



Facebook: A Step-By-Step Guide

This guide is designed to assist NOW leaders in creating their chapter Facebook page.

Why create a Facebook page for your chapter?

A Facebook Page allows users to stay connected with your NOW chapters activity. Specifically, a Facebook page allows you to:

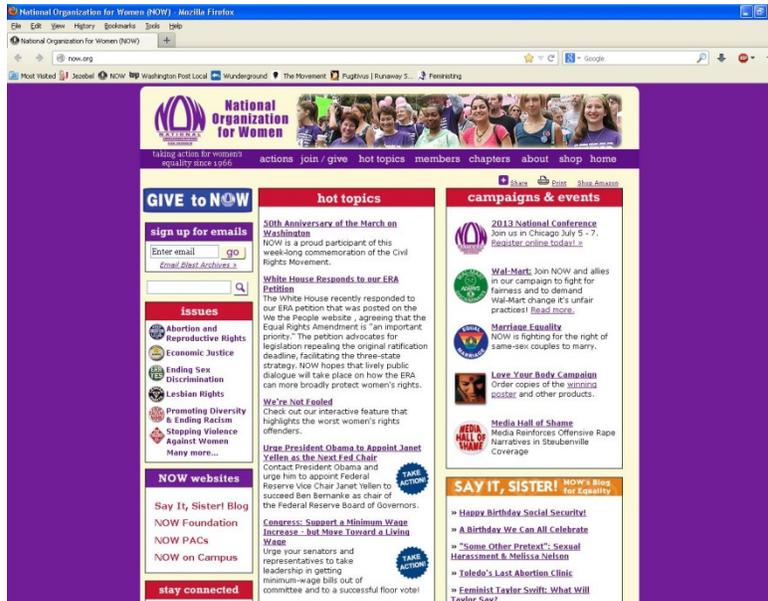
- Create online calendar reminders for upcoming chapter events
- Upload photos and create photo albums from recent events from your NOW chapter
- State the issues your NOW chapter is currently focusing on
- Share links that keep your members informed on key issues
- Members can also post to this page, which creates a collaborative activist and learning network.

Please Note: A Facebook Page is different from having a Facebook account. In order to create a Facebook Page you must already have a personal Facebook account. This Step-By-Step Guide only covers how to create a Facebook page. If you do not have a personal Facebook account here is a link that will help you create one:

<https://www.facebook.com/help/345121355559712>

Additionally, this Step-By-Step Guide is made from a desktop computer. If you are attempting to make a Facebook page via a tablet or a smart phone, these instructions may not match the options listed or the order of these steps listed in this guide.

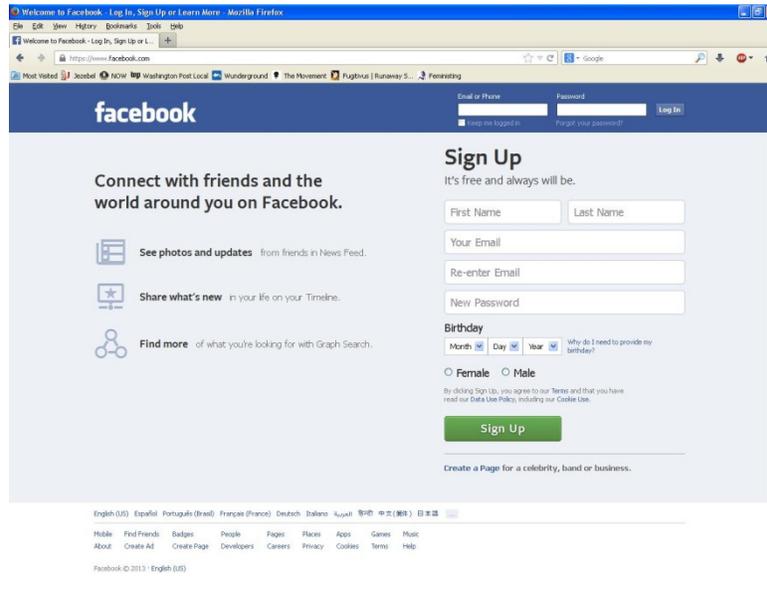
Step 1: Open your web browser (i.e. Google Chrome, Firefox, Safari, Internet Explorer). Your browser's "home page" will appear. In this tutorial now.org is the browser's home page



Step 2: Delete the "home address" (in this example, now.org) in the address bar. Then type Facebook.com into the address bar of your web browser and press the **Enter** or **Return** key on your keyboard. (On an Apple computer it will be labeled a Return key, and on a Windows computer it will be labeled an Enter key. The keys serve the same purpose; they are just labeled differently depending on the computer's manufacturer.)



Step 3: Sign into your Facebook account.



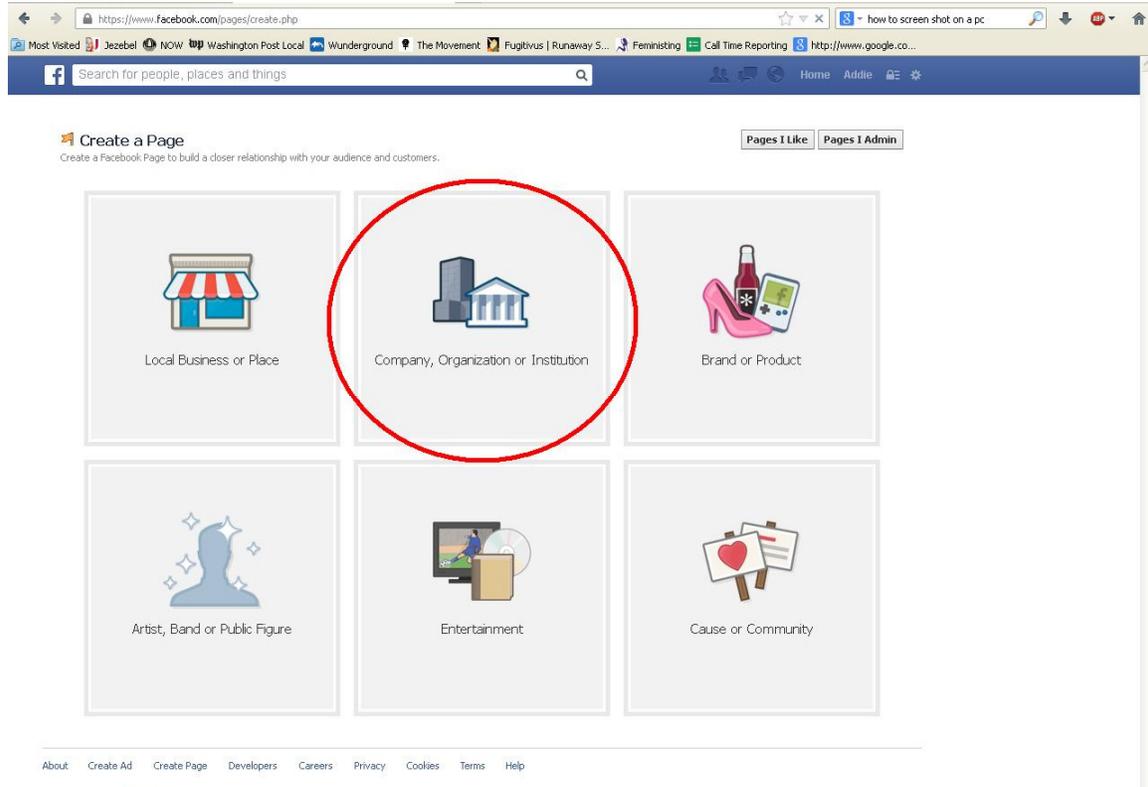
Step 4: On your homepage of Facebook, in the left column click the tab called **Like Pages**.



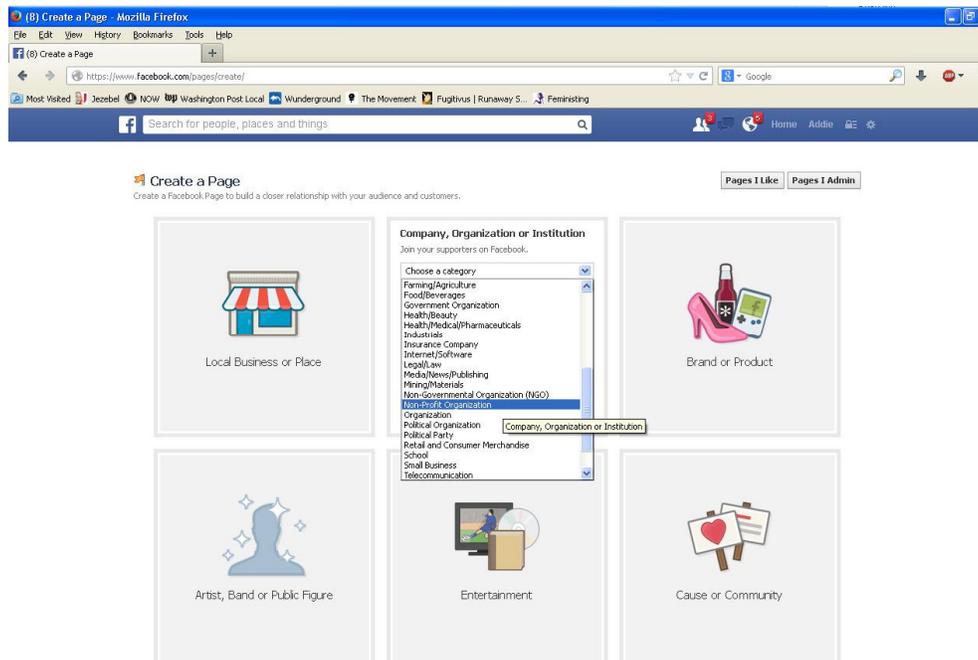
Step 5: At the top of this webpage page click the **+ Create Page** button.



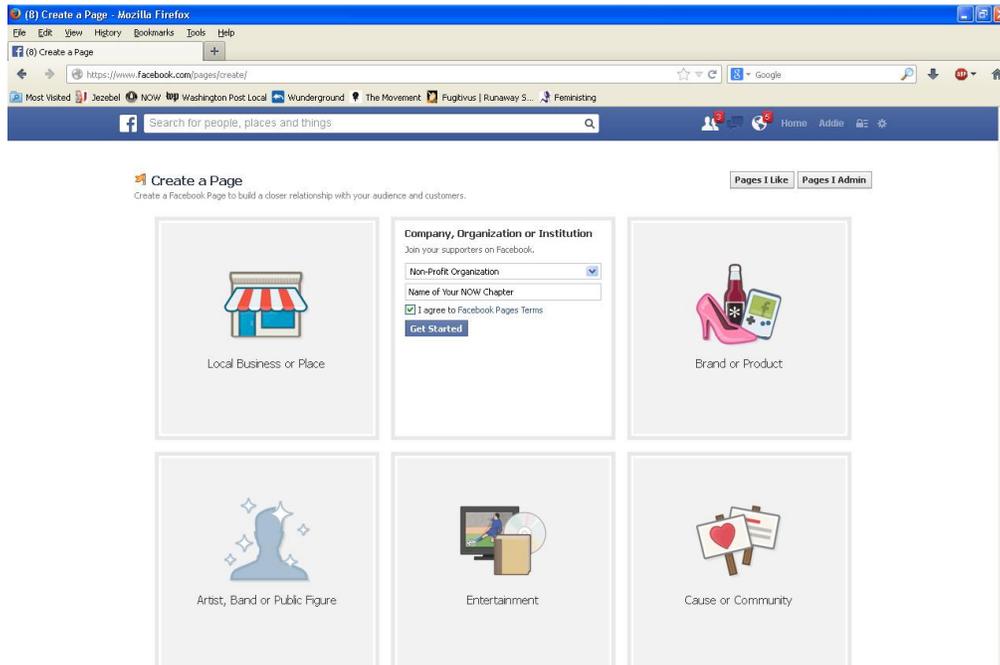
Step 6: You will see different Facebook Page Categories, click on the **Company, Organization, or Institution** option.



Step 7: Scroll through the dropdown list and select **Non-Profit Organization**.



Step 8: Then in the “Company Name” box, type in your NOW chapter’s name. Click the box to agree to “Facebook Pages Terms”. Then click “Get Started”.



Step 9: On this page you need to:

Add a description with information about your chapter and your chapter’s mission. The example below can be used as a template for your chapter’s description.

Description Example

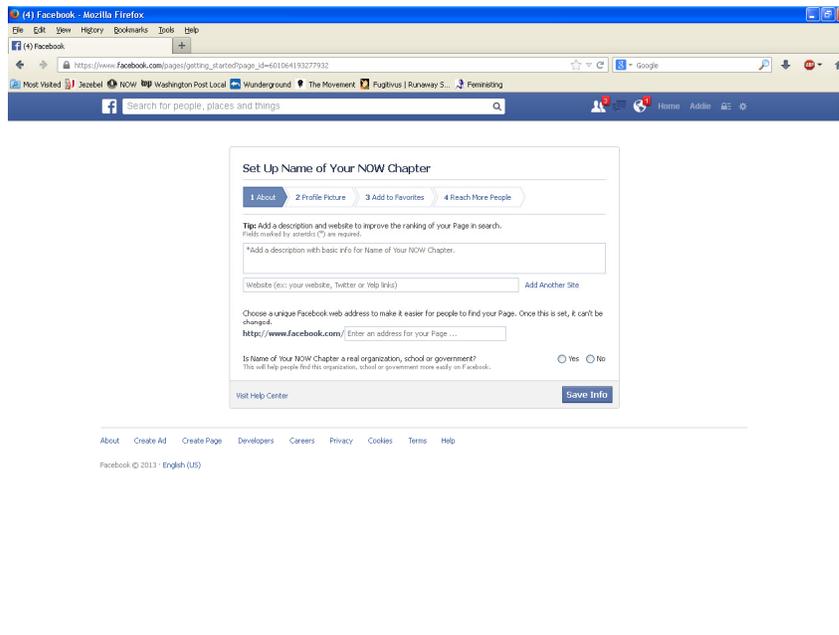
Sulson NOW is the local NOW chapter in Latterford County. We meet on a monthly basis to plan awareness raising events for our actions, decide issues in Latterford County we want to get involved in, talk about goals for the upcoming month and how we will accomplish them, and determine budgets and membership goals on an annual basis.

Mission:

We work to bring women into full participation in society -- sharing equal rights, responsibilities and opportunities with men, while living free from discrimination in our corner of the country. Our 6 priority issues are:

- Economic Justice
- Ending Sex Discrimination
- Abortion and Reproductive Rights
- Stopping Violence Against Women
- Promoting Diversity and Ending Racism
- Lesbian Rights

If you are interested in joining this NOW chapter please contact us by sending us a message.



Step 10: If you have a Twitter, Tumblr, or other website for your chapter you can link it to this Facebook page, so people can easily find out more about your chapter.

| | |
|---|------------------|
| Website (ex: your website, Twitter or Yelp links) | Add Another Site |
|---|------------------|

Step 11: You also choose your Facebook page's URL. In order for people to easily find your chapter's Facebook Page please type:

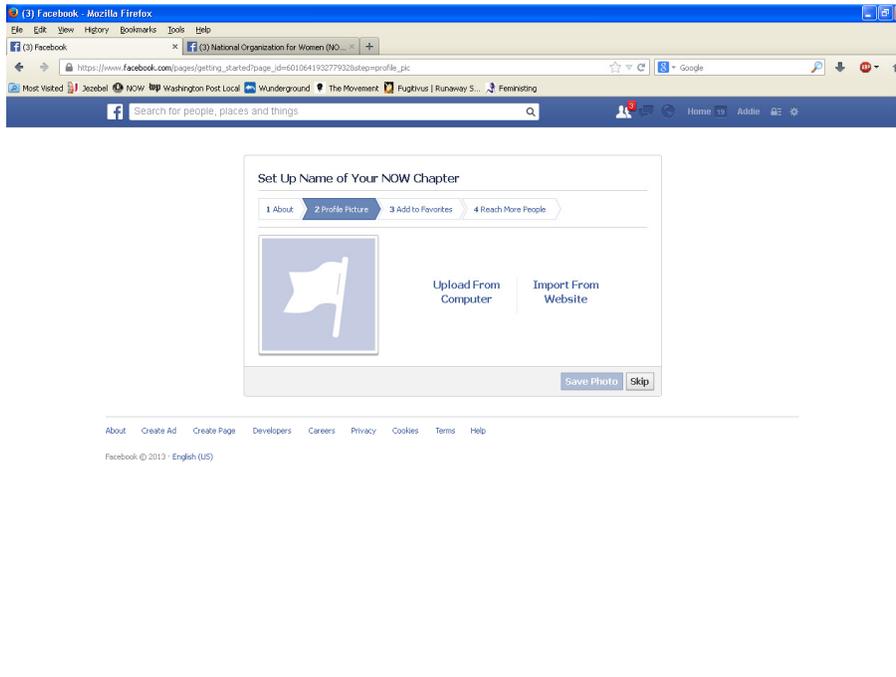
| |
|---|
| Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can't be changed. |
| http://www.facebook.com/ <input type="text" value="NameofyourNOWChapter"/> |

Step 12: Choose **Yes** for both prompted questions about your chapter. Then click **Save Info**

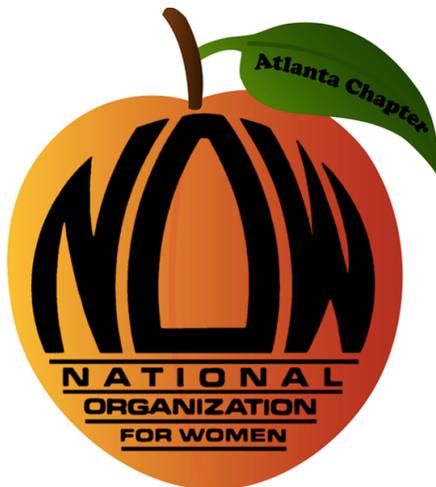
| | |
|--|---|
| Is Name of Your NOW Chapter a real organization, school or government? This will help people find this organization, school or government more easily on Facebook. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| Will Name of Your NOW Chapter be the authorized and official representation of this organization, school or government on Facebook? This is a legally binding statement regarding the authenticity and representation of this Page. | <input checked="" type="radio"/> Yes <input type="radio"/> No |

Step 13: Upload a photo that represents you NOW chapter. This should be your NOW chapter's logo. After you upload a photo click "Save Photo".

Important Note: State and local NOW chapters are not permitted to use the National NOW logo as it is. Your state or chapter must alter the logo and include the chapter or state's name.



Here is an example of a NOW chapter's logo:



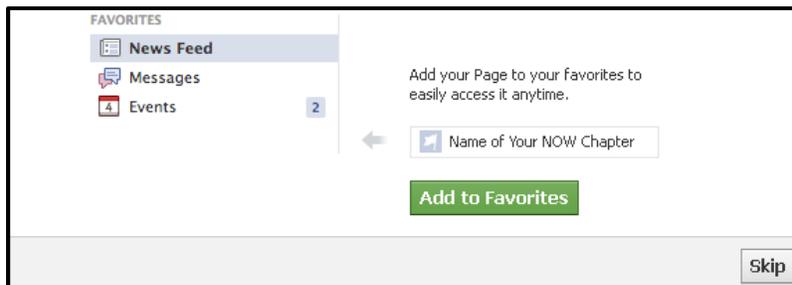
Step 14: You can **favorite** your NOW chapter's page. If you favorite your NOW's chapter page it will appear on the left sidebar of your personal Facebook personal account's home page. Favoriting allows easy access to your chapter's page after you log

into your personal Facebook account. Then either click “Next” or “Skip” depending on your preference.

Appearance as favorite:

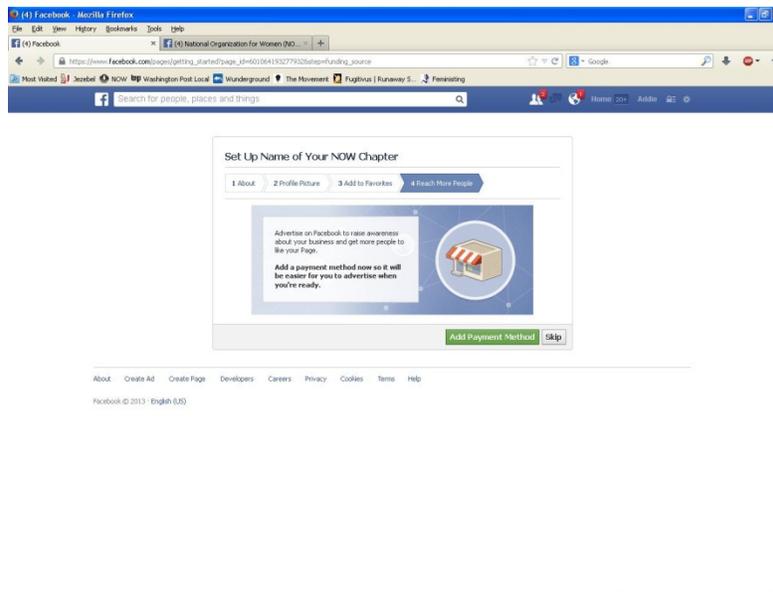


Appearance without favorite:

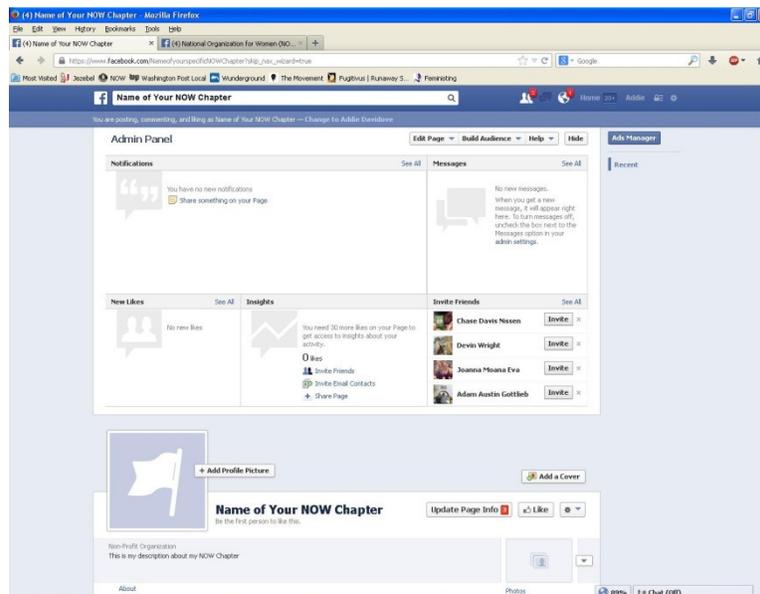


Tip: If you decide to not favorite your chapter’s page, it will still show up near the top of the left column under the category “Pages”. If you favorite a page, it is more convenient to find in the left column, as it would be the fourth icon listed. We recommend that you **favorite** your chapter’s page.

Step 15: Facebook is a free website that does not require a membership. However, if you want to advertise your chapter’s page it will cost money. People will still be able to see your page without advertising your chapter’s page. We recommend that you do not promote your chapter’s Facebook page.



Step 16: You have now successfully created a page for your chapter! Similar to your personal Facebook you can post, like, share, and upload different things for people to see. You can also “invite” your personal Facebook friends to like your chapter’s page. Don’t forget to “like” National NOW’s Facebook page.



Step 17: Add the URL of your Facebook page to the online form below so we can do our part to spread our message! You will need to copy and paste the URL into your browser in order to fill it out.

https://docs.google.com/forms/d/1I_1CzpUPLNx64j5OjflibkqvvrXRJBq7P2Vkqt_8zw/viewform