

GETTING READY FOR THE WEB

INTRODUCTION

At the District Six Convention in June of 2014, the District Six Social Media Support Committee (SMSC) was formed with the immediate goal of providing technical support to all Lodges within the District so that they have a *web presence* by the time of the next District Six Convention in 2016. We have defined a web presence as having either a Facebook page or website, both would be OK.

Why a web presence? Two basic reasons:

1. A website or Facebook page allows a Lodge to keep its members informed about Lodge events.
2. A website or Facebook allows a Lodge to inform the general public about the Sons of Norway, Lodge events, and other events in your area relating to Scandinavian culture and heritage.

While the first reason is an immediate convenience, the second may be far more important. By having a method of informing the general public about your Lodge and Sons of Norway, you will attract non-members to your public events and some of these visitors will become members.

The primary method for the SMSC to provide support to the Lodges will be a *tool kit*. This tool kit will contain a set of tutorials, recommended software tools, and lists of suggested vendors. To the extent possible, we will be using *open source* (free) tools. Once we have the key elements of the tool kit in place, the SMSC will expand its support to include electronic distribution lists, database support and a method for Lodges to request direct assistance from the SMSC.

As of this writing (Fall of 2014), the first two items are available in the tool kit, this introduction and tutorial (*Getting Ready for the Web*) and the tutorial for creating a Facebook page (*A Facebook Page*). We anticipate that the website building tutorial (*Building a Website*) will be available late Winter or early Spring of 2015. We also envision a series of smaller tutorials covering single topics, such as how to share posts on other Facebook pages on your Lodges page. These will be added to the tool kit as they become available.

THE WORLD WIDE WEB IS A JUNGLE

The web is still very much the Wild West and it changes minute by minute. The tutorials created by the SMSC make heavy use of screen shots to help you find your way. As you go through these tutorials, keep in mind that it is very likely that you will come across a

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screen that does not look exactly like the screen shot in the tutorial. Hopefully, it will be similar enough that you can still find the specific field, button, menu item, etc. and continue on with the tutorial. The SMSC will do our best to keep our tutorials current and up to date. However, you may find a change before we do. If you do, or for any other reason cannot follow a tutorial, please let us know right away by sending us an email describing your issue to smc@sofn6.com. Please include your phone number in case we need additional information from you.

For all computer systems, and the web, there are often many ways to do something. There are also many choices of vendors and tools that can be used to accomplish the same goals. The tutorials created by the SMSC will document ONE way to do a specific task and use ONE specific set of tools. You are of course free to choose the method that works best for you or the tools or platform that you may already have in place. If you want our help, we will still do our best to assist you. But if you are using our methods and recommended tools, then there is a better chance that we can resolve your issues.

If your Lodge already has a Facebook page and/or a website and your current methods are working for you, please do not feel that you need to make any changes. On the other hand, if you are having difficulty or just like our methods, we will help as we can in the transition. Look for specific tutorials, such as transiting control of the Lodges Facebook page from a personal Facebook account to the Lodge controlled *pseudo person* account (see below). Or drop us an email explaining what you are trying to do and we will try to help.

BEFORE YOU START

You may have heard the story about a lodge or church that has the granddaughter of a member create a Facebook page for the organization, then she moved off to college and they lost control of their Facebook page because she used her personal Facebook account to create the organization's page. Or the group that has a consultant create a website for them, and then they had a disagreement with the consultant and lost control of the website because the consultant had all the passwords and would not turn them over. Perhaps it's just the old webmaster complaining about still getting email about keeping the domain registration information up to date, but no one knows how to redirect these emails to the new webmaster. The following procedures are designed to avoid all of these issues. A little good planning up front will keep your Lodge on the right track.

It is also very cumbersome to change the owner of a Facebook page or to transfer ownership of some web hosting accounts, so please do the following:

1. **DO NOT** use personal accounts or names to create your Lodge's Facebook page or account.

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2. Have a discussion at your Lodge, at least among the officers, about how your on-line account information will be transferred from one person to another as responsibilities change.

The very first step is to establish a *pseudo person*, that is, you are going to make up a name that will be used to create a Gmail account that in turn will be used to establish all other accounts needed to create a Facebook and website. This way, all email associated with the ownership and control of the Lodge's accounts will be sent to this email address. This email account and its password can then be transferred from one Lodge member to another without affecting anyone's personal account. So what's a good name? Something associated with the name of your Lodge will work well. If your Lodge is named for some person, such as "**Henrik Ibsen**" or some other two word name like "**Desert Troll**," well there you are! If your Lodge has a one word name, consider that "**Lodge**" is a well-recognized family name, so "**Sola Lodge**" or "**Snorre Lodge**" are reasonable names for your pseudo person. What does not work well are generic names like "**webmaster**" or "**info**." First, these names will not be available for use in Gmail, and second, Facebook will not accept this type of generic name. So even if you Lodge already has a domain name with the concomitant email accounts, you cannot use "**webmaster@nordahl-grieg.org**" or "**info@norrionalodge.org**" to create a Facebook account. However "**freya.lodge@freyalodge.org**" is also a reasonable email address for a pseudo person.

RECOMMENDATION: At least **TWO Lodge officers** should have a record of all user names, email addresses and passwords for all accounts used by the Lodge. As responsibilities change, ensure that this information is passed on to the next person and as Lodge officer position change, pass this on to the new officer. It is rare, but it can happen, that someone who has this information becomes untrustworthy, in this case, change ALL passwords.

With the name of your pseudo person in hand, you are ready to begin the real work.

CREATE A GMAIL 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 **google.com**, that is, type **gmail.com** in the address line of your browser followed by **[Enter]**. The generic Google screen may be displayed. Depending on your browser, this screen may look like the one at the left, or the one below.

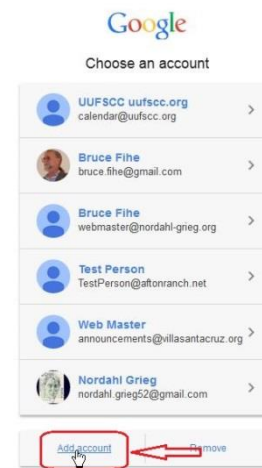


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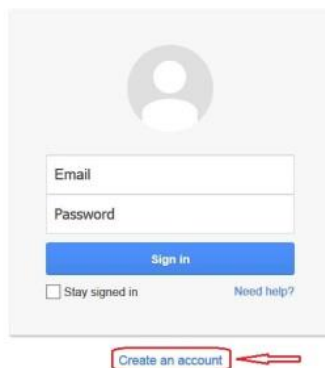
NOTE: If you are using a computer that has been used to access a Google account before, it is possible that you may be automatically logged into that Google account. If so, log out of that Google account. Or you may see a Choose an account screen if you have more than one Google, don't select any of these.

3. If you get the generic Google screen, click on **Gmail** or **Add account** depending on what screen you see. The **Google One account. All of Google** screen will be displayed.



Google
One account. All of Google.

Sign in with your Google Account



Email

Password

Sign in

Stay signed in [Need help?](#)

Create an account

Click the **Create an Account** text and the **Create your Google Account** screen will be displayed.

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4. Enter the **First** and **Last** name of your pseudo person in the **Name** fields, then enter this same name, with the first and last portions of the name separated by a period into the **Choose your username** field, for example **nordahl.grieg** or **snorre.lodge**. As soon as you press **[Enter]** or **[TAB]**

to move to the next field, Google will check to see if this name is available. If it is, you will be prompted to enter a password. If the name is already taken, a message will be displayed and you will need to try an alternative name. This happened to us when we attempted to use **nordahl.grieg** as we were creating this tutorial; we tried again with the Lodge number appended to the name, **nordahl.grieg52** and we were successful.

5. You now need to enter a **STRONG** password into the **Create a password** field. As you type in this field, Google will measure and display the strength of your password. It is a good idea to use a password generator rather than try to figure this out on your own. A free use password generator can be found on the web at;

<http://passwordsgenerator.net>. Open this website in separate browser window or tab and generate a password, note that this system also gives you a mnemonic.

IMPORTANT: Copy this password and mnemonic to a file. Do this even before you enter the password into the **Create your Google Account** screen. Here is a sequence that helps ensure you record this password correctly.

1. Label what this password is for in a password file
2. Record the email address, password and mnemonic
3. Save the file
4. Copy the password from the file and paste it into the **Create a password** field.

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This ensures that even if you make an error transcribing the password between the password generator and the **Create a password** field, you will be using the password that you recorded in the password file.

Your password file could look something like this:

Nordahl Grieg Lodge Passwords

Gmail

nordahl.grieg52@gmail.com

4#@Q^Mc2_

4 # @ QUEEN ^ MUSIC coffee 2 _

- Paste the generated password into the **Create a password** and **Confirm your password** fields.
- Enter a birthdate in the **Birthday fields**. It's a good idea to make your pseudo person over 21, so use a date prior to 1993.
- Complete the remaining fields as indicated, a **Mobile phone** number is not needed. It's a good idea to put your personal email address in the **Your current email address** field. The email address can always be changed later. Click the **Next step** button, the **Verify your account** screen is displayed.
- Enter a valid **Phone number** and in the **How should we send you codes?** Section, select **Text message...** or **Voice Call** and click **Continue**, the **Verify your account** screen will be displayed AND you will receive an automated voice call or text message with your verification code
- Enter the provided code in the **Enter verification code** field and click the **Continue** button. A **Create your public Google+ profile** screen will be displayed
- This account will only be used to create a Facebook and/or webhosting account, it does not need a Google+ profile, so click **No thanks**. A **Welcome...** screen will be displayed.

Verify your account

You're almost done! We just need to verify your account before you can start using it.

Phone number ex: (201) 555-5555

How should we send you codes?

Text message (SMS)

Voice Call

Important: Google will never share your number with other companies or use it for marketing purposes.

Verify your account

Enter verification code

Didn't get your code? Sometimes it can take up to 15 minutes. If it's been longer than that, try again.

Create your public Google+ profile

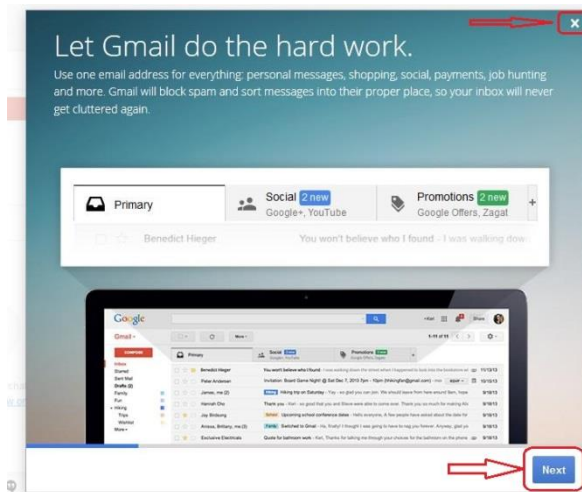
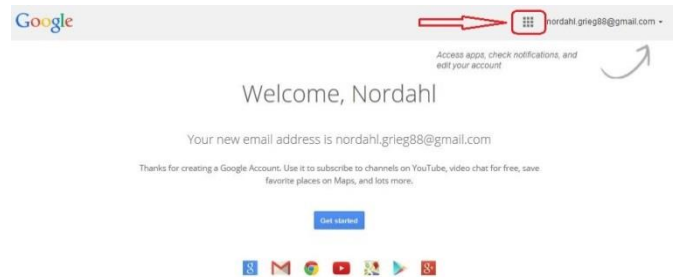
Help make Google better for everyone by contributing restaurant reviews, videos on YouTube, and ratings for apps, books, and movies in the Play Store. To share public content like this, you'll need a public Google+ profile.

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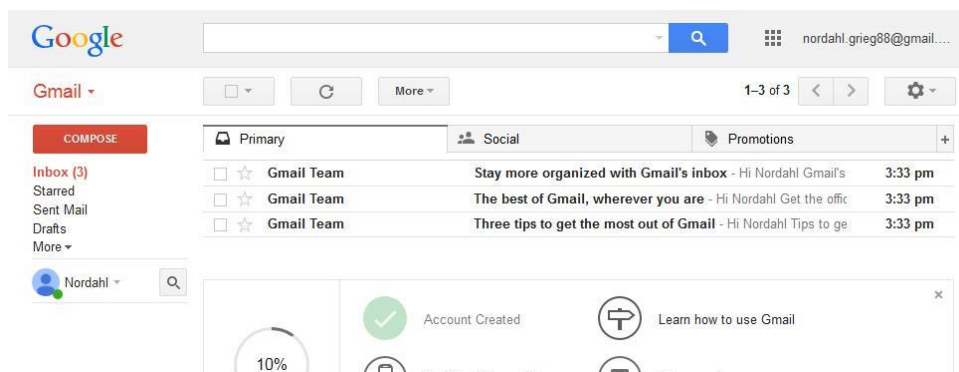
Add a photo

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12. Click the 3 x 3 grid nest to the email address, then select **Gmail** from the drop down list. The first time you activate Gmail, an on-line tour will open on top of the Gmail window.



Click the **x** in the upper right to bypass the tour, or click the **Next** button at the bottom right to take the tour. When the tour is completed or dismissed, your Gmail inbox will be displayed.



13. There are a number of user configuration options available within Gmail, however, if you are going to follow the *Creating a Facebook Page* tutorial, you may want to leave the configuration as is so it matches that tutorial. Once you complete the Facebook tutorial, feel free to configure Gmail the way it works best for you.

You are now ready to move on to the *Creating a Facebook Page* tutorial.

