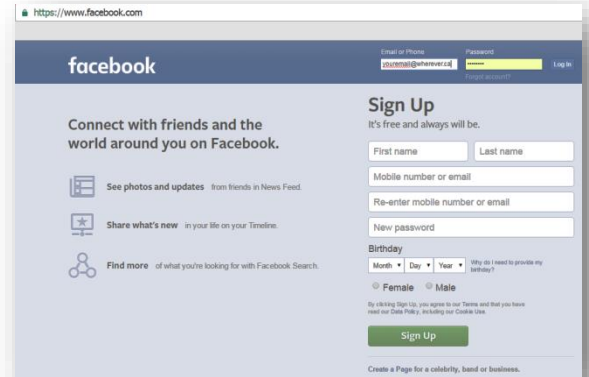


# Social Media Tips from FOCA: Facebook 101 for Lake Associations



**Step #1** – First, create your own personal Facebook account, if you don't yet have one. (You cannot create a "Page" for your association until you have a personal Facebook account.)

**To start:** Go to [www.facebook.com](http://www.facebook.com) and "Sign up." Enter your email address. Create a password you will remember! Enter your name, age and select male or female (for demographic purposes).



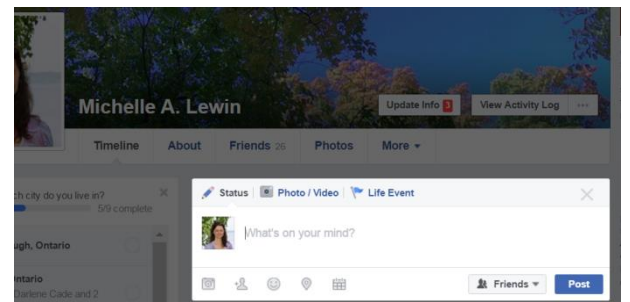
**Next**, you will be prompted to upload a profile picture, add information "About" you, and set your account preferences for **privacy** (who can see your posts? Start with "Friends," not "Public") and **notifications** (would you like to receive an email prompt when someone comments to you on Facebook? This is handy if you're not checking your account all the time!)

**Search for organizations** you know (such as FOCA) and "**Like**" them to see their posts and photos. You can also "Like" a post or a picture of theirs, or "Share" it so it will be copied to your Timeline as a post of your own.



**Find people you know** – using the "Search" box, type a friend's name. Found someone? Click "**Send a message**" to connect with them on Facebook. If they "accept" you as a Facebook friend, you'll be able to see their posts and pictures, and vice versa.

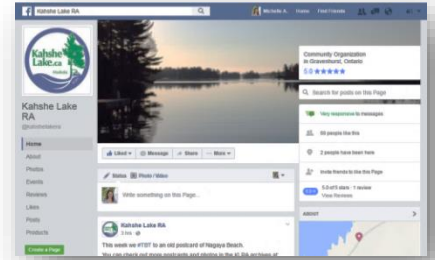
**Write your first post** by typing in the "What's on your mind?" text box. (Can't see it? Click your name in white near your profile picture, to return to your "Timeline") → For your post, you can click the Photo/Video link to add a picture saved on your computer. Type your message, then RE-READ it, to check for typos before clicking the blue "Post" button that makes it "live!"



Note: if you have set your privacy settings accordingly, no one can see your post unless you have connected with them as "Friends." **HOWEVER**, never post anything you would be sorry to see out in the public domain later; once something is on social media, it never really leaves.

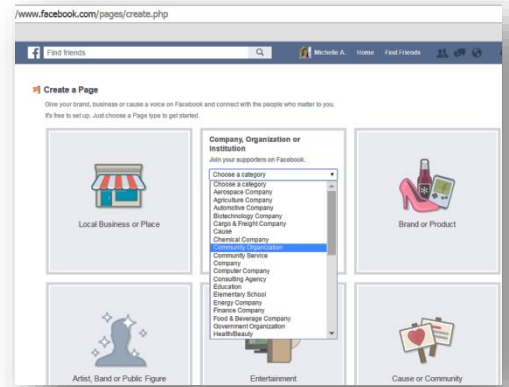
## Step #2 – Create a Facebook Page for your Lake Association

**Are you ready to take this step?** Yes, if you are prepared to post once a week or more, and to respond when someone posts a question to your Page. Remember social media is live 24-7, and people expect replies (within a day, in the best-case scenario). You will need to assign at least one Administrator, which is a person (like you) who is allowed to post “as” the association.

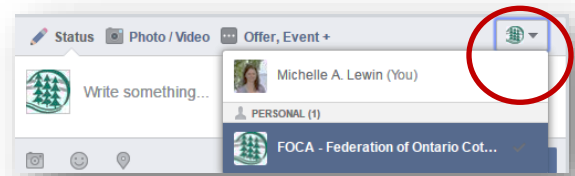


**Should our lake association have a “Page” or a “Group”?** A Facebook Group is private and “closed.” Each interested person must ask to join, and be approved by an Administrator. Only approved Group members see Group posts/pictures. Some people like Groups because comments are not visible “publicly.” However, closed groups don’t necessarily help you connect with new members. In contrast, a Facebook Page exists in the public domain, and anyone can see your Page’s posts; this increases the chances of finding new members. Most organizations have a “Page, not a Group,” but some have both. The choice is up to you. (FOCA has a Page, not a closed Group.)

**To create a Facebook Page:** go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php) and click on the button “Company, Organization or Institution.” Select a category (such as “Community Organization”). Enter the name of the organization (your lake association name), and click “Get started.” Similar to creating a personal Facebook account, you will be prompted to add a Profile picture to represent the organization (could be your lake association logo, or a picture taken at the lake), and info “About” the organization. Enter what you can, and don’t worry too much about the rest. (e.g., you may not have a physical address, phone number, etc. to post publicly for the association.) Under “Settings,” select your General and Notification preferences.



Posts to Pages are made similar to your personal account posts. HOWEVER: now you need to pay attention to the drop down arrow at the top right of the “Write something here” box, to choose to post to your own timeline OR to the organization’s Facebook Page.



**Facebook Insights: Wow!** One of the benefits of posting as a Page is that Facebook tracks information about the post: how many people saw it, interacted with it (liked or shared it...), and general demographics for the people visiting you on Facebook. This information will not be available immediately; you must reach a certain number of followers before you can access summary information. Ultimately, this info can be very helpful in planning what to post. (A meeting notice? Picture from the last event? A link to a page on the website?) Track and learn!

