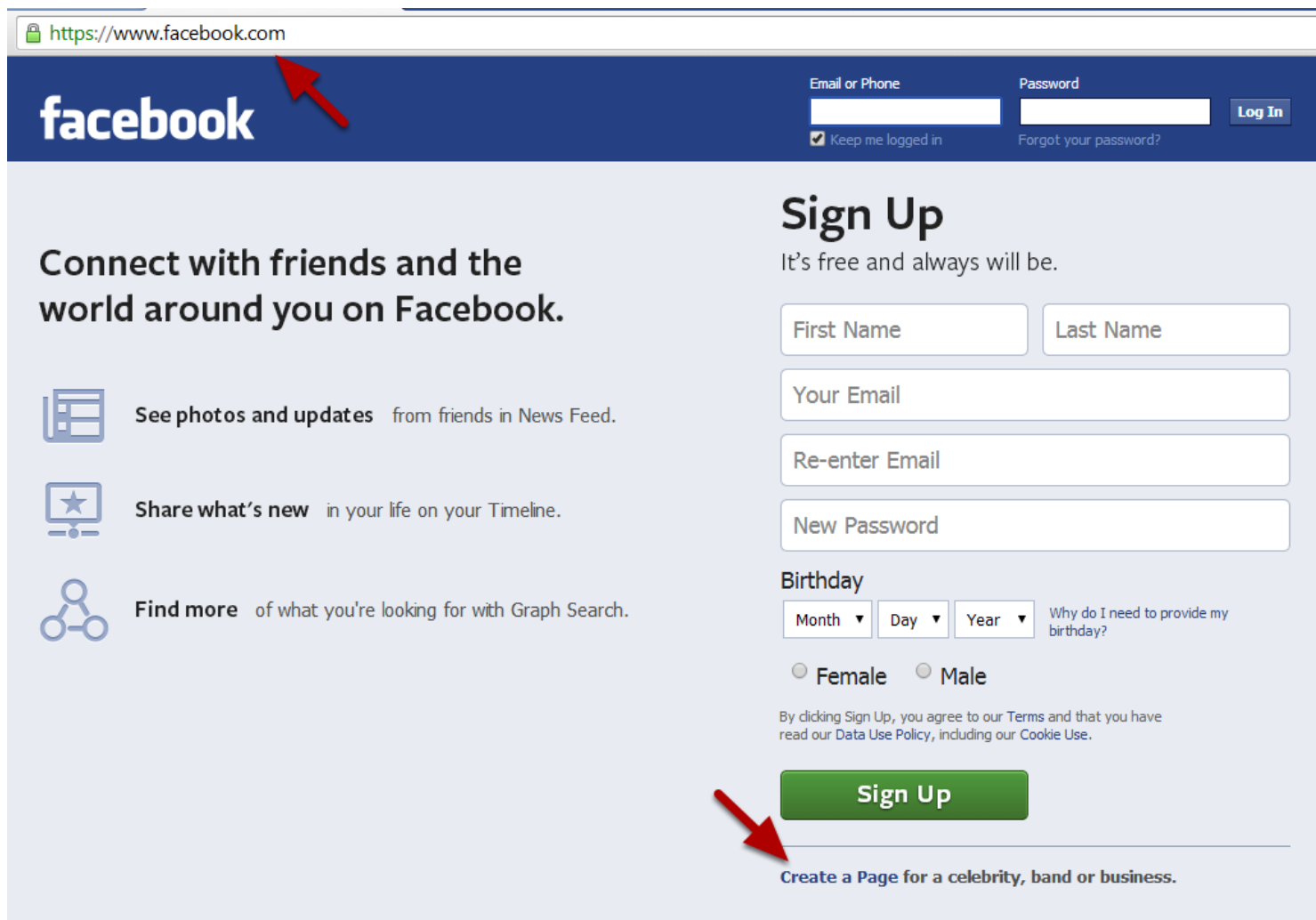# How to create a School Facebook Page

Facebook is the largest social media platform in the world right now and there's a 90% chance your desired audience is using it. A Facebook page is a great way for schools to connect with their students, parents, grandparents, alumni, and other community members. A page is a public profile for your school. There's no need to setup an individual user account for the school and deal with friend requests. A page lets users simple "like" your school and follow your updates in their news feed. If you would like to learn more about how to market your school on Facebook then check out the Facebook Marketing For Schools webinar on www.onlinemarketingforschools.com.

A. Goto www.facebook.com and click on 'Create a page' link at the bottom.

B. Click on 'Company, Organization or Institution'.

https://www.facebook.com/pages/create/

facebook Sign Up

Email or Phone

Password

☑ Keep me logged in   Forgot your password?   Log In

✈ Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place	Company, Organization or Institution	Brand or Product
Artist, Band or Public Figure	Entertainment	Cause or Community

C. Select 'Education' in the drop down list.

Company, Organization or Institution

Join your supporters on Facebook.

Choose a category ▼

- Choose a category
- Aerospace/Defense
- Automobiles and Parts
- Bank/Financial Institution
- Biotechnology
- Cause
- Chemicals
- Church/Religious Organization
- Community Organization
- Company
- Computers/Technology
- Consulting/Business Services
- **Education**
- Energy/Utility
- Engineering/Construction
- Farming/Agriculture
- Food/Beverages
- Government Organization
- Health/Beauty
- Health/Medical/Pharmaceuticals

D. Next, (1) Enter the school name, (2) Check the check-box, and (3) Click 'Get Started'.

Company, Organization or Institution

Join your supporters on Facebook.

1 → Education ▼

2 → QRST School, XyZ

3 → ☑ I agree to Facebook Pages Terms

Get Started

E. Sign-in with your existing Facebook account or sign-up for a new account.

(1) Sign-in with already existing facebook account email/phone and password, and then click 'Log In'.
(2) If not, create a facebook account first by clicking 'Sign up for facebook'.

If you need to sign up and click 'Sign up for facebook' on the previous page, fill in your details on the page that appears and hit 'Sign up'.

facebook

Sign Up

It's free and always will be.

| First Name | Last Name |

Your Email

Re-enter Email

New Password

Birthday

| Month ▼ | Day ▼ | Year ▼ | Why do I need to provide my birthday? |

○ Female   ○ Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

F. Now, set up your page by filling in all requisite details.

Set Up QRST School, Xyz

1 About   **2** Profile Picture   **3** Add to Favorites   **4** Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Education

Website (ex: your website, Twitter or Yelp links)   Add Another Site
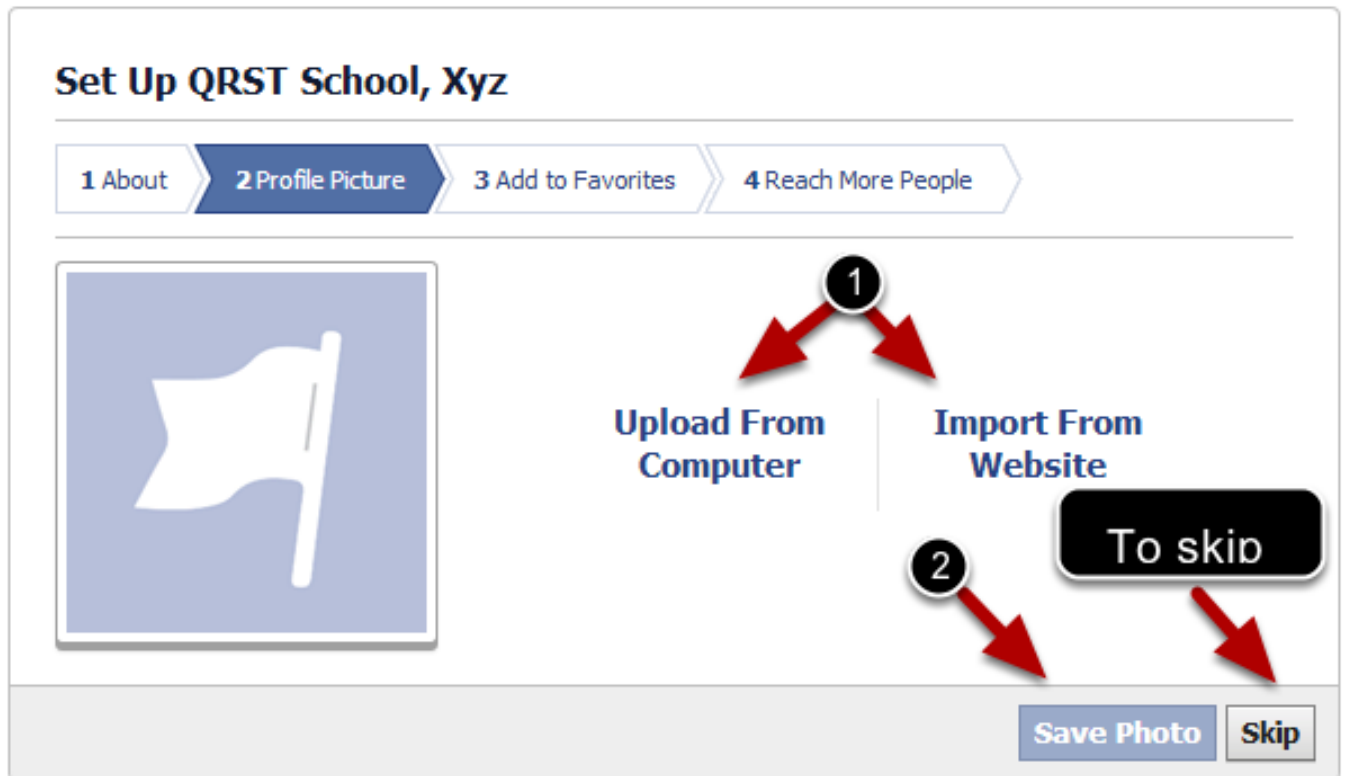
Is QRST School, Xyz a real organization, school or government?   ⦿ Yes ◯ No
This will help people find this organization, school or government more easily on Facebook.

Will QRST School, Xyz be the authorized and official representation of this organization,   ⦿ Yes ◯ No
school or government on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.
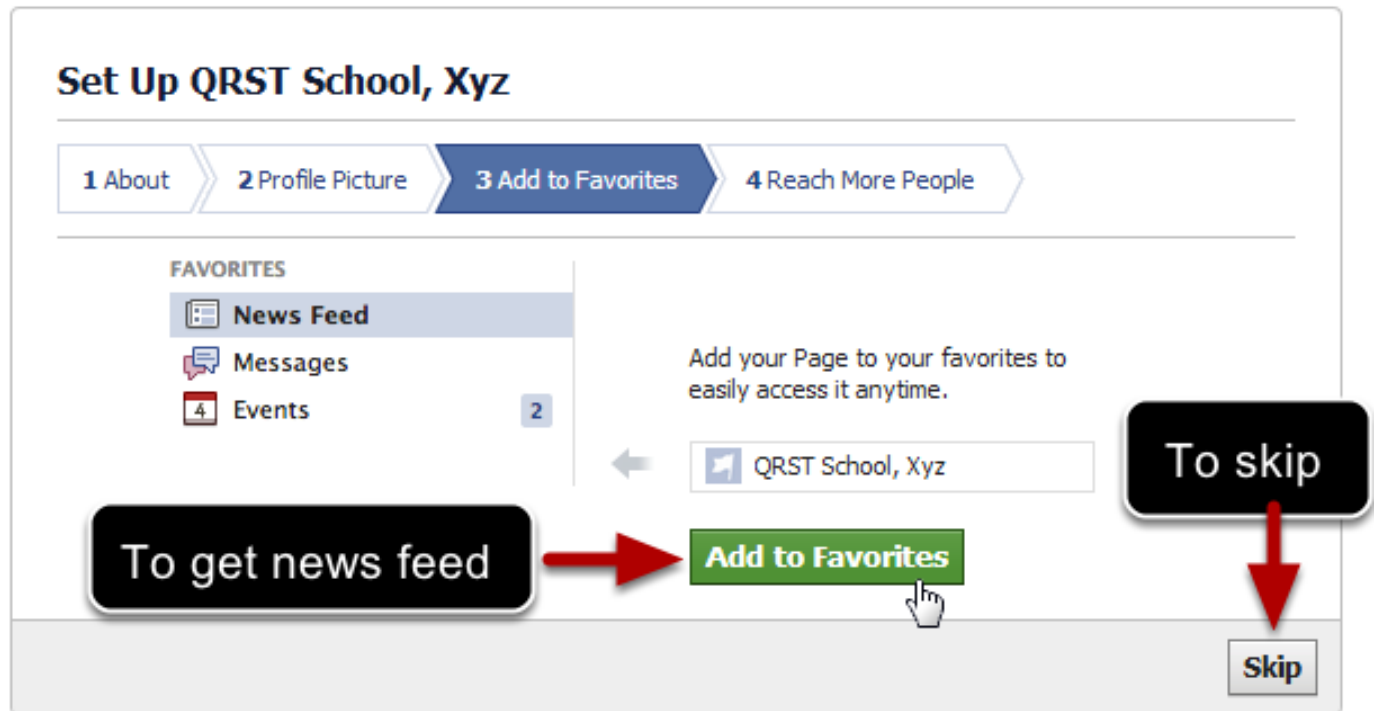
Save Info

(1) Add a clear description of your school,

(2) Add your school website,

(3) and (4) Check the questions asked, and

(5) Click 'Save Info'

G. Set-up your school page's profile picture.

Set Up QRST School, Xyz

1 About | **2 Profile Picture** | 3 Add to Favorites | 4 Reach More People

① Upload From Computer | Import From Website

To skip
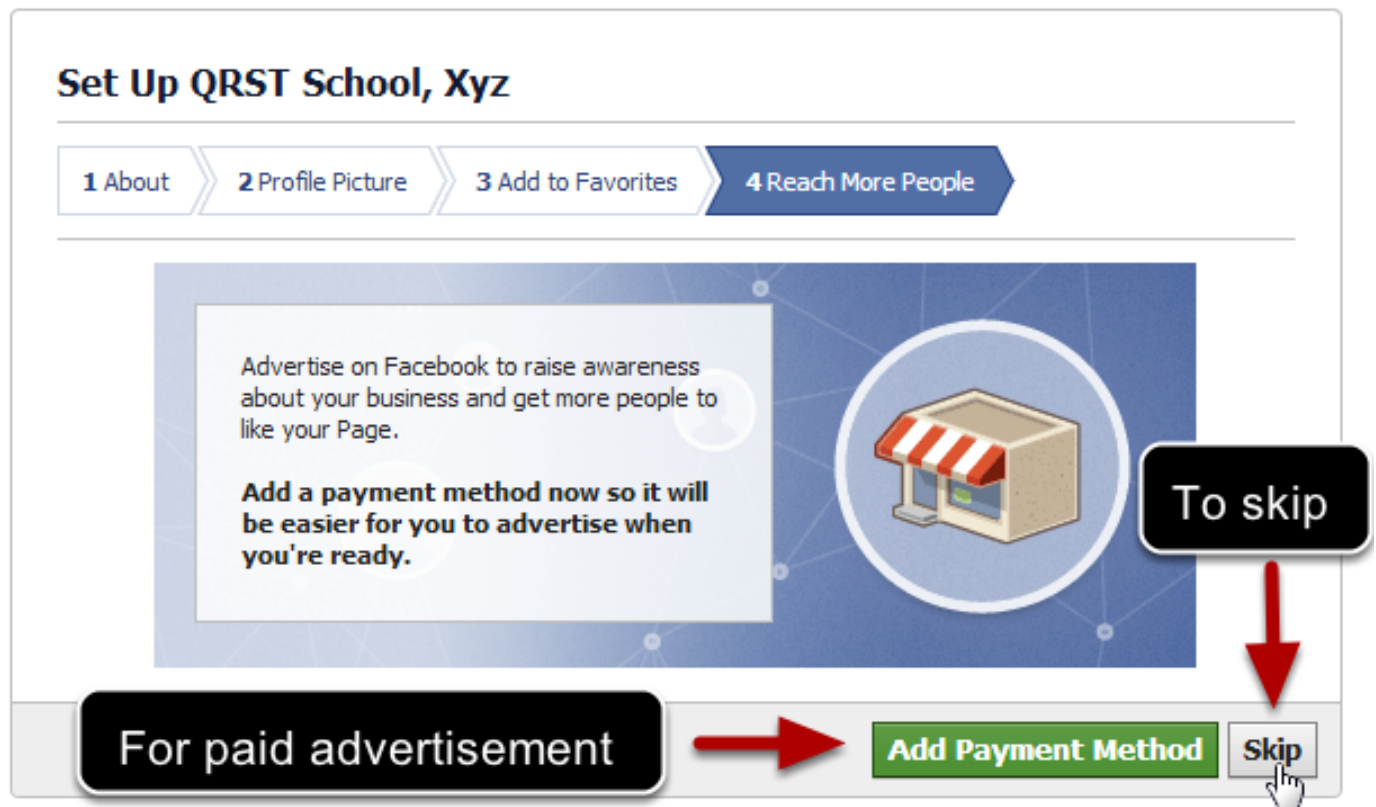
② Save Photo | Skip

To upload the picture, (1) Click 'Upload from computer' or 'Import from website' as per the picture location. After uploading, click 'Save Photo'. To put this up later, you may simply click 'Skip'.

H. Add to favorites for easy access and regular news feeds.
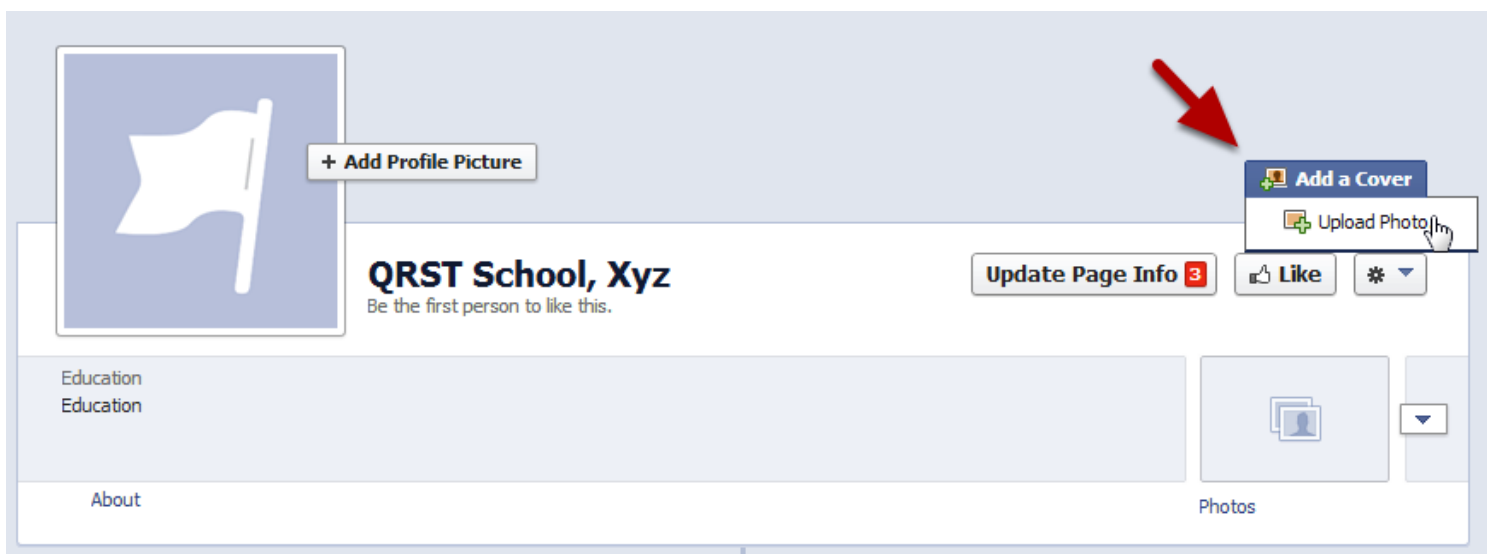
To easily access your page and get regular news feed on your page, click 'Add to favorites'. To skip this step, click 'Skip'.

I. Advertise your page if desired.
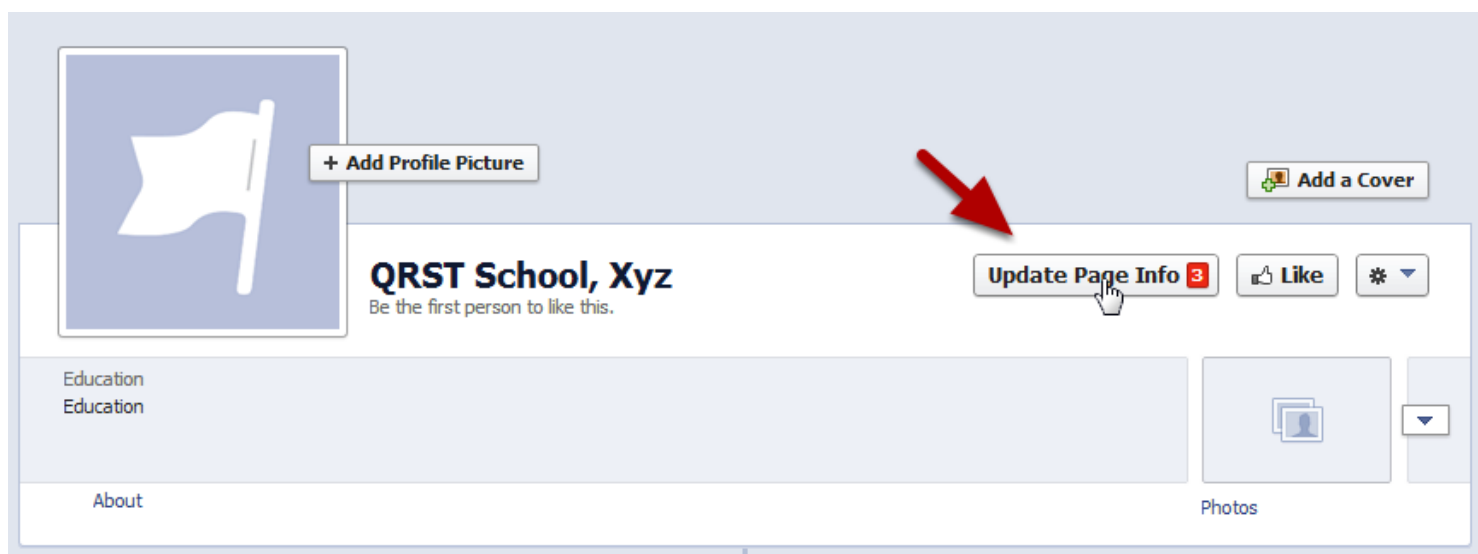
To avoid this or do it later, click 'Skip'. To advertise your page straight away, set-up a payment method by clicking on 'Add payment method'.

J. Add a cover photo to the page.

Click on 'Add cover photo'. Now click on 'Upload photo' and select the image file you want to upload.

K. Click on 'Update page information' to give details of your school.

L. Add all essential details. Click on 'Edit' next to a topic, add detail, and then click 'Save changes'.

QRST School, Xyz
◀ View Page

Page Info   Settings   Admin Roles   More...

Name	QRST School, Xyz	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Companies & Organizations : Education	Edit
Topics	Choose three words to describe your Page	Edit
Start Info	Joined Facebook	Edit
Address	⚠ Enter your address	Edit
Short Description	Education	Edit
Long Description	Write a long description for your Page	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠ Add a phone number	Edit
Email	Enter your email address	Edit
Website	⚠ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Facebook Page ID	183505568526332	

You may always view the edited page by clicking on 'View Page' on the top right.

Example: Editing 'Phone'.

Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠ Add a phone number	✏ Edit
Email	Enter your email address	Edit
Website	⚠ Enter your website	Edit

Click on 'Edit' on extreme right in the 'Phone' heading.

Next, (1) Enter the phone number, and (2) Click 'Save changes'.

Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	31235321 ▼	
	Save Changes Cancel	
Email	Enter your email address	Edit

Do in the same way for all important headings.

M. Click on 'Settings' to edit page settings.

QRST School, Xyz   ◄ View Page

Page Info Settings Admin Roles More...

Name	QRST School, Xyz	Edit

Select appropriate settings for the listed categories.

QRST School, Xyz
◄ View Page

Page Info   Settings   Admin Roles   More...

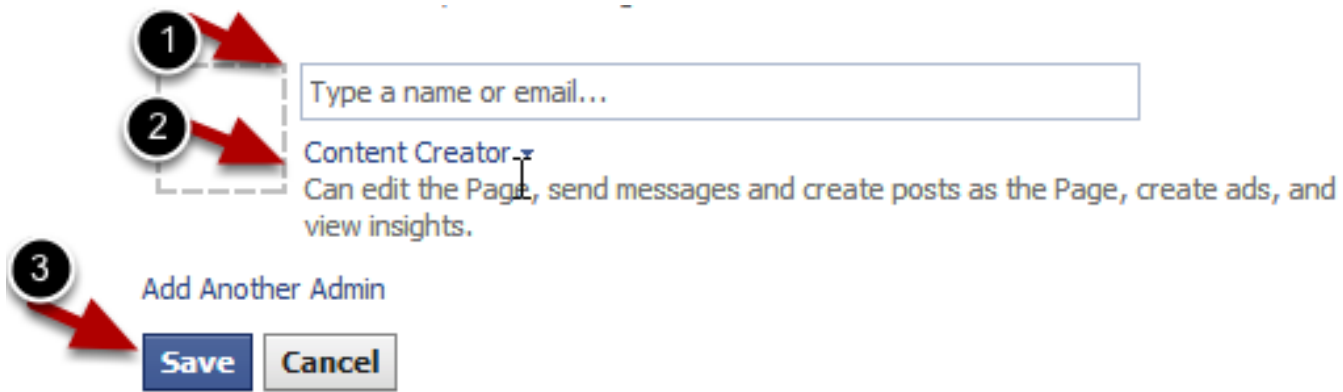|		
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts by others appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only Page admins can tag photos posted on my Page.	Edit
Notifications	On Facebook and Email	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestion	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

The important ones include 'Posting ability', 'Post visibility', 'Messages', Tagging ability', 'Age restrictions' and 'Replies'. This enables to maintain the professional look of your page and discard inappropriiate user posts.

N. Add administrators to moderate your page by clicking 'Admin Roles'.

QRST School, Xyz

Page Info   Settings   **Admin Roles**   More...

To add admins, click on 'Add another admin'.

Type a name or email...

Content Creator
Can edit the Page, send messages and create posts as the Page, create ads, and view insights.

Add Another Admin

Save   Cancel

1. Type admin's name or email in the text box,
2. Set admin role by clicking on 'content creator', and
3. Click on 'Save'.

Repeat these steps for multiple page administrators.

After all changes, view your page by clicking on 'View Page' on top right.
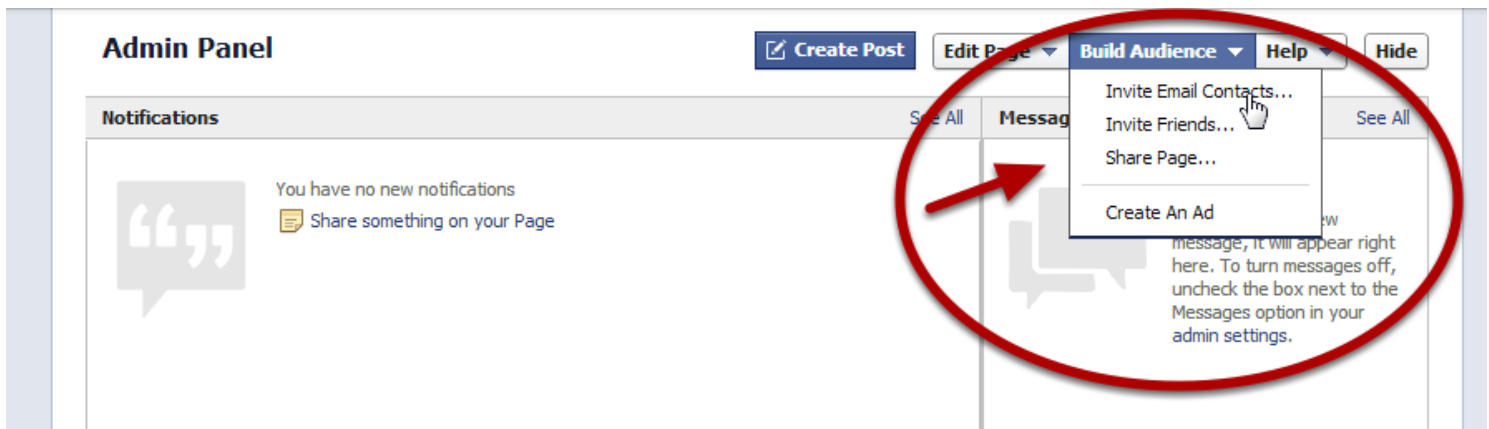
QRST School, Xyz

◄ View Page

Page Info   Settings   Admin Roles   More...

Name   QRST School, Xyz   Edit

O. Build your audience by inviting contacts.

Admin Panel   ☑ Create Post   Edit Page ▼   Build Audience ▼   Help ▼   Hide

Notifications   See All   Messag   See All

You have no new notifications   Invite Email Contacts...
📄 Share something on your Page   Invite Friends...
                                                      Share Page...
                                                      Create An Ad
                                                                              ...w
                                                                              message, it will appear right
                                                                              here. To turn messages off,
                                                                              uncheck the box next to the
                                                                              Messages option in your
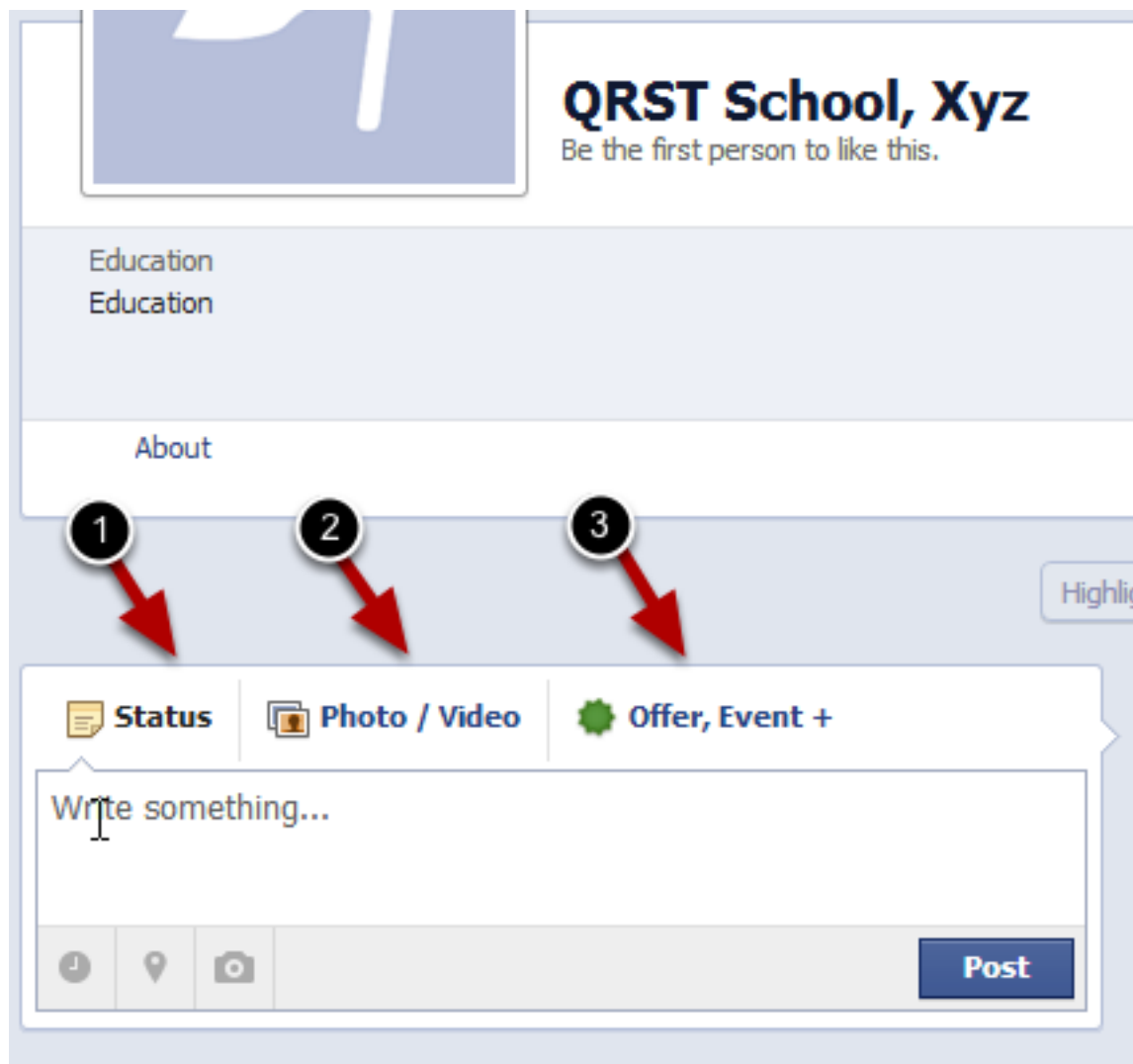   admin settings.

To build your audience, click on build audience in the admin panel and then invite your Facebook contacts, invite your email contacts, or share page.

P. Post (1) Text, (2) Images/Videos, and (3) Offers/Events on your page.

Get started now!

For more information on Facebook marketing for schools visit www.onlinemarketingforschools.com