

# SOCIAL MEDIA INSTRUCTIONS

## FACEBOOK



*When a small nonprofit organization sets up a social media campaign, no matter the platform, remember these things:*

- 1. Use a capable point person and team. Remember, just because someone is younger or has many social media accounts doesn't mean they know how to communicate on behalf of your initiative. Find someone with a background in writing, editing, or communications skills.*
- 2. Plan your message and message progression before you start posting on social media.*
- 3. Choose the platforms that best match your target audience. Start with Facebook, move on to Twitter, Instagram, or Snapchat if you know you have or can have an audience on those platforms.*

## CREATING A FACEBOOK EVENT

You will want to create a Facebook Event for your Messiah's Mansion tours. This is best done through your church's existing Facebook page. If your church does not already have a Facebook page, see the last section of this document: [Creating a Facebook Page](#).

By creating an Event, you can invite friends and encourage them to share the event on their own pages. This is a great way to get the word out and keep it in the front of their minds through timely sharing and consistent updates.

- From your Facebook News Feed, click "Events." (This shows on the left of your news feed from a desktop screen. From a mobile screen, click on the Menu symbol, scroll down and tap "Events.")
- Click "Create."
- Designate this as a "Public" Event, allowing you to invite others and for them to invite their friends. This is an important step, as event privacy settings may not be changed after the event is created.
- Fill in event name, details, location, and time. Include photos from MessiahSupport.com site.
- Click "Create."
- You will now be able to view your event page, where you can invite guests, upload photos, create and share posts, and make an edits or updates necessary.
- Add each member of the event planning team onto the page as contributors
- Provide any relevant links, such as a link to an official website or related content
- Create sharable posts, and encourage others to share
- Strategically approach certain contacts and ask if they will share these event announcements
- Encourage Q&A, as long as you consistently monitor posts
- Make sure you check this event page regularly! Monitor comments and make sure to respond

to them. (You may delete irrelevant or spam comments, or you may disable comments if you are not able to regularly monitor the page.)

For additional details, visit [https://www.facebook.com/help/www/1076296042409786?helpref=hc\\_global\\_nav](https://www.facebook.com/help/www/1076296042409786?helpref=hc_global_nav)

## CREATING A FACEBOOK PAGE

If your church does not already have a Facebook page, consider making a page for the church, even if it has minimal information aside from location, contact information and maybe a few pictures. If you cannot create a Facebook page for your church at this time, you may create a temporary Facebook Page for your Messiah's Mansion event.

1. You will first need a personal account. Once this is created, from the Home page, select "Create a Page." You may also go straight to <https://www.facebook.com/pages/create/>
  - a. Choose page type (we suggest Local Business or Place)
  - b. Choose a page name (we suggest "Messiah's Mansion [your city]/[your church]")
  - c. Choose category (we suggest Religious Organization and possibly "Museum")
  - d. Write a short page description, such as "This traveling exhibit of the historical Hebrew sanctuary provides a living museum for the \_\_\_\_ community during the dates of \_\_\_\_\_"
  - e. Enter a custom URL in the bottom box, such as MessiahsMansion[City]
  - f. Choose thumbnail and banner photos
  - g. Fill in address, related links, event information, etc.
2. Set permissions to have comments approved by you (and then keep up with them!)
3. Schedule to check this page at least twice a day
4. Include photos from the MessiahSupport.com site.
5. Add each member of the event planning team onto the page as contributors
6. Provide any relevant links, such as a link to an official website or related content
7. Create sharable posts, and encourage others to share
8. Strategically approach certain contacts and ask if they will share these event announcements
9. Encourage Q&A, and consistently monitor posts
10. Include language in the church bulletin announcements or other organization newsletters to encourage members to "Like" this Facebook page and share its posts/announcements.
11. Create a Facebook Event, and follow the instructions in the first section. This can make for easier sharing.
12. A few days after the event has concluded, remove this page:
  - Click "Settings" (on a desktop browser) or by tapping "More" (on a mobile screen) and then "Edit Settings."
  - From "General," click "Remove Page"
  - Click "Delete [Page name]" and follow the onscreen instructions.