



f **facebook101**
GUIDE

ARCHDIOCESE OF WASHINGTON

DIGITAL.ADW.ORG

Facebook 101

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Set-up your page

*Please note in order to create a Facebook Page, you'll need to first have a personal profile page.

From your profile page click on the top right drop down arrow and click, [Create a Page](#).

Click on [Company, Organization or Institution](#)

Now select a category for your page - [Church or Religious Institution](#) is an appropriate selection.

Then type in the name of your organization - be sure to be clear!

Then click [Get Started](#).



The screenshot shows the Facebook 'Create a Page' form. At the top, it says 'Company, Organization or Institution' and 'Join your supporters on Facebook.' Below that is a dropdown menu with 'Church/Religious Organization' selected. Underneath is a text input field labeled 'Company Name'. Below the input field, it says 'By clicking Get Started, you agree to the Facebook Pages Terms.' At the bottom is a blue 'Get Started' button.

Now you'll be prompted to fill in some information about your organization.

[About your page](#) - Type in a descriptive sentence or two about your page. You only get 155 characters so keep it short and to the point! The description will appear near the top of your page.

[URL](#) - The web address of your Church or organization

[Facebook URL/Username](#) - You may be given the option to choose a custom vanity URL for your page: facebook.com/yourorganization.

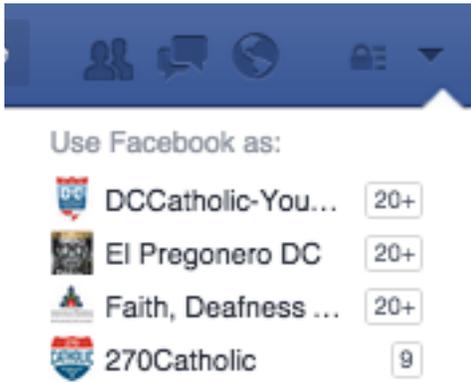
For example, the Archdiocese of Washington's Facebook URL is: facebook.com/adw.org and The DC Catholic Conference is: facebook.com/DCCathCon.

Keep in mind that you may only change this custom URL once. Consider your name carefully. It should relate easily back to your organization and be easy to remember.

In some cases, Facebook will ask that you reach 25 fans first before you can unlock a custom URL.

[Profile Picture](#) - Upload a main profile image for your page. This photo will appear as your icon every time you comment on a post or publish in a newsfeed. Square dimensions are best and JPG or PNG images should be at least 180 pixels by 180 pixels.

Facebook will now prompt you to add your page to your main Facebook menu on your



personal page, which will allow you to access it quickly and easily when you log in.

You can switch from a personal account to a Page that you manage by clicking the drop down arrow in the top right corner of your screen. A list of the pages you manage will appear under **Use Facebook As**. Select your page and you'll be using Facebook as your page, which allows you to search for, like, and comment as your page instead of as your personal profile.

Facebook may prompt you to set up a Facebook ad to promote your page. Skip this for now.

Your page is now Live!

Set-up Your Profile

Add a **Cover Photo**. The cover photo will appear across the top of your page and is the first thing people see when they look at your profile. This image can be changed periodically, but should continue to represent your organization and draw attention from visitors.

For example, the Archdiocese of Washington uses imagery that reflects current events or seasons in the Church. During the Papal Visit to Washington, D.C. their Cover Photo correlated with their branding for his visit, “#PopeInDC”.

Cover photos are 851x315 (pixel) images saved as JPG or PNG's. Keep in mind that the Profile picture will cover a small portion of your Cover photo on the left side.



To upload your cover photo to your page click on the **Add a Cover** button near the top right of the screen.

If you upload an image that isn't quite the exact dimensions of the Facebook cover, you'll have a chance to move and edit the image to fit the available window. When you're happy with the final look, click **Save Changes** and you're set!

Remember - when you upload a new cover photo, the image is added as an update to your timeline. Visitors can like and comment on it. By clicking on the image and then clicking **Add a Description** you can add a caption to your image.

You can add more descriptive information to your profile through the **Page Info** section.

Click on **About** located under your cover photo. From here you can click **Edit** to change or add information about your organization.

Your profile set up is now complete!

Following/Liking

Once you have your page set-up, look for users to **follow** by searching for and **liking** their pages. When the users you like post something, it will appear on your page's timeline where you can like, comment on, and share.

To find other users, type their organization or personal name into the search bar located at the top of the screen.

To follow another user, click on the profile you wish to follow and then click on the **Like** button located on the right of the cover photo.

A good place to start is by Liking:

- Archdiocese of Washington
- Catholic Standard
- DCCatholic
- Catholic News Service
- Catholic Charities DC (@CCADW)
- Maryland Catholic Conference
- DC Catholic Conference

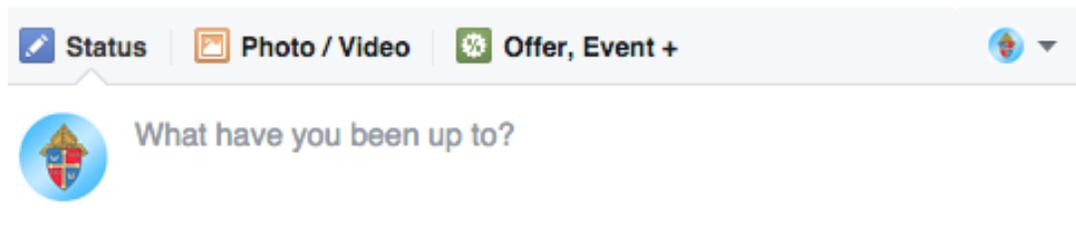


Posting

Posting a status update on Facebook can take a few forms - text, a photo, a video, an event, a photo album, or sharing another user's post.

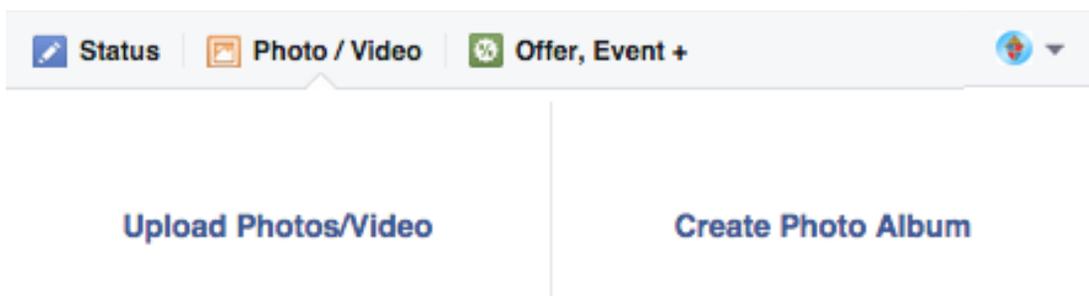
Keeping your page up-to-date with new, fresh, and meaningful content is key to keeping your followers engaged. Share information that your audience will be interested in including articles, prayers, organization specific information, etc.

To post a status update, select the type of post you will be making and follow the prompts given by Facebook.



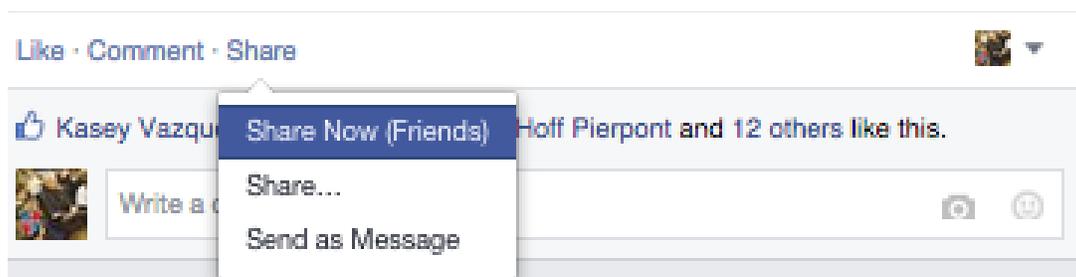
You can select **Status**, **Photo/Video** (which includes an option for creating a photo album), or **Offer, Event+**.

*Note that when posting photos you can choose to either create an album or upload photos directly to your timeline. Photos uploaded directly to your timeline can be found in the **“Timeline Photos”** album.



You can also post other users updates and photos to your own timeline by **Sharing** them, which will give them credit for the post on your timeline.

To share a post, click on the blue **Share** located at the bottom of a post next to the **Like** and **Comment** buttons.



Once you click on **Share** you'll be given three options:

Share Now (Friends) - Clicking this will immediately share the post, exactly as it appears, on your timeline.

Write Post - Clicking this will bring up a dialogue box allowing you to share your own thoughts on the post before sharing it to your timeline.

Send as Message - Clicking this allows you to share a post directly with specific users. You choose the users you wish to send the post to by typing their names into the "Names" box. You can include a personal message and then click the blue **Send**.

Tips for Posting

Facebook posts with visuals attached receive 37% more engagement than those without!

Posts that ask questions or invite followers to participate in something encourage active engagement.

If possible, posting between 2-3 things a day is a great way to keep content fresh and followers interested.

If you can only post once, posting later in the day works best - as people are off of work.

Keep the text in your posts as short as possible.

Reply to all comments you receive on your post with either a response or a like.

Tag other people and pages in your posts. You can do this by adding the '@' symbol in front of their page name as you type it.



Catholic Schools - Archdiocese of Washington

On this first day of May, students at Cardinal Hickey Academy in Owings, Maryland honored our Blessed Mother with a crown of blossoms.

227 people reached [Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)

[Kasey Vazquez, Nan Rollins, Michelle Hoff Pierpont and 12 others like this.](#)

[Write a comment...](#)

Messages, Notifications, and Insights



Messages

Messages are a way to direct message another user or page. You can access your messages by clicking on the **Messages** tab located above your cover photo. Clicking there, you'll be able to see and respond to messages sent to your page by users.

Notifications

You can see and track who is engaging with your page and posts by checking your notifications. These can be accessed by clicking the **Notifications** tab, which is located next to the **Messages** tab above your cover photo.

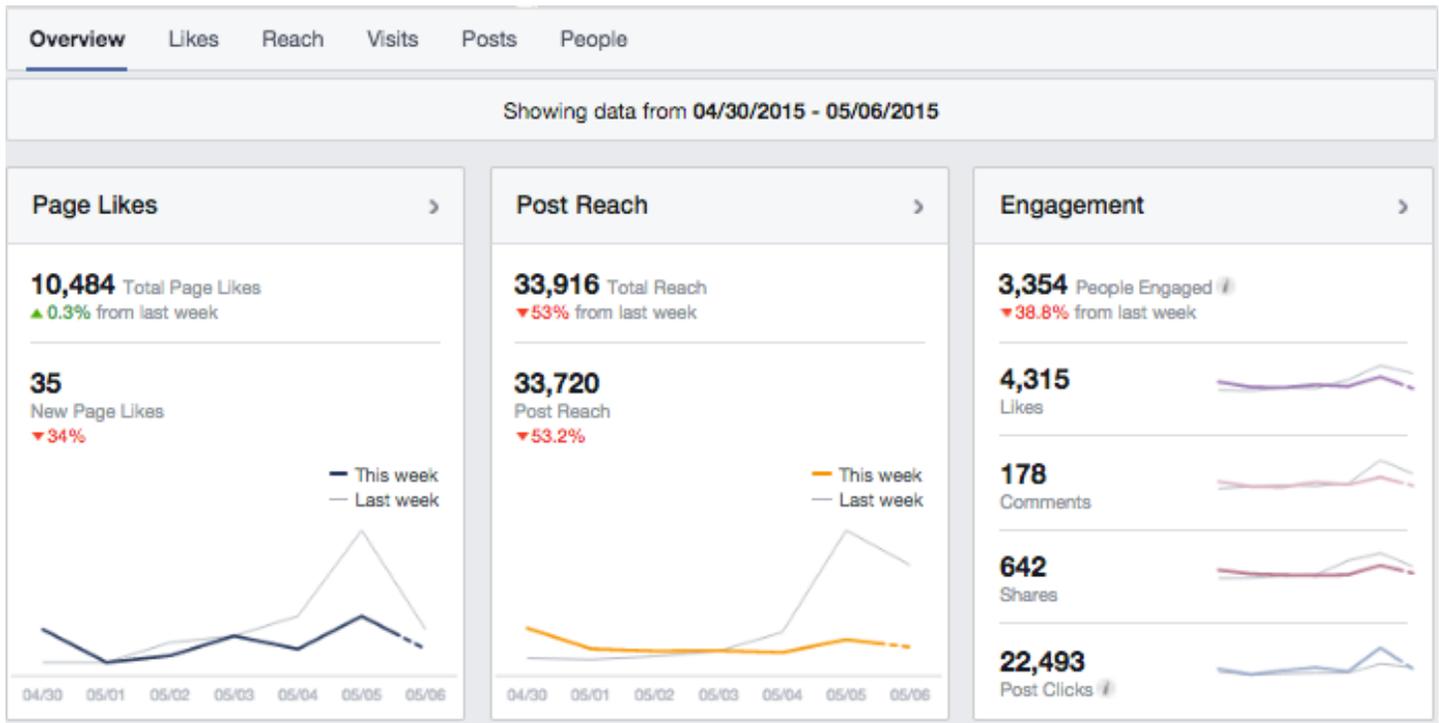
Insights

Once you've shared several pieces of content to your Facebook page, you'll see an **Insights** tab above your cover photo.

At the top of the Insights page, you'll see your Page Likes, Post Reach, and Engagement stats for the week, along with comparison to the same stats from last week.

By clicking on the tabs along the top of the page:

Overview, Likes, Reach, Visits, Posts, and People you can analyze whom you're reaching with your posts, what time they're checking out your posts, and which type of posts are giving you the most engagement.



Facebook Best Practices

Determine your Facebook goals:

- What purpose do you have for opening a Facebook page?
- How often will you post and what will you post about?
- Create a strategy
- What will success look like?

Track your successes and failures:

- What are you posting? Are people interested?
- How can you expand on those ideas to improve the number of people your message reaches?
- Use the Insights tool to learn where and how you can improve

Be authentic and believable:

- How can you relate to your followers?
- Start genuine conversations
- Share accurate information - double and triple check yourself before sharing
- Give people a reason to follow you

Keep up with your profile:

- Upload and use properly sized images
- Keep photos and images up to date

SOCIAL MEDIA



@WASHARCHDIOCESE



FACEBOOK.COM/ADW.ORG



WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE



@WASHARCHDIOCESE



+WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE

TREND THE GOOD NEWS

CARDINAL WUERL



@CARDINALWUERL



SEEK FIRST THE KINGDOM
CARDINALSBLOG.ADW.ORG

ARCHDIOCESAN WEBSITES



ADW.ORG



CATHSTAN.ORG



ELPREG.ORG



CAPITALCATHOLIC APP



educate engage evangelize