**Guidelines for clubs on setting up and using facebook – Issue 4**

Facebook is a communication tool and is the perfect complement way to a club’s website. A website is passive, relying on visitors looking for information whereas Facebook depends on active communication about recent events etc to other users. There has to be something to communicate so FB is brilliant for clubs who run workshops and other activities. I believe it has limited use for those clubs who run demonstrations only as the key to a successful FB account is regular communication with its followers, and there has to be something of interest to communicate.

If you are considering setting up a Facebook account for your club, you and all of the people you wish to administer the site have to have their own personal Facebook account. THIS IS NOT A PROBLEM! Please be assured that you do not need to be an active user, and you do to reveal any of your personal information. The only information that is required is name and date of birth, which does not need to be accurate – it is useful to remember what it is though! It is not necessary to populate your page with any other information or photos if you don’t wish to. Once your page is set up, however, you can create a number of different types of FB accounts from your personal page.

After having considered the various types of Facebook accounts suitable for Flower Clubs, we have decided that it is best to set up a ‘non-profit organization’ account..

The website <http://boostlikes.com/blog/2015/06/build-facebook-page-non-profit-organization> also has some useful information.

**Things to consider before getting started**

1. What name do you want for your site? eg Caversham and Chiltern Flower Club
2. Who from your club will administer the site? Eg upload photos, advertise events, respond to emails. Best to have 2-3 people. You need to know their email addresses
3. What email address will be associated with the Facebook page? Best to use a generic email address, eg caversham@bbandoflowers.org.uk. We can set this up and arrange mail forwarding to whoever is managing the Facebook page. There can be >1 forwarding address and these can be changed whenever required.
4. Picture profile is a small square image, eg a logo, that identifies your club. Image needs to be min 180x180 pixels. If it isn’t square it will be cropped by Facebook, so best to have it square to start with. This isn’t required immediately – it can be added or updated later, but it is a good idea to have one
5. Cover photo – known as a banner by Facebook is the wide image that will be visible at the top of your page immediately someone looks at your page. Image needs to be min 400 pixels wide x150 pixels deep. This isn’t required immediately – it can be added or updated later, but it is a good idea to have one

**Setting up**

* From [facebook.com](file:///C%3A%5CUsers%5Cjohn%5CDownloads%5Cfacebook.com) click on Create a page for a celebrity, band or business. This is at the bottom of the Create an Account page, not the boxes at the top which relate to a personal account.
* Select Company, Organisation or Institution, then Non-profit organisation

Many fields in the set up process can be ignored, but the key ones to set up are:

* Enter the name for your site? eg Caversham and Chiltern Flower Club
* Enter the address where you usually meet. This creates a map showing your venue so visitors can get directions
* Short Description, eg Flower club which meets on 2nd Wed each month for demonstrations and practical sessions in flower arranging
* Phone number – if you wish you can include a number visitors can phone for more information
* Profanity filter set to Strong
* Email – see point 3 above
* Website If your club doesn’t have its own website put the address of your club’s page on the BB&O website. Find your club page on [bbandoflowers.org.uk](file:///C%3A%5CUsers%5Cshirley%5CDocuments%5CFlower%20arranging%5CBB%26O%5CMedia%20Officer%5CWebsite%5Cbbandoflowers.org.uk) using the List of Clubs menu, then scroll down and click on your club’s entry. Once you are viewing your own club page copy the URL and paste into the revelant box.
* Visitor posts – set this to anyone can publish to the page – this allows followers to make comments. In the event of adverse comments you can always change this later.

**After the initial set up**

* Publish the page – Settings, General, Page Visibility set on
* Set up the administrators – Go to Settings> Page >Roles. There are various roles that can be assigned but keep it simple and just have 2-3 people as ‘Administrators’. You will need their email addresses. Assign at least 2 people to ‘Administrator’ as it is the only role with full editing rights.
* Upload a picture profile and cover photos as described in points 4 and 5 above
* If you have friends on Facebook, invite them to like the page, which you should also **Like** yourself. This is the beginning of your club’s social network!
* Make a note of the Facebook id – Go to Page>About>Edit. The long digit which identifies the Facebook page is at the bottom. Email this to media@bbandoflowers.org.uk so we can set up a ‘Find us on Facebook’ icon on your club’s webpage on the BB&O website

**Keeping it up to date**

* Post photos, comments and other information on a frequent basis. BUT remember the NAFAS policy – you must seek permission from the designer and event organiser prior to posting images of their work. Demonstrators are not keen on having all designs from their demonstrations made public. A reasonable approach is to ask they would be happy for a photo of one design to be posted. Most will find this acceptable.
* If you have a practical session booked post details of what people need to bring. For logistical reasons some clubs prefer practical sessions to be members only, but many prospective new members like practical session.

**Creating a Network of Followers**

* In order to let people and other clubs know that your FB page exist it is essential to Like other pages. As a start, Caversham, Bourne End, Bramley and Romans all have FB pages that you could Like as a starting point. From the Timeline page click on See Pages Feed, which is in a box on the left hand side. This opens a new page and at the top there is a green box Like Other Pages. When you click on this it opens a search box allowing you to look for clubs or people that you think you might like to follow. Posts from these pages will appear in your Pages Feed.

**Publicising Events**

* **Events Page** It is possible to advertise up and coming events by creating an Events page, which can then be shared with your friends and followers. On the left hand side of the page, there is a box entitled Upcoming Events. By clicking on this link you can add photos, and relevant details of your future event. You can then share the link with your ‘friends’. The posting date can be scheduled at a date of your choice.
* **Boost Post** This incurs a cost, but if you wish to advertise an event beyond your circle of friends and followers it is possible to pay for your post to be sent to a targeted audience. After clicking on the Boost Post link you can select the age group, location and interest types of people that you think would be interested in your event

If you need help in setting up your own personal page to get you started, or have any other questions, please contact us. Neither of us are experts but if you need help we will do our best

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