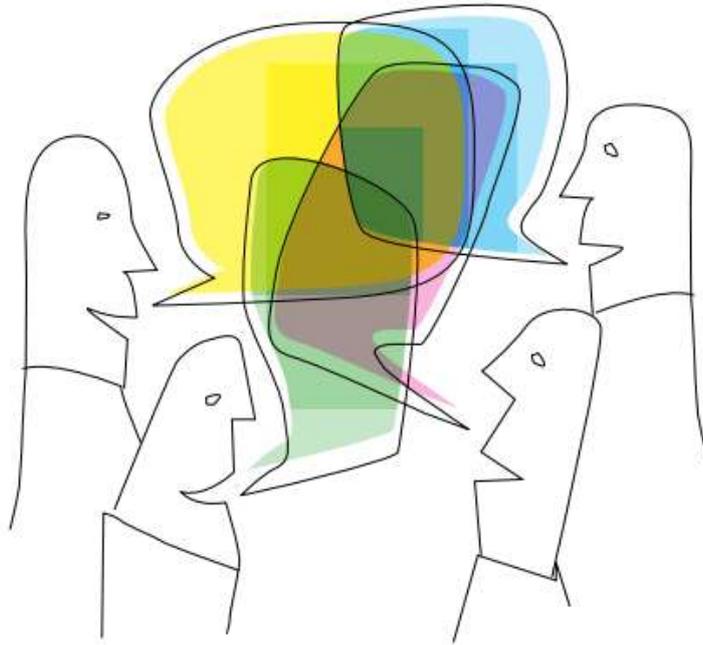


Introduction to Facebook

Introduction to Facebook for Lions Clubs

201 Q2 District PR/Media initiative



A guide for non for profit Training
Leo / Lion Peter Hodgson

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Introduction to Facebook

You have heard of social media and inbound marketing. Maybe you have experimented with Twitter and checked out your kids' Facebook profiles. But why does any of this matter to you or your Clubs?

Social media and inbound marketing are becoming increasingly important assets for Lions Clubs. These marketing tools can increase your ability to be found by and further engage with potential members and community volunteers.

What Is Facebook?

Facebook is a social utility used to for connecting people with those around them – friends, family, co-workers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to high schools, corporations, regional networks, any user across the world. Facebook allows users to connect and share information in a variety of ways.



Why Should You Have a Facebook Page?

Facebook has over 500 million active users and that number continues to grow steadily. It is the most trafficked website in the world. More than two thirds of Facebook users are outside of college and the fastest growing demographic is women over 55. While Facebook started off as a community for college students, it has expanded far beyond that and you will be hard-pressed to find a demographic not yet represented among Facebook's 500 million users.

Use Facebook to:

- Get found by people who are searching for your events and club information
- Connect and engage with current and potential members
- Create a community around your club
- Promote other content you create, including webinars, blog articles, or other resources

Personal Accounts vs. Club Accounts

On Facebook, Profiles are meant for people and Pages are meant for non for profits and businesses. To fully engage and leverage Facebook's features, you should create a personal profile. If you're worried about privacy, or balancing club and personal contacts, we'll cover that in the next section.

What not to do with your personal profile: Do not create a personal profile for your club. Profiles are people, Pages are for clubs / businesses .

Using Facebook for Non for profits:

Aside from individuals creating personal profiles and engaging in the Facebook community, Lions clubs users can also create a Page for their club or a Group for a community of users.

How to get started?

1. Sign up and create a Facebook Account (personal account not a page)

To get started, go to Facebook.com, click "Register" and fill out a short online registration form. Once you're signed up, you'll need to have a profile to share information and photos about your organization with others. What to

include in your organization's profile? Photos, links to your website and videos can all be added. And remember, when creating your profile you can include as little or as much information as you feel comfortable.



Facebook is a social utility that connects you with the people around you.

Facebook is made up of many networks, each based around a workplace, region, high school or college.

You can use Facebook to:

- Share information with people you know.
- See what's going on with your friends.
- Look up people around you.

▶ Register

Everyone can join.

▶ Take the Tour

Learn about Facebook.

▶ Who's on Facebook?

Find friends before you join.

2. Find friends and connect with your community

Now that you have a Facebook account, connecting to people in your community is easy. Start by using the [search feature to find friends](#) who are already using Facebook and request to be their friend. You can add just about anyone you can think of including your members, supporters, volunteers, staff and even your board members. Don't worry if you don't have a big list right away. Once you have two or more contacts, you'll be able to expand your social network by locating mutual friends and contacting them.

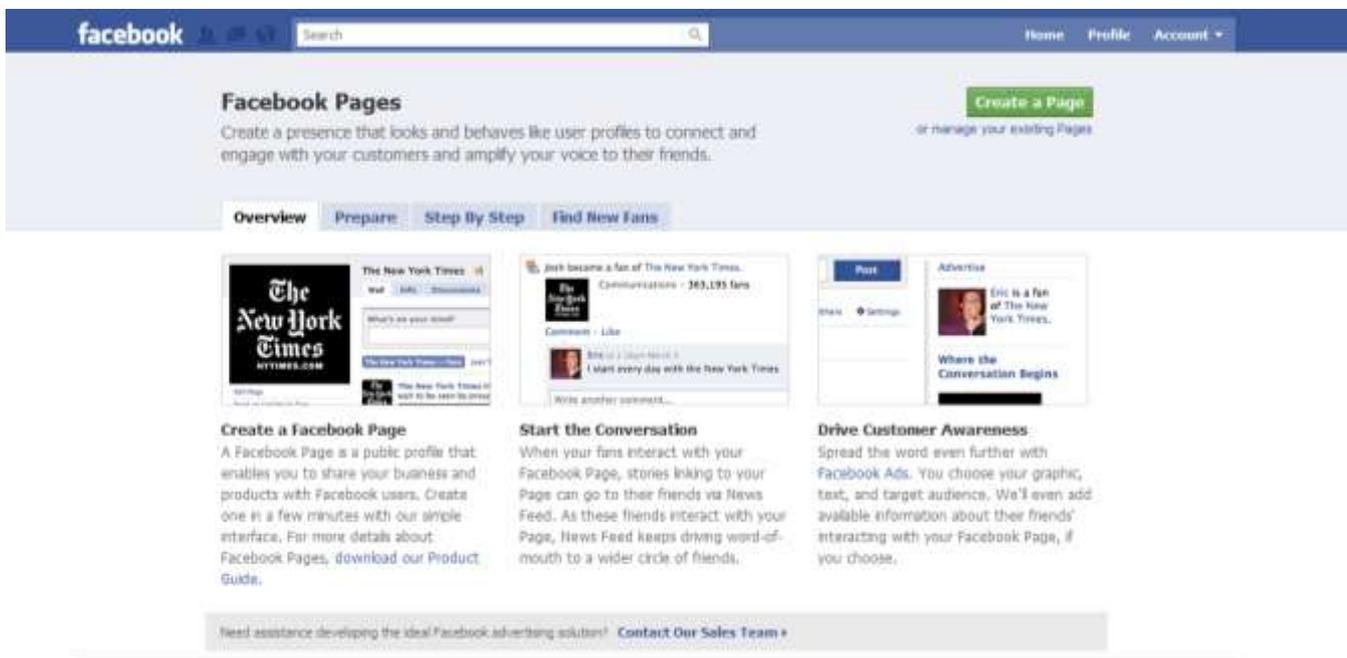


3. How to Set Up a Page

A Page is similar to a Profile except that it is, by default, public and users can become a “fan” of your Page without first requiring approval from the Page administrators. LIONS CLUBS must use Fan Pages, Not personal profiles. You have to have a personal account to create a page. To create a personal account, follow steps above.

Creating a Page is completely free but will require your time to build and maintain.

- To get started, visit www.facebook.com/pages/create.php/ (Note: you must be logged in to create a Page.) You will walk through a simple wizard to create your Page.
- Fill out your Page like you would a Profile.
- Click on “Edit Page” or “Edit Information” on the Info tab to add information about your business like your website, a short description, products, and so on.
- Add an image as the photo for your page – Use latest Lions Family Logo’s
- Take advantage of some of the features of organisation Pages, like the discussion, board to engage Your fans.



4. Send and receive messages

Facebook offers a message board feature called "The Wall" that displays member profile pages. You can use it to post all kinds of messages to your network. But be beware: comments can be viewed by all your contacts in your list of Facebook friends.

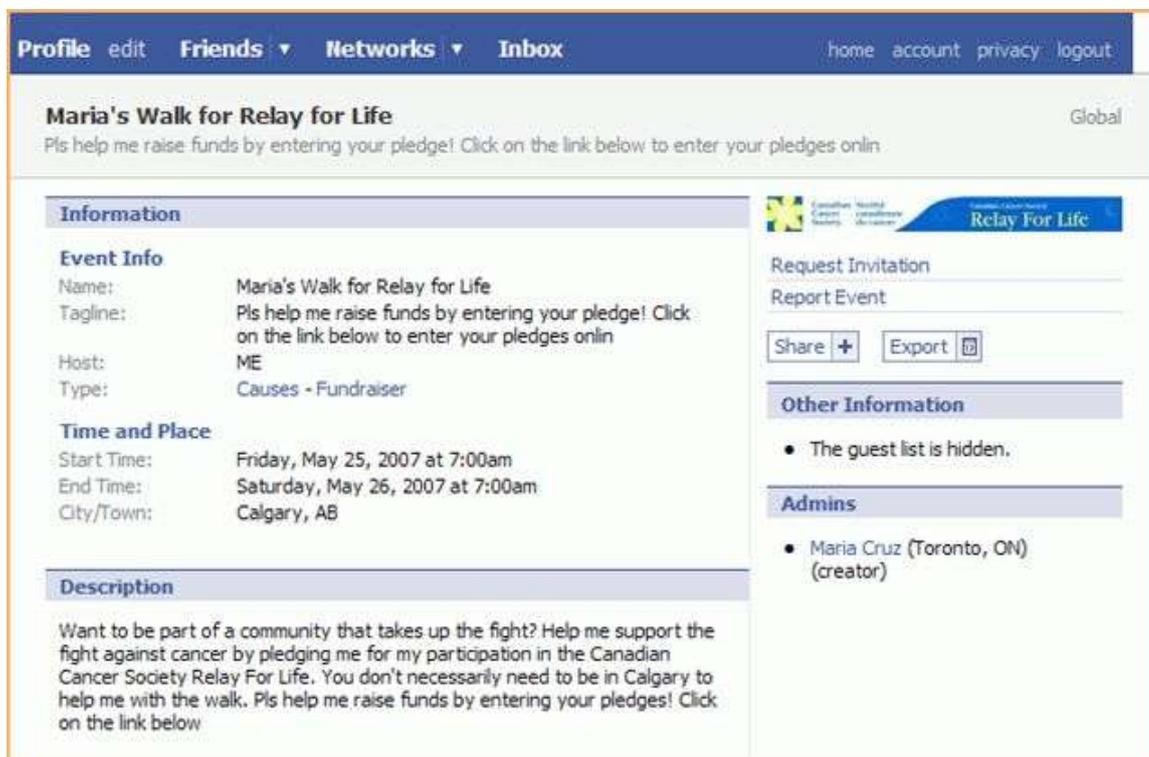
5. Upload and share pictures

One of Facebook's most popular features has been the ability to upload and share pictures. Facebook also offers an unlimited quota with their only restriction being a 60-photos-per-album limit. The process is very simple. Start by creating an album which you can then assign limitations to (e.g. visible to my members only) and upload photos within them. The album is then put into your page, and other users can see and comment on them. You can also "tag" your photos with the names of people you mention and share the photos via a web link or by e-mail. What's more is that you can order prints online! Perfect way to gain coverage of your events.



6. Promote your events

Facebook is a great place to promote your organization's events. Simply create the event, add pictures and invite your contacts to join. In addition to groups, you can post details of events in your profile so people can RSVP for an event. You also have the option to leave the event open to people in your network or open for everyone.



The screenshot shows a Facebook event page for "Maria's Walk for Relay for Life". The page is set to "Global" and includes a call to action: "Pls help me raise funds by entering your pledge! Click on the link below to enter your pledges onlin". The event details are as follows:

Information	
Event Info	
Name:	Maria's Walk for Relay for Life
Tagline:	Pls help me raise funds by entering your pledge! Click on the link below to enter your pledges onlin
Host:	ME
Type:	Causes - Fundraiser
Time and Place	
Start Time:	Friday, May 25, 2007 at 7:00am
End Time:	Saturday, May 26, 2007 at 7:00am
City/Town:	Calgary, AB
Description	
Want to be part of a community that takes up the fight? Help me support the fight against cancer by pledging me for my participation in the Canadian Cancer Society Relay For Life. You don't necessarily need to be in Calgary to help me with the walk. Pls help me raise funds by entering your pledges! Click on the link below	

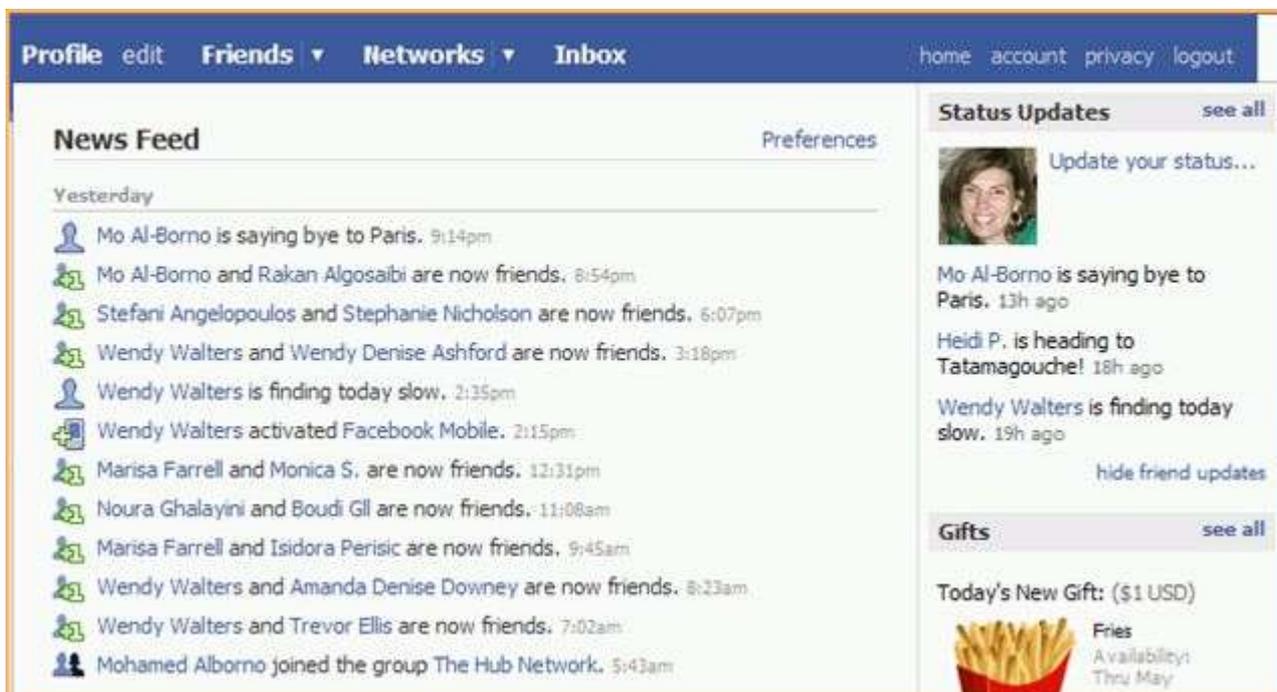
Additional features on the right side of the page include: "Request Invitation", "Report Event", "Share +", "Export", "Other Information" (with a note: "The guest list is hidden."), and "Admins" (with a note: "Maria Cruz (Toronto, ON) (creator)").

7. Promote your blog or newsletter

Facebook also helps you to promote your blog or newsletter. This feature allows you to share information beyond what's in your profile in two ways. You can either post a note on your page or import your external blog. It is a nice way to communicate with your constituents and update them on your organization. You can also integrate an RSS feed in to your blog with notes. When you post it, the note is displayed in your profile and every one of your "friends" is notified and other members can add comments.

8. Keep in touch with your members

Facebook has a feature called "News Feed" that allows you to see all kinds of activity within your network. It's very similar to an RSS feed, in that when you log in to Facebook you immediately receive an update of all of the actions your contacts have taken. And if someone posted a new photo album or RSVPed to an event, you'll be notified right away.



9. Maintain some privacy

On Facebook, you are in control of what information is out there about your organization and who can see it. You can retain some privacy by blocking certain people from viewing your profile or by creating a limited profile to hide information you might not want to share with your contacts.

These nine points are meant to be a starting point for you to get your nonprofit on Facebook and into the social networking world. There are also many examples of nonprofit groups on Facebook. For instance, [UNICEF](#) at Indiana University has a campus group to announce news and meetings and there's also a group for [Advocates for Grassroots Development in Uganda](#) (AGRADU), a UNC student initiative aiming to support indigenous grassroots efforts at community building and economic development in Uganda. For more examples of nonprofit related content on Facebook and some helpful tips, read [Emily Weinberg's post](#).

10. A Beginners Glossary of Facebook Terms

Application - a program that allows users to share content and interact with other users

Fan - Facebook users who choose to become a “fan” and follow an organisation’s page

Friend - 1.) (n) personal connection on Facebook; 2.) (v) to add a Facebook user as a friend

Friend List - organised groupings of friends

Group - a collection of Facebook users with a common interest; any Facebook user can create and join a Facebook group

Network - an association of Facebook users based on a region, school, or workplace

News feed - 1.) feed of content posted to one’s Wall; 2.) aggregation of one’s friends’ newsfeeds published on a user’s Facebook homepage

Page - official presence for public figures or businesses to share information and interact with fans on Facebook

Profile - presence for individuals to share information and interact with friends and organisations on Facebook

Wall - the core of a profile or page that aggregates new content, including posted items (i.e. status updates) and recent actions (i.e. becoming a fan of a page)