

How to create a Facebook Page?

A guide for all in our District

We currently have 53 Facebook Pages in our District – this guide will help you create one for your Church.

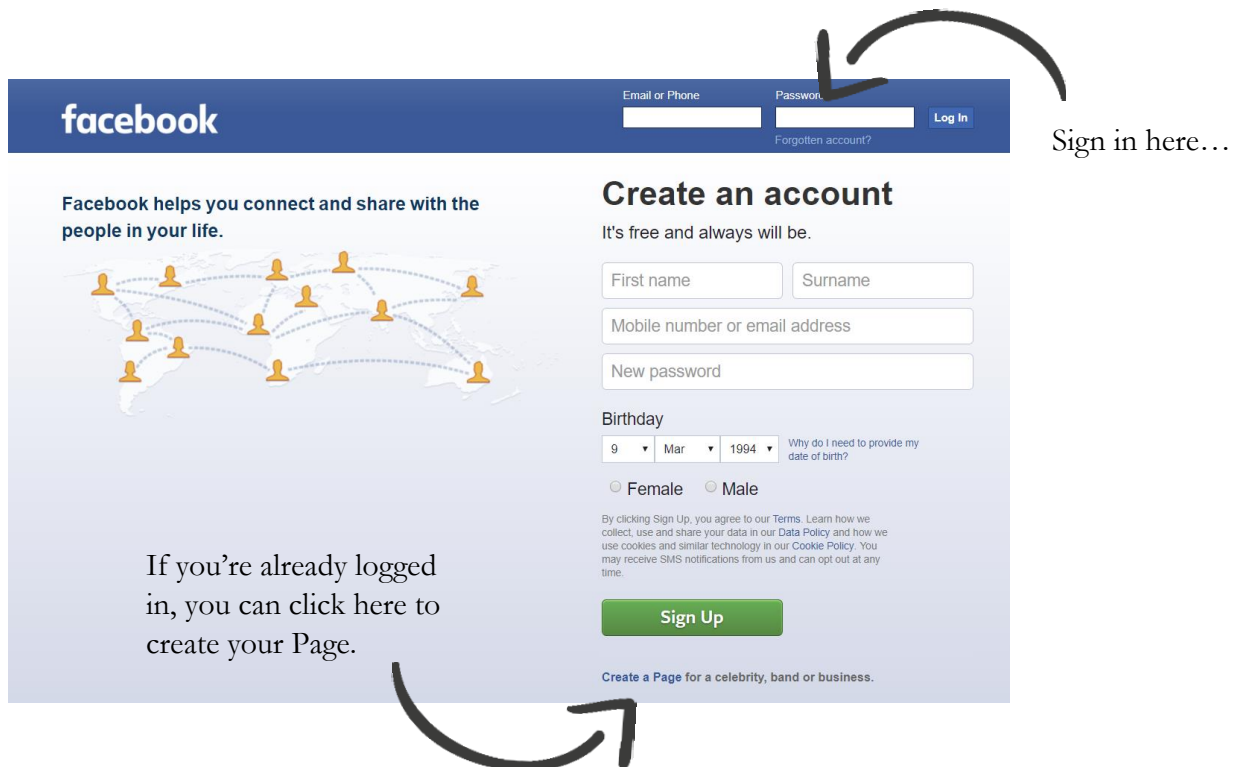
If you don't already use Facebook, consider signing up first and spending time getting used to how things work. Please note: Facebook changes at a rapid rate, so this information is only accurate at the time of writing. (Also see companion guide: "How to Improve your Facebook Page?")

The Basics: have a Page, not a Profile

We are generally good at this, but just in case – set up a Facebook Page and not a Personal Profile. What's the difference? Pages are for businesses, charities, celebrities etc. whereas Profiles are for individual people. Setting up a Profile for a Church is bad practice, unsafe, not in your interest and against Facebook's T&Cs.

1. Sign in to Facebook

You must have your own personal Facebook account in order to create and manage a Page for your Church. As mentioned above, don't click "sign up" as this will create a personal profile, not a page.



Sign in here...

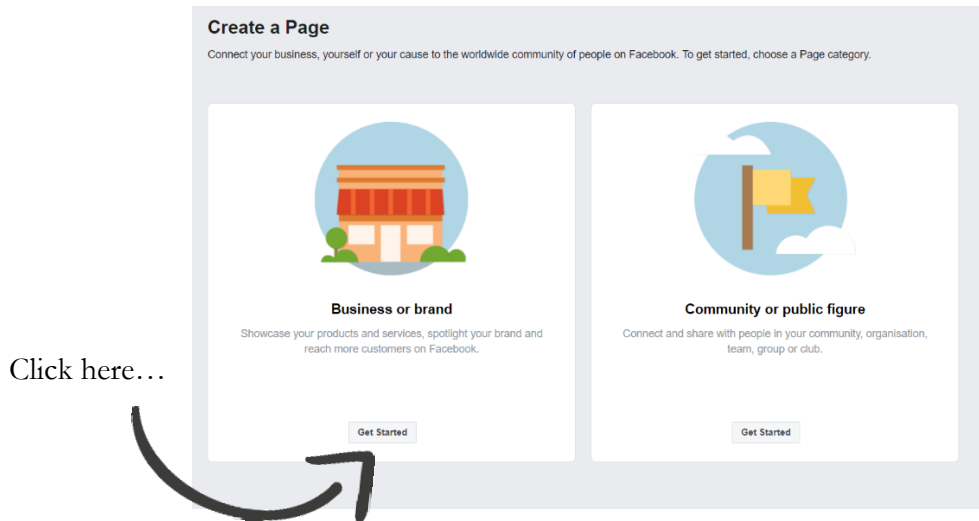
2. Create the Page

There are many places to find the button on Facebook which allows you to "create" a page, but the easiest way is just to go directly to this link:

www.facebook.com/pages/creation

3. Choose “Business or Brand”

Click “Get Started”.

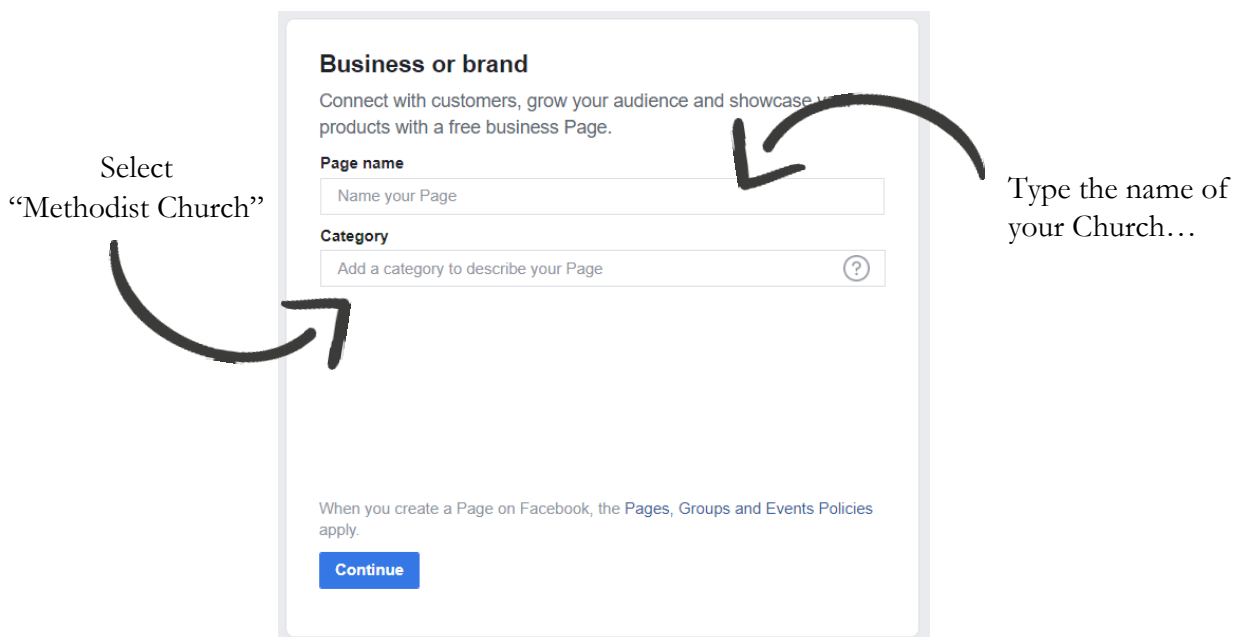


4. Enter Church Name

Under “Page Name” type the name of your church, such as “[location] Methodist Church” – be aware that this will be the ‘title’ of your Page.

5. Choose Category

Under “Category” type in and select “Methodist Church”. Click “Continue”.



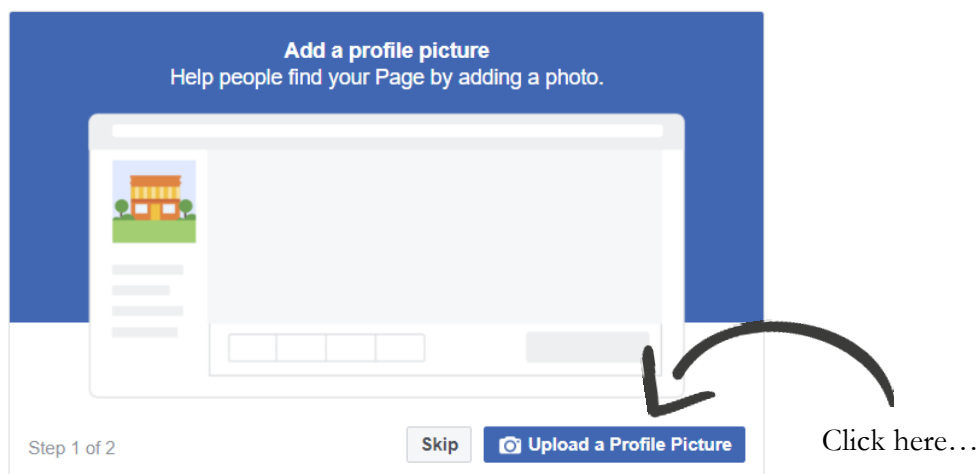
6. Add Pictures

At this point you'll be prompted to upload a Profile Picture and Cover Photo.

Profile Picture:

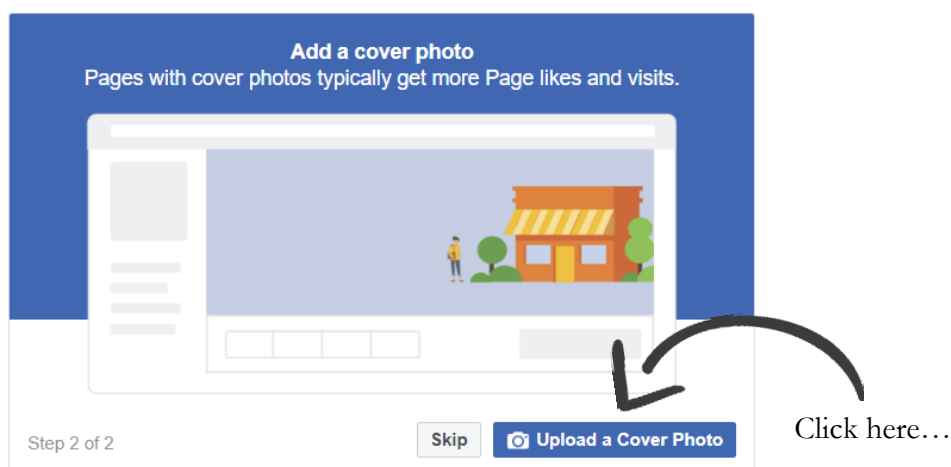
We want to avoid using the church building – “Church” is not about the building, it's about the people. It's great to share photos of your building, just don't make it the first thing people see. Logos work best as they quickly show what your church is about. There are many ways to produce a 'logo' if you don't have a church logo already. *Canva* (www.canva.com) is a great resource which is free. Simplicity is best (maybe just your church name) – many of our churches utilise the Methodist logo (Can be downloaded from our District website: www.yorkshirenemethodist.org/digital-resources).

Note: your profile picture will appear as a square on your Page but will be cropped to a circle in posts and search results, so don't put any important details in the corners.



Cover Photo:

As with the above, we don't want to show just our building, but rather we have an opportunity to showcase our congregation and community. Be careful when using photos with identifiable adults or children (GDPR / safeguarding) – more advice on this can be found on the District website. The cover picture is one of the first things potential visitors see, so make sure it's welcoming and inviting.



7. Explore your Page

You've created your Church Facebook Page! You'll be prompted to take a walk-through of Page features. Unless you're already aware of how Facebook Pages operate, follow the prompts so you know where everything is. It only takes a few seconds.

Cover Photo

Profile Picture

Page Tabs

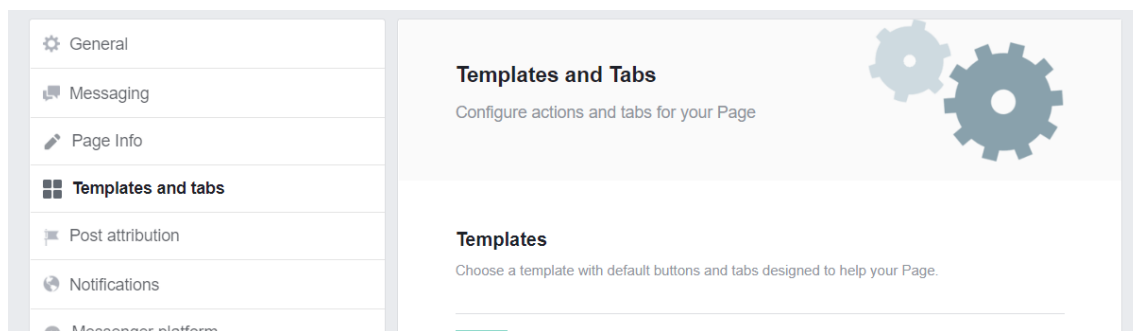
Lots of options can be amended under settings

"Call to Action" button

The screenshot shows the Facebook interface for the 'Yorkshire North & East Methodist District' page. At the top, there's a search bar and navigation links like 'Home', 'Find Friends', and 'Settings'. The main area features a red cover photo with the district's logo and name. Below the cover photo are buttons for 'Liked', 'Following', 'Share', and 'Learn More'. A post from January 27th is visible, announcing a 'Flourish' district gathering. To the right, there's a 'Community' section showing friends who checked in and a 'Community' section with an 'Invite Friends' button. The bottom right shows an 'About' section with contact information and a 'Send message' button.

8. Templates and Tabs

One of the main changes you can make to your page is what “Tabs” are shown on your page. You can alter this by going to “settings” and selecting “Templates and tabs”

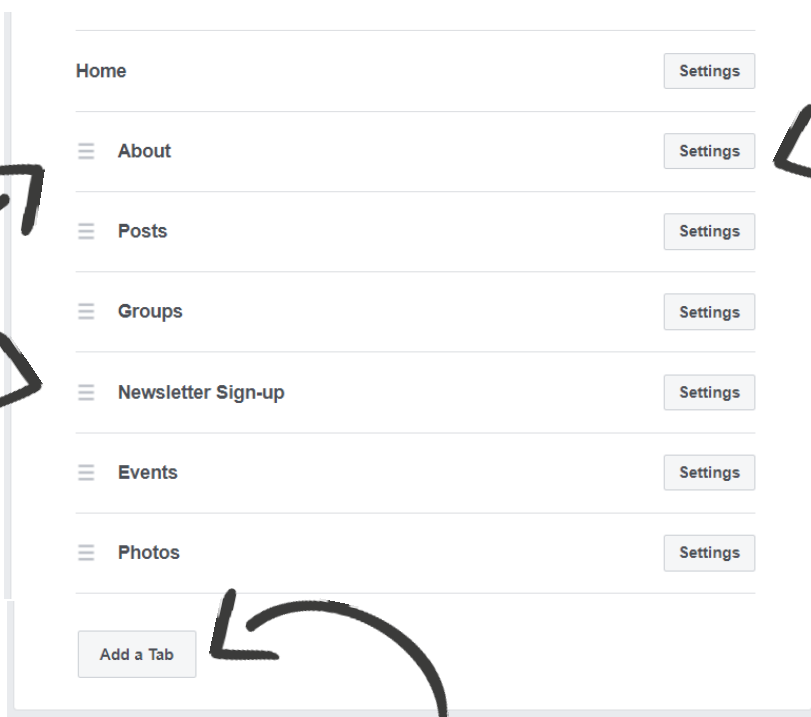


Templates will change which tabs you have available to you. You have the choice of: “Business”, “Venues”, “Non-Profit”, “Politicians”, “Services”, “Restaurants and Cafes”, “Shopping”, “Video Page” or “Standard”.

Tabs lets you manually amend the tabs visible on your page. By selecting a Template above, you will automatically have a certain set of tabs listed, however you can manually rearrange, hide and add to these.

Would recommend having “About” top

Click the three lines and drag to reorder the tab



To hide a tab from your Page, click Settings, select “off” and click save.

Be aware that you can't remove: About, Posts, Photos, Videos, Community, and Info/Ads

Click here to add a new tab.

9. Contact Information & Short Description

Facebook allows you to add contact details for your church: email, phone, church address and website. Find these under “Settings” followed by “Page Info”.

Enter your Church / Minister phone number

This is your opportunity to tell people about your Church in 155 characters. Just share what visitors need to know as clearly and concisely as possible. You will be able to add a longer description later.

Enter your Church / Minister email address

Enter your Church website (if you have one) or your page on your Circuit website if you don't.

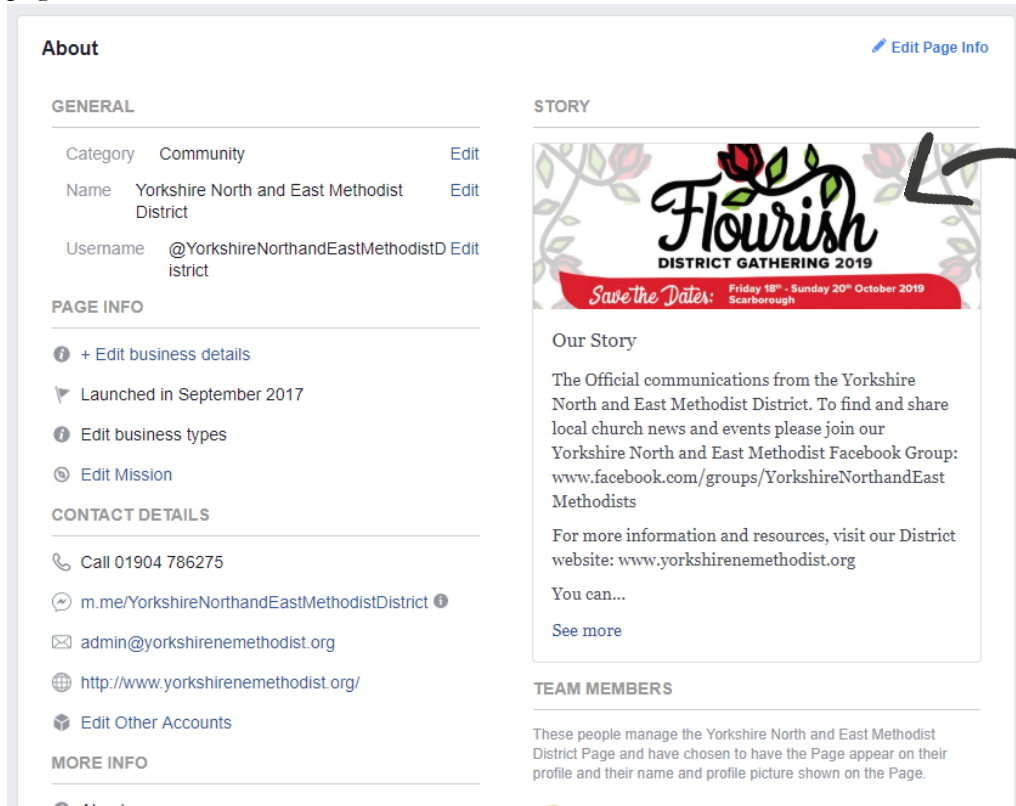
Enter your Church location and postcode

To add links to your other Church social media accounts, go to “About” tab > “Contact Details” (sometimes listed as “Additional Contact Details”) > “Edit Other Accounts” > “Add Account”.

Click to add social media links

10. Add a Long Description

This is now referred to as your “Story” on Facebook Pages and appears on the right-hand side of the page both on the Home tab and About tab. Find it under the “About” tab and click “Edit”.



About [Edit Page Info](#)

GENERAL

Category	Community	Edit
Name	Yorkshire North and East Methodist District	Edit
Username	@YorkshireNorthandEastMethodistDistrict	Edit

PAGE INFO

- + Edit business details
- Launched in September 2017
- Edit business types
- Edit Mission

CONTACT DETAILS

- Call 01904 786275
- m.me/YorkshireNorthandEastMethodistDistrict
- admin@yorkshiremethodist.org
- http://www.yorkshiremethodist.org/
- Edit Other Accounts

MORE INFO

STORY

Flourish
DISTRICT GATHERING 2019
Save the Dates: Friday 18th - Sunday 20th October 2019
Scarborough

Our Story

The Official communications from the Yorkshire North and East Methodist District. To find and share local church news and events please join our Yorkshire North and East Methodist Facebook Group: www.facebook.com/groups/YorkshireNorthandEastMethodists

For more information and resources, visit our District website: www.yorkshiremethodist.org

You can...
[See more](#)

TEAM MEMBERS

These people manage the Yorkshire North and East Methodist District Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

This is your “Story” / long description of your Church. There is more room to write and add photos.

Tips for writing the long description / story: write to those who have never stepped into a Church and use plain English (avoid Church jargon). Explain who you are and why people should care / come to your Church. Give as much information as you can in a few paragraphs - services, activities and who's welcome. Mention what Circuit you are part of and in which District. You can always add links and photos.

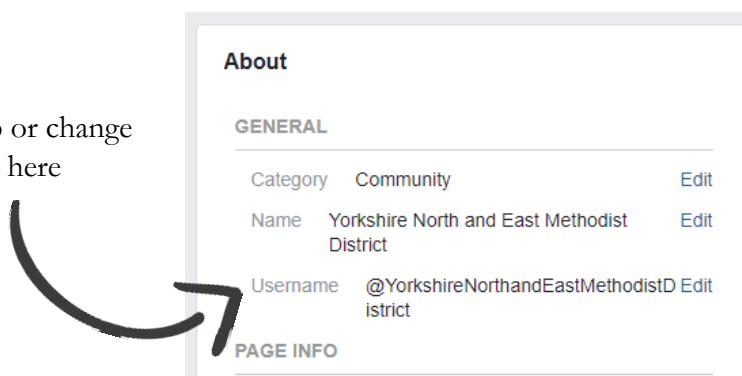
11. Create a Username

Your Page username affects your Page URL. For example, in the address bar, you might see that the address / URL of your newly created Church Facebook Page is something like:

www.facebook.com/Example-Methodist-Church-129915933828259

With a username we can make this much more friendly and useable. If you set your username to @ExampleMethodistChurch (with “Example” being the name of your church), the address / URL will become: www.facebook.com/ExampleMethodistChurch

You can set up or change your username here



About

GENERAL

Category	Community	Edit
Name	Yorkshire North and East Methodist District	Edit
Username	@YorkshireNorthandEastMethodistDistrict	Edit

PAGE INFO

12. Add a Second “Admin”

For security and safeguarding it’s important to always have at least 2 admins on your Facebook Page (goes for any social media). To add an admin: Click “Settings” on top right of the Page > Select “Page Roles” from the left hand list > Under “Assign a new Page role” change the button to read ‘Admin’ (the box defaults to ‘Editor’ usually, so click this to change) > Enter the name of the person you want to add > Select their profile and click “Add”. You might be asked to confirm your personal Facebook password at this point, for security.

Click here...



General	Page visibility	Page published
Messaging	Visitor posts	Choose who can publish to your Page Timeline
Page Info	Post and story sharing	Post sharing to stories is on
Templates and tabs	Audience optimisation for posts	The ability to select News Feed targeting and restrict your posts is turned off
Post attribution	Messages	People can contact my Page privately.
Notifications	Tagging ability	Only people who help manage my Page can tag people
Messenger platform	Others tagging this Page	People and other Pages can tag my Page.
Page roles	Page location for effects	Other people can't use your Page's location for photos and effects.
Groups	Country restrictions	Page is visible to everyone.
People and other Pages	Age restrictions	Page is shown to everyone.
Preferred Page Audience	Page moderation	No words are being blocked from the Page.
Authorisations	Profanity filter	Set to strong

Type in their name
(used on Facebook)



Page roles

Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn more](#)

Sections

- [Assign a new Page role](#) Jump to Section
- [Existing Page roles](#) Jump to Section

Assign a new Page role

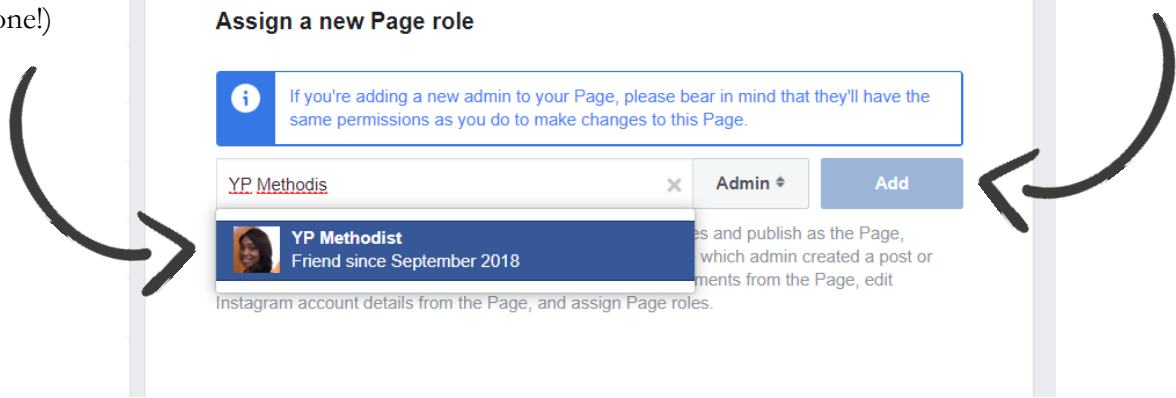
Type a name or email address Editor Add

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view Insights, respond to and delete Instagram comments from the Page, and edit Instagram account details from the Page.

Click on the word
“Editor” and change
it to “Admin”

Click on their profile
(make sure you get the
right one!)

Click "Add"...

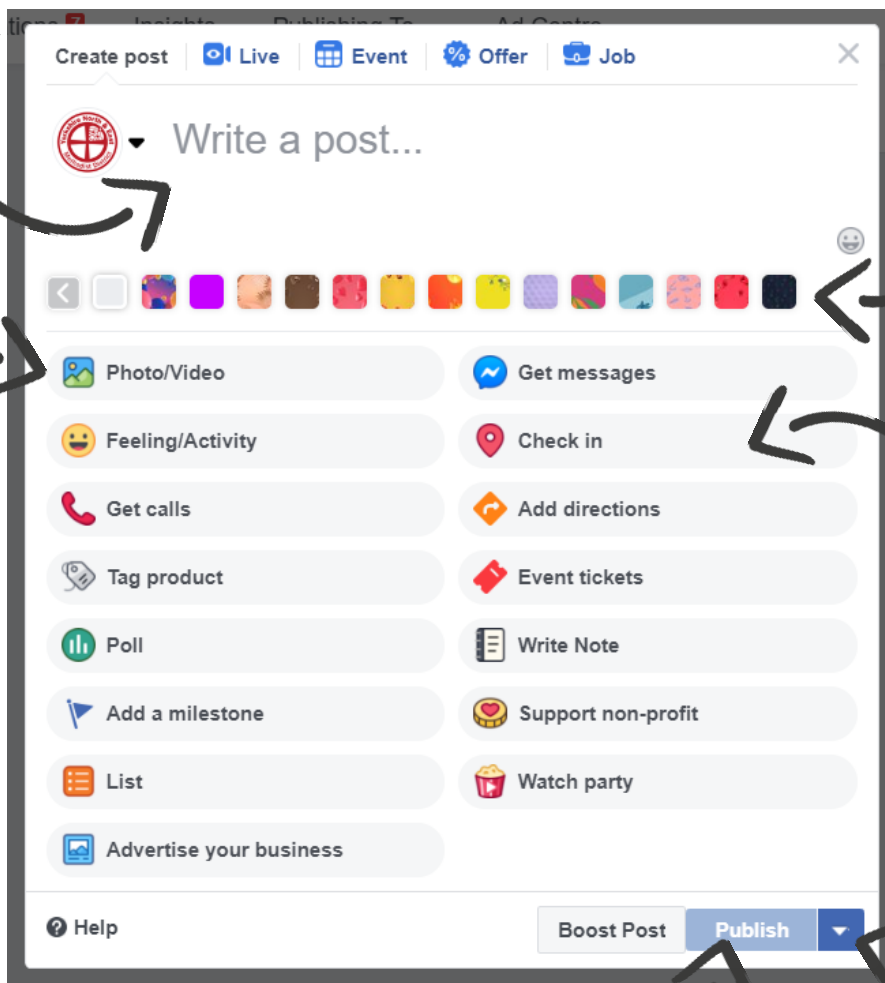


13. Post and Engage

Your Facebook Page is set up! But that's not the end... Facebook isn't a static noticeboard or website, it's all about regular updates and engagement. To begin, write your first post:

Maybe write a welcome message and include a link to your website

For posting text without a photo or link, maybe add background colour



Click here to add a photo or video to your post

Click to add a location to your post (would recommend)

Click the drop down to schedule a post for later

Click "Publish" to post immediately