

How to Get Started on Facebook

Anyone with an email address can join. Facebook is free. Facebook is easy to use and is set up so users can network immediately. If you need some inspiration or examples, check out some popular non-profit pages and see how they are using Facebook and what works for them. There are two ways to set up your Facebook account:

1. Some organizations will set up a regular Facebook (personal) account for their organization. In this case one person is responsible for administering the site, and they would then find friends whom they think would like to become involved.
2. For most Vincentian groups we recommend creating a Facebook Fan Page: this is the tool set up specifically for companies/organizations. A Fan Page does not work in the exactly same way as a personal page, in that instead of finding friends, you recruit fans.

To Make a Personal Facebook Account

Go to www.facebook.com.

1. Click the green Sign Up button.
2. Fill in the form with the information requested.
3. Review the Terms of Use and Privacy Policy.
4. Click the blue Sign Up Now! button.
5. Next you will see more pages where you can add information about yourself and pictures. You can either do this now or later.
6. Review your privacy settings to be sure that you know what information is being shared on your profile and with whom.

To Make a Facebook Fan Page

Facebook Page accounts can only be set up by representatives of the organization or company they represent. The pages can only be updated by the designated administrator(s) of the account.

To make a non-profit page, follow these steps:

1. Go to <http://www.facebook.com/pages/create.php>
2. Select "Brand, Product, or Organization"
3. Select "Non-Profit."
4. Fill in the appropriate information. Add applications such as Events and Causes, and add whatever other material you think is necessary.

Building a Community (Friends or Fans)

Once you have created a Facebook account, search out people to add to your fans list. Include past supporters, volunteers, staff members, friends, or anyone else you think would like to join. Make a commitment to interact with your fans as much as possible: respond to their posts, provide frequent updates, etc.