



## **Creating Your Own Facebook page**

Facebook is best known as a social network site where friends can stay in touch through the Internet and update each other on the day-to-day happenings of life. But did you know Facebook could also be a powerful tool to promote your program and create your own “CDP Community” at the local level?

Facebook allows organizations to create their own page, to which others can then subscribe. By updating your organization’s page periodically, you keep your “fans” informed and keep that level of consciousness of the program in their minds.

Creating an organizational Facebook page is easy, once you have created your own personal Facebook profile. Here’s a quick how-to along with some “best practices.”

1. Go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)  
Choose “Non-Profit” from the dropdown menu, click on “Brand or Product” and enter the organization’s name
2. Use your organization’s logo as your profile photo.  
Square or rectangle is the optimal shape
3. Keep the “black and white” to a bare minimum  
Don’t overwhelm your fans with text. Make sure there is not too much to read that a person will lose interest
4. Link to your website, blog, etc.  
Under the Detailed Info section, add the links to your program’s website
5. Add the Notes app  
This allows you to essentially run your own blog on your Facebook page. The Notes you add are listed chronologically, like a blog, and allows fans to comment on each note. If you already maintain a blog, separately, we will address later how to import your blog feed onto your Facebook page
6. Add the YouTube Video Box app  
Video is a great way to spice up your Page. This app allows you to easily search for and import YouTube videos onto your Facebook page
7. Add the Blog RSS Feed Reader app  
This app allows your blog’s RSS Feed to be imported onto your Facebook Page. The app automatically downloads your latest blog posts. There is a minimal lag time involved with this. You can set the parameters for how often this app searches for new feeds.
8. Send out updates once or twice a month  
More than once a week is too much and becomes “junk” or “spam.”
9. Update your status periodically  
The new Facebook design sends out your status updates into the News Feed of all your Fans.
10. Request that your fans add photos.  
Facebook has a Photos app that allows anyone to upload photos to the Facebook page. It could be a participant from a class or a completed project or even photos from an Open House.