



How to Create a Facebook Organization Page

Federation and chapter Facebook pages are a great way to reach out to current members and to engage prospective members. On your federation or chapter Facebook page, you can post information about upcoming meetings, post pictures from events and share information with your members and the larger community. To create your own federation or chapter Facebook page, follow the steps below.

- 1) First, choose the person who will create and be the administrator of your NARFE chapter Facebook page. This is usually your federation or chapter president or a member of your board.
- 2) Go to www.facebook.com.

- 3) Click “Create a Page” located at the bottom right of the page.

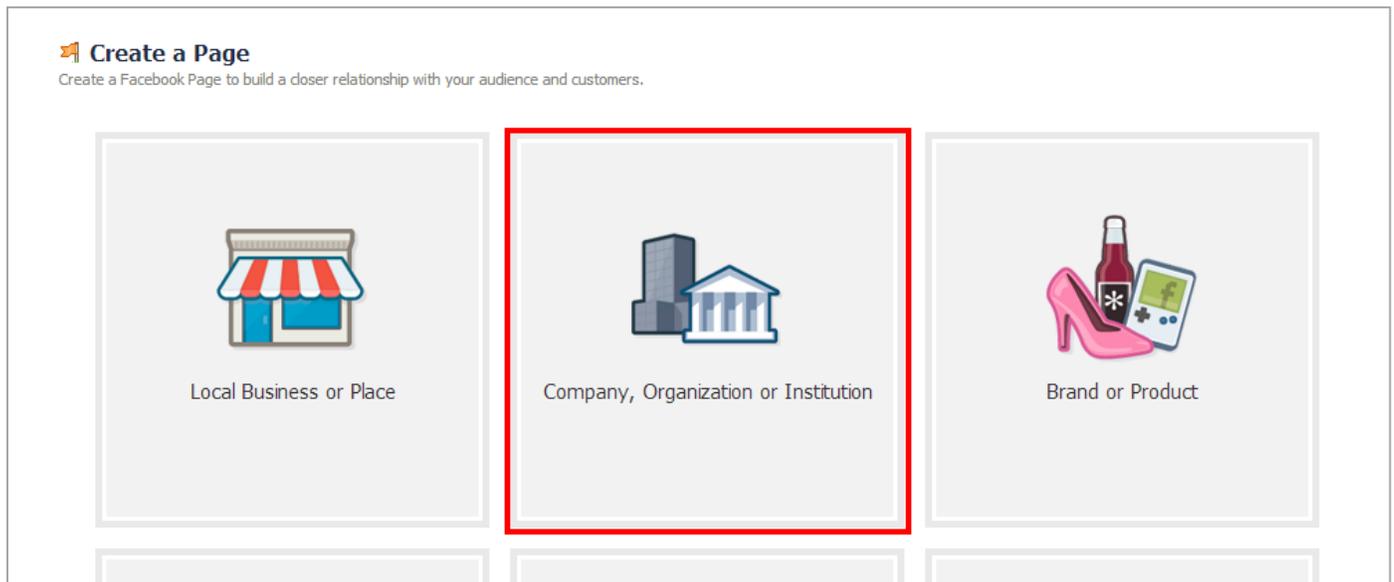




- 4) You will arrive at the “Create a Page” page. If you do not have a Facebook account, continue with the below instructions.

If you do have a Facebook account, sign in at the top of the page and continue with instruction 4b.

- a) First, select the “Company, Organization or Institution” option. The “Company, Organization or Institution” icon will scroll up and reveal the “Join” box.



- i) Step 1: Under the “Choose a category” box, choose “Non-Profit Organization” as your organization type.
- ii) Step 2: Enter your NARFE Chapter name as your “Company Name” for example, NARFE Chapter 1234, City, State.
- iii) Step 3: Select “I agree to Facebook Pages Terms” then click “Get Started.”





- iv) You will arrive at “Create a Facebook Account.” Create a Facebook account.
Continue with step 5.

facebook

Create a Facebook Account

I already have a Facebook account

Email:

New Password: [?]

Date of Birth: Month: Day: Year:
Please enter your own date of birth. Why is this required?

Security Check:

Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.



Text in the box:

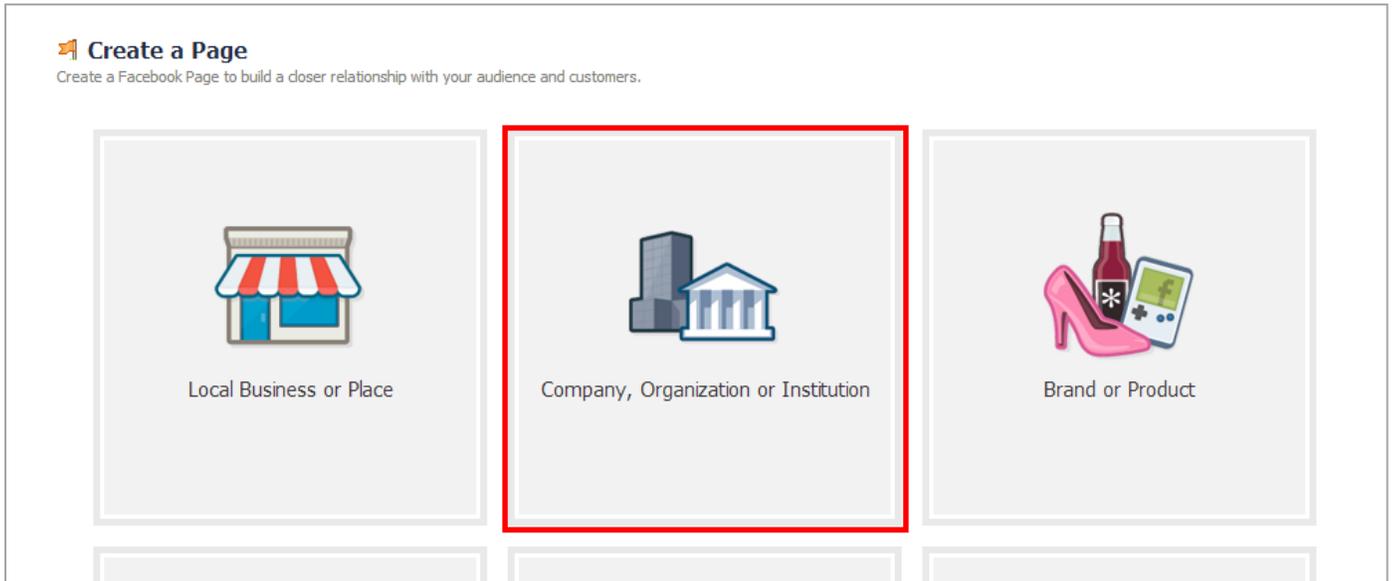
[What's this?](#)

I have read and agree to the [Terms of Use](#) and [Privacy Policy](#)

[Problems signing up? Check out our help pages](#)



- 4b) After you sign in to your Facebook account, you will arrive at the “Create a Page” page. Click the “Company, Organization or Institution” icon. The “Company, Organization, or Institution” icon will scroll up and reveal the “Join” box.



- i) Step 1: Under the “Choose a category” box, choose “Non-Profit Organization” as your organization type.
- ii) Step 2: Enter your NARFE Chapter name as your “Company Name” for example, NARFE Chapter 1234, City, State.
- iii) Step 3: Select “I agree to Facebook Pages Terms” then click “Get Started.”





5) You have arrived at the “Set Up” page.

Set Up NARFE Chapter 1234, City, State

1 About
2 Profile Picture
3 Enable Ads

Tip: Add a description and website to improve the ranking of your Page in search.

Add a description with basic info for NARFE Chapter 1234, City, State.

Website (ex: your website, Twitter or Yelp links)

[Add Another Site](#)

Is NARFE Chapter 1234, City, State a real organization, school or government? Yes No
 This will help people find this organization, school or government more easily on Facebook.

Visit Help Center

Save Info
Skip

- a) First, you need to set up the “About” section on your chapter page.
- i) Step 1: In the “Basic Information” box, type a sentence or two describing your federation or chapter. For example: NARFE (_____) Chapter X is _____.
 - ii) Step 2: Type your federation or chapter website URL. If you don’t have a website, simply leave this blank, or use www.narfe.org.
 - iii) Step 3: Click “Yes” to both disclaimer statements.
 - iv) Step 4: Click” Save Info.”

Set Up NARFE Chapter 1234, City, State

1 About
2 Profile Picture
3 Enable Ads

Tip: Add a description and website to improve the ranking of your Page in search.

Step 1

NARFE Chapter 1234, City, State

Step 2

<http://www.narfe.org>

[Add Another Site](#)

Step 3

Is NARFE Chapter 1234, City, State a real organization, school or government? Yes No
 This will help people find this organization, school or government more easily on Facebook.

Will NARFE Chapter 1234, City, State be the authorized and official representation of this organization, school or government on Facebook? Yes No
 This is a legally binding statement regarding the authenticity and representation of this Page.

Visit Help Center

Step 4

Save Info

Skip



- b) Next, you will upload a page profile picture.
- First, find your NARFE federation or chapter logo or another image that reflects your organization and save it to your computer.
 - Click “Upload From Computer” and find the photo on your computer to upload. Next click “Save Photo” to post a page profile picture. After the picture is uploaded, click “Next.”

Set Up NARFE Chapter 1234, City, State

1 About 2 Profile Picture 3 Enable Ads



Upload From Computer | Import From Website

Next

- c) You have arrived at the “Enable Ads” set-up step. Simply click “Skip.”

Set Up NARFE Chapter 1234, City, State

1 About 2 Profile Picture 3 Enable Ads

Advertising your Page is one of the best ways to grow your audience and be successful on Facebook.

Add a funding source to enable advertising.



Enable Ads **Skip**



6) Congratulations! You have successfully created your NARFE federation or chapter Facebook page.

The screenshot shows a Facebook page for a newly created NARFE chapter. At the top, the Facebook navigation bar includes the logo, a search bar, and the page name 'NARFE Chapter 1234, City, St...'. Below this is an 'Admin Panel' with options like 'Edit Page', 'Build Audience', 'Help', and 'Show', along with an 'Ads Manager' button. The main header features a cover photo of the American flag, a profile picture of the same flag, and the page name 'NARFE Chapter 1234, City, State' with the prompt 'Be the first person to like this.' The page is categorized as a 'Non-Profit Organization'. A 'Status' box contains the text 'What have you been up to, NARFE Chapter 1234, City, State?'. The 'Activity Recent' section shows a notification: 'NARFE Chapter 1234, City, State joined Facebook.' On the right side, there is a 'See Your Ad Here' section with a small ad for the chapter.



- 7) Once you arrive at your federation or chapter Facebook page, there are a few more steps to complete your page set-up.
- Step 1: Click on “Add a Cover” to add a cover photo to your page. This can be a picture of a chapter meeting or event, a few of your members, or your board.
 - Step 2: Click on the “About” section and edit the “About” section for your page to add more specific federation or chapter information. This information can include contact information, where and when your chapter meets and the general geographic area of your federation or chapter.
 - Step 3: Start posting.



NARFE state federations and chapters across the country are using Facebook to reach out to current members and to engage prospective members. To see an example of a successful Facebook page, visit the below NARFE chapter Facebook pages:

- [Virginia NARFE Peninsula Chapter 682](#)
- [Maryland NARFE Greater Bowie Crofton Chapter 1747](#)
- [Illinois NARFE Federation](#)



Facebook Organization Page Dos and Don'ts

You've created a NARFE federation or chapter Facebook page, now what? Before you start posting, please keep these dos and don'ts in mind to ensure your state federation or chapter Facebook page is successful.

Dos

- **Do** follow NARFE National Headquarters Facebook page.
Simply go to www.facebook.com/NARFEHQ and click "Like" to follow NARFE National Headquarters on Facebook.

- **Do** appoint a primary Facebook page administrator.
Facebook provides organization pages and several administrator roles, allowing different levels of access to those managing an organization page. Make sure at least one person is the overall "Manager" of your page. This should be the primary person in charge of posting and editing the page.

- **Do** post regularly and schedule posts.
By posting regularly, you ensure that you're providing relevant and timely information to the members following your page without overwhelming their newsfeed. We recommend posting at least once a week but not more than twice per day.

Another great Facebook feature is the ability to schedule posts for any date and time in the future. This way you can space out your posts and have posts appear during peak Facebook usage times for your page. Experiment with your posts to see what days and times your members are viewing your posts the most.

- **Do** remember that NARFE is a nonpartisan organization.
It is important for us as NARFE members to be nonpartisan when representing and participating in NARFE activities, including social media activities. While we each have the right to our own beliefs and party affiliation, these should not be reflected when representing NARFE.

Don'ts

- **Don't** neglect announcing your new Facebook page in your member communications.
One of the most important first steps when launching a Facebook page is making sure your target audience is aware that your page exists. An easy way to announce your federation or chapter Facebook page is to include information about the page in your member communications. And don't forget



to “Like” your federation or chapter Facebook page from your personal Facebook account, if you have one.

Also, make sure to let NARFE Legislative staff know that you’ve launched a Facebook page so we can like your page and share your posts.

- **Don’t** forget to make your posts easy to read and include a call to action. Facebook allows you to customize posts in several ways to ensure your posts are easy to read in your follower’s newsfeed.

For example, when posting a URL, Facebook auto-populates a box that includes your original URL. You can then remove the URL from your post, making your post content easier to read. Look at the post examples below. Which is easier to read, #1 or #2?

Another great way to enhance the engagement of your page followers is to include a call to action in your post. By simply asking your followers to “LIKE,” “SHARE” or “COMMENT” on a post, you remind them to take action and increase engagement.



#1



#2

- **Don’t** disregard your Facebook Insights. Facebook provides a plethora of engagement information through your page Insights, including the reach of your posts and whether your followers are interacting with your page. In looking at your Insights, you can better understand the best time of day to schedule posts to increase post views or see if a specific post performed better than others.

To view your page Insights, simply go to the “Admin Panel” on your page and click “See All” in the Insights box.



- **Don't** forget that your federation or chapter Facebook page is an extension of NARFE.

While Facebook is a great place to share information and interact with NARFE members informally, please remember that all posts on NARFE federation or chapter pages should enhance the mission of NARFE. Before posting, take a second consider whether the post content is appropriate for public consumption as being representative of NARFE.