



# Social Media: Facebook

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## **What is Facebook?**

Facebook is a social media website that started in the United States as a way for students to stay in touch with each other when they had left University. Since then it has evolved to become one of the largest social networks in the world.

You can create a personal profile by signing up at [www.facebook.com](http://www.facebook.com) and entering some details and a photo of yourself. Once you have done this you can start posting 'status updates'.

Status updates are statements describing what you are doing or your views on a particular subject or even just sharing links to interesting content you have seen elsewhere on the internet.

Please be aware that anything posted online is now in the public sphere. You shouldn't post anything online – including on your personal account - that you wouldn't want to say to someone face to face.

## **Can I create a page for my Church without having a personal facebook account?**

You must have a personal Facebook account to be able to create a Facebook page. Once you have an account set up you can then create a page for your church.

## **How do I create a page for my Church?**

Creating a Facebook page is very simple and Facebook will guide you step by step in how to create one.

First log in to Facebook at [www.facebook.com](http://www.facebook.com) and go to your 'Home' screen, then click the drop down arrow in the top right corner.

Scroll down and click 'Create a Page'. It will then ask what sort of page you are creating – choose 'Church/ Religious Organisation'. Underneath this it will ask you to name the page – enter the name of the church.

Then add in further details such as opening times, contact information e.g. the church office number, the address of the church and a short description about your church and its values.

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Remember to add a high resolution profile picture and cover photo. This can be any picture you like and you can change these pictures as often as you like. Why not set the profile picture as your church logo and the cover photo as the church building or a picture of the congregation?

You could change the pictures seasonally e.g. Christmas and Easter.

### **What is a Page Role?**

Page Roles help you assign specific people to help manage the page. There are five different page roles you can assign with different levels of administrative access.

Having several people in your church in admin roles will help share the workload and keep the page updated.

### **How do I give someone a Page Role?**

Click onto your page settings and click page roles on the left hand side of the screen. Type in the name or email address of the person you want to assign the role to and Facebook will send them an email notifying them that they have been added to the page.

### **How do I change my privacy settings on Facebook?**

Log onto Facebook and click the arrow in the top right hand corner of the screen. Scroll down to Settings and click privacy in the left hand column.

### **Further help**

For further help and information please visit: [www.facebook.com/help/](http://www.facebook.com/help/)