



HOW TO MAKE A FACEBOOK PAGE

AMVETS Department of Ohio



Overview

- Why a Facebook Page?
- What Facebook can do for your Post.
- How to create a Facebook Page for your Post.
- Questions and Answers.



Why A Facebook Page?



- How many people in this room have a **Facebook** account?
- How often would you say you check your **Facebook**?

Why A Facebook Page?

- Communication is KEY!
- Go where your audience is already located



What Facebook Can Do For Your Post

- On Facebook, you can:
 - *Post an alert that everyone can see*
 - *Reach your members instantly*
 - *Make polls*
 - *Make events*
 - *Post photos*
 - *Promote your own Post*
 - *Community Involvement*



How to make a Facebook Page

The image shows a screenshot of a Facebook profile page for a user named Kendra Clark. The profile picture is a portrait of a young woman with long brown hair. The cover photo is a scenic view of a beach with tall grass in the foreground and the ocean in the background. The name 'Kendra Clark' is displayed below the cover photo. A dropdown menu is open from the top right corner of the profile, showing various options. The 'Create Page' option is highlighted with a red circle. Other options include 'Manage Pages', 'Create Group', 'Manage Groups', 'Create Ads', 'Advertising on Facebook', 'Activity Log', 'News Feed Preferences', 'Settings', 'Log Out', 'Help', 'Support Inbox', and 'Report a Problem'. The top navigation bar shows the user's name 'Kendra Clark', the search icon, and the home button. The left sidebar shows the user's bio, including 'Blogger | Coffee Addict | YouTube FanGirl | Adventure Seeker | Storyteller', and their current workplace, 'Communications Manager at Department of Ohio Amvets'. The main content area shows a status update from Leah Naeve, which includes a photo of a brick building.

Create A Page

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local Business or Place

Company, Organization or Institution

Join your supporters on Facebook.

Choose a category

Company Name

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

About

Set Up Amvets post testing

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.

155

*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

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

Need Help?

Skip

Save Info

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Ad Choices](#) [Terms](#) [Help](#)

Facebook © 2016

[English \(US\)](#) [Español](#) [Français \(France\)](#) [中文\(简体\)](#) [العربية](#) [Português \(Brasil\)](#) [Italiano](#) [한국어](#) [Deutsch](#) [हिन्दी](#) [日本語](#)



Examples of Descriptions

- Post 89: “Proudly serving veterans, their families and the communities in which they live for more than 60 years.”
- Post 43: “Welcome to our page! Here you will find current information about our local veterans as well as our post's activities and events.”
- Post 21: “This is now a public group dedicated to informing our community of the events at post 21. It will also allow post members another means of communication and to have fun”
- Post 26: “Veterans organization for Veterans and their families”

Profile Picture

Set Up Amvets post testing

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience



Upload From
Computer

Import From
Website

Next

Add to Favorites

Set Up Amvets post testing

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

FAVORITES

- News Feed
- Messages
- 4 Events 2

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

Amvets post testing

Add to Favorites

Skip

The image shows a multi-step wizard for setting up a Facebook page. The steps are: 1 About, 2 Profile Picture, 3 Add to Favorites (current step), and 4 Preferred Page Audience. The 'Add to Favorites' step is highlighted with a blue arrow. Below the steps, there is a 'FAVORITES' section with a list of items: News Feed, Messages, and Events. The 'Events' item has a small blue box with the number '2' next to it. To the right of the favorites list, there is a text prompt: 'Add your Page to your favorites to easily access it anytime.' Below this text is a card for the page 'Amvets post testing' with a profile picture icon. Underneath the card is a green button labeled 'Add to Favorites', which is circled in red. At the bottom right of the wizard, there is a 'Skip' button.

Audience

Set Up Amvets post testing

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience

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.

Locations ⓘ

Everyone in this location ▾

📍 Include ▾ | Add locations

Add Bulk Locations...

Age ⓘ

18 ▾

-

65+ ▾

Gender ⓘ

All

Men

Women

Interests ⓘ

Hobbies and activities > Politics and social issues

Veterans

Search interests

| Suggestions

| Browse

Languages ⓘ

English (All)

×

Enter a language...

Skip

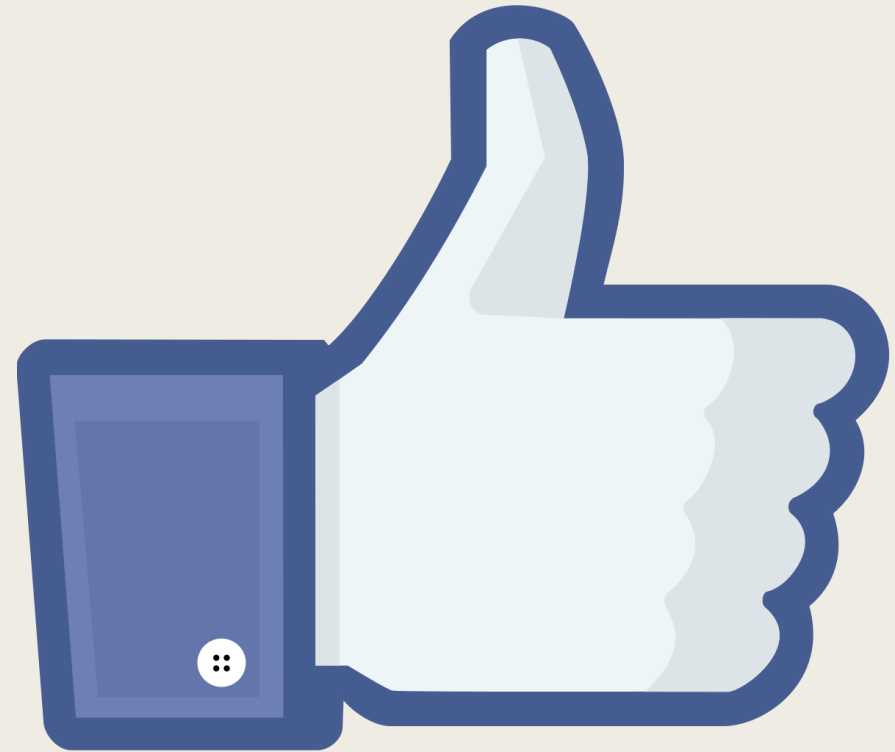
Save

Finished? Not Quite....

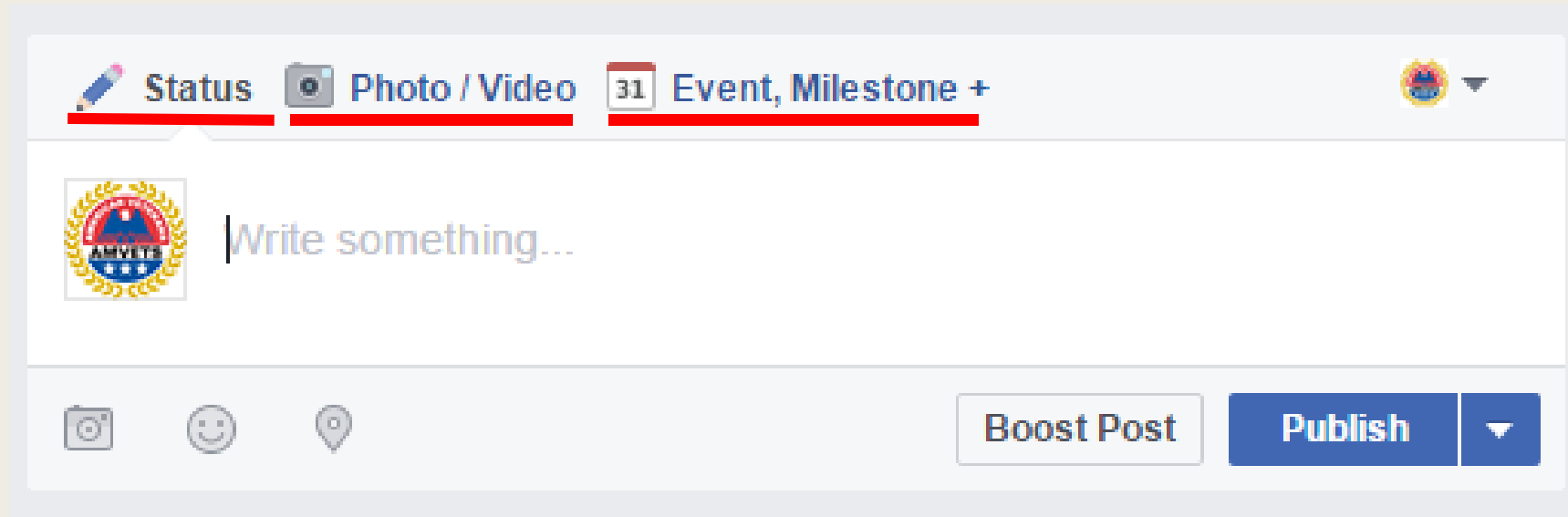
The image shows a screenshot of a Facebook page for "Amvets post testing" (@amvetsposttesting). The page features the AMVETS logo, which includes the text "AMERICAN VETERANS" and "AMVETS" with three stars. The page is currently blank, with a blue background pattern of various icons. A red circle highlights the "Add a Cover" button in the bottom right corner of the cover area. Other visible elements include navigation tabs (Page, Messages, Notifications, Insights, Publishing Tools, Settings, Help), a left sidebar with menu items (Home, About, Photos, Events, Likes, Videos, Posts, Manage Tabs, Promote), and a right sidebar with page information (Non-Profit Organization, Search for posts on this Page, 0 likes 0 this week, See Pages Feed, Invite friends to like this Page, ABOUT section with fields for address, phone number, hours, and website).

What Now?

- Your Post Page is complete! What do you do now?
- Ask your members to “like” the page. They won’t see the posts and updates if they don’t like it.
- Ask your members to “like” the posts on the Page.
 - *Pro Tip: The more they like the posts, the more they will see Page posts on their home feed.*



What Now?



- Write a Status about your Post
 - Have people comment on their favorite thing, what they want to do at the Post
- Post photos of events to share with your members
 - They can like and share their own photos and videos
- Make an Event, Milestone or note
 - Meetings, anniversaries, fundraisers and more!

Examples of Good Post Pages

- There are a lot of good Post Pages, but here are a few of them that caught my eye:
 - *AMVETS POST 26, Mansfield Ohio*
 - They post very often and have active users. They post events, holidays, pictures and more. Great Job!!
 - *AMVETS Post 89*
 - They post their food schedules, have their own website linked to their page, post events and status very often. A LOT of pictures. Keep up the great work!
 - *AMVETS Post 1991 Defiance Ohio*
 - Almost everyday there is a post, whether it be about the lunch special, a cute picture, promoting their events and members, giving shout-outs to those who help volunteer, and more. GREAT JOB!

ANY QUESTIONS?

