



## PUGET SOUND FOREST STEWARDSHIP

# How To Create A Facebook Page For Your Program

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# You have to have a personal account first.

Welcome to Facebook - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Back Forward Reload Stop Home

http://www.facebook.com/

Welcome to Facebook

facebook

Email  Password  Login

Keep me logged in Forgot your password?

Facebook helps you connect and share with the people in your life.

**Sign Up**  
It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month:  Day:  Year:

Why do I need to provide this?

Create a Page for a celebrity, band or business.

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 »

Done

**Sign up here if needed**

# Once you are logged in, you can create your program page.

<http://www.facebook.com/pages/create.php>

### Create a Page

#### Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Page name:

(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

#### Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

Local business:

Education

Brand, product, or organization

Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

[Create Official Page](#)

*Note: Under "Local business" is an option for Education*

Add a picture to represent your program (this is how other users will “see” you.

The screenshot shows the Facebook page creation interface for 'WSU Technology To Teach'. The page name is at the top with a 'Like' button. Below it are navigation tabs: 'Get Started', 'Wall', 'Info', 'Photos', 'Discussions', and a plus sign. A welcome message reads 'Welcome to your new Page. Let's get started!'. A red oval highlights the first step: '1 Add an image'. This step includes a placeholder image with a question mark and the text 'Upload an Image From your computer'. Below this is step '2 Invite your friends', which includes the text 'Start building your fan base by suggesting this Page to friends who might like it.' and a 'Suggest to Friends' button. On the left sidebar, there are options like 'Edit Page', 'Promote with an Ad', and 'Add to My Page's Favorites'. At the bottom of the sidebar is an 'Insights' section with a 'See All' link and a list of metrics: '0 Monthly Active Users', '0 Daily New Likes', '0 Daily Post Views', and '0 Daily Post Feedback'.

Click the info tab and add information about your program.

The screenshot shows the Facebook interface for the page 'WSU Technology To Teach'. The page is in edit mode, as indicated by the yellow banner at the top of the content area that says 'Click on a profile section below to edit it. Remember to save your changes.' and a 'Done Editing' button. The navigation tabs at the top of the page are 'Get Started', 'Wall', 'Info', 'Photos', and 'Discussions'. The 'Info' tab is circled in red. Below the tabs, the 'Basic Info' section is expanded and circled in red. It contains three input fields: 'Address:', 'City/Town:', and 'Zip:'. Below these fields are two buttons: 'Save Changes' and 'Cancel'. To the left of the main content area, there is a sidebar with options like 'Edit Page', 'Promote with an Ad', 'Add to My Page's Favorites', and 'Suggest to Friends'. At the bottom of the page, there is a status bar showing 'Transferring data from creative.ak.fbcdn.net...' and a chat window for 'Chat (Offline)'.

# Add additional tabs to your page if you like.

The screenshot shows the Facebook page editor for 'WSU Technology To Teach'. The page is in edit mode, with a yellow banner at the top stating 'Click on a profile section below to edit it. Remember to save your changes.' The main content area is divided into sections: 'Basic Info' (with fields for Address, City/Town, and Zip), 'Detailed Info', and 'Contact Info'. A red circle highlights the 'Add a new tab' menu, which is open and shows options for 'Photos', 'Links', 'Notes', 'Video', 'Events', and 'Discussions'. Below these options is a search bar for available tabs. The left sidebar contains options like 'Edit Page', 'Promote with an Ad', and 'Add to My Page's Favorites'. The bottom of the page shows a chat window and a status bar indicating data transfer.

Your “wall” is where you post information for the world to see (e.g. a “status update”)



Don't forget to Like your page!

# Adjust the wall settings for what you want to allow users to do.

The screenshot shows the Facebook page settings for 'WSU Technology To Teach'. The page has a 'Like' button and navigation tabs for 'Get Started', 'Wall', 'Info', 'Photos', and 'Discussions'. Below the navigation is a 'Share' section with options for Status, Photo, Link, and Video. The main content area is titled 'WSU Technology To Teach + Others' and includes a 'Spam' section and a 'Settings' button, which is circled in red. A red arrow points from the 'Settings' button to the 'View Settings' section. The 'View Settings' section includes options for 'Default View for Wall' (set to 'Only Posts by Page'), 'Default Landing Tab for Everyone Else' (set to 'Wall'), and 'Wall Spam Filter' (set to 'Visible to Admins Only'). There is also a checkbox for 'Auto-Expand Comments' which is checked. The 'Permissions' section is circled in red and includes a 'Posting Ability' section with four checked options: 'People who like this Page can write or post content on the wall', 'People who like this Page can post photos', 'People who like this Page can post videos', and 'People who like this Page can post links'.

**WSU Technology To Teach** Like

Get Started Wall Info Photos Discussions +

Share: Status Photo Link Video

WSU Technology To Teach + Others Just WSU Technology To Teach Just Others

Spam

**Settings**

**View Settings**

Default View for Wall: Only Posts by Page

Default Landing Tab for Everyone Else: Wall

Wall Spam Filter: Visible to Admins Only

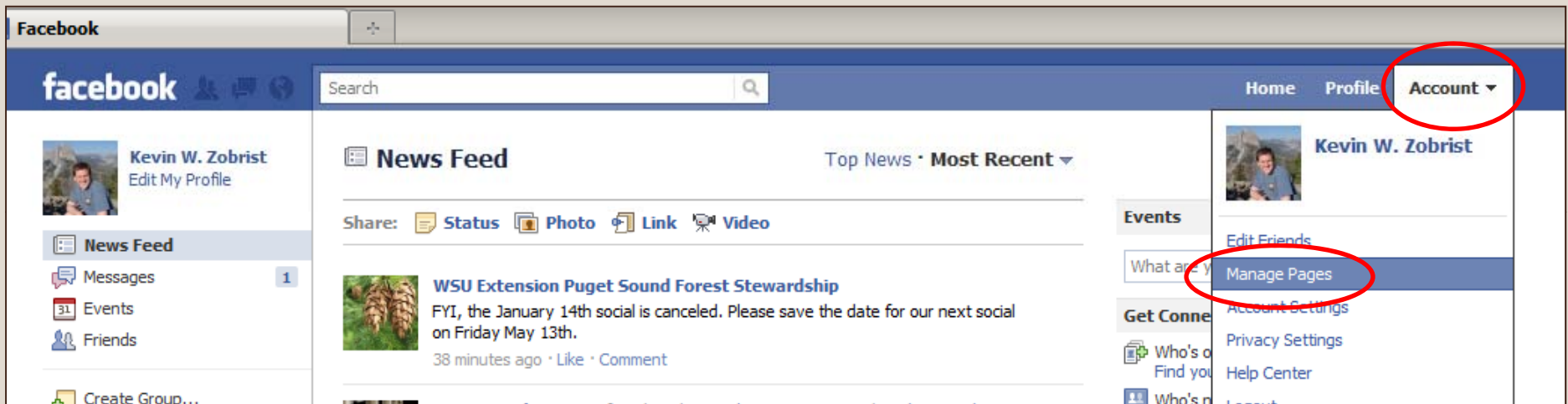
Auto-Expand Comments:  Comments on stories will be expanded by default

**Permissions**

Posting Ability:

- People who like this Page can write or post content on the wall
- People who like this Page can post photos
- People who like this Page can post videos
- People who like this Page can post links

To come back to your page later, look at  
“Manage Pages” under “Account.”



# Spread the word about your Facebook page.

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Also join us on **Facebook**


Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.

- Email
- Signature
- Website
- Newsletter

## Also visit us on:

**Facebook** - Become a fan of the Forest Stewardship program on Facebook and get additional news, photos, and updates

[YouTube](#) - See educational forestry videos

[Twitter](#) - follow us on Twitter for brief news tidbits and updates 

Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.

# Here are some tips for building success while staying out of trouble.

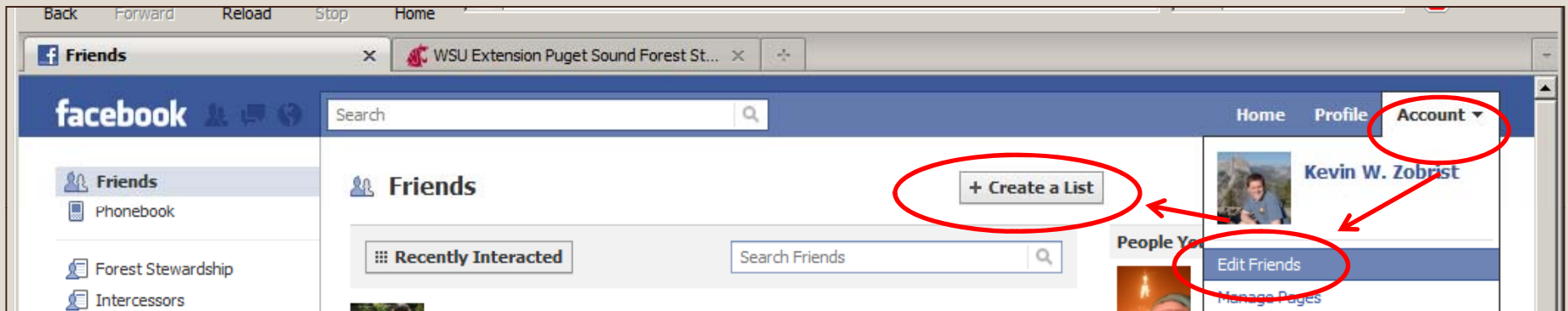
1. Post program-related info ONLY.
2. Treat your page as an official representation of your program.
3. Post regularly, but not too much too often (1 – 2 times per week is reasonable).
4. Encourage people to “Like” your page and not just be anonymous observers.
5. Allow people who like your page to post on your wall – but monitor closely.

# Here are some tips for building success while staying out of trouble.

6. Post a variety of content (tidbits, photos\*, events, links to resources, etc.)
7. Decide how you want to handle clients who want to be your personal “friend” on Facebook.
8. Control your personal privacy settings and what is visible publicly on your profile.

\*Be careful about posting photos of other people...

You can create different “Lists” of personal friends and control what different people see.



*You can customize personal page postings to include or exclude individuals or lists*