

A beginner's guide to: Facebook Pages

Introducing Facebook:

Facebook is a social networking site which allows users to stay connected with their friends and family. Within Facebook, there are Profiles, Pages and Groups.

- A Profile is where you share information about yourself, such as photographs, videos and life updates.
- A Page is a place on Facebook where organisations, charities and brands can connect with fans, customers and members.
- A Group is a place to communicate with certain people (think friends and family) about shared interests.

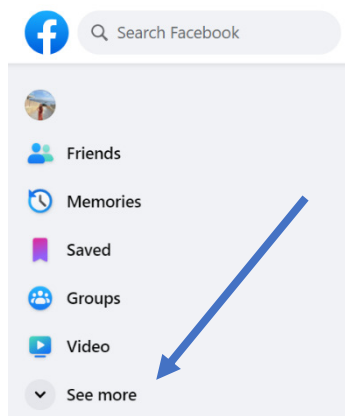
As The Boys' Brigade is an organisation, and the aim of the Facebook activity is to tell people in the local community what happens at your BB group, and help with recruitment at a local level, this guide will be focusing on Facebook Pages.

What is a Facebook Page?

Facebook Pages are used by organisations to speak to their customers, clients and fans. When someone likes or follows a Facebook Page (via their own Facebook Profile), they will be able to see updates from the Page on their Feed – which is essentially your Facebook homepage. If someone likes a Facebook Page, they will automatically follow the Page too and start to see posts from the Page on their feed. However, if someone only follows a Page, they will only see some of the Page's posts.

Setting up a Facebook Page

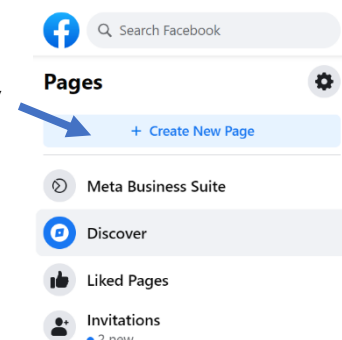
All you need to be able to set up a Facebook page is a personal Facebook Profile. If you don't already have a Profile, and are over 13 years old, there is a handy guide on how to set up an account [here](#).

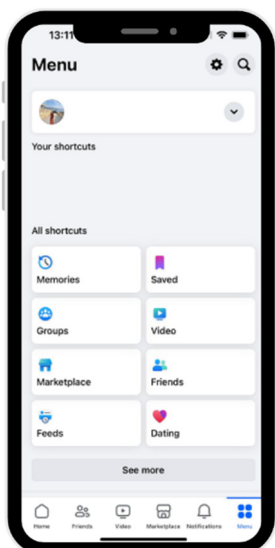


If you are setting up a Page while on a computer, once you are logged in to your personal Profile, make sure you're on your Feed (homepage). From there, on the left hand side of the screen you'll see lots of different options to look at – friends, memories, saved and groups to name just a few. At the bottom of the list, there's a 'see more option'. Click on this and more options will appear – scroll until you find Pages.

When you see 'Pages', click on the word and it will send you to a new page, where there is a 'Create New Page' option. Also on this page, you'll be able to view

recommended Pages for you to follow/like from your personal account based on the posts which you interact with regularly.



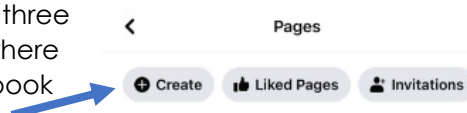


If you're setting up a Page via the Facebook app from your mobile phone, the process is slightly different.

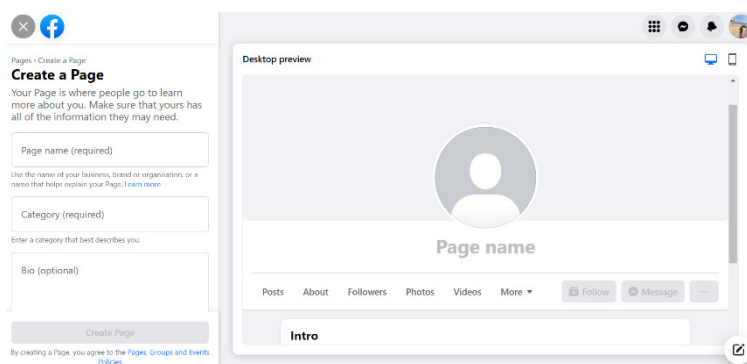
The first step is to click the 'menu' button in the bottom right corner. You'll then see a page similar to the one of the left. From here, click 'see more' and, similar to the computer version, you'll see a range of different options. Scroll until you see 'Pages'.

Once you've found the button for Pages, click on the icon and you'll then be taken to another screen where you can see the Pages you have recently visited, Pages which Facebook thinks you would like to see and invitations from other Pages.

At the top of this page, you will have three options – one being 'create'. This is where you need to go to create your Facebook Page.



The next page will ask you to start thinking about your new Facebook Page. You will need to include the Page name, the category the Page falls in to and a short bio about the Page.



Your Page name will need to be unique and is what people will use to find your Page. With this in mind, we would suggest you focus your username on your BB group's name using either of the following formats:

- Company number, location, BB e.g., [3rd Trafford Boys' Brigade](#) / [1st Ossett Boys' Brigade](#)

When it comes to the category, there are quite a few options which your Page could be categorised as. However, we would recommend you select 'Youth organisation'.

You're almost finished! The last thing you need to do before your Page is ready for people to see is add a 'bio'. This is a short paragraph about what people who visit your Page can expect to see. Here is an example bio which can be used as a template – just fill in the gaps!

The Boys' Brigade [INSERT BB GROUP NAME] provides children and young people opportunities to learn, grow and discover. Meeting at [INSERT LOCATION] on [INSERT DAY OF WEEK] at [INSERT TIME], those aged [INSERT AGE RANGE] are welcome to attend.

Now that you have the account set up, you need to make it a little more recognisable. To do this, please upload a profile photograph and cover photograph which clearly link to The Boys' Brigade. We would like you to use the BB logo as your profile photograph which can be downloaded from the brand guidelines [here](#). For your cover photograph, which is the image shown at the top of your profile, we would like you to highlight what the BB does so we have created a handy header which can be downloaded [here](#).

When you're ready to start sharing information about your BB group on your Facebook Page, check out 'An intermediate guide to: Facebook'.

Example Facebook posts from BB groups:

[11th Northampton](#)



1st Neilston

