WARREN gives

MAY 2014
14 WED

A COMMUNITY FOUNDATION OF WARREN COUNTY EVENT

Promoting your WarrenGives.org web page through facebook

The best way to attract online donors is to direct your supporters to the web.

In this workshop, you will learn how to create a facebook page, the best way to manage it so you can garner continued support, and how to interconnect it with other social media options, such as YouTube and Twitter.

How to create a facebook page

1. Create your page: go to facebook.com/pages and click "Create Page" in the upper right hand corner. Depending on your system, the button might be green.
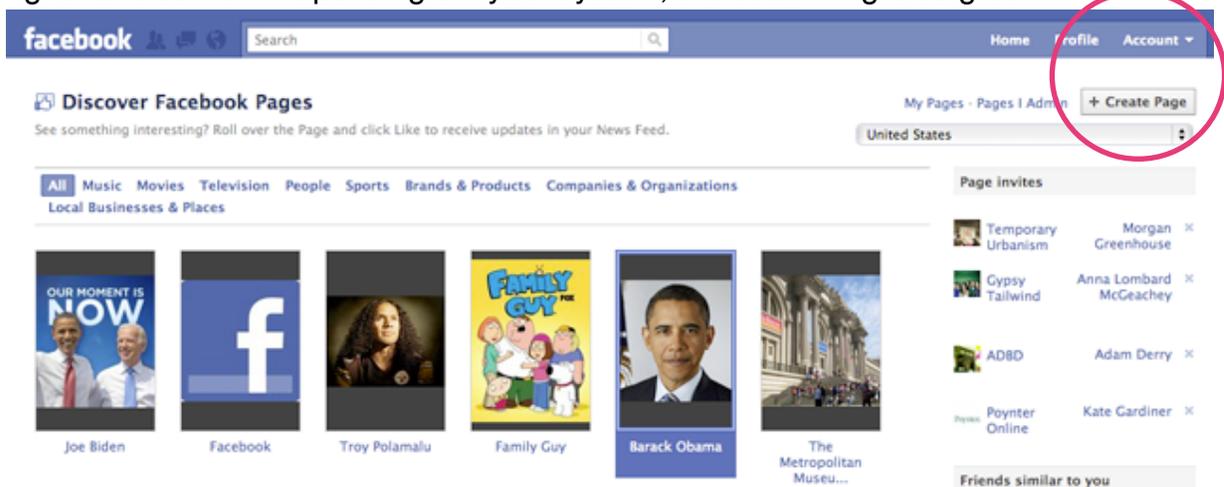
2. Next, you will be prompted to select from the following options.
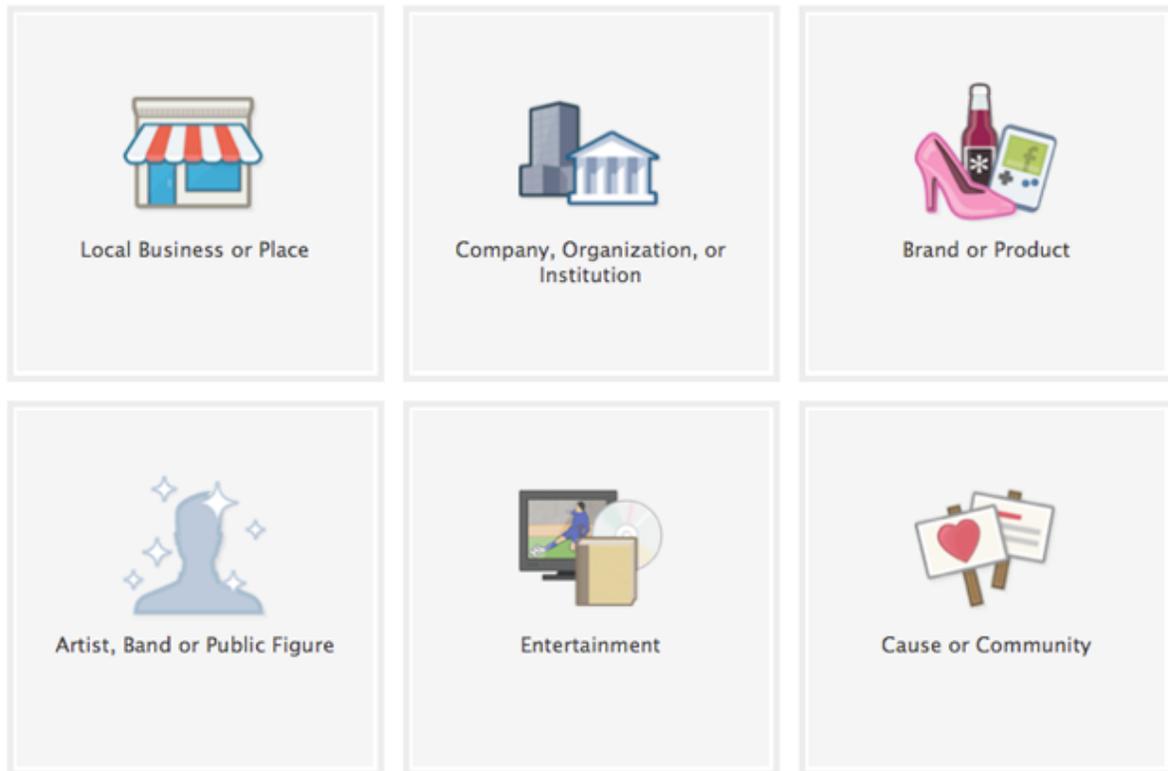
- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

For our purposes, you will more than likely select **"Company, Organization or Institution"** or **"Cause or Community"**

3. Add a profile picture, typically your logo. File should be no larger than 180 x 180 pixels. If you need help with these, contact info@warrengives.org

Set Up Warren Gives

1 Profile Picture   2 About   3 Facebook Web Address   4 Enable Ads

Upload From Computer | Import From Website

Save Photo   Skip

4. Add information about your organization and a website url if available

Set Up Warren Gives

1 Profile Picture   **2 About**   3 Facebook Web Address   4 Enable Ads

Tip: Add a description and website to improve the ranking of your page in search.

Please provide some basic info about Warren Gives.

For example: your website, Twitter page or Yelp link   Add Another Site

Will this Page represent a real organization, cause or event? [?]   ○ Yes ○ No

Visit Help Center   Save Info   Skip

5. Enabling ads: You can make your pages more visible by paying for advertising on facebook. While this is not a necessity to run your page effectively, the benefit is you control how much you spend and it is easy to test for a very affordable cost.

Set Up Warren Gives

1 Profile Picture	2 About	3 Facebook Web Address	4 Enable Ads

Advertising your Page is one of the best ways to grow your audience and be successful on Facebook.

Add a funding source to enable advertising.

Enable Ads   Skip

If you decide to try Ads, be sure to read the Terms on the payment page.

Add a Funding Source

Facebook Ads
Add a new funding source to your Facebook Ads account · Terms Apply

⦿ Credit Card   VISA MasterCard AMERICAN EXPRESS DISCOVER

◯ PayPal   PayPal

Continue   Cancel

The next step will be to set up a Cover Image, no larger than 851 by 315 pixels. This can be a message, a photograph, or anything that can be saved as a jpeg.

At the end of this process you will end up with a page that looks like this and you are ready to start posting...

Effective items to post:

Try to post on your facebook page at least once a day. Effective posts are those that help your audience connect with your mission at a personal level. Photos of your staff, events, shared images of accomplishments.

If you have any questions about this workshop or need help setting up any portion of the facebook page, please email info@warrengives.org. If you would prefer a phone call, send your number and a good time to call and we will return your call within 24 hours.