

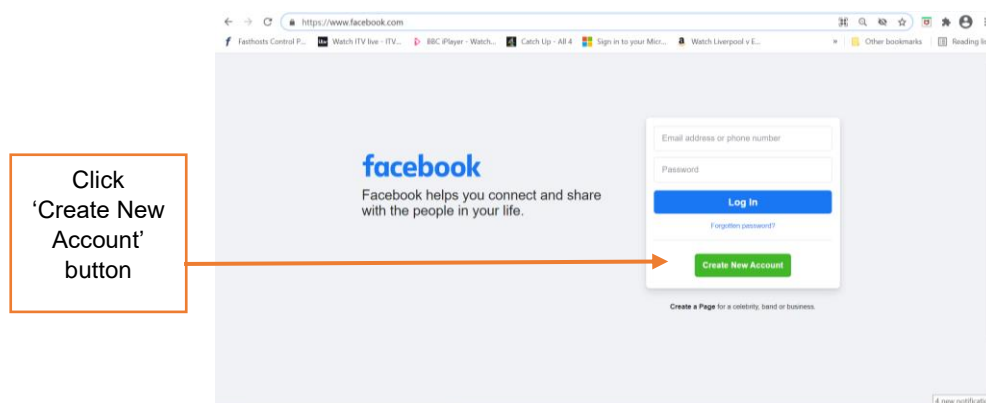
Getting started with Facebook

Getting started with Facebook can be daunting, but it is considered an essential tool to help you engage with your community. Firstly, you must have a profile (a personal Facebook account) to create a Page or Group, or help manage one.

*You will then need to decide if you want to create a **Facebook Page** or a **Facebook Group**. This guide will explain the difference and help you decide.*

Setting up an account

Setting up an account is simple – the platform itself guides you through the process, starting here: <https://www.facebook.com/>



Complete the sign up information box and that's it, your Facebook personal profile is ready.

Now to decide on a **Facebook Page** or a **Facebook Group**.

In general, a **Page** is a public profile that allows organisations and brands to introduce their services and activities. A **Group** is a community-based feature that gathers people with the same interests to discuss topics and share their opinions. A Facebook group can be an add-on to a Facebook Page.

Features – at a glance	
Facebook Page	Facebook Group
Your public profile. Can use as your website, saving you the cost of domain names and website hosting etc.	Groups can be public (open) or private. Private groups are invitation-only. It will be visible to non-members but they will not be able to participate within it.
Pages are public so the information is easy for anyone to find and view. This strengthens the credibility and enhances the organic reach.	A Group will not show up in search engines so you will be missing out on a lot of opportunities coming from there.
You get access to information about the performance of the Facebook Page, including user demographic data, through Page Insights.	A Group is collaborative in nature and members can engage in group chats, share text files and search within group conversations.
You get access to third-party apps, which can enhance the user experience of your Page.	Group members are active, as they are not only allowed to participate in any conversation but also to start new ones.
You can schedule posts to appear at pre-designated times.	When users join a Facebook group, they will receive notifications every time another member posts something.
Your posts can be shared by others.	Content cannot be shared outside the group.

Facebook Pages

Facebook Pages are similar to personal profiles on Facebook, but instead of focusing on an individual person, a Facebook Page focuses on your organisation as a public entity. Facebook Pages are intended for public figures or organisations, therefore, are accessible by the public at all times.

Instead of being your “friends”, people follow your page by “liking” your page. Once they’ve liked your page, your posts will show up on their Facebook news feeds. Also, people may comment on your updates.

As you may have noticed in your personal use, not every post will show up on people’s news feed all the time. Facebook uses an algorithm to ensure that everyone’s news feed is always showcasing the most relevant updates. Posting regularly and enticing followers to engage with your posts is a good strategy for improving your placement with the algorithm.

Creating thoughtful campaigns that highlight your work will make your Facebook Page stand out. Videos are a particularly powerful way to drive engagement. Sharing even a short video will help drive your page to the top of the algorithm.

Facebook Groups

Groups are a place to communicate about shared interests with certain people. You can customise the group's privacy settings depending on who you want to be able to join and see the group. When someone joins your group on Facebook, they will start seeing content from your group in their News Feed.

There are two privacy settings for Facebook groups (only group admins can change the privacy of a Facebook Group):

- *Public*: anyone on or off Facebook can see who is in the Group and what they post.
- *Private*: only members can see who is in the Group and what they post.

Once someone becomes a member of a Group, they can start posting to it. Posts will show up in members' news feeds. This means members can share resources, events, ideas, and questions with each other.

A Group administrators' role is to moderate the members' posts and to enforce the rules as needed, not just to create content.

The purpose of Facebook Groups is to connect your followers to each other. Keep in mind that it can be a lot of work to moderate and ensure a kind community. When you're building your Group it's a good idea to state clear expectations for your members.

Facebook Groups work best if you have a lot of expertise within your community, and you would like to provide an online environment for your community to connect.

Which one is best for me?

Whether you should start a Facebook Page or Group depends on what you are trying to achieve.

- Do you want to use Facebook to make announcements and updates about your organisation?
- Do you want to primarily produce your own content and post updates?
- Do you want to establish an official, public presence for your organisation?

If so, you may want to start a **Facebook Page**.

- Do you have a community who wants a place to connect with each other, to have discussions with each other?
- Do you want your presence on Facebook to be mostly populated by member content?
- Do you want to establish a friendly image of your organisation to your supporters?

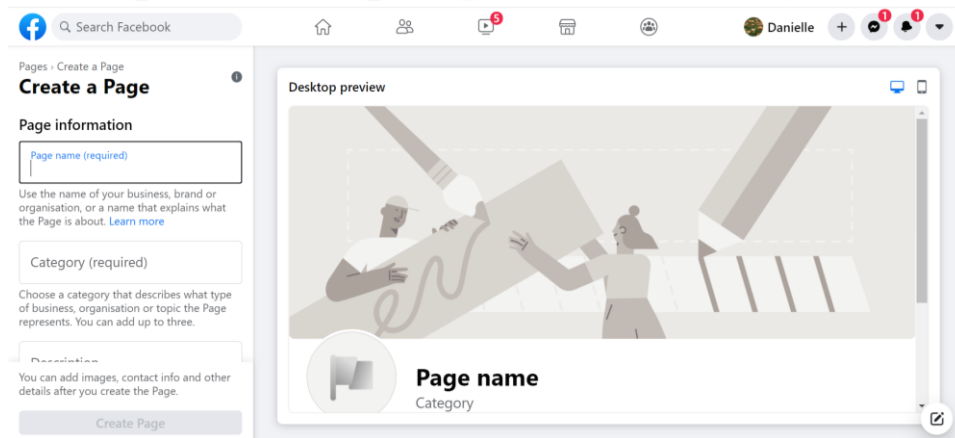
If so, you may want to start a **Facebook Group**.

Note - you can always do both! You may want to start by creating a Facebook Page for your organisation or project, and then develop a Facebook Group later to encourage your community to connect more with one another.

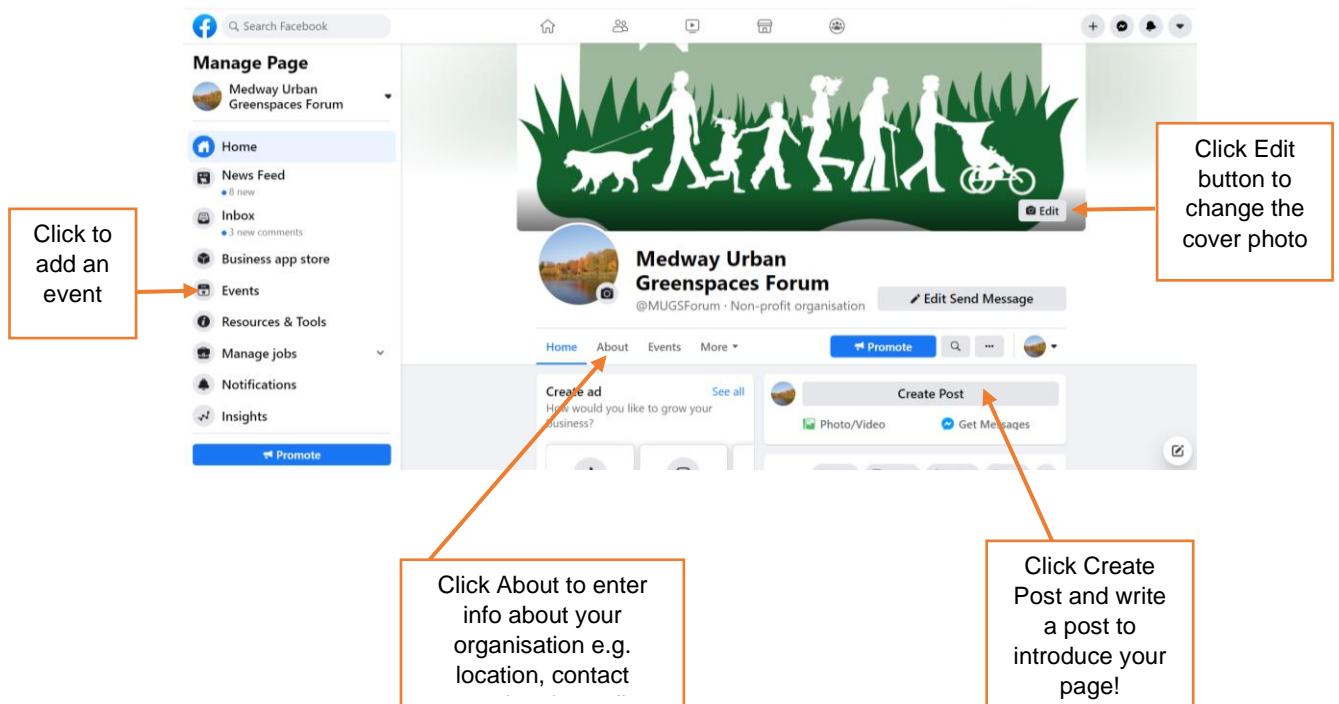
How to create a Facebook Page and a Facebook Group

To create a Facebook Page:


- Go to facebook.com/pages/create (you will need to login to Facebook.)

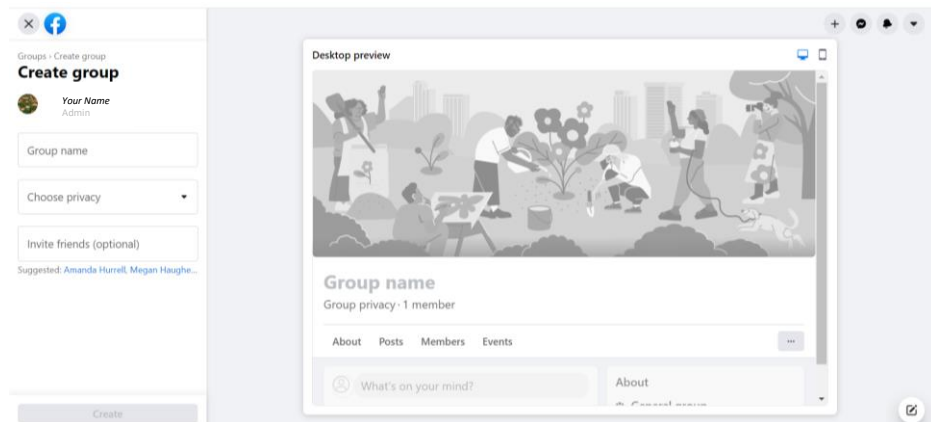


- Fill in the Page Information.
- Click Create Page.
- You can now start personalising your Page; upload a cover photo, write a post and add events etc.

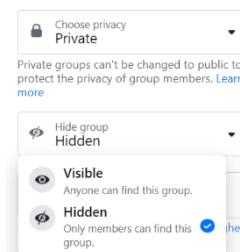


To create a Facebook Group:

- Login to Facebook and click  in the top right of page and select Group.



- Enter your group name, select the privacy option:
- You can now invite friends to join your group.
- Click Create.



If you select 'Private' you will then be given the option to have your group 'visible' or 'hidden'

- Now customise your Group.

