Facebook: How to Start a Page or Brand Your Existing Page

Starting a Business Page (For a video use this link https://www.youtube.com/watch?v=trBA7xGgzjk)
NOTE: To begin a Facebook page, you must first have a personal page.

1. Above your personal page is a flag icon. Click on it. See a facsimile here:

2. The page will change, and, on your left, there will be a white column with a blue button that says "create page."

3. <u>Name</u>
    Should begin with "SIR", the Branch number or name should follow and the city or other location designator such as "SIR Branch 90, Concord". You will see a green check mark if the name you submit can be used.

4. <u>Description/Category</u>
    Nonprofit organization

5. <u>Description – 255 characters</u>
    State version:
    SIR enriches life through activities with friends. Branches in N. and C. California offer a mix of activities: golf & bowling, to hiking & wine tasting. Each SIR Branch is unique based on member interests. Like Us to learn more!

6. Branch Option #1
    SIR is a social club providing activities to enjoy with friends, both old and new. Branch XXXXX enriches your life with access to activities including golf, poker, bowling, RV-ing, pickle ball, walking and travel. Like us to learn more!
    (To edit to add other activities you must remove something else. Check the number of characters with spaces to insure final copy fits)

7. Branch Option #2
    Branch XXXX of SIR Inc improves the member lives with fun activities while making friends for Life. We meet monthly for lunch at _____ and hold other activities such as XXXXX, XXXX and more. Attend an event! RSVP to the contact or post questions.
    (To edit to add other activities or information you must remove something else. Check the number of characters with spaces to insure final copy fits)

8. **Make your page:** If you're satisfied with those elements, click the button to make your Branch page.

Next Steps

You'll now see the framework of your page. You can complete it now or in one or two closely timed sessions.

Banner section

At the top of the page there is a large grey box across the width of the page. This is for your banner. Several banner options are available on the SIRInc.org website. You can use them here. Click on edit on the bottom right of the box where it says edit with a camera.

You can choose a number of options that adjust or change the photo in that space. When getting started you'll need to choose "upload." Choose "upload" again in the box that pops up. That allows you to search for a photo to use. Double click on the photo you wish to upload. It will appear in place and you can reposition it, save it or cancel it. Then save the changes you made.

Profile Photo

The profile photos should be the logo. Please use the black, red and white logo that can be found on the SIRInc.org website here: https://sirinc.org/logos/. All other logos are out of date. There is a specific one labeled for the Facebook Profile Photo. You change and upload for the profile photo in the same steps as you did the banner.

Username

Under the name on the page, you'll find the username. The username you choose becomes part of your URL or Facebook address. When people refer to your page. When you direct people to your website by URL you'll use www.facebook.com/SIRBranch##City.

This is an important choice. The Branch username should contain "SIR" and ideally your branch. You could also use words about what you do such as "social activities". "SIRBranch90SocialActivities" or your location "SIRBranch90Concord" are suggested choices. **Please do not use the words: retired, men or seniors in this area.**

Click on the link. Type your first-choice name and click the button on the bottom right once to check if your name is OK with Facebook. A green check mark will appear if it works. Click the same box again to save the name.

About Section

To edit in this section, click on the small pencil to the right.

General – add location if you want
Hours – skip this section
Business Details – skip this section

Additional Contact information

Enter website -- You may use your Branch website or anticipating that people finding or visiting your Facebook page may not be members you can direct them to www.WeAreSir.com.

Enter phone number -- You can add someone's number or not. The most important thing is to have an email attached.

Enter Email -- Someone who checks email at least every other day.

More Information

Nothing in this area requires changes, but if you choose to do so, use the pencil on the right.

Additional Information -- 50,000 characters
SIR, Inc. is a California non-profit organization providing social activities whose mission is: "To improve the lives of our members through fun activities and events while making friends for Life". In addition to Branch activities, members enjoy access to regional events, such as: golf & bowling tournaments, SIR's *Day at the Races* and group trips to professional sporting events. Join SIR and discover how much fun you can have sharing a meal, joining in activities, forging friendships and embracing life. Visit www.WeAreSIR.com for more information about joining.
The parent organization was formed in 1958 in San Mateo. There are currently about 100 Branches in Central and Northern California and more than 10,000 members from Bakersfield to Mt. Shasta and Lake Tahoe to San Francisco.

Branches can add to the above with more Branch specific information including luncheons or more information about signing up for activities and anything unique about the Branch.
You can visit the marketing materials page and access the Brand Style Guide for information on the Branch and review or borrow copy from the SIR Brochure. Both can be found on the SIRInc.org website:
https://sirinc.org/sir-branded-marketing-materials/

Set Your Page up for Success

This is a column in the middle of the screen. There is a check list and what you completed above should have checked boxes. Continue to fill in blank information or leave it blank.

It is recommended that you and anyone you make a page manager or administrator invite friends to join the page. You do this under "Introduce your page," or "Invite friends to your page."

A welcome post is also nice. Here is a draft for you:

"Welcome to the @SIRA20Sacramento! Thank you for liking our page. Please share our events and posts with others. We plan to make friends and have fun through our array of social activities. We'll post information here. You can join us for an event too. Email us if you're interested. You can get more information about SIR and our Branches by visiting www.WeAreSir.com."

Add Administrators

Once a Business Page is created for the Branch, you can assign additional people to also be administrators. The additional administrators or editors must also have personal pages in order to participate on Facebook.

To add an administrator, scroll down the far-left column to "Settings". Click on Settings. Scroll down again till you see "Page Roles." Click on Page Roles. Type the name of the person you want to add. Below their name and photo should appear. People often have the same or similar names. Check spelling and the profile photo before you choose to make sure you have the correct person. Choose them from the list. On the right, in the bar where the name goes choose their access level. Give administrative access only to trusted members, but at least two people should have administrative access. Click on add.

Posting

Go back to the main page. You can always find it by clicking on the flag at the top of the page. To post, click on the blue button that says create post. Use Facebook to post immediately. Use Meta Business Suite if you want to schedule future posts.

To post in Facebook, simply type your message in the box provided and click on the picture icon to add photo and video.

In Meta Business Suite, click on compose post. In the box that opens, type your message in either of the two spaces provided. Add video or photos with the buttons below. You can add URLs (website addresses) into the body of the copy or add it at the bottom of the center section. To schedule the post for a future date and time, click on the downward facing arrow next to the publish box. Chose "schedule the post." Pick the time and date you want the post to publish. Save it. Then click on the publish button when you return to the box.