



**Beginners Guide to
Facebook**

Association of Scottish Community Councils

Getting started

This guide should help even the most technophobic Community Councillor create a Facebook page, and furthermore get acquainted with using the social platform to post about their local and wider issues relating to Community Councils across Scotland.

What the heck is Facebook?

Facebook is the world's most widely used social networking site. It allows people to share news, opinions, thoughts, jokes, videos, links, photographs, and more with friends and other people they can connect to through Facebook. Brands and organisations have been using Facebook more and more to connect with their fanbase. They often share news, competitions, offers, and furthermore listen to what their fans say. More and more registered charities and related organisations have begun using Facebook pages to connect and talk directly to their key stakeholders. Often the purpose of this is to get timely feedback on things, tell their fanbase about ways to get involved more, and to share knowledge. The ASCC can use it to do the same. Furthermore it can tie in with other related organisations via Facebook to help spread news or word of any new initiatives and the like.

What does Facebook do for Businesses and Organisations?

Facebook can allow you to respond and engage to queries and posts from your key stakeholders in a way that a website cannot do. You can update on the fly and connect with other related pages to reach your target market and share knowledge of the ASCC and community councils to encourage more people to get involved. There are other benefits of having a Facebook page:

- Facebook is popular with all age groups
- The Facebook page will appear in search engines like Google and Bing
- It is easily linked from your website(s)
- You can get started on your own
- It has a user friendly system for updating with text, photos and video
- Talk to people in your community through a medium they use frequently if not every single day

Let's Get Started

To start the sign up process and create a Facebook page for your local community council go to. <http://on.fb.me/jOWhjD>

Please also note that you do not need to have a personal Facebook profile to sign up and create a Facebook page.

Facebook has done a good job of making the process very user friendly. The steps are pretty self explanatory but here's a quick guide:

1. Select the top middle square "Company, Organisation or Institution"
2. Select community organisation
3. Type the company name as "... Community Council"
4. Tick the box to agree to the terms and hit sign up now!
5. If you don't have a Facebook profile, it will ask you to submit a few details (this is so Facebook can see if you meet the requirements for age etc to administer a page). If you do have a Facebook profile you can sign in (if you are not already) and the page creation process will prompt you to do a few things such as invite friends. Skip all of these steps.
6. You will then have what is essentially an empty shell for your page. You should also be able to see a big question mark where your image should be. Upload your appropriate photo or image.
7. Next click edit page (top right) and fill in as much of the basic information as you can (and as appropriate) for the Community Council Facebook page.
8. When complete, and still in the edit page section, make sure you click the "manage permissions tab". In this section make sure the page visibility box is unchecked. Otherwise no one will ever see and find your page!
9. Save all changes and click view page (top right).
10. Underneath your picture or photo on the left you will see a series of small tabs, select wall. Write something on the wall to get a feel for how you can communicate from your page as a status update to people who like the page.
11. Make sure when posting you always click the "use Facebook as... link" which is located on the right hand side of the page near the top. Otherwise you will post as yourself!

Getting into it

Making sure the “use Facebook as...” link is active, look for a search bar at the top of the page, try clicking it and searching for the Association of Community Councils page. Here’s a tip, always make sure you click the small magnifying glass just to the right of the search bar. This displays results a whole lot better and will make it easier to find other pages.

Now that you have found the ASCC Facebook page, try searching for others. Have a look around the ASCC page for other pages already liked by their page admins; there’s quite a few! See if you can figure out how to like these pages too. Once you have liked the ASCC page post a friendly hello message telling the official body you are on Facebook now too. Think of a Facebook page in the same way you might have a product or a shop or service: you will have to tell people about it out in the real world too in order for them to know about it. So tell all of your fellow councillors and community so that they will like the page, and furthermore to make it an enriching place for you to engage with them.

And Finally...

Continue to spend time on the Facebook page each day. Try and upload photos and images of the local community past and present. Facebook is excellent for showcasing other forms of media besides text so use these features! If the interface confuses you at first the best way to get used to it is simply to practice. It will be easier with time to administer the page. Post things that you would find interesting and make the comments compelling in order to facilitate a response from your page fans.