

CA Council of NAIW “How To” Manual

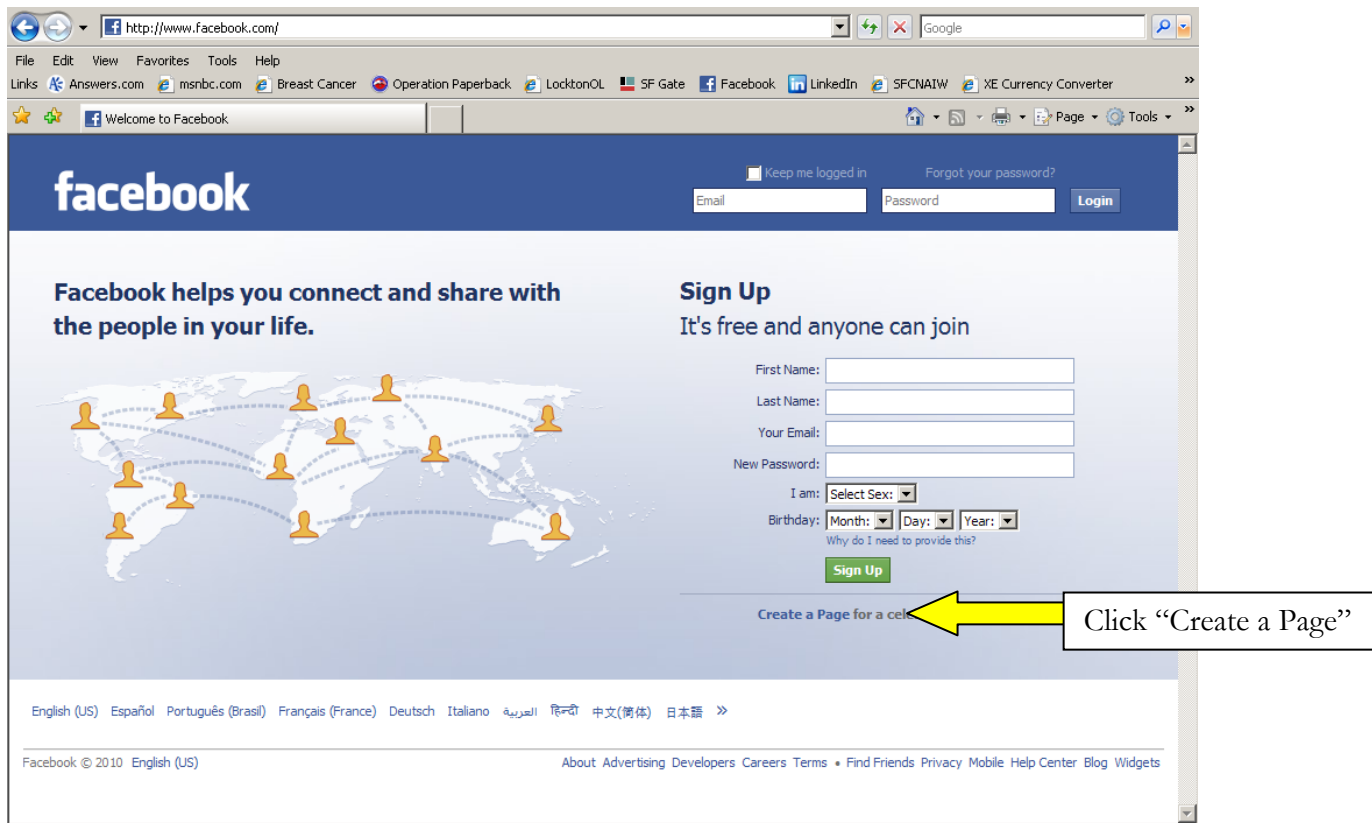
How to set up a NAIW Chapter Page on



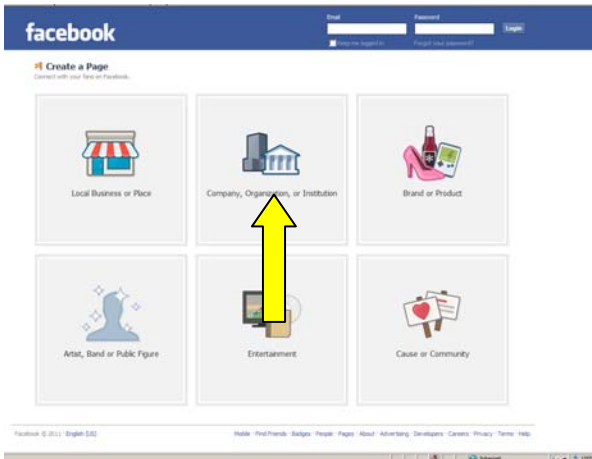
Open your internet browser – Internet Explorer, Firefox, Safari, etc. and Type in www.facebook.com

IMPORTANT: In order to set up a page for an organization, you will need to have a personal Facebook page set-up, you can either do this first or you will be prompted to do it later in the process.

From the Facebook landing page, towards the bottom of the page, below the personal set up area, there is a link to **“Create a Page”** – click the link.



The Create a Page window will open up:



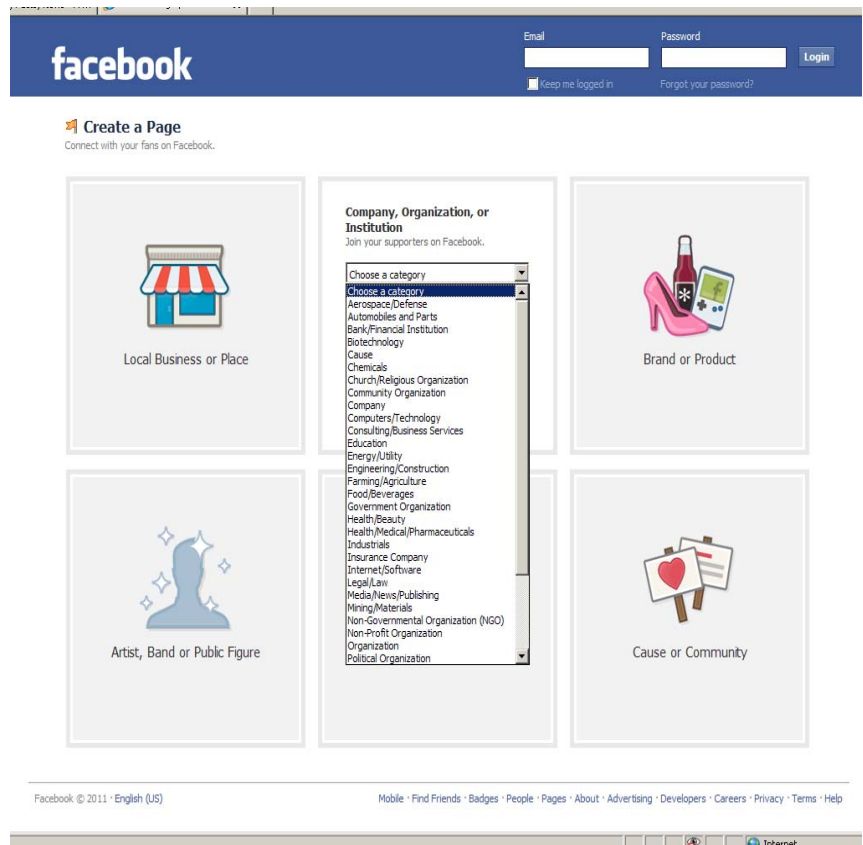
You will want to choose the “Company, Organization, or Institution” option.

When you do, some additional questions will appear. You will be asked to choose category from a drop down box.

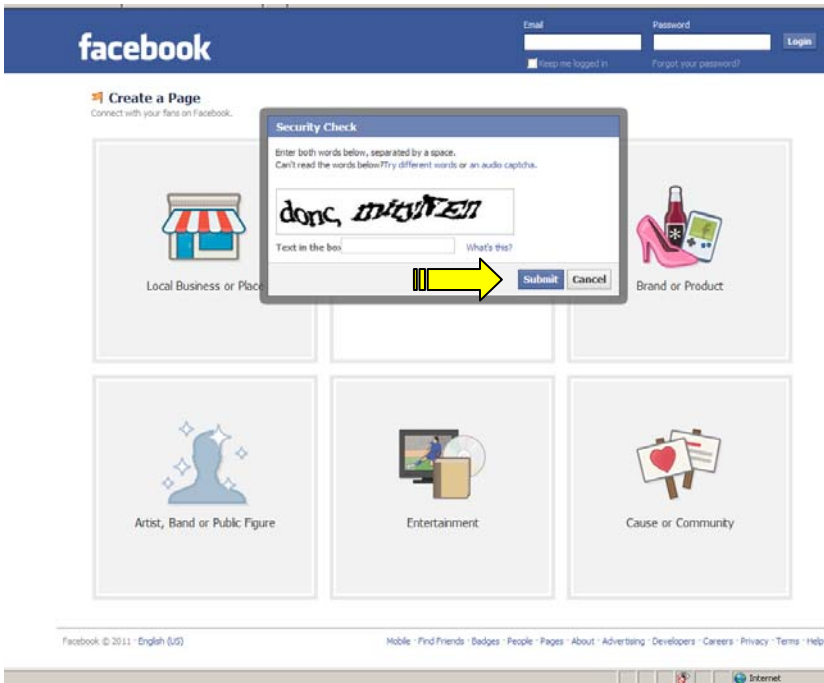
Select: Non Profit Organization

Then you will need to add a “company name” - This should be the Official name of your Chapter, not the Initials

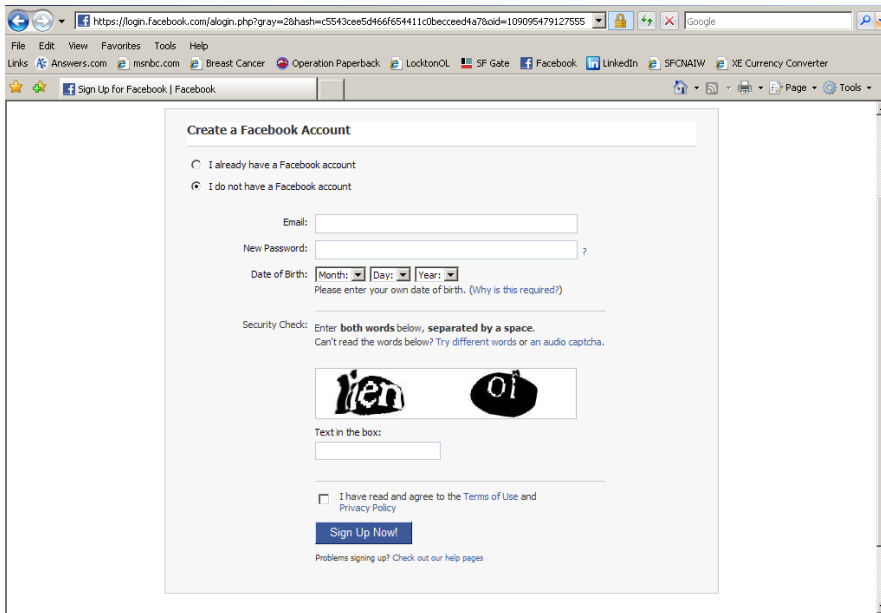
Check the box next to “I agree to Facebook Pages Terms” and then press the blue “Get Started” button



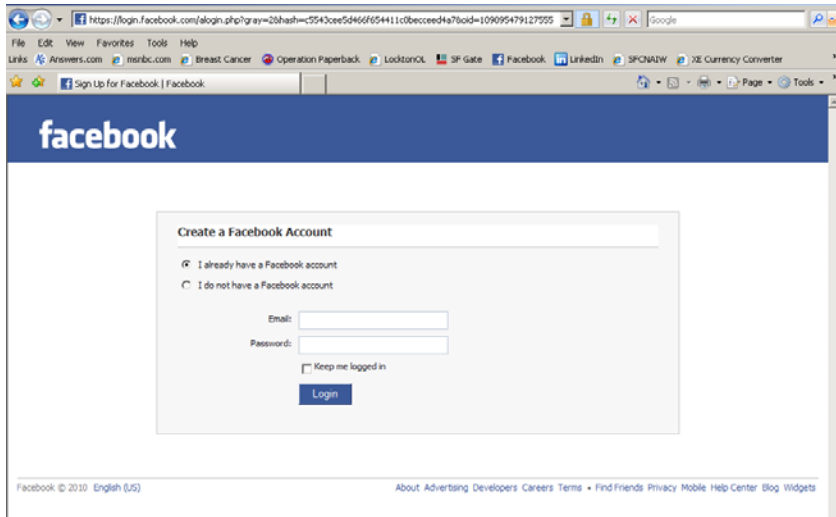
A security check box will come up – fill in the two words that show up and press the blue “Submit” button:



A Create a Facebook Account:



This is where you will 1) Sign into your existing personal account or 2) Start the set-up process for a personal account.

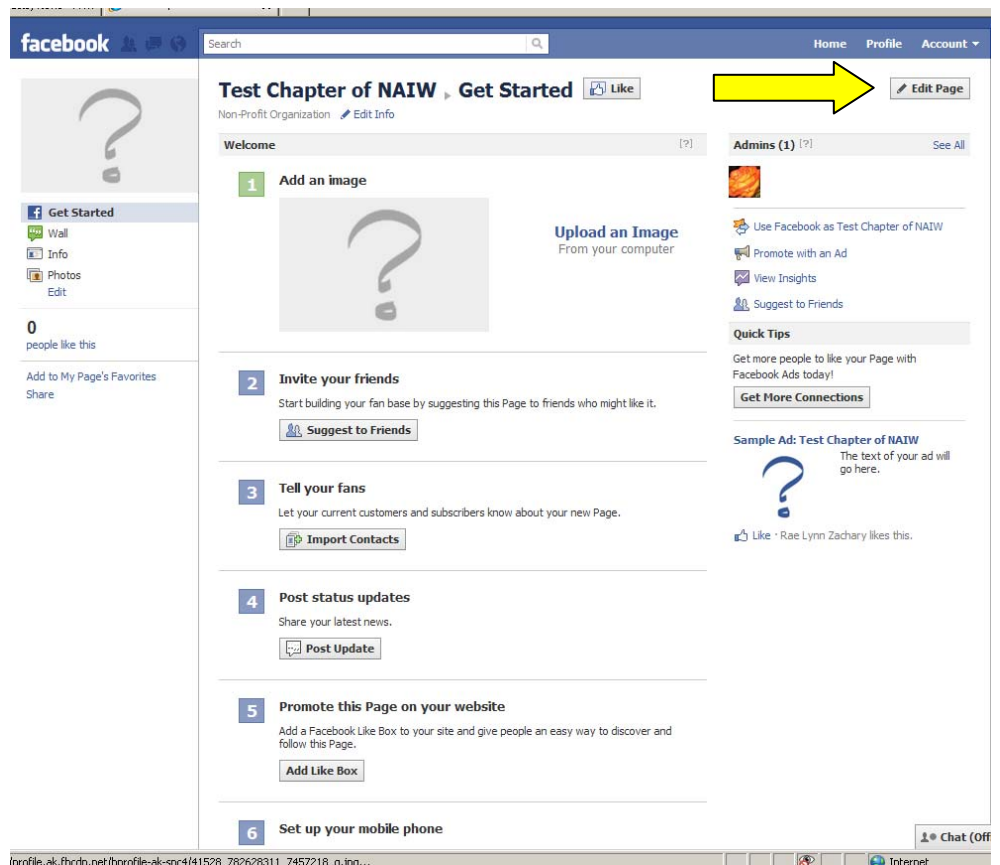


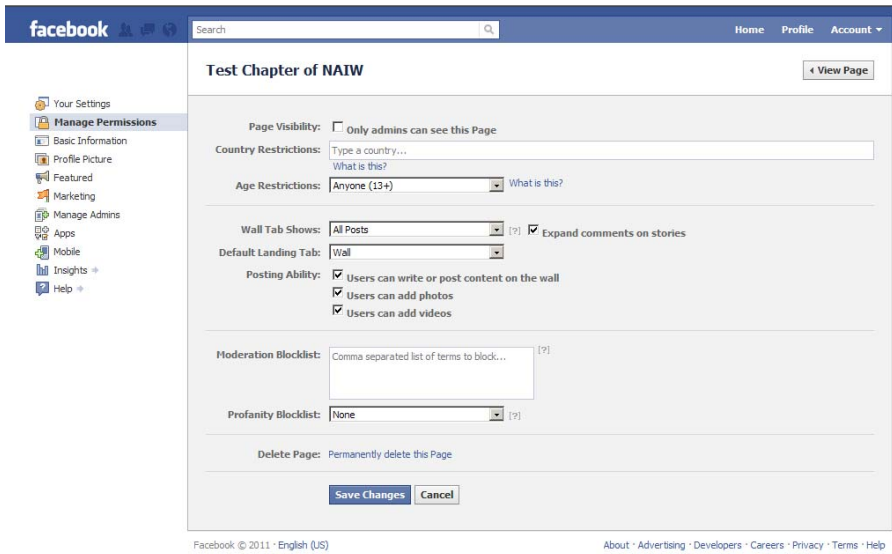
Assuming you already have a personal account click the “I already have a Facebook account” button And sign in

The person setting up the page is automatically added as the Administrator of the page, but you can add other members as administrators once they “Like” the page.

Congratulations you have completed the initial set up your Chapter’s Page, now you have to fine tune the settings and add your content.

On the upper Righthand side of the window, there is a link for “Edit Page”. Click on it.

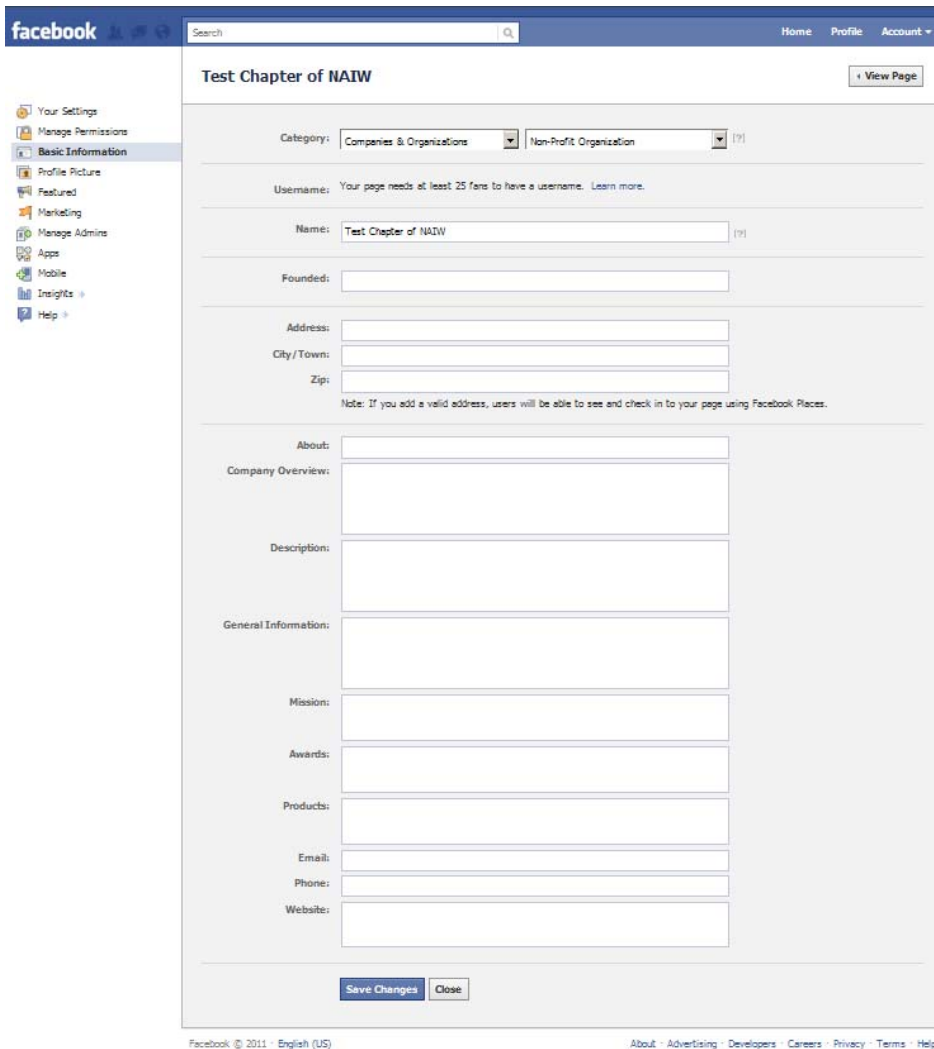




The main page set up screen will appear, this is where you will set up who can see your page, what you want to appear on your page and modify the permission on who can post what on your page.

Some sections will have a series of drop down boxes with your choices, or boxes to type into and some will also have check boxes for settings. It is up to your chapter what they want to allow to be posted on the “Wall”. Our chapter (SFCNAIW) does not allow the posting of videos, but does allow the posting of photos.

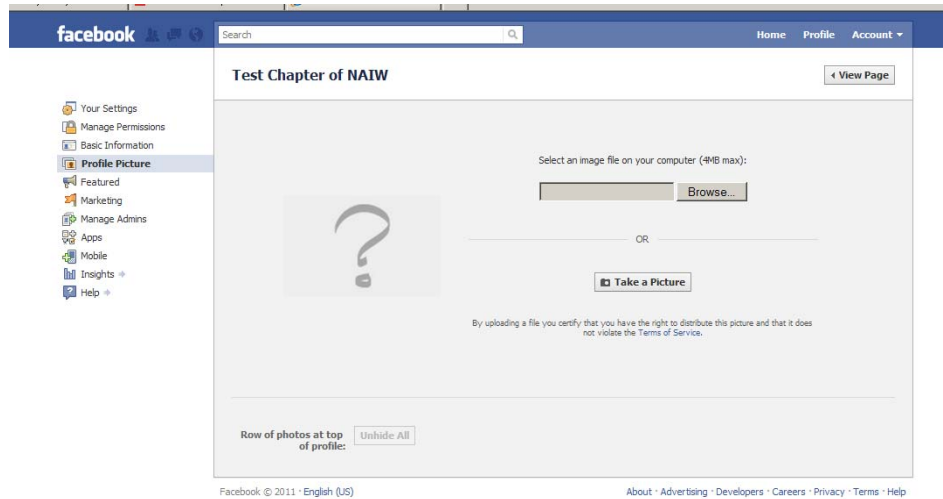
Next, on the left hand side of the page, click on **“Basic Information”** and the following screen will appear



The information page opens up and allows you to fill in both Basic (when the organization was founded) and detailed information about your Chapter – this is your opportunity to “SELL” your chapter!

Fill in the information you want everyone to know about your Chapter of NAIW and remember to click the blue “Save Changes” button

Next, on the left hand side of the page, click on **“Profile Picture”** and the following screen will appear:

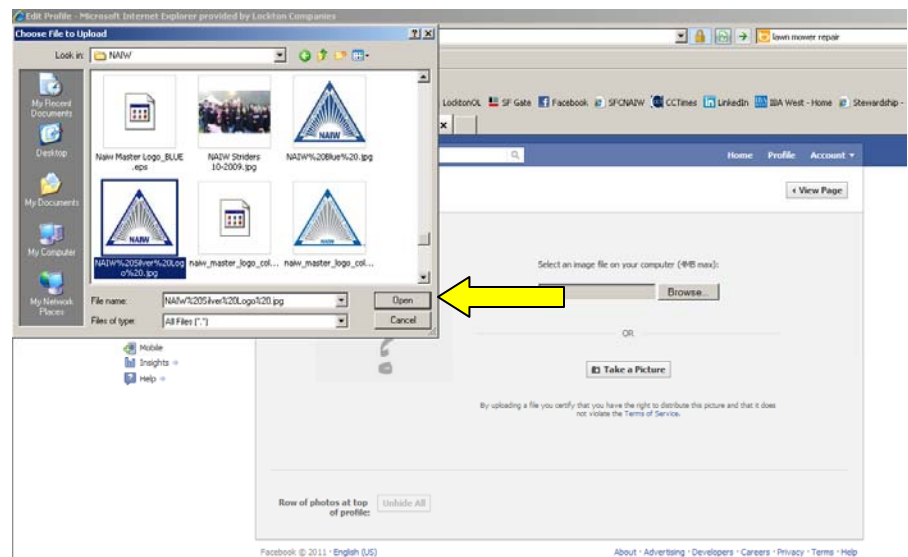


This step lets you post the profile photo for your page. Many chapters are just using the NAIW logo, some have developed their own identifying logo and use that instead. Keep it professional, the profile photo is “your brand”.

To post the photo, click the “Browse” and a pop up box will appear that will allow you to browse your computer to find the photo you want. It will also let you know the maximum size of the photo you can use (as of 4/2011 it is no bigger than MB in size)

Find your photo, click on it and then click on the “Open” button and you are done!

NOTE: if you have trouble importing the photo from this page, you can do it from the main page as well.



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Next, you will want to “**Manage Admins**”, this is where you can add other members who will have the ability to manage your page or remove members who are no longer responsible for maintaining the page.



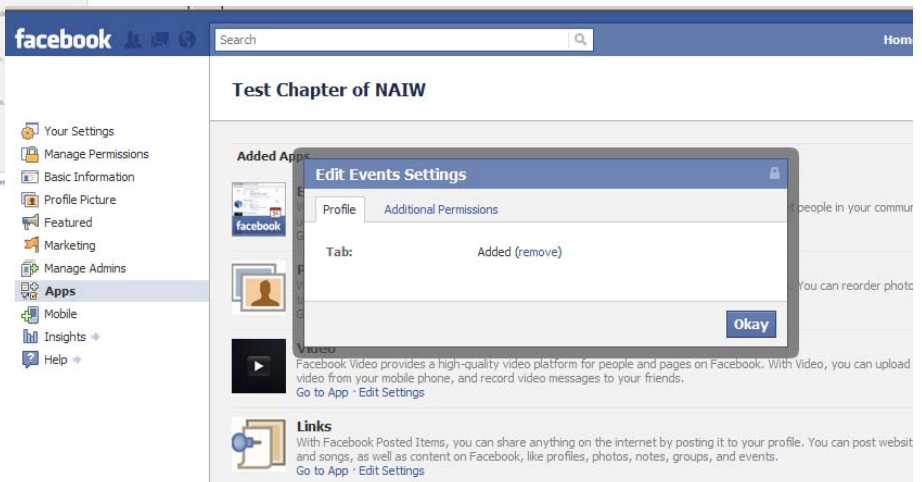
Just click into the open box and either type in the name of a member who is also a Facebook user; or type in the e-mail of the person you want to make an admin – the Facebook system will send them a note.

Below the two setting boxes are a list of applications that are standard to a Page, you can edit the settings for each one or even delete the application if you don't want fans to be able to use them. (for instance we removed the video link for the SFCNAIW page)

The last thing you want to do is manage the sections of your page or the “**Apps**”



You will need to click on the “Edit Settings” link for each application, when you do a box will pop up with two tabs – PROFILE and ADDITIONAL PERMISSIONS



The Profile Tab allows you to “Add” the “App” to your page. For instance if you select the Events App, the profile tab will indicate that Events is Available and the word (add) will be in parenthesis. If you Click on (add) – which I have done in the photo above; you will be able to post events on your page. Click Okay and then set the permissions for the rest of the applications. FYI, our chapter allows the posting of photos, but not videos, but each chapter will need to decide what they want on their pages.

After you have made Setting and Applications selections, return to the main page, by clicking “View Page”, at the top of the screen.



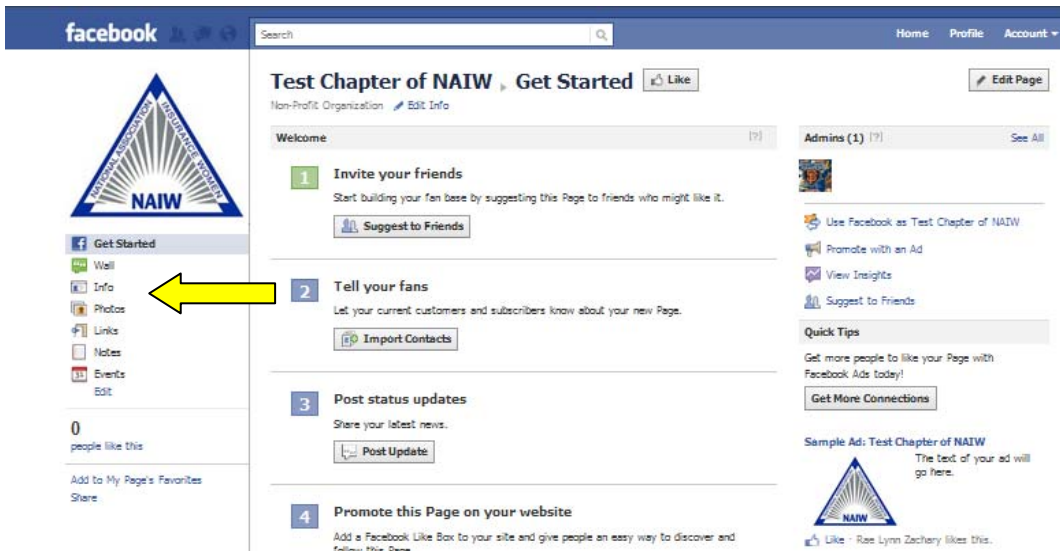
This will bring you back to the main screen



From here you can “Invite your Friends” – members who are already on Facebook.

“Tell your fans” – Using an import contacts feature. This will send a notice to members who don’t have Facebook

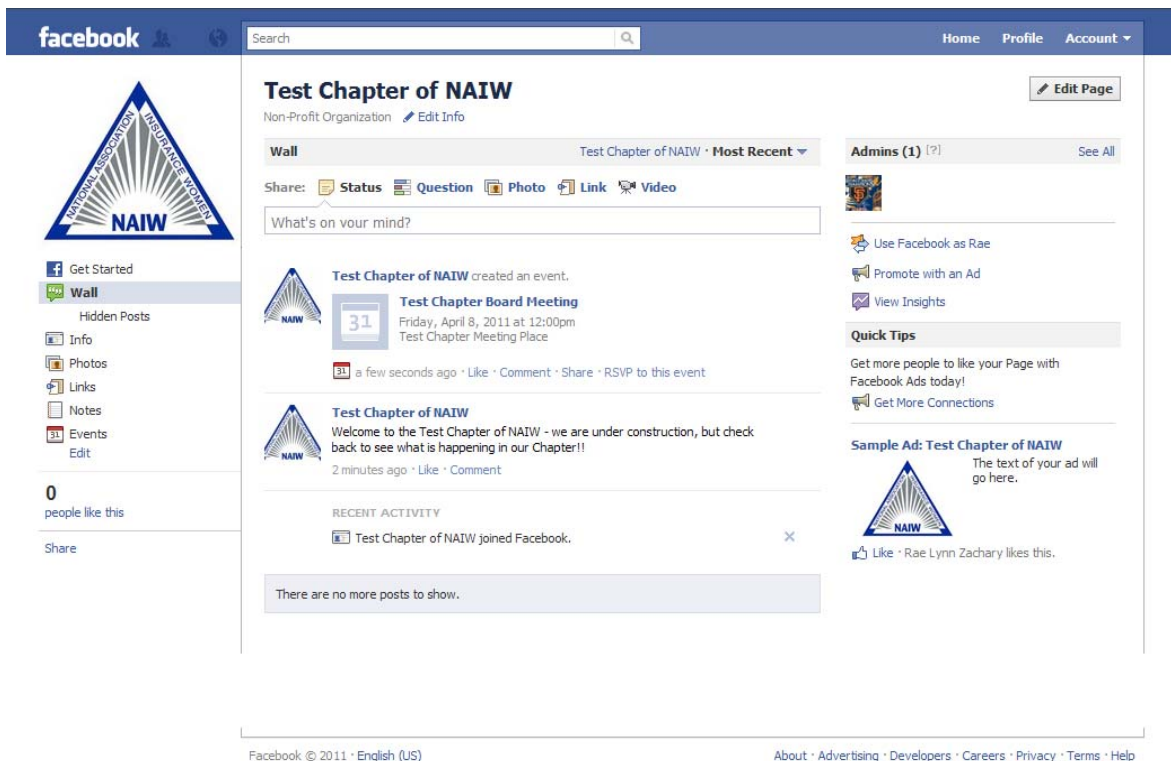
“Post your first Status” – Welcome all your members and friends to the new FB page!



Now it is time for the fun stuff!

Using the links on the Left-hand side of the page - Add your photos, events and notes.

Keep your page **CURRENT**, and invite all your members to become fans of the page. Put an announcement in your Newsletter and on your Website so your members know that your chapter is on Facebook.



Visit your sister chapter's pages to see what they doing with their pages and get ideas for yours.

Another **VERY IMPORTANT** fact, just because someone becomes a Fan of your page, does not mean that all the other fans have access to their information. ***If your member's individual privacy settings only allow their friends to see their personal wall, those are the setting that will prevail.***

Happy Facebooking!