facebook** section below if you need help with this). A screen with a blue banner across the top will be displayed. Click the Sign Up button and a screen with a signup form similar to the above will be displayed.

3. Enter the **First name**, **Last name** and **email address** (twice) for your pseudo person in the appropriate boxes.

4. Enter a new password for this personal Facebook account; it should be different from the password used to create the Gmail account. Don't forget to record this password!
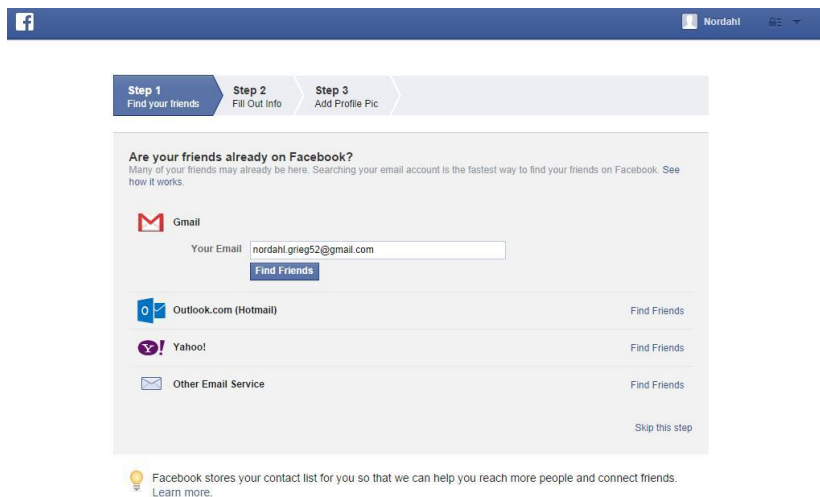
Your password file could now look something line this:

```
Nordahl Grieg Lodge Passwords
Gmail
nordahl.grieg52@gmail.com    4#@Q^Mc2_        4 # @ QUEEN ^ MUSIC coffee 2 _
Facebook
nordahl.grieg52@gmail.com    j;q53VcpNZ^      jack ; queen 5 3 VISA coffee park NUT ZIP ^
```

5. Select a **Month**, **Day**, and **Year** for the birthday, use your real birthday or make one up, as long as it will make this pseudo person over 21 (any date before 1993).

6. Select **Female** or **Male**, your choice, it does not matter.

7. Click the **Sign Up** button, **Step 1** of the Facebook profile setup will be displayed.

NOTE: Facebook will try very hard to have you identify as many "friends" as possible. Since the only reason for this account is to allow you to create a Facebook page for your Lodge, we are not going to looking for "friends" here. In fact we are going to keep this account as private as possible.

Click on **Skip this step**, **Step 2** of the Facebook profile setup will be displayed.
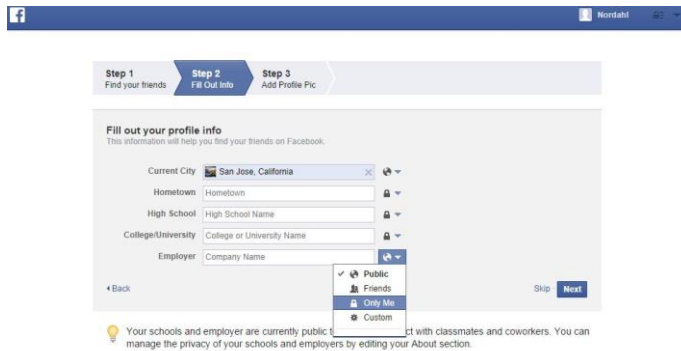
8. Enter the city for your Lodge in the **Current City** text box and select **Public** from the drop-down list at right of this text box. Leave the remaining text boxes as they are and select **Only me** for each. Click the **Next** button, a confirmation screen will be displayed.
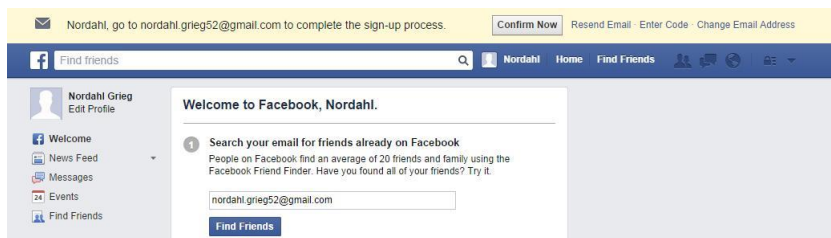
9. Leave this screen as is for a minute, and in another browser tab or window, check the incoming email for the email account used to create this Facebook account. Log into the Google account.
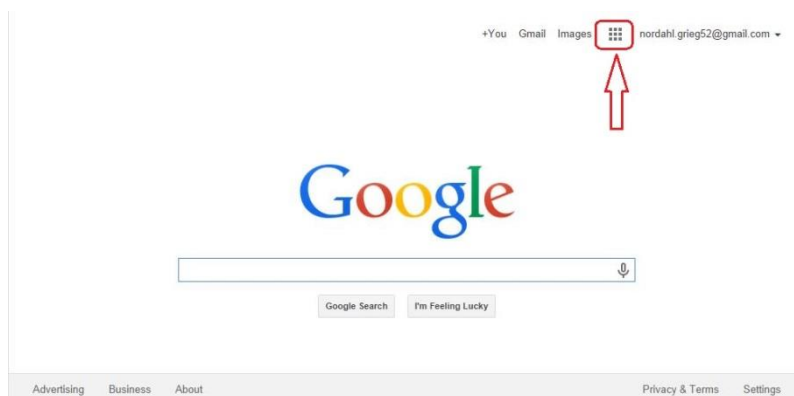
NOTE: If you have made changes to your opening screen, all Google screens display a 3 by 3 grid of small squares next to the account name at the top of the screen. Click this grid and select **Gmail** from the set of Google aps displayed.

Click on **Gmail**. Your Gmail inbox will be displayed.
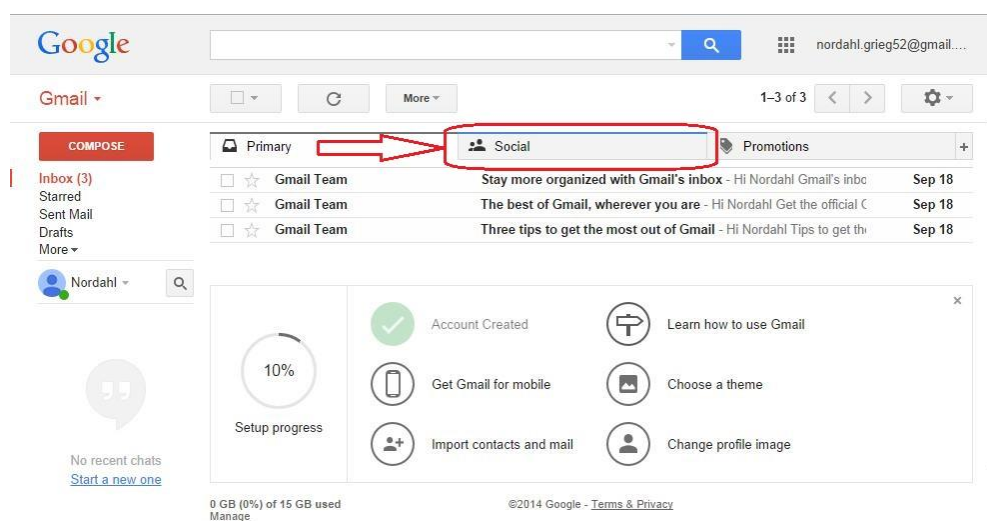
10. Here again, what you see is dependent on what you may have already done in this Gmail account. If this is the first time into the account, or you haven't deleted any messages or made changes to how Gmail displays, you should see something similar to the above. The email we are looking for is from Facebook, and by default Gmail will put this email under the **Social** tab. Click the **Social** tab and the incoming social email will be displayed. You will see a message from Facebook with a title, "Just one more step…" Click on this line and the email will be displayed:
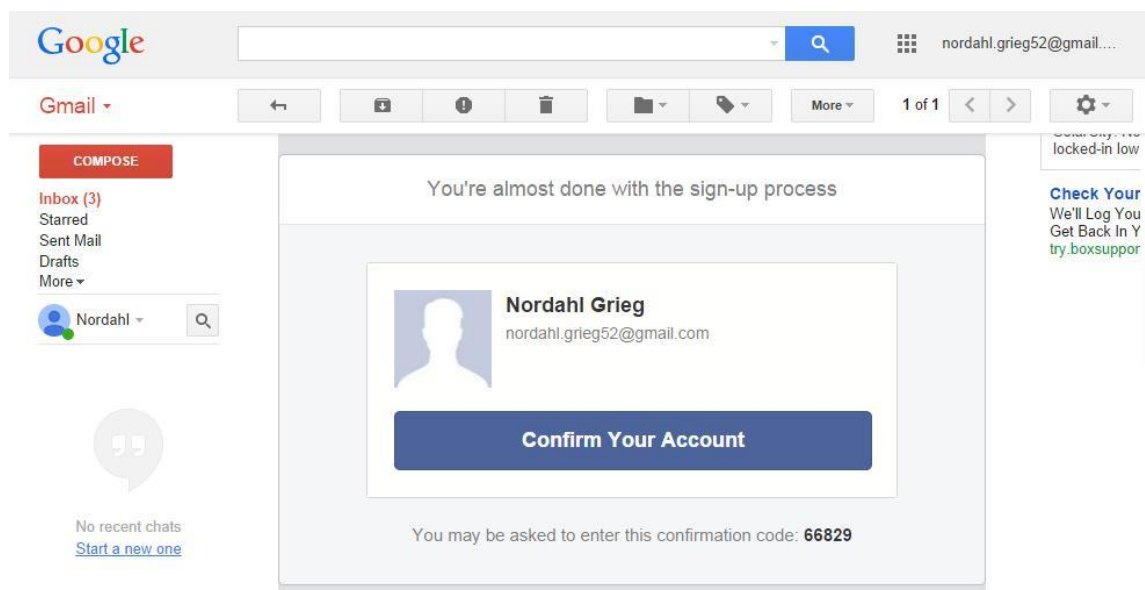
11. Record the confirmation code, just-in-case, and then click on the big **Confirm Your Account** button.

12. Return to the browser window or tab for the Facebook account setup. If all went well, the following message will be displayed. Click on the **Okay** button.
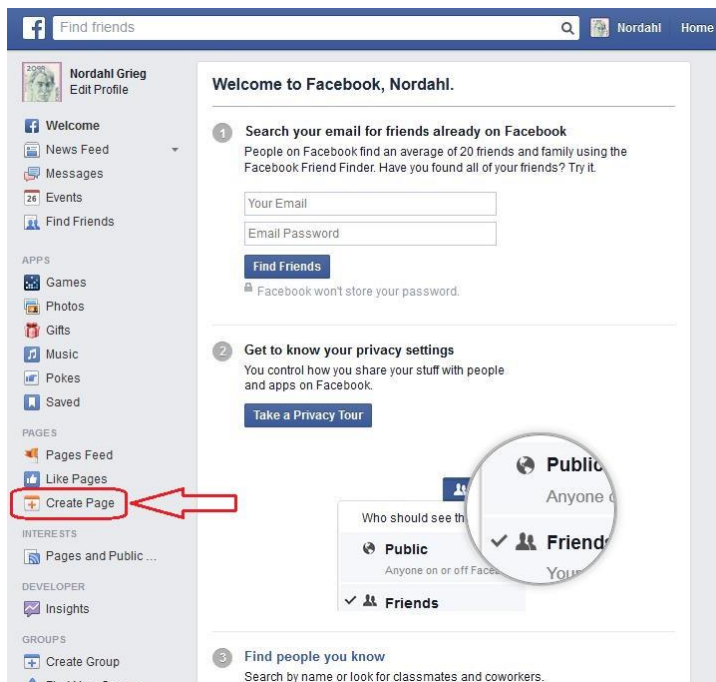
CREATING A FACEBOOK PAGE
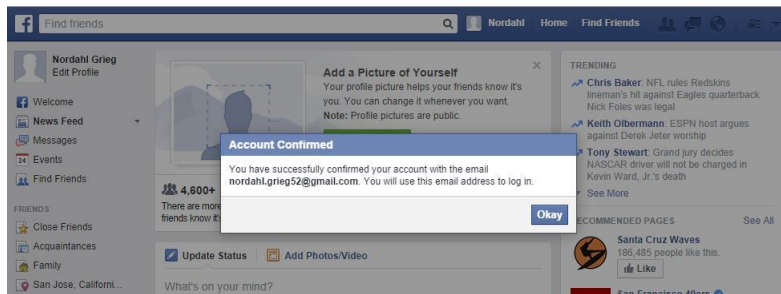
13. You now have a Facebook personal account that you can use to create and manage a Facebook Page for your Lodge. You've earned a break, so go have a cup of coffee or glass of wine depending on the time of day it is and come back a little later to create the actual Facebook page.

CREATE A FACEBOOK PAGE

With the newly created Facebook account, you are now ready to create a Facebook Page for your Lodge.

1. Direct your browser to facebook.com. Ensure that you are logged into the pseudo person's Facebook account . If you are continuing from Step 13 above, you are already where you need to be.

2. Click on Create Page in the left sidebar

The Facebook **Create a Page** screen will be displayed.
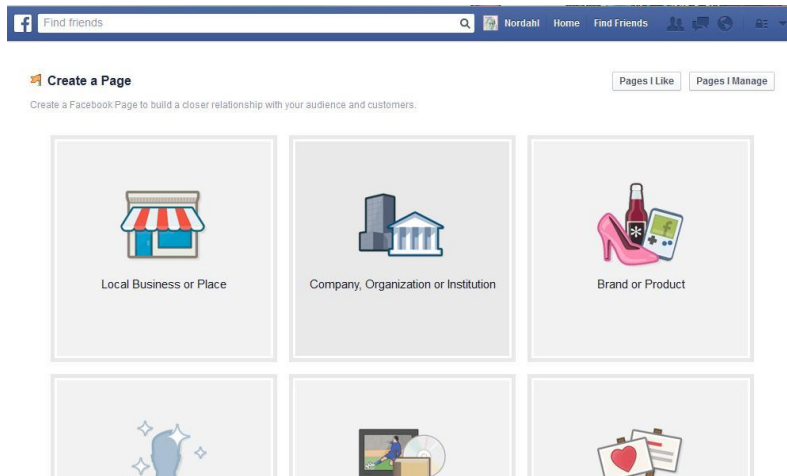
Click on the big **Company, Organization or Institution** button, the button will redisplay as shown:

3. Select **Community Organization** from the drop-down list and type the name of your Lodge in the **Company Name** text box, and then click the **Get Started** button.

NOTE: The name that you enter here will display in the top banner of your Facebook Page, so enter it here exactly as you wish it to be displayed.

All information entered from this point on will be visible to the general public so take care with your spelling and avoid abbreviations or jargon. Remember, you are trying to make a good impression on folks that may know little or nothing about the Sons of Norway.

The **About** (step 1) setup page will be displayed

4. Fill in this form as follows:

5. Enter a short description of your Lodge in the **Tell people…** text box. You only have 155 characters, so some careful editing will be needed. The text used for the Nordahl Grieg Lodge is:

> The Nordahl Grieg Lodge is part of the internationally known Sons of Norway organization.

6. If your Lodge has a website, enter the URL in the **Website…** text box.

7. Click **Yes** after the question **Is your lodge name a real organization…** A second question will be displayed.

8. Click **Yes** after the question Will *your lodge name* **be the authorized…**

Click the **Save Info** button and the **Profile Picture** (step 2) screen will be displayed.
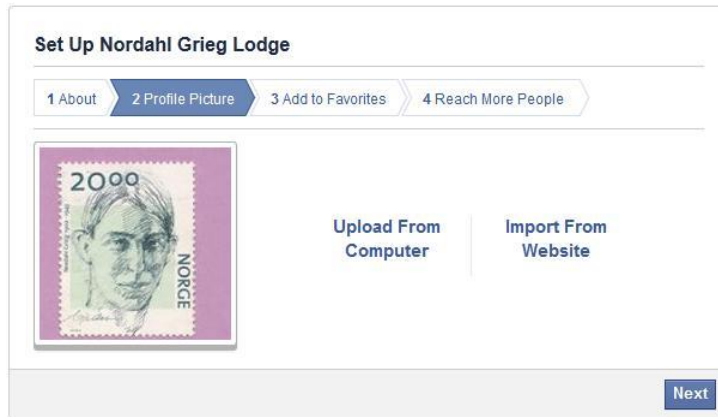
NOTE: This ideal size for a Profile Picture on a Facebook page is 180 x 180 pixels. Facebook will crop or stretch the image to make it fit, but you have no control over the process, so it is best to create an image that is already 180 x 180 pixels to upload.

9. Click on **Upload From Computer** and select an image for the Profile Picture. This image will be displayed in the lower-left of the banner alongside your Lodge name. Choose something that relates to your Lodge or the Sons of Norway. After you select the image to use, click the **Next** button, the **Add to Favorites** (step 3) screen will be displayed.
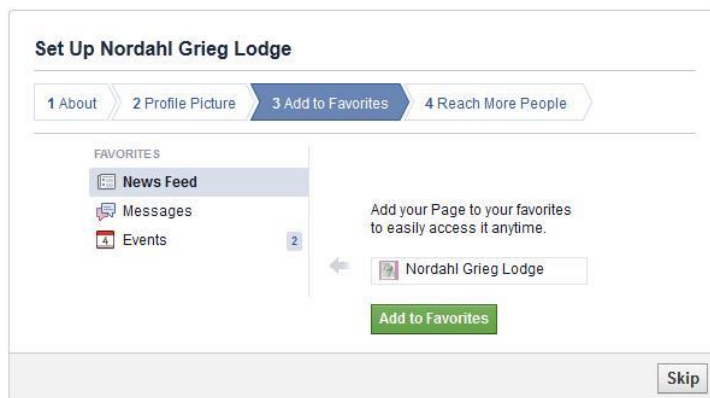
10. Skip this step for now, simply click on the **Skip** button and the **Set Up *Your Lodge Name*** screed will be displayed.

NOTE: From this point on, anytime you log out of Facebook, when you log back in, you will be in the pseudo person's personal Facebook, you need to ensure that you are "Using Facebook…" as the Page, not the Person. See the *Logging into Facebook* section later in this tutorial if you need help.

11. Facebook wants to charge you for promoting your new page, but there are many free ways to promote your Lodge's page, such as emailing all your lodge members the link and asking them to **Like** the page. So we will skip this step, click the **Skip** button and the **Timeline** view of your new Lodge Facebook page will be displayed.

You now have a VERY BASIC Facebook page, but quite frankly, it is not very interesting and doesn't tell the world much about your Lodge. You can start to improve that situation by adding a Cover Photo. The ideal size for a Facebook Cover Photo is 851 pixels wide by 315 pixels high. If you upload an image of a different size, Facebook gives you some control over which portion of the image is cropped and displayed, but you have the most control if you have an image that is properly sized before it is uploaded. You can read a little more about Profile Pictures and Cover Photos here: https://www.facebook.com/help/www/125379114252045.

Click on **Add a Cover Photo** and then select a photo on your system to upload. Click the **Save Changes** button.

12. Before you advertise your Lodge's new Facebook page, it is a good idea make a change to one of the basic settings so you can control who can posted to the Lodge's page. Click the **Settings** tab (above the Cover photo) and the **Settings** page will be displayed.
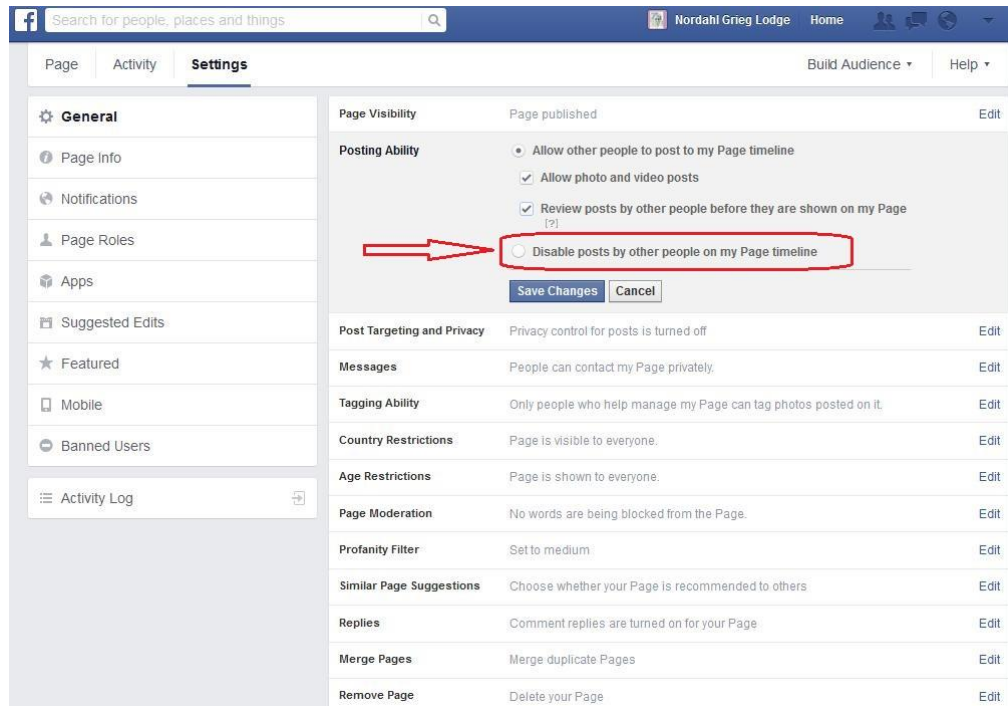
13. The default configuration for a Facebook page is that anyone can post to the page. It is recommended that you change this setting so that you can control what information appears on your Lodge's page. Click **Edit** at the left on the **Posting Ability** line, select **Disable posts by others…**, and then click **Save Changes**.

NOTE: If you wish to allow others to post to your page, you can change this setting after you have a plan in place to moderate postings to the page.

14. It is a good idea to look through all these settings so you gain an understanding of what is available here.

15. To help folks find your Lodge or make contact with you, there are settings under **Page Info** that you should fill in. Click on the **Page Info** item in the left column and the **Page Info** settings screen will be displayed.

See Step 12 below before setting a **Facebook Web Address**.
Some items you may want to change are:

1. **Address** – Enter the street address for your Lodge, if you use rented space, and have a different mailing address, you may want to put your mailing address here.

2. **Short Description** – You entered this earlier, you can edit it at any time.

3. **Long Description** – This gives you more room to describe your Lodge. Here is what the Nordahl Grieg Lodge uses:

    > *Nordahl Grieg Lodge was founded on February 16, 1946 as a part of Sons of Norway International, which is comprised of lodges in Canada, Norway and the United States. It is one of the few lodges in the Order that continues to own and operate its own Lodge Hall, Nordahl Hall. The members of this Lodge provide many opportunities for enjoying mutual friendships and sharing their like heritage, such as Lutefisk Dinners and cultural skill classes.*

4. **Mission** – Enter the mission statement for your Lodge here, or if your Lodge does not have a specific mission statement, use the Sons of Norway mission:

> *The mission of Sons of Norway is to promote and to preserve the heritage and culture of Norway, to celebrate our relationship with other Nordic Countries, and provide quality insurance and financial products to our members.*

5. **Phone** – Enter a general contact phone number for your Lodge, or one of your officers' phone numbers. This is the number folks will call if they have questions or want more information.

6. **Email** – Enter a general contact email address here. It does not need to be the same email address used to establish the Facebook personal account, but it can be. This should be an email account that is monitored on a regular basis. As with the phone number, this is where folks will send email if they want more information.

7. **Website** – If you Lodge has a website, enter the URL here.

NOTE: If you want to see how all this information is displayed, look at the Nordahl Grieg Lodge Facebook page at: https://www.facebook.com/Nordahl.Grieg

You have not seen it in the screen shots, but the URL (Web Address) for the Facebook Page used to create this tutorial is: https://www.facebook.com/pages/Nordahl-Grieg-Lodge/1522701084636091. Yours will be something like this, not very user friendly!

NOTE: The URL given above may not be valid by the time you read this as this page will be deleted as soon as this tutorial is completed. You will most likely get a page not found error if you click on it.

16. You can set a more user friendly User Name/Web Address, for example, the URL for the real Nordahl Grieg Lodge Facebook page is: https://www.facebook.com/Nordahl.Grieg. Much nicer go send to a friend. Note that the User Name/Web Address can only be changed once, **EVER**, so it is a good idea to read what Facebook has to say about this, and then choose wisely. Read here: https://www.facebook.com/help/409473442437047. When you are ready to set a friendly User Name, go back to **Settings ➢ Page Info**, then click on **Facebook Web Address** and follow the on-screen instructions.

NOTE: Here is another good time to take a break. It is always a good idea to log out of any on-line application such as Facebook if you are going to leave your computer for any length of time. To continue this tutorial, or any time in the future that you want to make additions or changes, you will need to log back into the pseudo person's Facebook account. But you **DO NOT** want to edit the Lodge's page working as this pseudo person or your own personal Facebook account. Please see the log in instructions below.

CREATING A FACEBOOK PAGE

Logging Into Facebook

When you work on your Lodge's Facebook page, there is a good chance that you will be using a computer that is also used to access your own personal Facebook account. There is also a strong possibility that when you direct your browser to facebook.com, it will automatically log you into your own Facebook account. Please follow the instructions below to ensure that your Facebook session is properly configured to edit your Lodge's Facebook page.

1. Direct your browser to **facebook.com**.

   If needed, Log Out of Facebook.
   Click on the down-pointing triangle at the right side of the blue Facebook banner and then click **Log Out** from the drop-down menu. A screen with a large blue Facebook banner will be displayed.

2. Enter the email address and password for your pseudo person's Facebook account then click **Log In**. The Facebook page for your pseudo person will be displayed.

3. Click on the down-pointing triangle and then in the **Use Facebook as** section of the drop-down menu, click on the name of your Lodge's page. The Facebook page for your Lodge will be displayed in edit mode.

NOTE: To see the full-screen display of the Nordahl Grieg Lodge's Facebook page, and get some ideas for possible content, please see:
https://www.facebook.com/Nordahl.Grieg

You are now ready to add content to your Lodge's Facebook page.

CREATING A FACEBOOK PAGE

Suggested Facebook Content

You now have a nice looking Facebook page for you lodge, but there are not a lot of reasons for folks to view this page. It's now time to add some content. Here are some suggestions (and instructions on how to do each).

NOTE: All the following items assume that you are logged in to the pseudo person's Facebook account and Using Facebook as the Lodge's Page.

Post Information on the Lodge's Facebook Page

Your Lodge's Facebook page is a good place to advertise Lodge events or other Scandinavian events in your area.

1. If you are not already there, click the **Timeline** tab just below the **Cover photo**.

2. Click on the **What have you been up to?** text at the top of the **Timeline** to start editing a post. Enter something like:

   ```
   Lutefisk is coming!
   Save these dates:
   October 15, first day to mail in your reservation.
   December 5 and 6, days of the Lutefisk and Meatball Dinner

   Reservation form is
   here: http://nordahl-
   grieg.org/Tidende/201
   4-Lutefisk-
   Reserrvations.pdf
   ```

3. Notice that as soon as you type a URL, Facebook

15, 2014
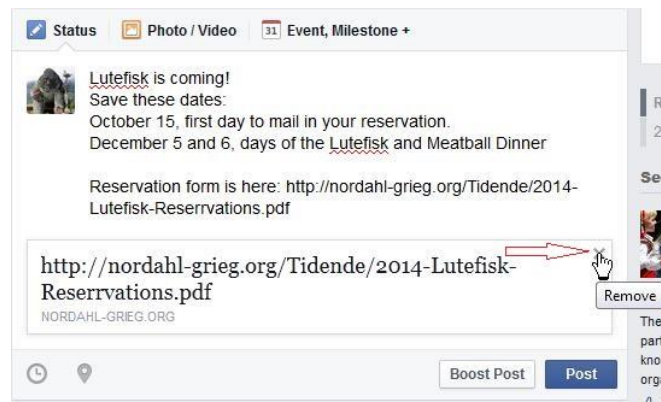
automatically adds a box to you post with the URL in it. This is in addition to the URL you just typed. If you do not want this redundant box, move your courser into the box and click on the **X** in the upper-right corner to remove it. You will still have a clickable link in your post.

4. Click on the **Post** button and the post will display on the Lodge's Facebook page. Normally, Posts are displayed on the page **Timeline** in reverse chronological order, that is, the most recent post on top. When you create the next post, it will be displayed on top, pushing all other posts down one position.

5. If you have a post that is very important, and want to keep it at the top of the **Timeline**, it is possible to pin a post to the top of the **Timeline**. That is useful if you have an announcement about an upcoming Lodge event and you want it to stay on top so the visitors to your Lodge's Facebook page will not need to scroll down to find this announcement.

To pin a post to the top of the **Timeline**, move the cursor into the box for the post and a down-pointing chevron will display in the upper-right corner of the post area, click on this chevron, and then click on the **Pin to Top** item from the drop-down list. A small orange flag will display in place of the chevron indicating that this post is pinned.
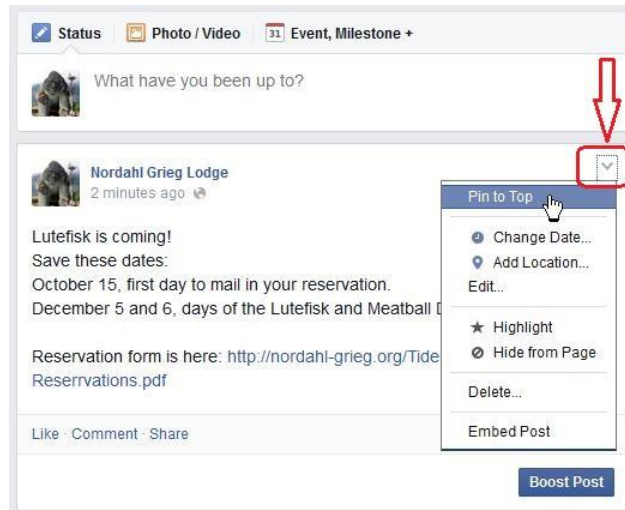
NOTE: Only one post can be pinned at a time, if you pin a second post to the top, the first post will be unpinned and take its normal position in the chronology.

Add Photos or Videos to the Lodge's Facebook Page

Following an event, you can post photos and/or videos of the event to the Facebook page. There are two basic ways to upload photos to Facebook. You can upload photos one at a time to a post or you can create an Album and batch upload several photos to the Album. Albums are a good way to organize related photos into groups, such as all the photos taken at a Lodge event. Both methods are described below.

Uploading Photos to a Post

1. If you are not already there, click the **Timeline** tab.

2. Start a new post by clicking on the **What have you been up to?** at the top of the **Timeline** and enter some text, then click on the camera icon below the text just entered. A file selector window will be displayed.
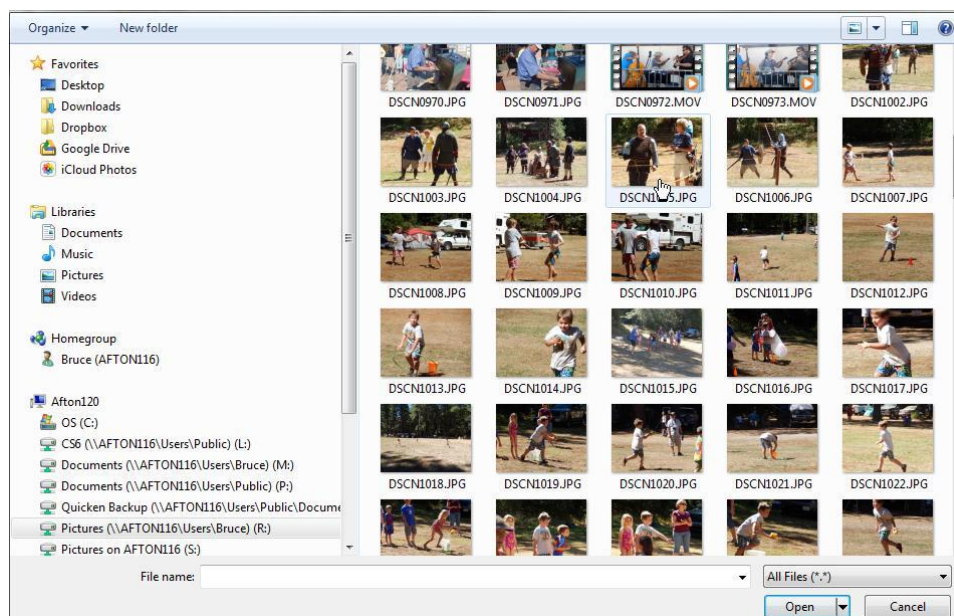
3. Select the desired image and conform your selection.

NOTE: The look and button labels for the above will vary depending on the type of computer and version of the operating system you are using. For the Windows version shown above, click on **Open**, on a Mac it would be **Choose**.

A processing message will be displayed, then a thumbnail of the uploaded image will be displayed. If you wish to add another photo, click in the box to the right of the thumbnail and select an additional image to upload. When you have finished adding photos, click on the Post button, the post will be displayed on the **Timeline** with the image(s) you uploaded.

CREATING A FACEBOOK PAGE

Uploading Multiple Photos to an Album

1. If you are not already there, click the **Timeline** tab.

2. Click the **Photo / Video** at the top of the **Timeline**, a **Upload Photos/Video** or **Create Photo Album** selection will be displayed
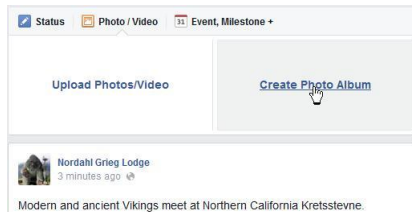
3. Click on **Create Photo Album**, a file selector window will be displayed. Select all the photos you wish to upload and confirm (**Open** in the example to the right). A prossess bar for each image will be displayed in a Album deffination window.
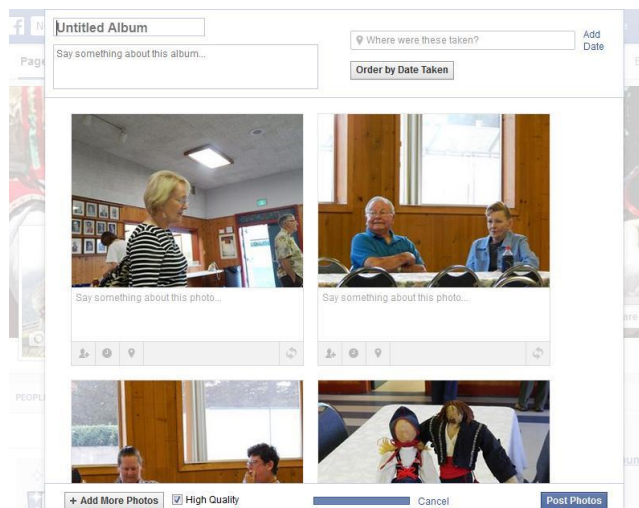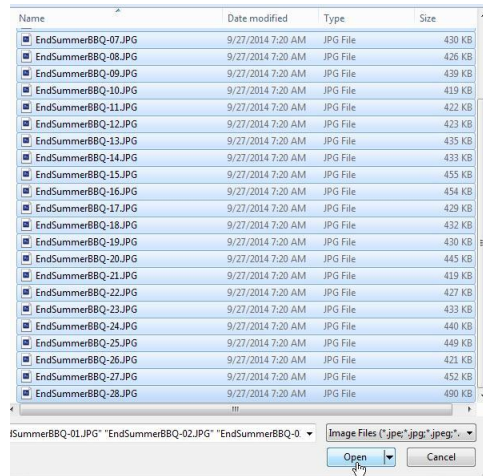
Enter an Album title and fill in the other text boxes as appropriate. Note that you can also add information about each photo if you wish. Click on the **Post Photos** button when you have finished.

The Album will be displayed on your **Timeline**.

Your visitor will now be able to click on the images in the **Timeline** and scroll through the entire Album.

Uploading Videos

Uploading videos to your Lodge's Facebook page is a similar process to uploading photos to an Album. Just select **Upload Photos/Videos** rather than **Create Photo Album** in Step 2 above, then select the desired video. Note that videos can be on your local computer, another Facebook Page, You Tube, or any website.


Like Other Facebook Pages

One way to build an audience for your Lodge's Facebook page is to **Like** other pages, and then to ask those pages to **Like** your page.

1. Use the Search tool in the Facebook top bar to find pages of interest.

For example, if you want to find the Facebook page for Sons of Norway, type `Sons of Norway` into the Search text box, as you type, Facebook will continually refine the choices your are offered in a drop down list, as soon as you see what you want in this list, you can stop typing and click on your selection. Click on the **Sons of Norway** in this drop down list. The Sons of Norway Facebook page will be displayed.
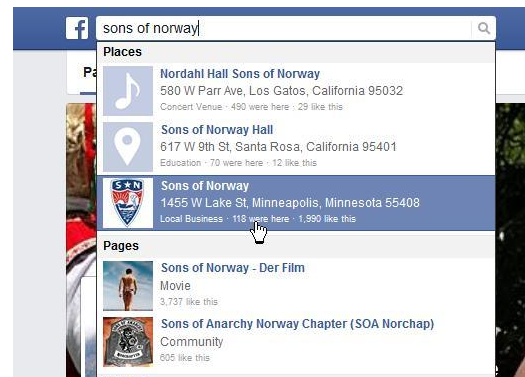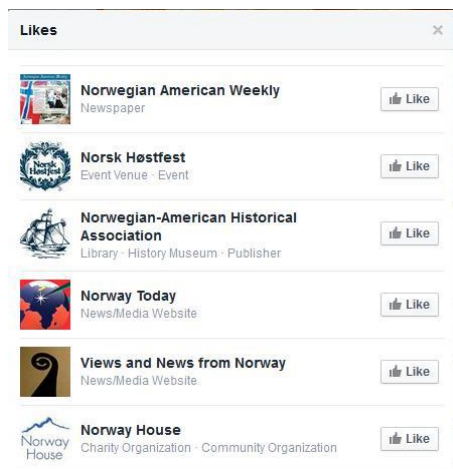
NOTE: Facebook searches can be a bit unpredictable, if you do not see the results you expect, click on the **See more results for...** at the bottom of the list of suggestions
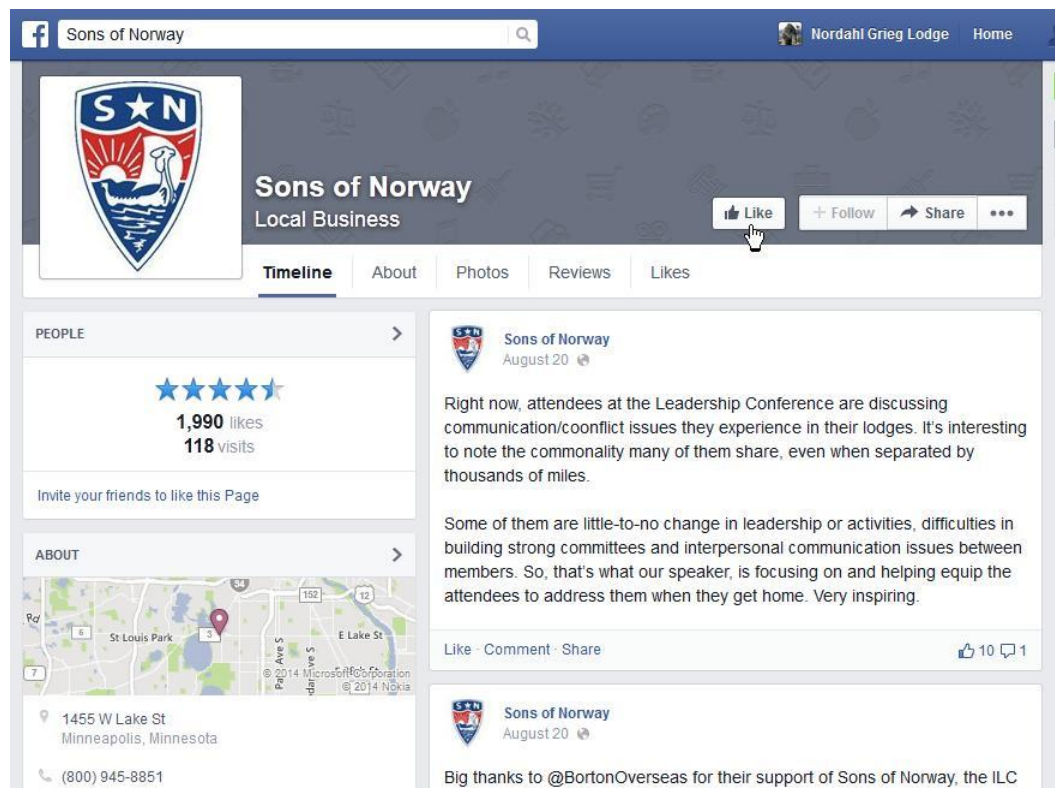
2. Click the **Like** button in the top banner of the page. Click the current user name to return to you Lodge's page.

3. Scroll down, at the bottom of the left column you will see a list of up to three pages that are liked by your Lodge page. If you have Liked more than three pages on behalf of your Lodge page, click on the right pointing cheveron to see a full list.

4. As you visit other pages, this position will show you pages that are Liked by the page you are currently viewing. Again, click on the right pointing cheveron to see a full list. If you see a page that you think would be of interest to your visitors, click the **Like** button to the right of the page name. If you see a page you wish to visit, click the page name itself.

CREATING A FACEBOOK PAGE

AND MORE…

There are many more things you can do to attract visitors to your Lodge's Facebook page and encourage them to come back. Remember that having a Facebook page is not a once-and-done activity. You should be doing regular updates to the Lodge page to keep if fresh. For example, you can change the **Cover photo** from time to time, then add a post telling your visitor about the new photo.

This tutorial comes nowhere near covering all there is to do with Facebook, you are encouraged to explore more on your own. If you have questions about this tutorial or need other help with establishing a Facebook page for your Lodge, you may contact the District Six Social Media Support Committee via email at smsc@sofn6.com or through your Zone Director.

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