Expanded Food and Nutrition Education Program
EFNEP Social Media Committee

Instructions for Setting Up a Facebook page

- Sign up at https://www.facebook.com/.
- When creating an account, consider the email address you use. You will need a personal account to create a page. With this email address and account, you will be able to toggle between your account and the page.
  - o Many people create a separate "professional" account to avoid any overlap between personal and professional accounts.
    - ・ For more information, read here: https://kenmorico.com/how-to-separate-personal-and-business-with-facebook-pages .
- It is recommended that you create a page under "Company, Organization, or Institution" or "Community Organization."
  - o Read more about a Facebook page versus a Facebook group: https://www.facebook.com/notes/facebook/facebook-tips-whats-the-difference-between-a-facebook-page-and-group/324706977130/
- Name your page. Give special consideration to the name. Followers of the page should know **who you are** but the name should be unique enough that you can be found easily within Facebook and a search engine.
  - o Consider potential for stigma when creating your Facebook page. If your nutrition education program has a neutral name, use that instead of labeling the page "SNAP-Ed" or "EFNEP." These terms are acronyms that not many people may know, and if they do know them, they may carry stigma.
- Complete the setup process through Facebook to add content to your page. You should have a profile picture. A logo will work if you don't have another distinguishable picture. Add a cover photo, too.
  - o Create a short description of your page that concisely sums up the information you will be offering on your page.
  - o If an indicia is required, it can be added to the long description in the "About" tab.
  - o Make sure to include your website address
- Under page roles, you should maintain two administrators. This is a good security practice in the event one person may leave, change responsibilities, etc.

For an explanation of the roles and responsibilities, check here: https://www.facebook.com/help/289207354498410

- Don't send participants to an empty page. Be sure to add some content to show potential followers what it is that you have to offer. To do so, backdate several posts. Try about 5-10 posts before sharing with participants.
- Set up a custom URL for your page. It should the short but memorable and related to your page name. New pages may not be able to create a username immediately, so keep checking until it is available to you. Previously, Facebook required pages to have 25 likes before granting custom URLs, but this does not seem to be the case now.
    o More information about custom Facebook page URLs: https://www.facebook.com/help/409473442437047
- For more general information about Facebook pages, visit: https://www.facebook.com/help/281592001947683/

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