

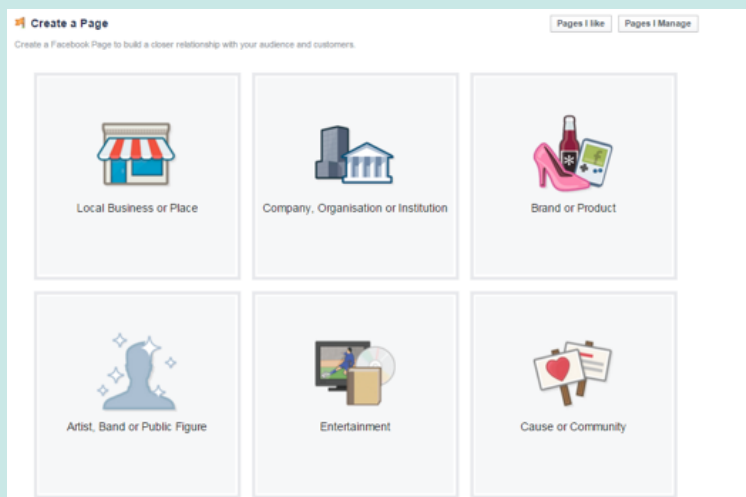
Setting up a Facebook Page

In order to set up a Facebook page, follow the following steps:

Step 1: Create, or log in to, a personal account. Recent changes to Facebook settings mean all pages must be associated with a personal Facebook account. Your personal details will not be shared on the page and if needed you can unlink the Page and your personal account.

The image shows the Facebook homepage with the login and account creation options. The login section at the top right has fields for 'Email or Phone' and 'Password', with links for 'Keep me logged in' and 'Forgotten your password?'. Below the login section is the 'Create an account' section, which includes a headline 'It's free and always will be.' and a form with fields for 'First name', 'Surname', 'Email or mobile number', 'Re-enter email or mobile number', and 'New password'. There is also a 'Birthday' section with dropdowns for 'Day', 'Month', and 'Year', and radio buttons for 'Female' and 'Male'. A green 'Create an account' button is at the bottom of the form. To the left of the form is a graphic showing a network of people connected by lines.

Step 2: Go to facebook.com/pages/create and create a page.

The image shows the 'Create a Page' screen on Facebook. At the top, there is a header with the text 'Create a Page' and a sub-header 'Create a Facebook Page to build a closer relationship with your audience and customers.' Below the header are two buttons: 'Pages I like' and 'Pages I manage'. The main area of the screen is a grid of six categories, each with an icon and a label: 'Local Business or Place' (store icon), 'Company, Organisation or Institution' (building icon), 'Brand or Product' (high-heeled shoe and bottle icon), 'Artist, Band or Public Figure' (silhouette icon), 'Entertainment' (television set icon), and 'Cause or Community' (heart and flag icon).

Select the most appropriate category for your business.

Step 3: Choose your category from the drop down menu and name your page.

Family Information Services should be registered under the category "Company, Organisation or Institution".

The name of your page will be whatever you put into the box just under the category menu. Spend some time, carefully thinking about your Page name. Having keywords in your page title can be a good idea because the keywords help your Page to come up in Facebook searches.

You will be able to change your Page name up until you have 200 fans, so if you aren't sure about the name you can tweak it for a little while.

Select the box next to "I agree to Facebook Pages Terms" and click "Get Started".

Step 4: Add your profile picture and basic information.

The basic "About" information that they ask you to enter initially is the field that will appear directly on your timeline just under your cover photo. You only have 155 characters that will show in this field, so limit your blurb size. The profile picture is the image that appears next to every post that goes into the news feed from your Page.



The screenshot shows the Facebook page setup interface for 'FCT Family Information Service'. It features a progress bar with four steps: 1 About (active), 2 Profile Picture, 3 Add to Favourites, and 4 Preferred Page Audience. The 'About' section includes a tip about adding a description and website to improve search ranking. It contains a text area for 'Tell people what your Page is about...' with a 155-character limit, a website input field, and a unique Facebook web address input field. At the bottom, there are links for 'Need Help?' and buttons for 'Skip' and 'Save Info'.

Add some details about your preferred audience, this will help Facebook to target relevant profiles.

Step 5: Add a cover photo

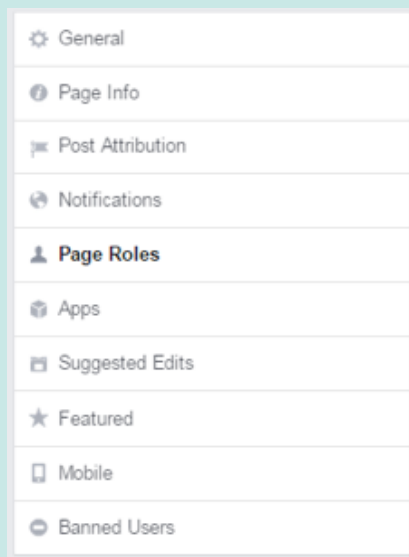
No Page is complete without a good cover photo.

Step 6: Add to your About page

Even though you added the small blurb about your organisation, you also should include more on your About Page, since it is a chance for you to talk about what you can do for others. Go to the About section on the left-hand side of the page, under your profile picture and click "Edit".

The About Page has several large sections and it is a good idea to make it descriptive and keyword-rich because then it will appear in Google searches.

Step 7: Add relevant team members to the administration team. This is done by clicking the settings button on the top right-hand side of the page. There are a number of different roles that can be assigned, depending on the responsibilities or powers needed by the member of staff. People can be added or removed from the team whenever needed.



At this point, your Page is basically ready to go out into the world of Facebook. Now it's time get some likes on your page!