



How to make a Facebook Page for your Club

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LIONS CLUBS INTERNATIONAL
DISTRICT 27-A2

First Step

Go to <https://www.facebook.com/pages/create.php>. If you're logged in with your personal account, make sure it's ok that you're linking your organization's page to your personal account. If you do not have a Facebook account, you will need to create one. (Facebook has a great page to answer all your questions and help with setting up an account. Go to <http://www.facebook.com/help/createaccount>)

Select the category, "Company, Organization, or Institution."

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like Pages I Admin

Local Business or Place

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

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Select your category "Nonprofit Organization" and enter your Lions Club's name.

Unlike most search engines, Facebook does not truncate or break a name into keywords. Facebook looks for the whole name. What this means is if your Club name was Jackson Lions Club, you would not be found if someone was searching for Jackson Lions. Identify your Club by City Name and the word Lions only for the best search results.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like Pages I Admin

 <p>Local Business or Place</p>	<p>Company, Organization or Institution Join your supporters on Facebook.</p> <p>Non-Profit Organization</p> <p>Your City Name Lions Club</p> <p>By clicking Get Started, you agree to the Facebook Pages Terms.</p> <p>Get Started</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

Setting up the basics

Next you will be asked to fill in the important details for your page:

About description - Here's where you will include a brief description on your Lions Club. You will also be asked to provide an alternate web address. Include your Club's website, blog, YouTube channel, Google+ and Instagram page. Whatever you think people looking for your Club would want to know BUT BE BRIEF.

Facebook Web Address - From there you'll have the opportunity to decide on your Facebook Web Address. This will serve as your unique Facebook Url. For example, our Facebook url is www.facebook.com/District27A2.WILions

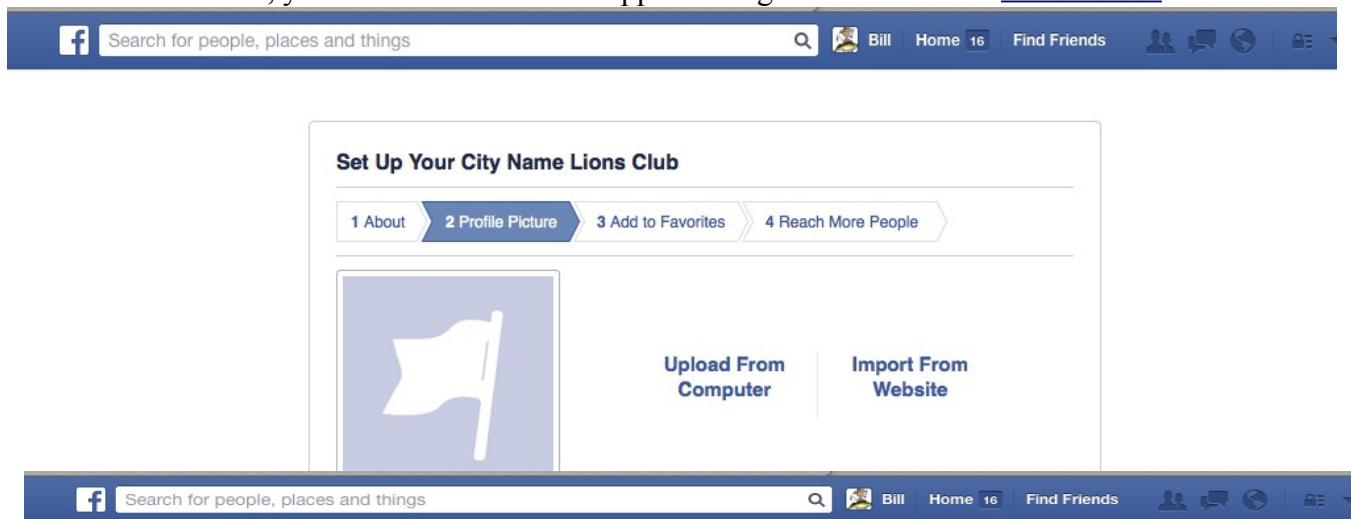
Remember, Unlike most search engines, Facebook does not truncate or break a name into keywords. Facebook looks for the whole name. What this means is if your Club name was Jackson Lions Club, you would not be found if someone was searching for Jackson Lions. Identify your Club by City Name and the word Lions only for the best search results.

WARNING: This can't be changed, so think carefully!

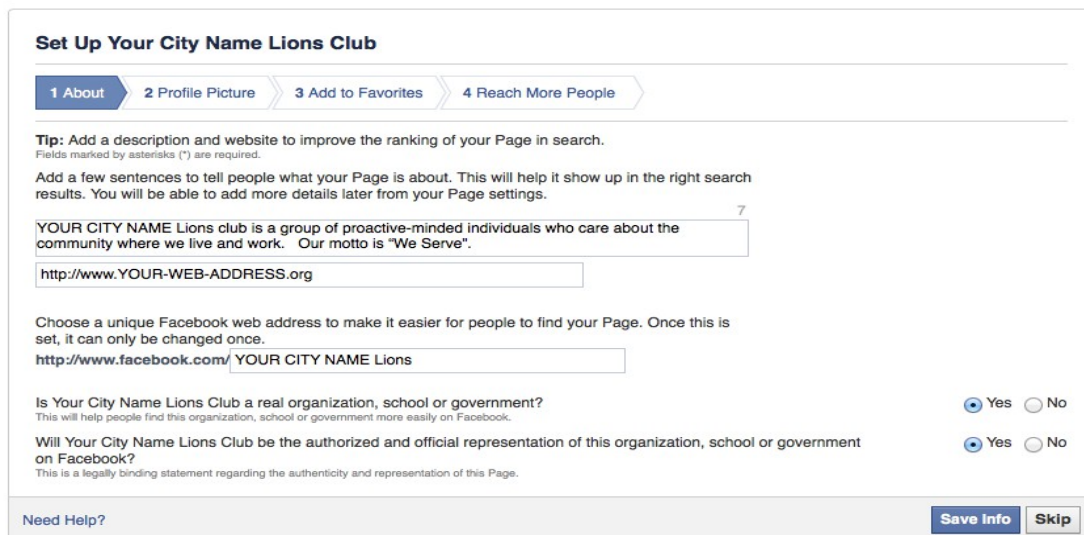
More Setting up the basics

Next you will be asked to fill in the important details for your page, including:

A Facebook Profile picture - Your nonprofit's logo should go here. High resolution is ideal. If you do not have artwork, click the Import from Website and use the web address [Profile Photo](#). This is the small square image on the lower left. You will also want to add a cover photo. If you do not have one, you can use the District supplied image file available at [Cover Photo](#).



The screenshot shows the Facebook interface for setting up a page. The top navigation bar includes a search bar, the user's name 'Bill', 'Home 16', and 'Find Friends'. The main content area is titled 'Set Up Your City Name Lions Club' and features a progress bar with four steps: '1 About', '2 Profile Picture', '3 Add to Favorites', and '4 Reach More People'. The 'Profile Picture' step is active, showing a placeholder image of a flag and two options: 'Upload From Computer' and 'Import From Website'.



The screenshot shows the 'About' step of the 'Set Up Your City Name Lions Club' page. The progress bar indicates '1 About' is selected. A tip states: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.' Below this, a text box contains the description: 'YOUR CITY NAME Lions club is a group of proactive-minded individuals who care about the community where we live and work. Our motto is "We Serve".' A text box for the website contains 'http://www.YOUR-WEB-ADDRESS.org'. Another text box for the Facebook web address contains 'http://www.facebook.com/YOUR CITY NAME Lions'. Two questions are asked: 'Is Your City Name Lions Club a real organization, school or government?' and 'Will Your City Name Lions Club be the authorized and official representation of this organization, school or government on Facebook?'. Both have radio buttons for 'Yes' and 'No'. At the bottom, there is a 'Need Help?' link, a 'Save info' button, and a 'Skip' button.

You will most likely want to click the checkbox and Add to Favorites.

Unless you like to pay money for zero results, you will probably want to Skip this screen.



Set Up Your City Name Lions Club

1 About >> 2 Profile Picture >> 3 Add to Favorites >> 4 Reach More People

Advertise on Facebook to raise awareness about your business and get more people to like your Page.

Add a payment method now so it will be easier for you to advertise when you're ready.



[Add Payment Method](#) [Skip](#)

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

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Messages
Events 2

← [Your City Name Lions C...](#)

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Administering your Facebook page.

Add an engaging cover photo

Facebook Timeline provides a lot of visual real estate. This is very similar to a nonprofit banner on a Club's website page. Best practice suggests that this image be used as a “soft sell” with limited text and promotions. Have a designer create an engaging banner image or use a captivating photo from one of your fundraising events. The cover photo dimensions are 851 pixels X 315 pixels.

Proportionally, this would be a 12” wide by 4-1/2” tall image. To be successful, you MUST choose an image of high quality that could be cropped (cut down to these proportions). Group images with lots of wasted space on the top and bottom are good candidates. If you do not know how to convert photos, a default set of image files is available from your District. Profile photo – [HERE](#) Cover photo - [HERE](#)



Add your content

Facebook was built on pictures and engaging visuals. Before promoting your Club's new Facebook Fan page, make sure you have content uploaded. Share links on your Facebook Wall that you think your visitors would enjoy. They could be blog posts, videos, past event pictures, questions, or simple status updates. These are things you should think about posting on a consistent basis to stay engaged with your community. The more you post, the more fans you'll attract and the faster you'll grow your Facebook Fan page followers.

Conversely, no posts make your page stale and uninteresting. Visitors seldom stay long enough to get your message so it is important to keep your page fresh.

Get familiar with your setting

Let's take a quick look under the hood shall we?

Your Main page – Visitors can post. As an administrator, you can make changes and change permissions. Click on the “Settings” tab. From there you will be able to access a number of key options:

The screenshot displays the Facebook interface for the page "District 27-A2 Lions (WISCONSIN)". At the top, the page name is in the search bar, and the user is logged in as "Bill". Below the navigation bar, the page tabs include "Page", "Activity 2", "Insights", and "Settings". The cover photo features four people in red blazers and a purple logo with the text "Strengthen the PRIDE". The page name and "Non-Profit Organization" status are visible. On the right, a summary box shows "0 Page Likes", "6 Post Reach", "2 Notifications", and "0 Messages". Below the cover photo, there are tabs for "Timeline", "About", "Events", "Photos", and "More". The "PEOPLE" section shows "126 likes" and a list of users who liked the page. The activity feed includes a status update asking "What have you been up to?", a shared status from the "Hartford-Kettle Moraine Lions Club", and a post titled "STUFF the BUS Donation!" with a photo of many boxes of pencils.

The screenshot shows the Facebook Page Settings interface. The 'Settings' tab is selected, and the 'General' category is active in the left sidebar. The main content area displays a list of settings, each with an 'Edit' link. The settings include:

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is only shown to people in United States	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

Manage permissions - Who will be able to post on your wall? What language? Are there age restrictions?

Basic information - Fill out all the appropriate fields in order to help visitors get a better sense of what your organization does. Fields include: Description, services, awards, history, mission, contact info, etc.

Manage Administrators - From here you'll be able to manage who will have control of editing your fan page.

Applications - Facebook has an ecosystem of available applications any Facebook Fan Page can add to their profiles. [One of them being our own free Donate Now buttons!](#)

Invite your visitors into your community

Now you should be ready to invite your friends to join you on your Facebook Page. Send out an email inviting your visitors and donors to "like" your Facebook Fan Page and don't forget to include a link to your page.

Continue to engage your community

Once you've gotten them over to Facebook, you'll need to engage your new fans. Share, post, and discuss topics and ideas that your Club's Facebook would be interested in, along with upcoming event details and fundraising news.

Beyond Basics:

Highlight fundraising moments on your Fan Page - Highlight upcoming events, reaching a fundraising goal and other important posts.

Utilize the Facebook Insights - Analytics are important. Facebook Insights provides your nonprofit with the numbers behind your Facebook Page's views, comments, and fans. Take a look at what you can learn and see what's working and what's not.

Add a "Like us on Facebook" button, banner or icon – Facebook is only one part of a success Awareness campaign. Your web site, event posters, even your email can have a "Like" icon.



Be sure to check out the other tutorials on our District web site for more tips on increasing Awareness of Lions and Strengthening the Pride.



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