



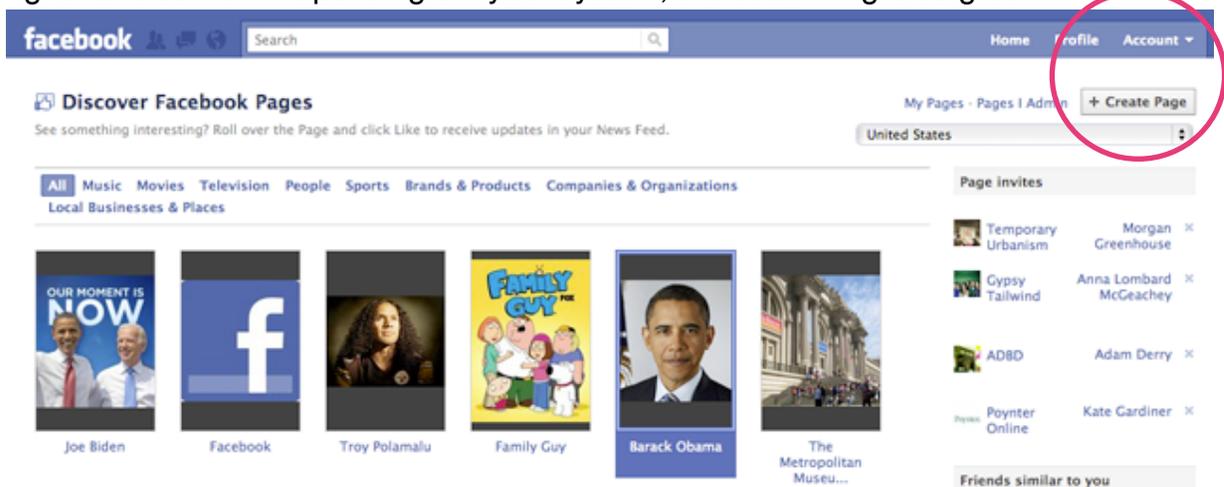
## Promoting your WarrenGives.org web page through facebook

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.

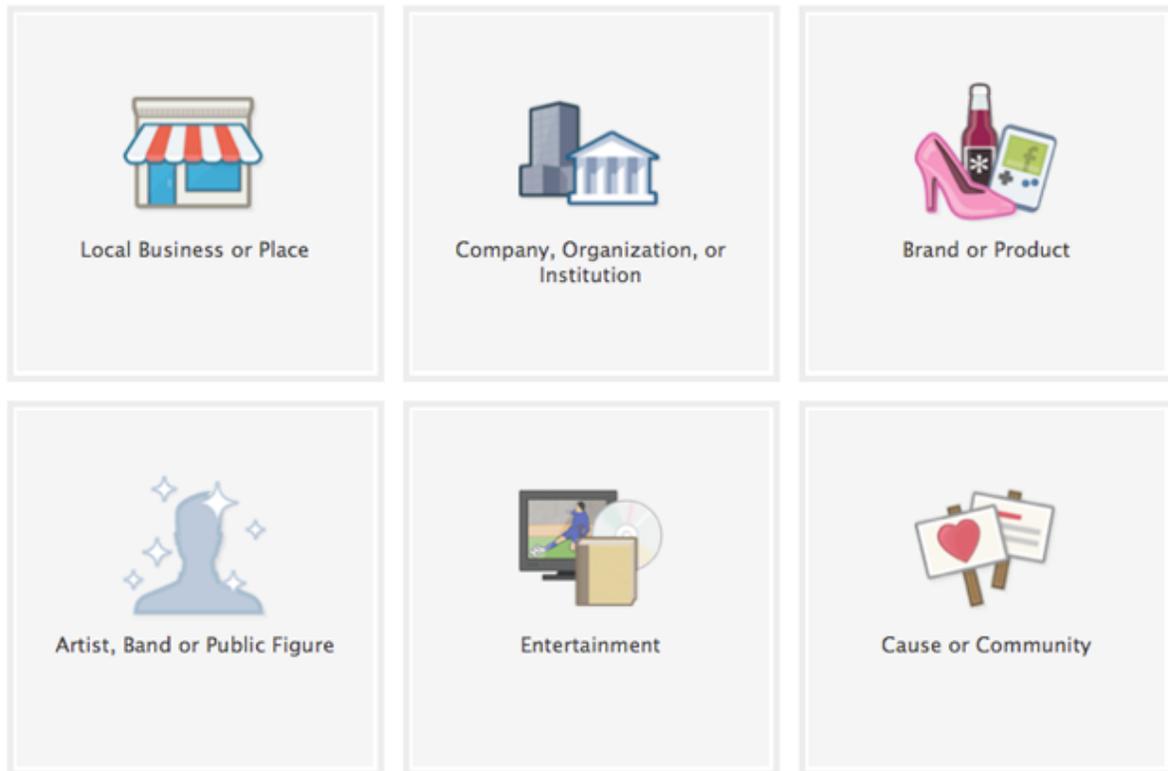
### How to create a facebook page

1. Create your page: go to [facebook.com/pages](https://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.

 **Create a Page**  
Connect with your fans on Facebook.



- 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](mailto:info@warrengives.org)

## Set Up Warren Gives

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

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**Upload From Computer** | **Import From Website**

[Save Photo](#) [Skip](#)

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

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**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.

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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    

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...



The image shows a screenshot of a Facebook page for 'Warren Gives'. The page is set up by 'Ines Bergna Nelson'. The main content area features a large blue circular graphic with a white mouse cursor pointing to the right, overlaid with the text '12 hours of online giving' in red, 'May 8, 2013 from 8 AM - 8 PM' in red, and 'www.WarrenGives.org' in blue. Below this, there is a 'Warren Gives' logo on the left, a 'Sponsored by' signature in red cursive, and the 'COMMUNITY FOUNDATION OF WARREN COUNTY' logo on the right. The page also includes an 'Admin Panel' with options like 'Edit Page', 'Build Audience', and 'Help'. A 'Community' section at the bottom provides a brief description of the event: 'WarrenGives is a twelve-hour online donation event sponsored by the Community Foundation of Warren County taking place on May 8, 2013 from 8 am until 8 pm.' There are also 'Like' and 'Photos' buttons visible.

### 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](mailto: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.