

# **SIGBI SOCIAL MEDIA GUIDE – CLUB FACEBOOK PAGE**

*For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only.*

# Table of Contents

## Table of Contents

1	BEFORE YOU GET STARTED .....	3
2	CREATING AN ACCOUNT .....	3
2.1	.....	3
2.2	.....	3
2.3	.....	4
3	COMPLETE SET UP .....	5
3.1	Add a Cover Photo .....	6
3.2	Complete the About Section .....	7
4	SETTINGS.....	10
5	FINDING YOUR WAY AROUND.....	11
5.1	Likes .....	11
5.2	Liking other pages .....	11
5.3	Messages & Notifications.....	12
6	POSTING CONTENT ON YOUR PAGE.....	12
6.1	Posting Tips .....	13
6.2	Share your page .....	14
6.3	Sharing other content.....	15
7	INSIGHTS .....	16
	.....	16
8	OTHER.....	17

# Social Media How to Guide – Facebook

**NOTE:** This guide is accurate as of 30<sup>th</sup> June 2015. Facebook often change their look and set up therefore the images and descriptions in this guide might differ slightly to those you see when setting up your account and using Facebook.

## 1 BEFORE YOU GET STARTED

Your Club need to decide who they want to set up and manage the Club Facebook page. We recommend that the selected person already has some experience of having a Personal Facebook page before embarking on a Club page.

If Members' of your Club would like to gain more knowledge around social media there are often free courses locally, try your local library.

## 2 CREATING AN ACCOUNT

### 2.1

Go to <https://www.facebook.com/> and fill in your Facebook Personal account login details. If you haven't got a Facebook Personal account please set one up using the How to Guide in the Members' Area <http://sigbi.org/members/communications-2/communicate-your-activities/how-to-guides/>.

A screenshot of the Facebook login interface. At the top, it says "Facebook Login". Below that is a yellow warning box that says "You must log in to continue." There are two input fields: "Email or Phone:" and "Password:". Below the password field is a checkbox labeled "Keep me logged in". There is a blue "Log in" button followed by the text "or Sign up for Facebook". At the bottom, there is a link that says "Forgotten your password?". At the very bottom, there is a list of language options: English (UK), Polski, Español, Français (France), Italiano, Lietuvių, Română, 中文(简体), Português (Brasil), and Deutsch.

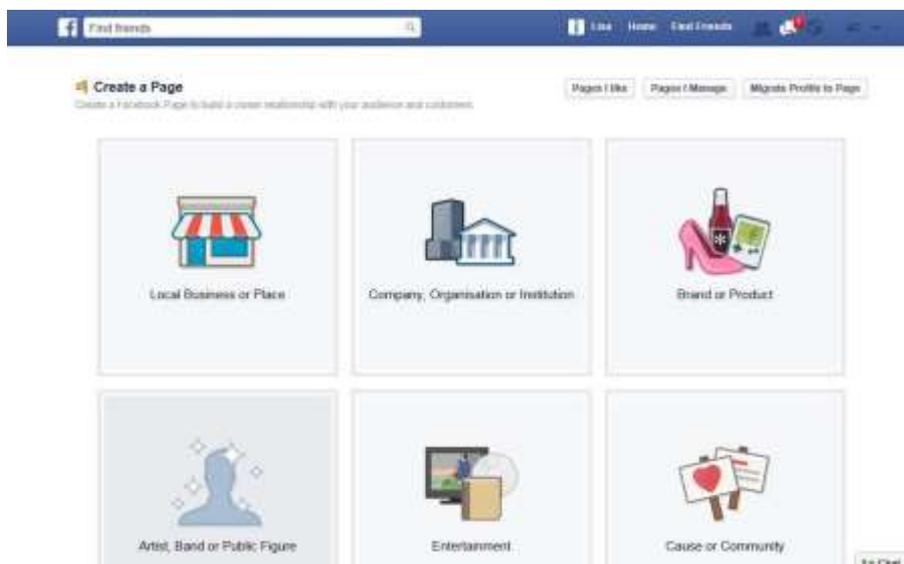
### 2.2

Once logged in to your Facebook Personal account, you need to click "Create Page".



### 2.3

Here you need to select a category for your Club page. Cause or Community is the best fit, select and then fill in your name. Choose something which is easily recognised such as Soroptimist Derby. Click "Get Started".



**Set up Soroptimist HQ**

1 About 2 Profile Picture 3 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.

\*Tell people what your Page is about... 150

Need help? Skip Save Info

**ABOUT** – Fill in a description and link to your website. Include key words such as Women’s Group, Women.

**PROFILE PICTURE** – Add the Dynamic S. This image is saved in the Members’ Area <http://sigbi.org/members/communications-2/websites-and-social-media/social-media/>.

**PREFERRED PAGE AUDIENCE** – Here you can tailor your target audience to include Women, the area you are in.

Click SAVE

### 3 COMPLETE SET UP

If you don’t see the below screen, click “Home”.



You will have access to your new Club page through your personal account via one or both of the highlighted links above.

### 3.1 Add a Cover Photo



You should now go into your page via the two options detailed above and finish the set up of your page.

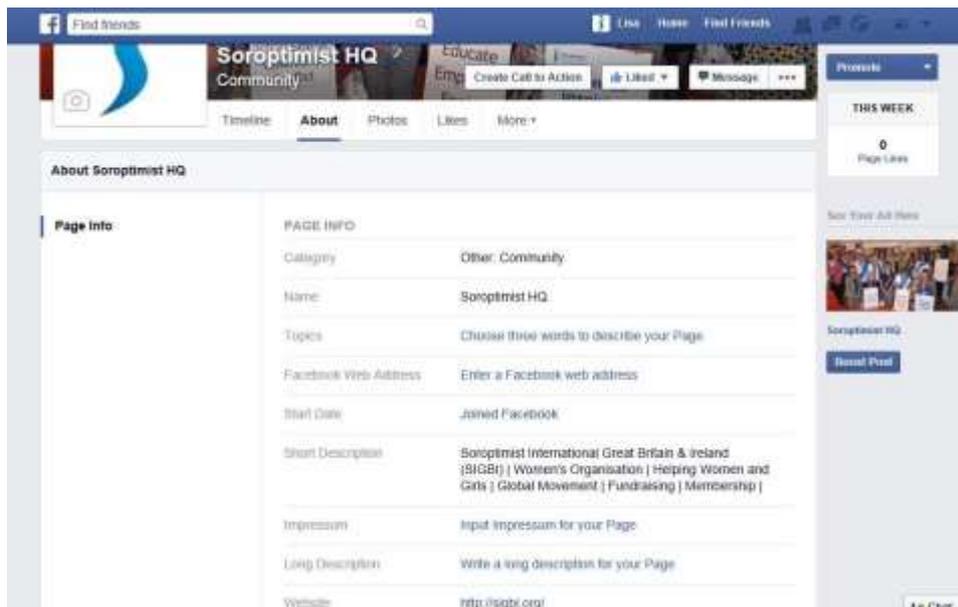
Add a cover photo to help potential followers understand what you do. Hover over the little picture of a camera and click "Add a Cover Photo". You will then be prompted to "Choose from Photos or Upload photo". Your cover picture should be 400 pixels in width and 150 pixels in height. Add your photo and click "Save changes".



### 3.2 Complete the About Section

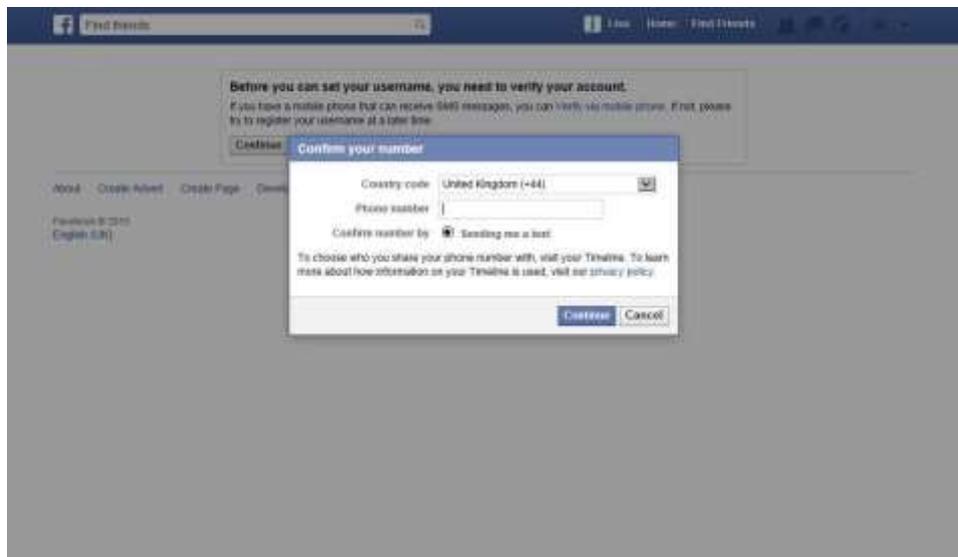


Click "About" to go into this section.



Here you can add more information about your Club and Soroptimist International. You can also add your website address and write a short description, which appears on your main page and a long description which appears in the about page.

This is also where you can select your unique domain URL. Click "Enter a Facebook web address".



You might be asked here to verify your account by entering your mobile phone number. Add your phone number and click "Continue". You will receive a text to your mobile with a code, enter the code and click "Confirm".

You will then be asked to confirm your telephone privacy settings. Under share your phone number with, select "only me". This means your phone number will not be made public.

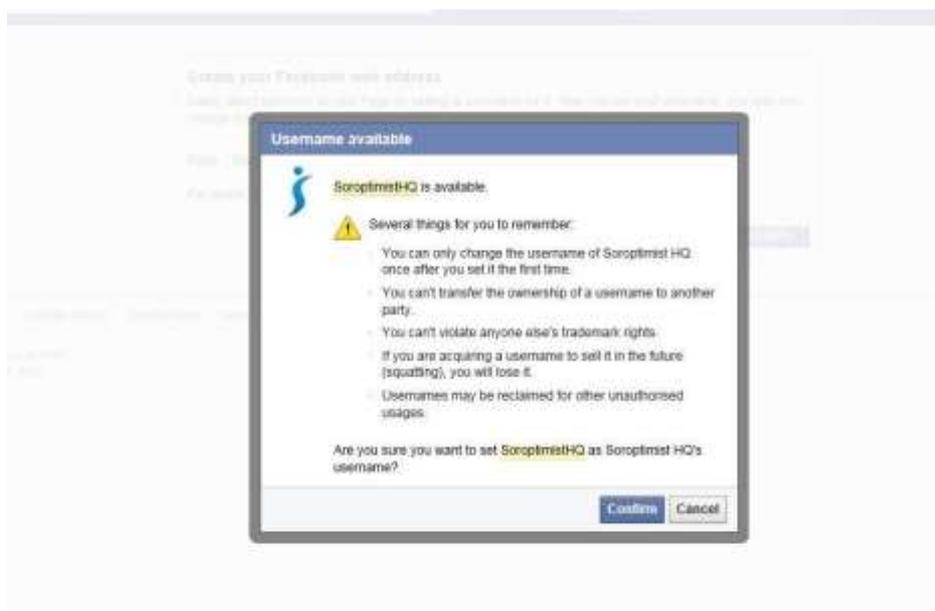
You might need to refresh the page to get back to the below screen.



Here type in what you'd like your direct URL to be under "Facebook Web Address" – make this something which is easy to remember and easy to share on your promotional items, for example SoroptimistDerby

Add this in the box and click "Check availability". If your chosen username is available you will get the below message, click "Confirm". Remember that you can only change this username once after set up so make sure you are happy with it.

If it isn't available you will be asked to try again and think of a slightly different name.



The basic skeleton of your Page is now live.

Facebook will ask if you'd like to "Like" your page. I would avoid doing so at the moment. This activity will appear in your personal News Feed. Without any content on the Page, it is better to keep this story for when you're really ready for people to view the page.

## 4 SETTINGS

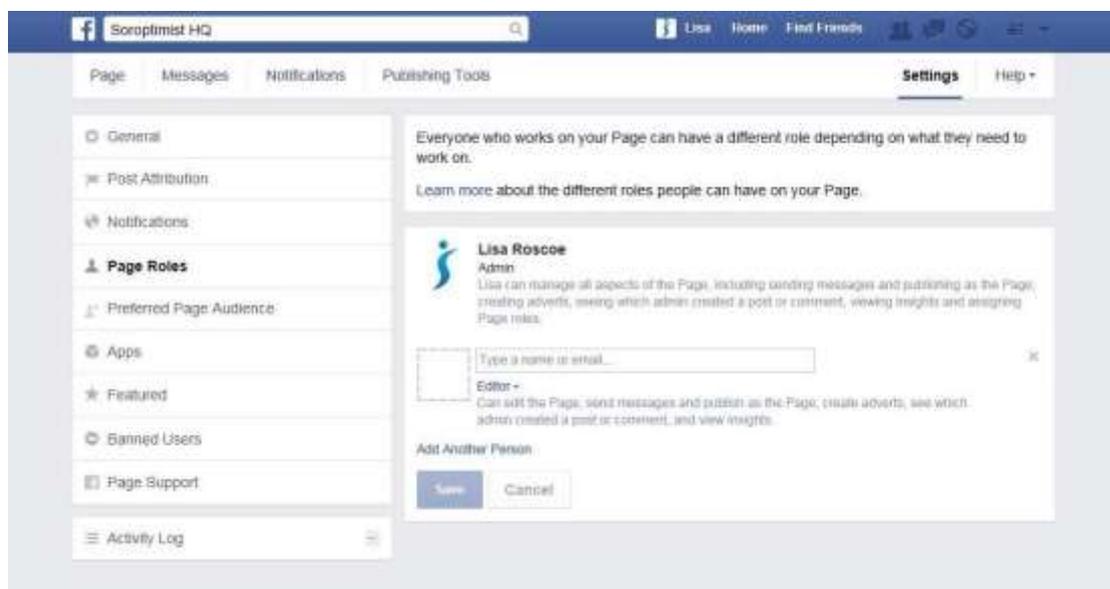
In the top navigation, you'll see an option for "Settings." Click that. Along the left side, a vertical navigation bar with different sections should appear. The main useful sections here are:

**General:** This is where you can add additional details about your Club. This section will also unveil different fields based on the classification you chose in Step 1.

**Notifications:** This section allows you to customise when and how you'd like to receive page alerts.

**Page Roles:** Whether or not you'll be the main manager of the Club page, it is a good idea to have at least someone else added in here to update the page.

To add someone else type in a name or email of the person you'd like to help manage the Club page. You'll be asked to add your password for security purposes. Then the request will be "pending" until they approve it.



## 5 FINDING YOUR WAY AROUND

### 5.1 Likes

“Likes” on a Facebook page are the number of people following your page. You really want to prioritise increasing the number of likes your page has. You can do this in various ways, such as; emailing contacts you know and asking them to like your page, include your Facebook link on all your correspondence and on any Club publicity material, posting comments on other Facebook pages as this will show your name and should encourage likes.



### 5.2 Liking other pages

You can “like” other pages relevant to Soroptimists by searching for their name in the search box, clicking on them to bring up their page and clicking “like”. This is helpful as you can then share their posts on your page (instructions on how to share a post covered in 6.4).

## 5.3 Messages & Notifications



Messages – You can reach your page messages through two places as indicated above in red. Notifications – Shown above in blue. Here you will be alerted to activity such as likes your page has received and post shares.

## 6 POSTING CONTENT ON YOUR PAGE

The rest of your page will populate over time as you publish more updates. Facebook currently provides five different posting options:



## **Plain text status**

Click your cursor in the status box and type your message here.

If you don't want your post to go out straight away you can also set a date and time when your post is sent by clicking the arrow next to "Publish" and clicking "Schedule". You can select the Year, Month, Day and Hour.

**TIP** – Include links to your Club website where possible as this will drive traffic to your site and encourage people to find out about your Club

## **Photo/Video with caption**

You can add photos or video by clicking on "Photo/Video". You can "Upload photo or video" or "Create a photo album". You can also add some text here to compliment the photo/video.

## **Link with caption**

You can share a website item by entering the website URL of the item (you can copy this and just paste it in the Facebook box).

## **Event/Milestone**

Creating events here will be really useful for Clubs, create events for Club Meeting and events in your Club Diary.

You could add Milestones such as a target number of members or anniversary.

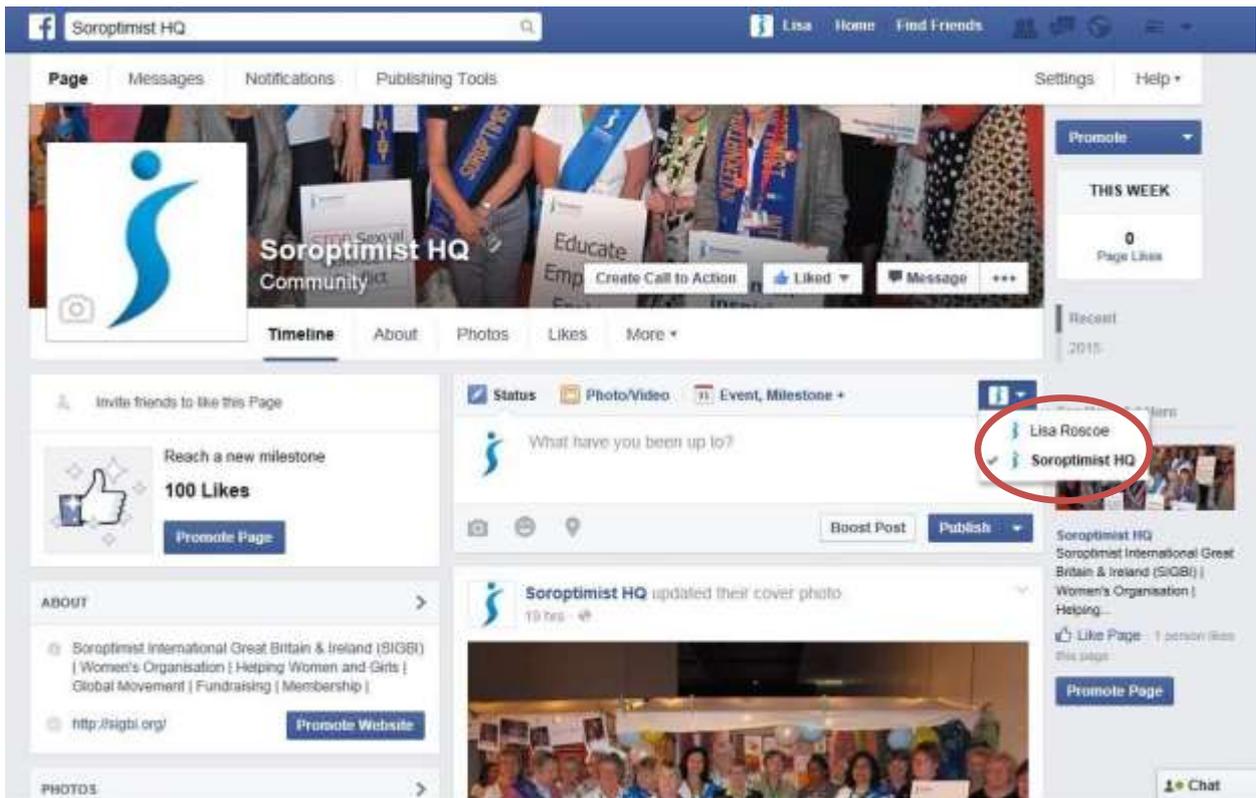
## **Location check-in**

You can add your location to the post.

### **6.1 Posting Tips**

When posting on your page, just be sure to use a variety of content. What images would your followers like to see? What stats would they like to read? What links would they like to click?

Ensure when you are posting to your Club page that this page is selected and not your personal account as shown below.



## 6.2 Share your page

Now that there's content on the Page, you should start inviting others to like it.

Click the three dots next to Message and "Invite Friends". You can search for friends and invite them to like your Club page.



### 6.3 Sharing other content

Through your own personal account you will come across content to share on your Club page. To move back into your personal Facebook account click "home". If you see a post you'd like to share on the Club page click "Share".



You may see a drop down with options Share now, Share... or Message. Click "Share...". You will then see the box below – click the arrow under "Share This Link" and select where you want to share the post, click "On a page you manage" then "Share link" to share it on your Facebook page.



## 6.4 Linking another organisations to your posts

You can tag other pages in your posts. This is good for raising awareness of your page as they receive a notification. To do this you just type @ followed by their Facebook name for example @SoroptimistSIGBI you will then see a list of suggested Facebook pages and you should select the one you'd like to tag.

This will then appear highlighted in your post and the linked page will receive a notification.

### 7 INSIGHTS



The screenshot shows the Facebook page for Soroptimist SIGBI. The page header includes the Facebook logo, the name 'Soroptimist SIGBI', and a search icon. Below the header, there are navigation tabs: 'Page', 'Messages', 'Notifications', 'Insights' (highlighted with a red circle), and 'Publishing Tools'. The main content area features a large image of a group of women at an outdoor event, with the Soroptimist SIGBI logo and name overlaid. Below the image, there are buttons for 'Sign Up' and 'Share'. The page also displays statistics: 1,366 likes (+17 this week), 4 visits (0 this week), and 3,158 post reach (this week). A 'Promote Your Page' section is visible at the bottom left. On the right side, there is a status update area with a 'What have you been up to?' prompt and a notification that says 'You added 7 new photos. Published by sigbihq@gmail.com [?] · 21 hrs · 🌐'. Below the notification, there is a post from 'SI Madurai' celebrating World Environment Day on 5th June with a day.

Once you're posting and have some page likes you can start looking at "Insights". The Insights link will only appear once your page has likes and engagement (other people liking, commenting and sharing your content).

This area is very useful to help you understand what your followers are engaging with. You should get into the habit of checking this regularly. Things you should be looking at are:

- Increase in likes to your page.
- Which of your individual posts are most successful in terms of likes, shares and reach? Are there any trends?
- Demographics and location of your fans. An interesting one is looking at when your fans are online, use this to schedule posts.
- Use the above to tailor future communications on your Facebook Page.

## **8 OTHER**

### **8.1 Differences**

Facebook often changes the rules. In the past you could set up a Club page independent of a personal profile, this is no longer the case but if you have a stand alone Facebook page don't worry you can still use this.

Some Clubs have set up a page as a person, again don't worry if your Club has done this. We do however recommend that this is the best way to set up and manage a Club Facebook page.

### **8.2 Branding**

Please ensure that the SIGBI brand is enhanced to by using the correct logo (as detailed in 1.3) and ensuring that Soroptimist is spelt correctly, as spell check often changes it.