How to make a Facebook Page for your Club

Bill Meyers
District 27-A2 Technology Chair
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LIONS CLUBS INTERNATIONAL
DISTRICT 27-A2

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."

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.

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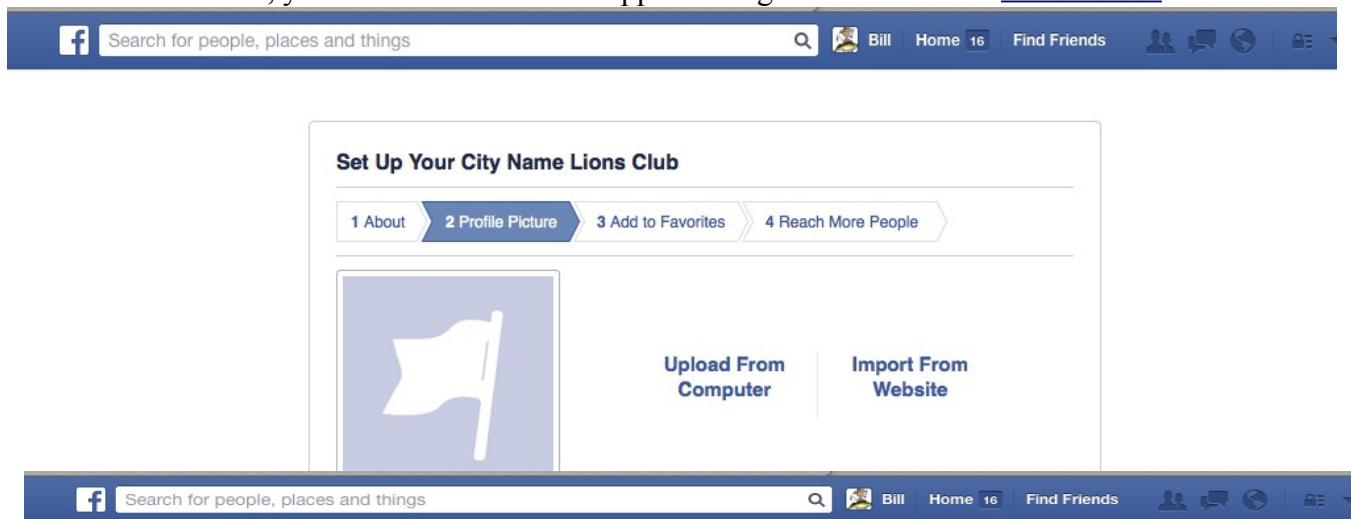
Remember, Unlike most search engines, Facebook does not truncate or break a name into keywords. Facebook looks for the whole name. What this means is if your Club name was Jackson Lions Club, you would not be found if someone was searching for Jackson Lions. Identify your Club by City Name and the word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

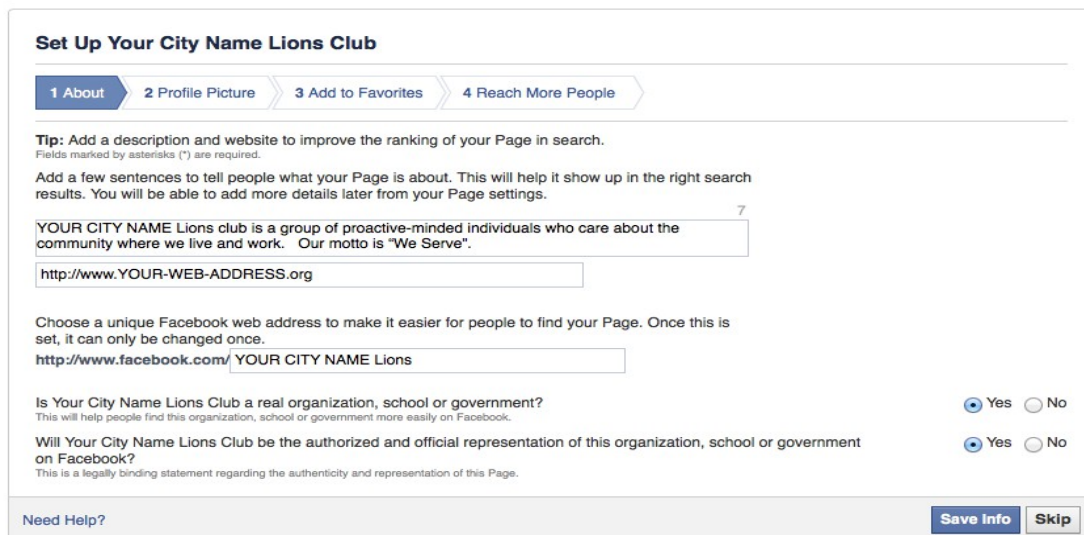<p style="text-align:center; color:red; font-weight:bold;">WARNING: This can't be changed, so think carefully!</p>

<p style="text-align:right; color:darkred; font-weight:bold;">More Setting up the basics</p>

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.

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.

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:

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 an 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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