

How to Set Up a Facebook Page or Group



Having a Facebook Page or Group for your school's GEAR UP program or counseling office is a great way to connect with students and parents about upcoming events, deadlines for applications and financial aid, and general college awareness information. It's also useful to get feedback and encourage students and parents to engage. It can take as little as a few minutes to set up a Group or a Page; after that, it should take just a few minutes a week to keep it updated!

BEFORE YOU START:

- Make sure you have appropriate permissions from your school district to set up a Facebook account. Some schools might have stricter social media policies than others.
- Think about how often you hope to update the Facebook Page or Group and the amount of time you're willing to dedicate. Will you do this at home or at work? Are there others who are willing to help you manage the Facebook account?
- Decide whether you want to set up a Facebook Page or Group.

FACEBOOK PAGE V. FACEBOOK GROUP

Consider the audience and goal of your Facebook presence: is it to reach out to students? Parents? Teachers? All of the above? What information do you hope to include and how do you want people to interact with it?

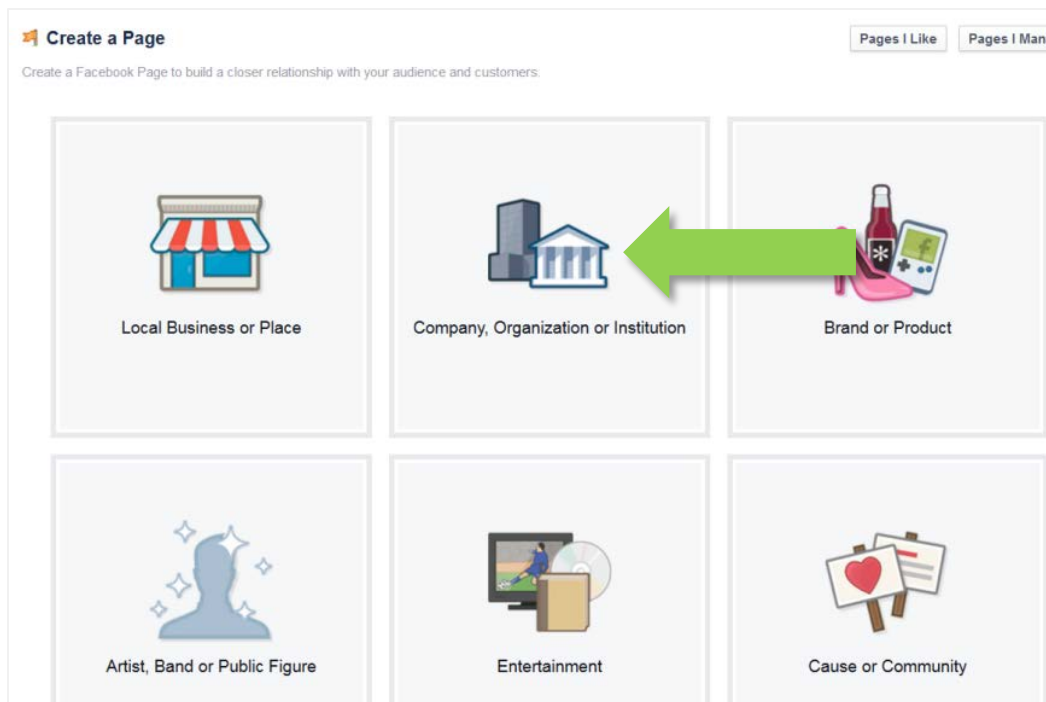
- **Facebook Pages** are visible to everyone. Anyone can like and follow your page, which may bring greater exposure and interactions. Pages work better if you want to control the information presented and have people interact only with the information you provide. You can also have access to statistics about users and post performance to better assess use and impact. Your personal Facebook profile or name will not be visible.
- **Facebook Groups** are the place for small group communication and for people to share their common interests and express their opinion. Group members can post photos and share files as well. When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Groups work better for discussions. Your personal Facebook profile is connected to the group.
- **What they have in common:** Members of Facebook Groups and those that "like" Facebook Pages will receive new posts in their News Feeds. You can invite your friends and contacts to Groups or recommend that they like a Page.



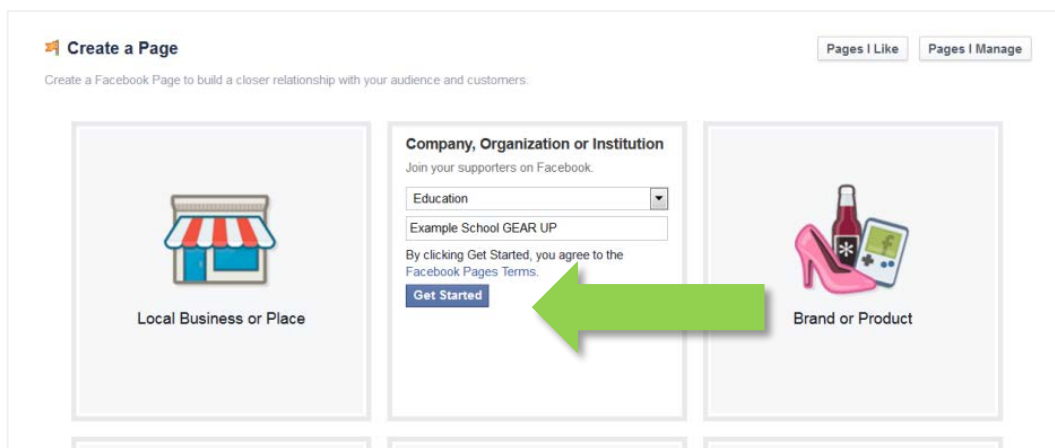
COLLEGE
It's not a dream, it's a plan.

SET UP A FACEBOOK PAGE

- You will need a Facebook profile (sign up free at <https://www.facebook.com/>) and be logged in.
- Go to <https://www.facebook.com/pages/create.php>
- Select "Company, Organization or Institution"



- Choose Category: Education (unless there's one you like better)
- Add in the name of your page (e.g. Example School GEAR UP) and say "Get started!"



1. **About:** add basic description and your school's website (or the page with GEAR UP/college information) plus an easy to remember username for your Facebook web address (e.g. facebook.com/exampleschoolgearup)



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Set Up Example School GEAR UP

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

The Example School GEAR UP program helps students prepare for education after high school.

<http://exampleschoolgearup.com>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/exampleschoolgearup>

Need Help? Skip Save Info

2. **Profile Picture:** ideally square, you must upload an image at least 160px x 160 px (Try <http://pixlr.com/> to edit photos online or use the crop tool within Facebook). If you want to use the GEAR UP logo, you can download it at oregongearup.org/grant/logo.

Set Up Example School GEAR UP

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

OREGON GEARUP

Upload From Computer Import From Website

Next

3. **Add to Favorites:** Add your page to your Favorites to access it easily (recommended).

Set Up Example School GEAR UP

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

FAVORITES

News Feed Messages Events

Add your Page to your favorites to easily access it anytime.

Example School GEAR UP

Add to Favorites



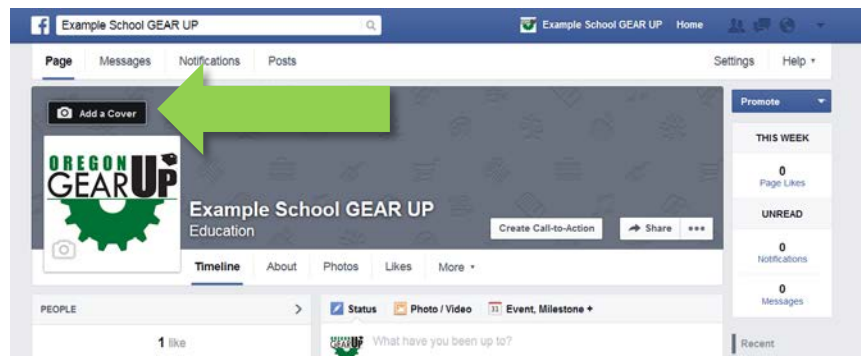
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4. **Preferred Page Audience:** Enter in age and geographic information for your target audience.

The screenshot shows the 'Set Up Example School GEAR UP' Facebook page setup form, specifically step 4: Preferred Page Audience. The form has a progress bar at the top with four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Preferred Page Audience (which is highlighted). Below the progress bar, there is a text prompt: 'Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.' The form includes several input fields: 'Locations' with a dropdown menu showing 'United States' and 'Oregon', and a text field for 'Add a country, state/province, city or ZIP'; 'Age' with two dropdown menus showing '13' and '18'; 'Gender' with three buttons: 'All', 'Men', and 'Women'; and 'Interests' with a search bar, 'Suggestions', and 'Browse' links. At the bottom right, there are 'Skip' and 'Save' buttons.

- Once you click "Save", you will automatically be taken to your new Page and guided through a short series of helpful steps.

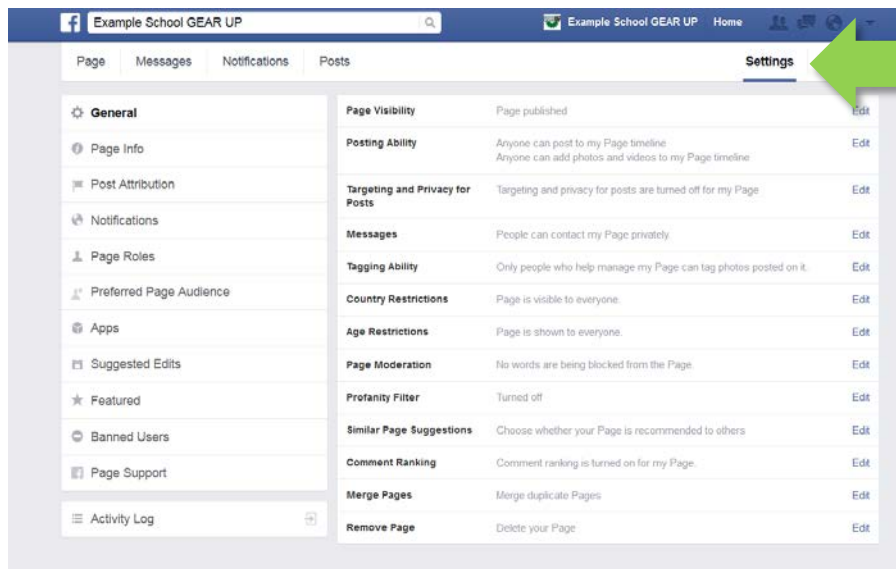
ADD A COVER PHOTO:



- **Add a Cover:** to use Oregon GEAR UP's cover photo: go to <https://www.facebook.com/oregongearup> and click on the cover photo. Then right click on the photo and "save image as" - then upload it! Or make your own at <http://coverjunction.com/> or using a photo (851px wide x 315 px high)

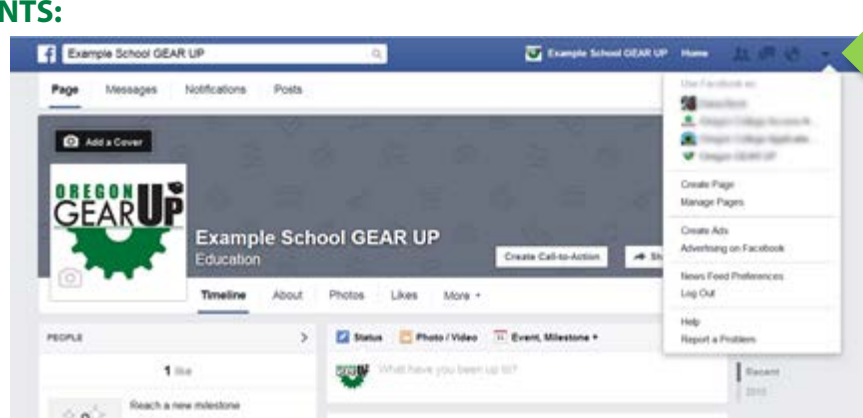
SETTINGS:

The **Settings** pages allow you to customize your page in a variety of ways. Be sure to explore fully to create a page that suits your needs. Below are some suggestions for settings that you may wish to change from the default.



- GENERAL
 - **Tagging Ability:** Allow others to tag people in photos and videos that you post.
 - **Profanity Filter:** Automatically detects and blocks people from posting on your page with profanity. Can be set to medium or strong.
- POST ATTRIBUTION
 - Automatically post as the page.
- NOTIFICATIONS
 - Get notifications on Facebook and/or via e-mail to monitor activity on your page.
- PAGE ROLES
 - Have others help you with the Facebook page. Add names (they must have liked the page) to help add content. Consider asking a trustworthy student or parent to help.
- APPS
 - **Events:** Add this app to be able to create Facebook events to help market programs and activities.

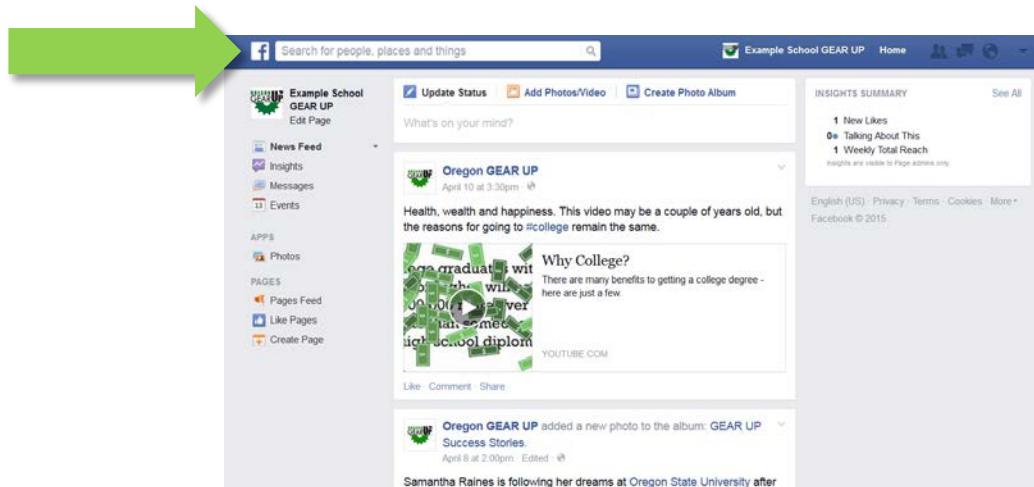
SWITCHING ACCOUNTS:



- You can tell what account you are using by the name and logo that is in the upper right hand corner of the blue bar on the top of the screen.
- Use the arrow icon in the upper right hand corner to switch back and forth between accounts...also on left hand side under "pages".

LIKE OTHER PAGES:

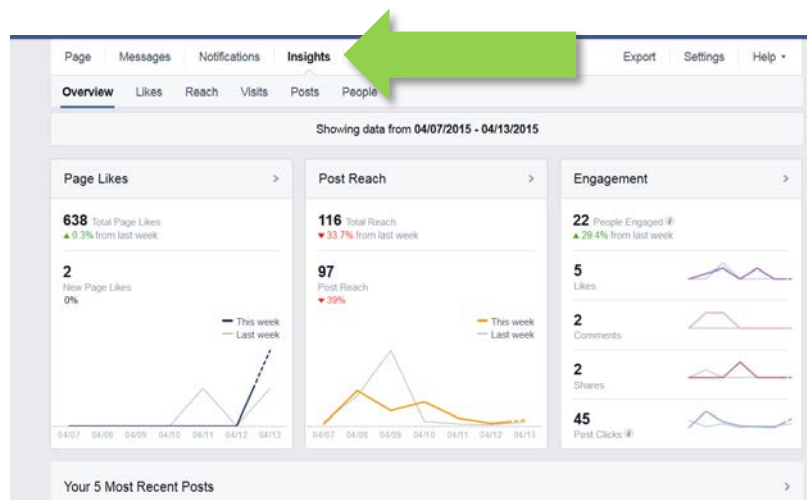
- Using Facebook as your page, search for and “like” other organizations’ pages (e.g. Oregon GEAR UP, Oregon College Application Week).
- Switch to the News Feed view by clicking on the Facebook icon in the upper left hand corner. Posts and photos from the pages you have liked will appear in the News Feed, making it easy to find things to share and repost on your page.



SPREAD THE WORD:

- Tell friends on Facebook to like the page
- Advertise in school newsletters and on announcements/bulletin boards
- Have contests to incentive "liking" the page.

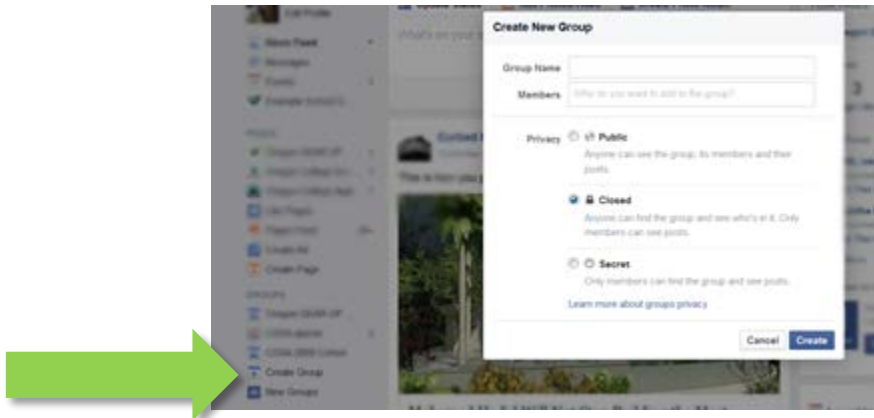
INSIGHTS:



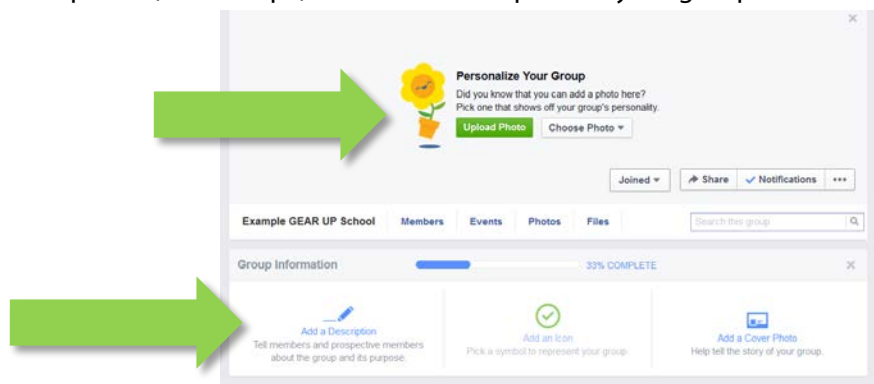
- Assess the impact and use of your page by viewing **Insights**. Only people who are administrators, editors, etc. of your page will see this information – the general public will not.
- Your page must have at least 30 likes before insights will display.
- See how many folks are engaging with the site and how far the “reach” is – how many people see your posts.

SET UP A FACEBOOK GROUP

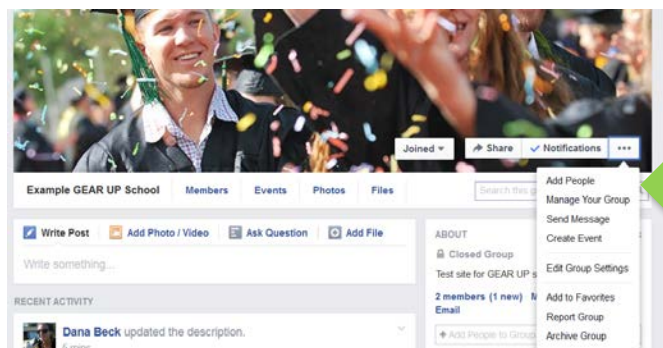
- You will need a Facebook profile (sign up free at <https://www.facebook.com/>) and be logged in.
- From your News Feed page, click **Create Group** on the left-hand side of the page.



- Add your group name, invite members, and decide on the privacy of the group (you can always change this later).
- Upload a cover photo (801x250 px) and add a description of your group.



- Edit group settings, add friends on Facebook, create an event and more.



SPREAD THE WORD:

- Invite friends on Facebook to join the group
- Advertise in school newsletters and on announcements/bulletin boards
- Have contests to incentive joining the group