

Catholic Alumni Partnership

Facebook Fan Page Setup Manual

In order to create a Facebook Fan Page for your school, it must be linked with a Facebook personal account that will serve as the administrator for the Fan Page. Note, while the administrator's personal account is linked to the Fan Page, there are security options that will allow you to hide all personal information (see SECTION I STEP II for more details). If you already have a Facebook personal account that you are willing to associate with your school's Fan Page, proceed to SECTION II. For instructions on creating a personal Facebook account, please see SECTION I.

Important: Specific information recommended for your Fan Page is highlighted in *red/italics* throughout this document.

SECTION I: CREATE A FACEBOOK ADMINISTRATOR ACCOUNT

1. Go to www.Facebook.com.
2. Under "Sign Up," fill in your information:
 - a. Enter your **First Name** and **Last Name**
 - b. Enter the email address you want associated with your Facebook page preferably your work email address.
 - c. Enter a password.
 - d. Select sex: Male or Female. (This is required for setting up a Facebook personal account; however your sex will not be displayed on your account without your permission).
 - e. Use the drop down menu to provide your date of birth. (This is required because Facebook needs to ensure that you are old enough to legally maintain this account. This is for security reasons only, and your birthday will not be displayed anywhere on this account without your permission).
 - f. Click **Sign Up**.
 - g. Type the words that appear in the security check box in the text box provided and click **Sign Up**.
 - h. Click **Sign Up Now**.
 - i. You will then be asked to add friends based on Facebook's recommendations, click **Skip**.
 - j. You will then be asked to add friends on Facebook from your email account, click **Skip this Step**
 - k. Next you will be asked to fill in your education and employment information. If you are comfortable sharing this information enter it in and click **Save and Continue**. If you do not wish to share this information, click **Skip**.



- l. Finally you will be asked to upload a picture of yourself for your profile. If you are comfortable sharing a photograph click **Upload a Photo**, where you will be prompted to select a photograph that is saved on your computer. If you do not wish to share a picture, click **Skip**.
- m. On the top of the screen a note will appear that reads: "Your account is not yet confirmed. Check your email (name@emailservice.com) for your Facebook confirmation. Email Settings." Click on the link that reads: **Check your email**. The link will direct you to the website of your email provider.
- n. Sign in to your email and find the email confirmation from Facebook.
- o. Click on the confirmation link in the email to complete your sign up.
- p. The link will redirect you to Facebook, where you will receive a message indicating that your account has been confirmed.

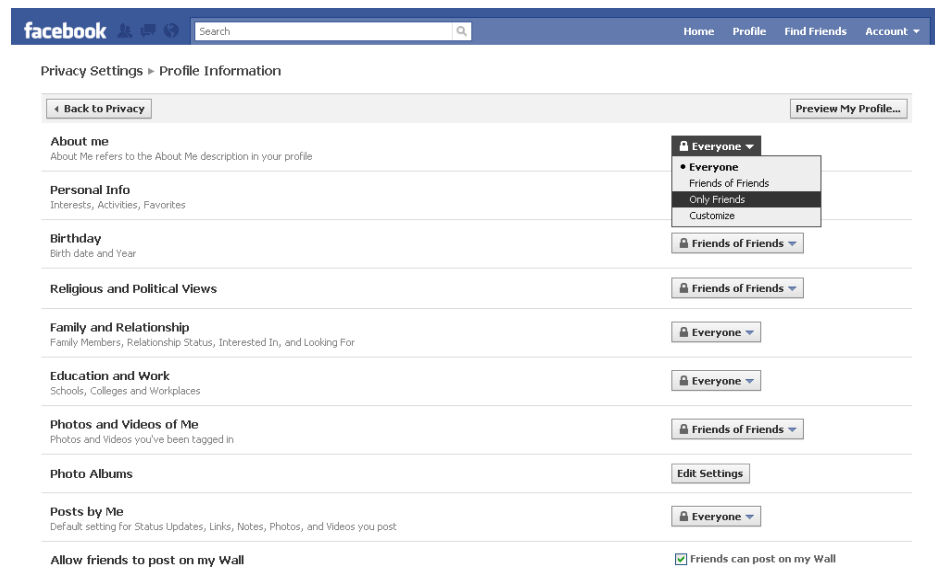
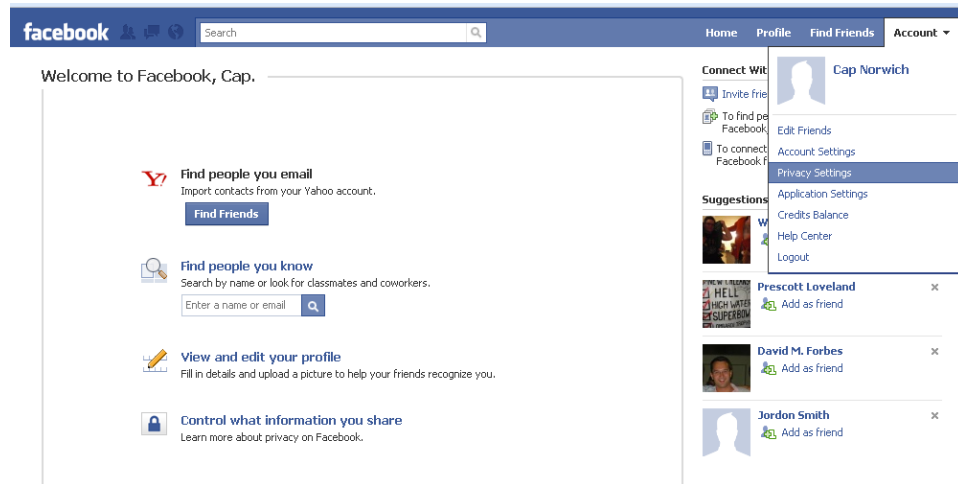
STEP II: MANAGE YOUR ADMIN SETTINGS

1. To manage what information on your admin account is visible to other Facebook Users click on the **Account tab** on the top of the page, then click on **Privacy Settings**.

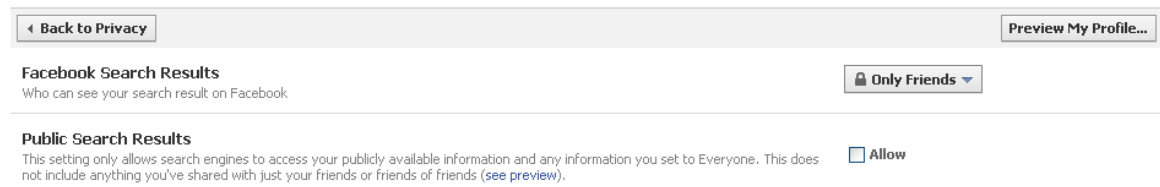
a. Click on the **Profile Information** link. On the next screen under each drop down category select “Only Friends.” After “Only Friends” has been selected for every category, click **Back to Privacy**.

b. Click on the **Contact Information** link. On the next screen under each drop down category select “Only Friends.” After “Only Friends” has been selected for every category, click **Back to Privacy**.

c. Click on the **Search** link. On the next screen under the drop down category select “Only Friends.” Then deselect the checkbox that says “Allow” under the Public Search Results category. When you are finished click **Back to Privacy**.



Privacy Settings > Search



d. By selecting the aforementioned privacy options the information that you provide on your admin account will not be visible to Facebook users who view your school’s Fan Page.

STEP III: CREATE A FACEBOOK FAN PAGE FOR YOUR SCHOOL

1. While logged in to Facebook, open a new tab in your web browser and go to <http://www.Facebook.com/pages/create.php>.
 - a. In the category section, select **“Local.”**
 - b. From the drop down menu select **“Education.”**
 - c. Enter the full name of your school. Note that this serves as the name of your Fan Page and will be visible to all visitors to your Fan Page. Please enter the full name of your school and the town in which your school is located. For example: St. Matthew School, Manhattan.
 - d. Check the box that reads: “Do not make Page publicly visible at this time. (You will be able to edit and publish later.)”
 - e. Type the words that appear in the security check box in the text box provided.
 - f. Click **Create Page**.

Category:

Local:
Education

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Page:
St. Matthew School, Manhattan

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

Security Check
Enter **both words** below, **separated by a space**.
Can't read the words below? Try different words or an audio captcha.

Sick of these? Verify your account.

Text in the box:

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

STEP IV: CUSTOMIZE YOUR FAN PAGE

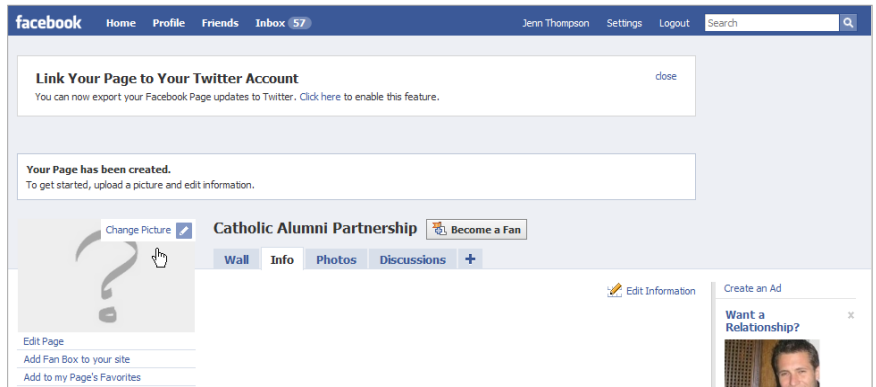
Now that you have created your Fan Page, you can personalize it for your school.

Note: To locate your Fan Page from your admin account, type its name into the search box found at the top of the screen and click on it, or click on the **Ads and Pages** icon from the left side on your Facebook account, near the **Applications** link. All of the pages that you are an administrator for will appear here.



PROFILE PICTURE

You will see a gray question mark in the top left corner of the page. By clicking the question mark, and then click **Change Picture**, you can select a photo to be the image associated with your fan page. *This picture should be your school's official logo.*

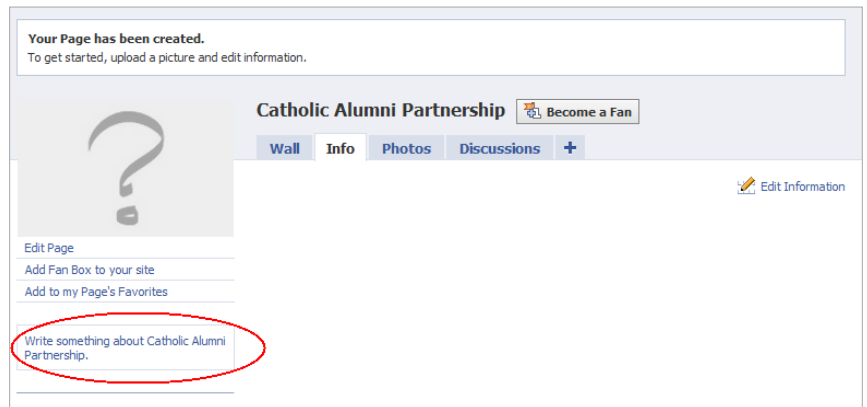


DESCRIPTION BOX

Beneath the photo space and edit page link, there is a small box in which you can add a brief summary of your school. The box will say something like **Write something about school name.**

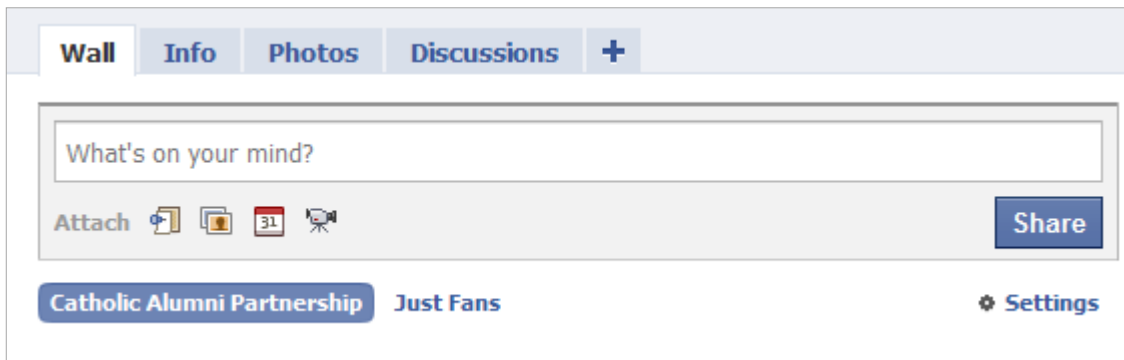
The following are recommended items to include in this space:

- *School address so that potential alumni and fans can quickly identify you*
- *School contact so that fans can quickly contact you*
- *Your school's alumni mailing-list email address so that alumni can send their updated contact information. For example "Are you interested in joining our alumni mailing list? Email your updated information to XXXX@xxx.com to be included"*



PAGE INFORMATION

In the main body of the page, there are several tabs:



Wall tab

The Facebook “Wall” allows fans to see quick updates from the school. By entering “status” updates in the “What’s on your mind?” box, you can provide updates about school activities, events, fundraising needs, and more. You can also choose to allow fans to post comments onto your wall (see the “Page Settings” information below for more information about allowing fans to comment on your wall). The wall tab is the main area for interaction with your school’s fans. *It is recommended that you enable fans to post comments on your school’s wall as this is the best way to promote two-way communication between your school and the community.*

Info tab

Allows you to provide information about your school. To edit this information, click on the **Info** tab and then click **Edit Information**. There are two sections, “Basic Info” and “Detailed Info.” *Under **Basic Info**, please enter the year that your school was founded. Under **Detailed Info** please enter your school’s website under the “Website” section. Here you can enter in parking information (street, parking lot or valet) or public transit information/directions for visitors to your school.*

Photos tab

Allows you to post pictures that will be visible to Facebook users who visit your Fan Page. Select “+Create Photo Album” to upload photos to your page. *Please upload both recent and past pictures from your school.*

Discussions tab

Allows you to enter discussion topics where fans of your page can provide responses. To do so click **+ Start New Topic** which will bring you to the “Discussion Board” page. Type in the topic of your discussion under the “Topic” section, then type in the information that you would like to discuss under the “Post” section. Click **Post New Topic** to make your discussion visible to visitors to your Fan Page.

PAGE SETTINGS

Underneath the question mark (or your profile picture if you have added an image), click **Edit Page**.

The “Edit Page” menu has many options. On the top you can click **View Page** to see what your page currently looks like.

Underneath there are several more options. To change these, click **Edit** which appears underneath the title of each category. Please see the options below.

Settings

Allows you to allow only people from certain countries “Country Restrictions” or certain age groups “Age Restrictions” to see your page. If you leave the country option blank, the page will be open to all countries.

By selecting the “Age Restrictions” option you can allow only people above a certain age to view your page. Note, the default setting is “Anyone (13+).”

Click save changes or cancel depending on if you want to make your selections permanent or not.

The drop down menu labeled “Published (Publicly Visible)” controls the draft status of your page. You may leave your page “Unpublished (visible to no one but administrators).” When the page is complete you can make it live by selecting “Published (publicly visible).”

Wall Settings

Allows you make decisions about what will be displayed on the wall of your fan page.

Under the “View Settings” section you can determine what will be visible to Facebook users who visit your page. Under the “Default View for Wall” you can decide if you want only posts only by you, or if you want your fans to be able to write posts on your wall. In order to increase fan interaction it is recommended that you allow all users to post on your wall.

Under the “Default Landing Tab for Everyone Else” section you can determine what you want people to see when they first come to your Fan Page. *It is recommended that you select to have individuals land on the Wall tab.*

Under the “Auto-Expand Comments” section you can determine if users will be able to view full comments or juts a portion of a comment. If they only see a portion of the comment then they must click on the comment to view the full version.

Under the “Fan Permissions” section you can select the check boxes to determine if Facebook users will be able to post comments on your Fan Page. You can also determine if they are able to post photos, videos and links.

*The above Page Setting options are necessary in order to create your Fan Page. The following page setting options determine how you will interact with your fans and other visitors to your Fan Page. Please see a description of each of these options below. Information about managing these settings will be provided in the Facebook manual focused on maintaining a Fan Page.

Mobile

Allows you to register for Facebook text messages which will be sent directly to your mobile device. You will also be able to update your Fan Page from your mobile device.

Discussion Boards

Allows you to create a discussion board where fans can discuss various topics.

Events

Allows you to post information about upcoming events at your school. This application brings you to a wizard which allows you to create and send invitations to make your fans aware of events, such as Catholic Schools Week, or upcoming fundraisers.

Links

Allows you to decide if all fans can post links to your Fan Page or if only the administrator will have the rights to do so.

Notes

Allows you to write notes onto your Fan Page for your fans to read.

Photos

Allows you to upload albums of photos to your page to share with fans.

Video

Allows you to upload videos to your page to share with fans.

STEP V: LAUNCH & PUBLICIZE YOUR FAN PAGE

Publish

Once you have finished editing your page, you are ready to publish it. The top of your page will say: “This Page has not been published. To publish the page, click the red **Publish the Page**. Your page will be visible to both registered and unregistered Facebook users. You can find your page’s URL/website address by using the search box in the top right of Facebook. Once you open your page, copy the web address. You can add links to this URL in email and on your website.

Note: Once your page has reached 100 fans, you will be able to create a vanity URL (for example, www.facebook.com/stpetersyonkers). This URL can be distributed in subsequent mailings and emails to alumni to promote the Fan Page.

APPENDIX: WHY BUILD A FAN PAGE?

Note: Facebook has two different ways for organizations to create profiles and generate attention; they can build a **Fan Page** or a **Group Page**. Creating a fan page is found to be ideal for educational organizations. Fan pages are a more practical option for your school for the following reasons:

- Search engine optimization (your Fan Page will appear on Google and other search engines making it easier for Facebook users to find your school and become a fan of your page)
- A fan page can have an unlimited number of fans
- You can send messages directly to all of your fans
- Fan Pages support applications and other rich media