



Digital Resources
to support and equip your church



Practical guides:

How to Create a Church Facebook Page



Written by
Elliot Crippen
Digital Communications Enabler

Before you start:

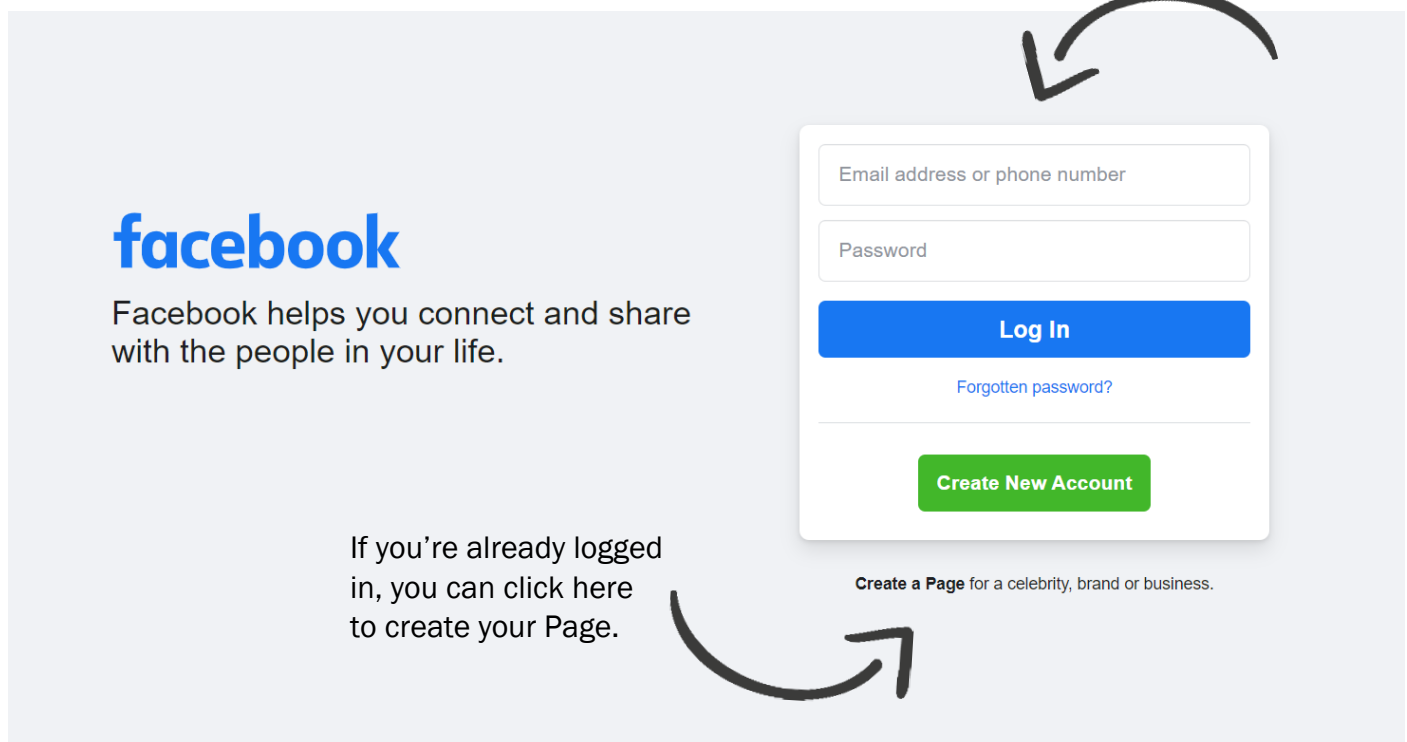
If you don't already use Facebook, you'll need to sign up first for a personal account and spend some time getting used to how things work. Find additional guide here: [How to get started on Facebook \(for individuals\)](#)

The Basics: have a Page, not a Profile

Churches are generally good at this, but just in case – set up a “Facebook Page” and not a “Personal Profile” for your church. 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 into 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 “create a new account” as this will create a personal profile, not a page.



2. Create the Page

There are many places to find the button on Facebook that allows you to “create” a page, but the easiest way is just to go directly to this link: www.facebook.com/pages/creation

3. Fill in the “Page Information”

Pages · Create a Page

Create a Page

Page information

Page name (required)

Use the name of your business, brand or organisation, or a name that explains what the Page is about. [Learn more](#)

Category (required)

Choose a category that describes what type of business, organisation or topic the Page represents. You can add up to three.

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop preview

Page name

Category

Home About Photos Videos More

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

Under “**Category**” type in and select “Methodist Church”.

Description 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. What’s your church’s story? Try to inspire and encourage people and avoid the temptation to just put ‘communications from example Methodist Church’.

Click “**Create Page**” in the bottom left.

4. Set up your Page: Add Profile Picture and Cover Photo

Images

Profile photo · Optional

Add Profile Picture
or drag and drop

Use a logo or image that helps people identify this Page in search results.

Cover photo · Optional

Add Cover Photo
or drag and drop

Use an image that represents what this Page is about.

Save

Desktop preview

Test

Methodist Church

Home About Photos Videos More

The best profile picture is your church logo (ideal size: square – noting the corners will be cropped to form a circle). If you don't have a logo, consider creating a simple one using Canva – or many utilise the Methodist orb as a logo (find more guidance on creating a church logo [here](#)). Logos help showcase our church brand and provide a quick way for people to recognise us. Avoid using a photo of your church building and try not to change your profile picture very often (i.e., only if your church logo changes or is updated). Equally, your cover photo should also avoid being an image of your 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. Your cover photo provides an opportunity to attract and engage new visitors, it's one of the first things people see, so make sure it's welcoming and inviting. Make the most of this space and showcase your community or congregation (you can use a single photo, a slideshow of images, or a video as the cover of your Facebook Page). Be careful when using photos with identifiable adults or children (find more information on digital safeguarding [here](#))

Click “Save” in the bottom left

5. Explore your Page

You've created your Church Facebook Page! Take a look around so you know where everything is.

Search Facebook

Home

Manage Page

Yorkshire North and East Methodist District

Business Suite

Home

News Feed

Podcasts

Business apps

Events

Resources & Tools

Manage jobs

Promote

Your customisable Page button

Edit

Yorkshire North and East Methodist District

Yorkshire North and East Methodist District

@YNEMethodists · Community

Edit Visit group

Home About Groups Newsletter Sign-up More

Promote

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Job Offer Ad

PINNED POST

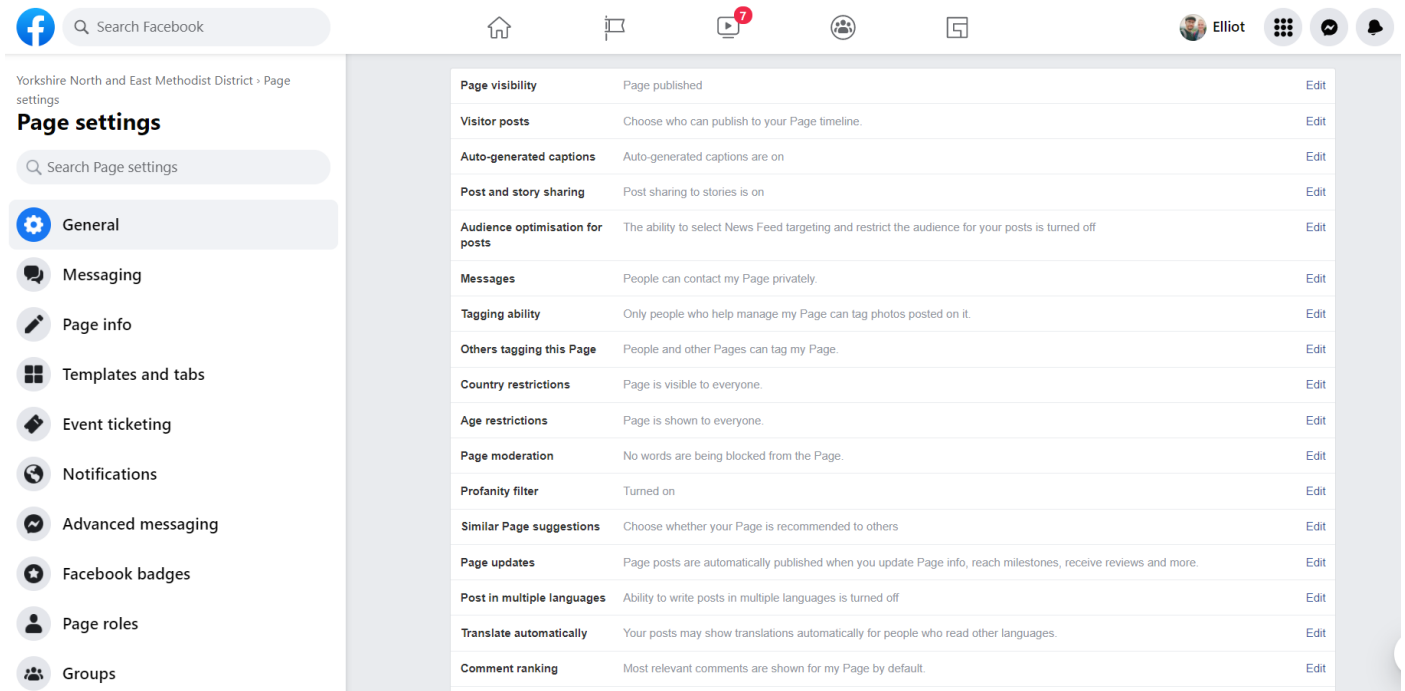
Yorkshire North and East Methodist District is feeling inspired at Manor Church of England Academy. Published by Elliot H D Crippen · 19 September · York

Page tabs – allowing you and your visitors to navigate the Page

Tools for creating posts on your page

Admin panel – these settings are only visible to admins of the Page, not visitors. Find all the Page settings in this panel

6. Amend Page Settings



The settings to initially look at are **“General”, “Page info”, “Templates and tabs”** and **“Page roles”**

Page info:

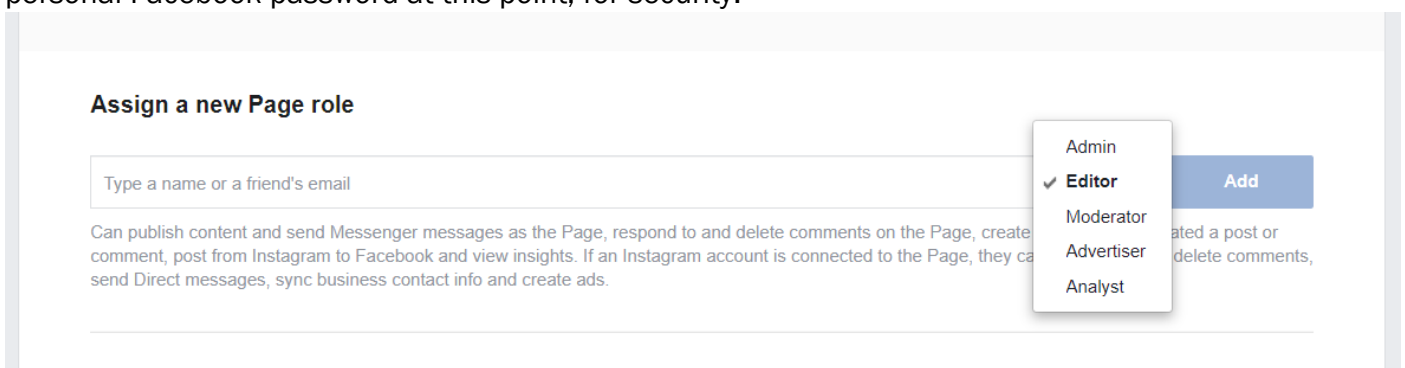
Facebook allows you to add contact details for your church: email, phone, church address and website. You can also create a “username”: Your Page username affects your Page URL. For example, in the address bar, you might see a long line of numbers at the end. With a username we can make this more friendly: by setting your username to @ExampleMethodistChurch (with “Example” being the name of your church), the URL will become: www.facebook.com/ExampleMethodistChurch)

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.

Pages roles:

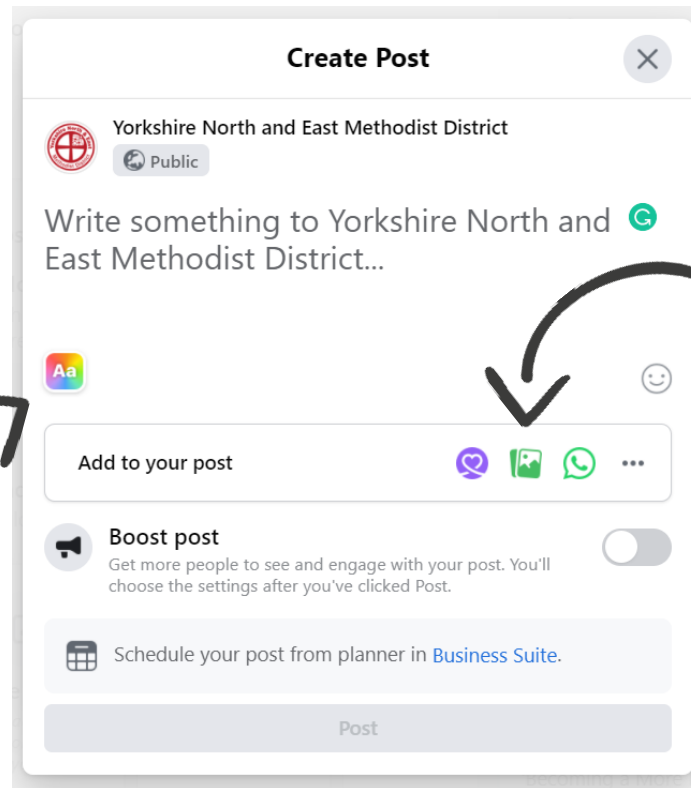
For security and safeguarding it’s important to always have at least 2 admins on your Facebook Page (goes for any social media). Under “Page Roles” you can “Assign a new Page role” – change the button to read ‘Admin’ (the box defaults to ‘Editor’ usually, so click this to change) and then enter the name 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.



7. Post and Engage

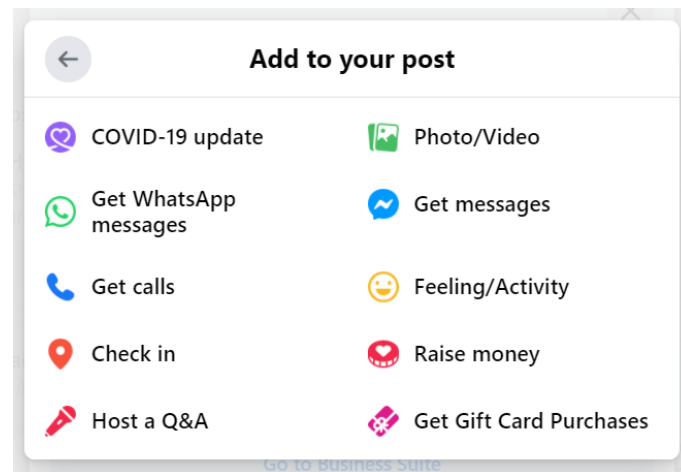
Your Facebook Page is set up! But that's not the end... Facebook isn't a static noticeboard or website, it's all about regular updates and engagement. To begin, write your first post:

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



Click here to add a photo or video to your post

Click the three dots to get more options



For further guidance on how to use your Church Facebook Page, see this additional guide: [Best Practices for Church Facebook Pages](#)

[last updated October 2021]

More guides and resources can be found on our District website:
www.yorkshirenethodist.org/digital-resources