



# Getting Started on Facebook

## Tutorial for Local Regnum Christi Marketing & Communications Coordinators



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### How Facebook Is Used

Worldwide, there are 2.7 billion active users on Facebook. In the USA, about 3/4 of all adults are active users and about 3/4 of those active users log onto Facebook every single day. That means, half of all adults in America long on to Facebook every day. So, if you want to reach a lot of people, Facebook can definitely do that.

The way Facebook works is that a person makes a personal account. With this personal account, they can befriend others. They can like or follow pages of organizations, bands, public figures, businesses, etc. They can join groups. They can share content with their own friends.

When a person “follows,” “likes,” or “friends” others, all the posts from those pages and accounts will be aggregated to the person’s feed, so that person won’t have to go to each individual page to see if there’s anything new. It will just show up on their feed.

If you want to use Facebook for your locality, the best thing to do is to create a Facebook Page, which is a place where organizations, artists, public figures, non-profits—in this case, your locality—can share information, announcements, photos, etc. with those that follow your page. When people follow your localities page, everything you post will show up on their feed.

### Creating a Personal Account

The first thing you need to do to get started on Facebook is to create a personal profile. You won’t be able to do anything on Facebook without one. It will allow you to create and manage a page.

1. Go to [www.facebook.com](http://www.facebook.com) and “Create a New Account”
2. Complete the form and go through the security measures
3. You can now upload a photo, find friends, and take the privacy tour to control who can and cannot see your posts.



## **Creating a Page**

1. Navigate to “Pages” on the left side of the screen, then click on “Create a New Page” on the top left.
2. For the Page name, we recommend that you use “Regnum Christi [locality]” where [locality] is replaced by the name of your locality. For Category, we recommend you use “Religious Organization.” The description can be a short description of your locality.
3. Click on “Create Page”
4. You can now add a Profile Picture and Cover Photo. For the profile photo, we recommend that you use the Regnum Christi Shield, which can be found on the Locality Assets Dropbox folder. For the Cover Photo, you can use any photo that describes your locality at the moment. It can be changed out as many times as you want.
5. Facebook will prompt you to complete the Important Next Steps.

## **Posting to Your Page**

1. When you log into your personal account, you can navigate to your page on the left side of your screen.
2. Navigate to “Create Post”
3. Add text, images, or a video to the post.
4. Then click on “Post.”

## **Scheduling a Post**

1. On the left side of the screen, go to “Publishing Tools”, then to the “Creator Studio”.
2. Click on the “Create a Post” button on the top left, and choose “Create a Post.”
3. Customize your post with text, images, or videos.
4. Click on the dropdown arrow next to the “Publish” button, and choose “Schedule”
5. Choose the date and time that you would like this to post and click on “Schedule”

## **Add More Admins to the Facebook Page**

1. Go to the “Settings” on the left side of the page, then “Page Roles”



2. Type in the person's name or email address you would like to add. Choose their role. Each role has varying levels of access.

### **How to Share a Post onto Your Page**

1. Navigate to a post that you would like to share on your page.
2. Click on "Share" on the post, and go to "More Options"
3. You can share it to your Feed, which is your person profile. You can share it to a friend's profile. You can also share it to a page.
4. If you choose to share it to a page, it will show you all the pages that you are an administrator on. Choose the page you would like to share to.
5. Customize your post with some text, then press "Share."

### **Pinning Posts**

Pinning posts keeps that post on the top of your page. Any new posts will appear under the pinned posts.

1. Navigate to the post you would like to pin.
2. Expand the "... " menu.
3. Choose "Pin to the Top of the Page"
4. Now, when you refresh the page, or when someone visits it, the post will be at the top and all the new posts will go below the pinned post.
5. To unpin the post, expand the "... " menu again and choose "Unpin from the Top of the Page"