



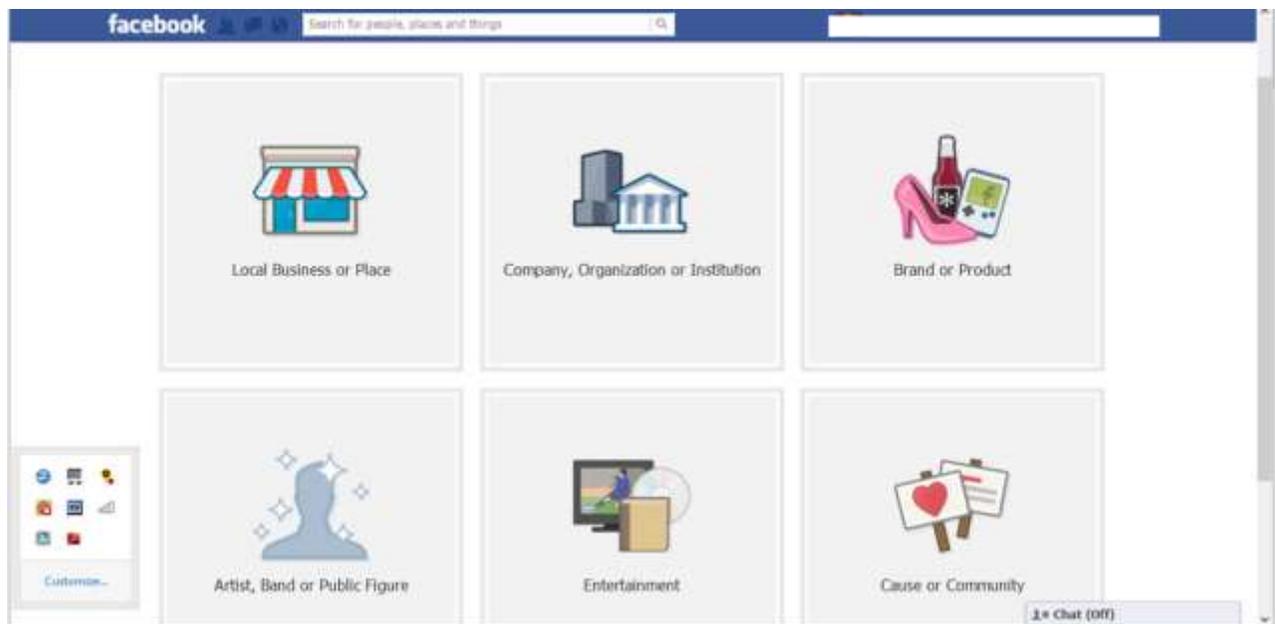
Step-by-Step Guide to Creating A Facebook Page for Your Home Health or Hospice Agency

Why Facebook?

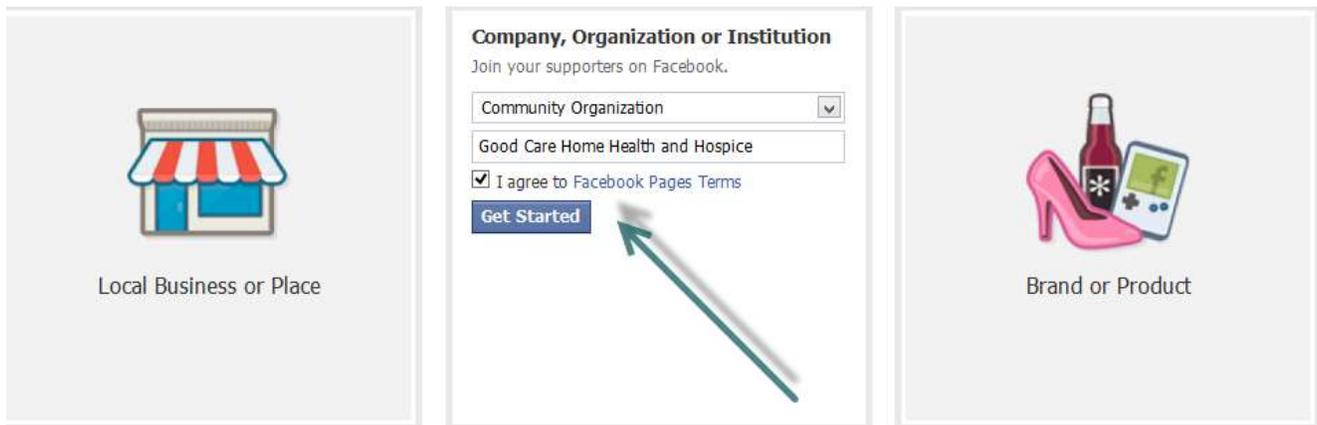
This guide will help you create a Facebook page for your agency or organization. A Facebook page allows companies and organizations to extend their brand, and reach out to members and customers about events, industry tips, product or service information, or updates on advocacy issues.

Getting Started

Go to www.facebook.com and log in under your profile username. At the bottom of the page, find the “Create a Page” link and click on it. You will see this screen:



Click on “Company, Organization or Institution” and a pull-down menu will appear. Chose the option that best describes your agency. Enter your agency's name in the second box. Read, and then click on Facebook's Terms of Use. The click on “Get Started.”



The image shows three options for creating a Facebook page: "Local Business or Place" (with a storefront icon), "Company, Organization or Institution" (with a form), and "Brand or Product" (with a high-heeled shoe, bottle, and tablet icon). The "Company, Organization or Institution" form is the focus, showing a dropdown menu set to "Community Organization", a text box containing "Good Care Home Health and Hospice", a checked checkbox for "I agree to Facebook Pages Terms", and a "Get Started" button. A green arrow points to the "Get Started" button.

In the next screen, upload your agency logo or photo from your computer (1) or import it from the website (2). (Hint: It is easier to upload it from your computer file.) Click “Save Photo.”



The image shows the "Set Up Good Care Home Health and Hospice" screen. It has two tabs: "1 Profile Picture" (selected) and "2 About". Below the tabs is a placeholder for a profile picture, represented by a white flag on a blue background. To the right of the placeholder are two options: "Upload From Computer" (labeled with a green arrow and "1.") and "Import From Website" (labeled with a green arrow and "2."). At the bottom right are "Save Photo" and "Skip" buttons.

Add a description of your agency using keywords to help search engines find your page. Add your website address in the second line. Identify your page as representing an organization by clicking “yes.” Then click on “Save Info.”

Set Up Good Care Home Health and Hospice

1 Profile Picture 2 About

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

Good Care Home Care and Hospice provides services for seniors with disabilities.

[Add Another Site](#)

Will this Page represent a real organization, school or government? [?] Yes No

[Visit Help Center](#) [Save Info](#) [Skip](#)

Congratulations! You've just created your Facebook page!

Now it's time to customize it.



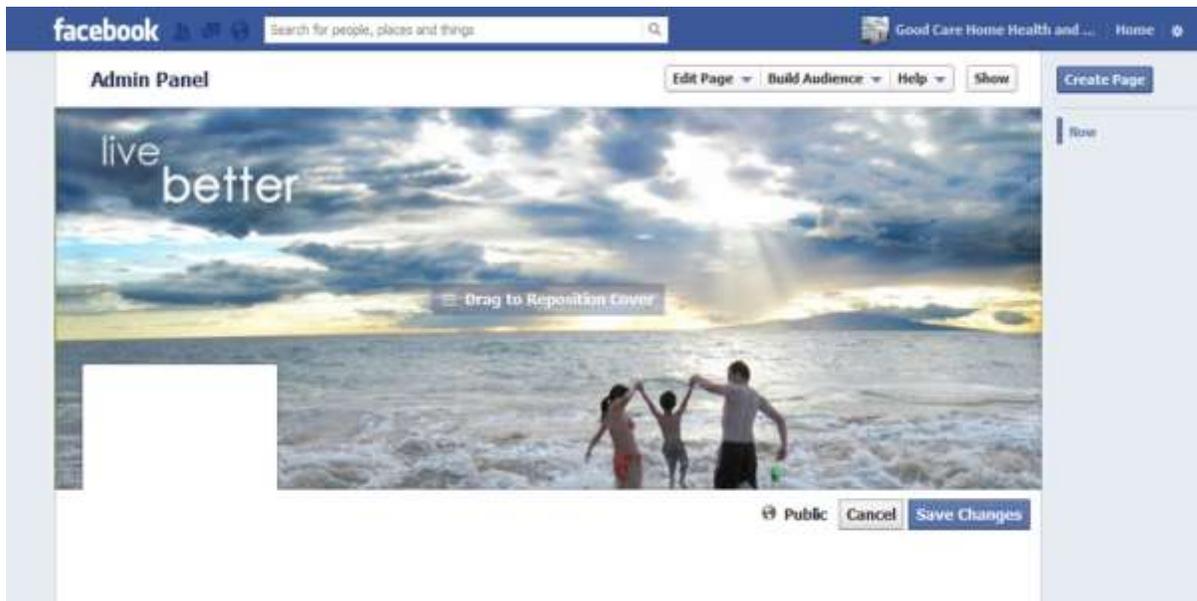
Profile Picture

This is a small 160x160 px photo that will sit next to your agency name. Click on “Add a Profile Picture” to upload a photo to your computer.



Cover Photo

This is the large 600x 450 px photo that will stretch across the top of your page. Use the drag bar to position the photo inside the window. Then click, “Save Changes.”



The Admin Panel

The Facebook Admin Panel appears above the cover photo and controls allow you to view who has liked your page, new likes, and under Insights, how much reach your posts are receiving among your followers and friends of followers. Facebook requires at least 30 likes for the page to access these analytics.

Only the administrator for the page will be able to view this information. You have the ability to "hide" the panel from view when it's not needed.

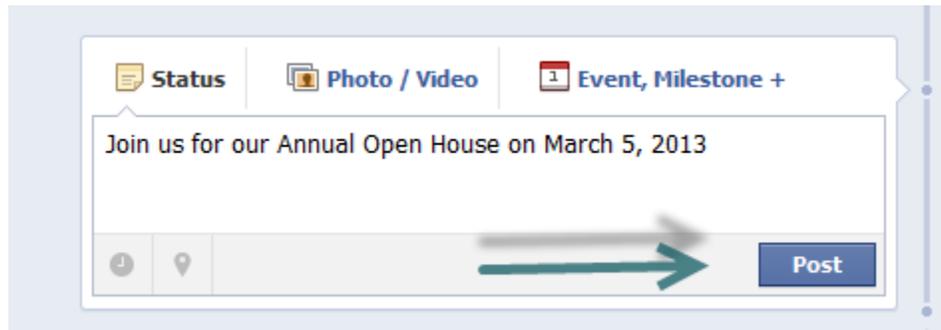
The screenshot shows the Facebook Admin Panel for a page named "Good Care Home Health". The panel is divided into several sections:

- Notifications:** Shows "You have no new notifications" and a link to "Share something on your Page". A green arrow points to the "Notifications" header.
- Messages:** Shows "No new messages" and instructions on how to turn messages off in admin settings. A green arrow points to the "Messages" header.
- New Likes:** Shows "No new likes". A green arrow points to the "New Likes" header.
- Insights:** Shows "You need 29 more likes on your Page to get access to insights about your activity." and "1 like". A green arrow points to the "Insights" header.
- Page Tips:** Shows a "Build Your Audience" tip with a megaphone icon and a link to "Invite Email Contacts". A green arrow points to the "Build Your Audience" text.

At the top of the Admin Panel, there are buttons for "Edit Page", "Build Audience", "Help", and "Hide". The Facebook logo and search bar are visible at the top of the page.

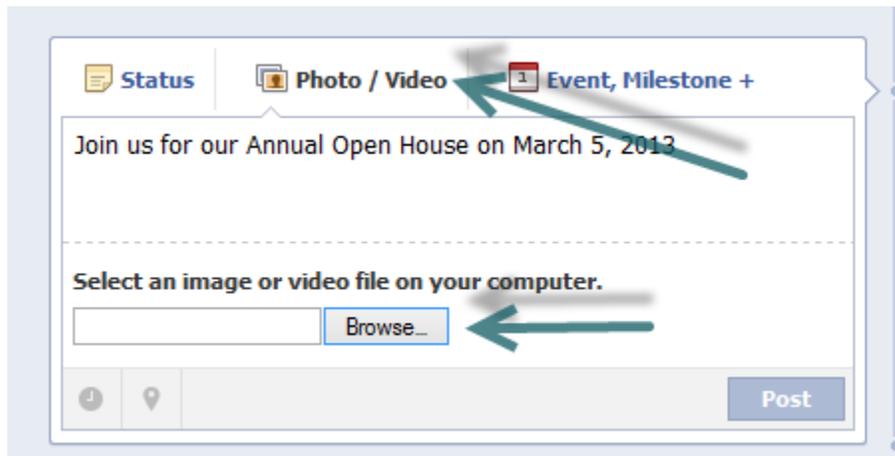
How to Post on Facebook

Enter your post in the status update box. Click on “Post.”



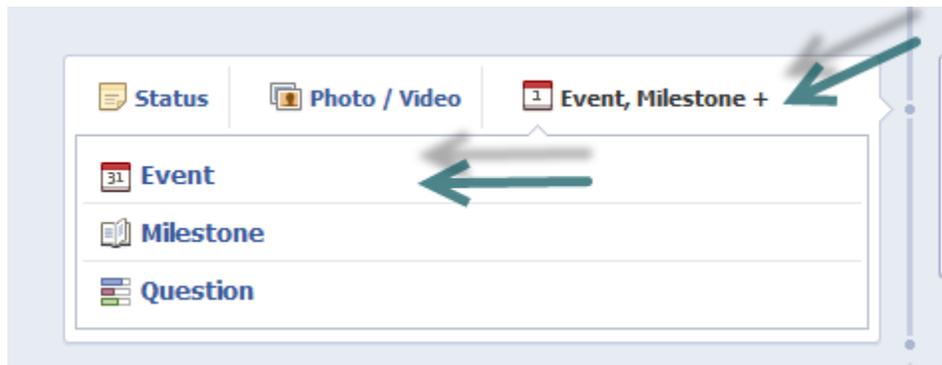
Posting a Video or Photo

Click on the Photo/Video link in the Status update box. Upload the photo or video from your computer. Click “Post.”

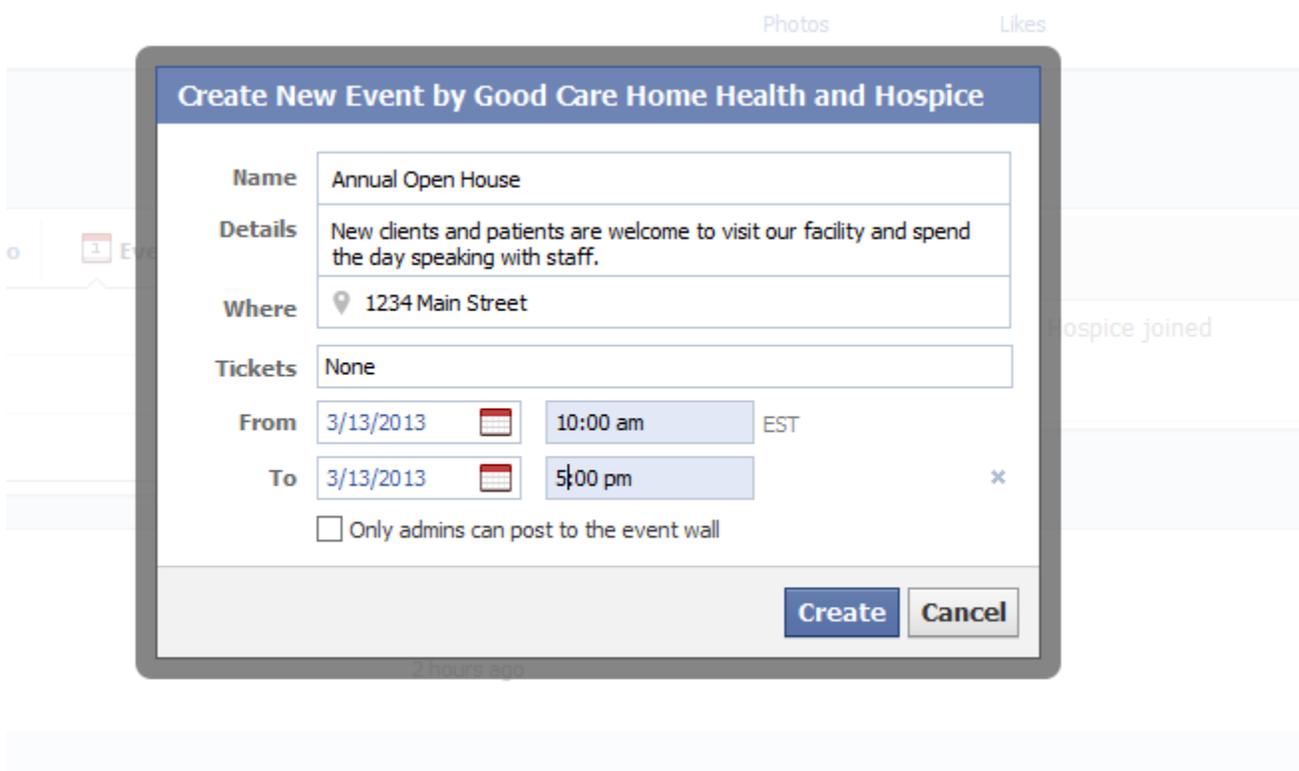


Posting an Event

Click on the Event Link in the Status Update Box.



Add event information and click “Create.”



The event appears on Facebook and in the status update.

[Add Event Photo](#)

Annual Open House

[Events](#) | [Share](#) | [Edit](#) | [⌵](#)

Public · By Good Care Home Health and Hospice

[Export](#) · [Report](#)

Wednesday, March 13, 2013	10:00am until 5:00pm
Buy Tickets	(www.goodcarehomehealth.com)
1234 Main Street	
New clients and patients are welcome to visit our facility and spend the day speaking with staff.	

[Write Post](#) | [Add Photo / Video](#) | [Ask Question](#)

Recent Posts

RECENT POSTS

Good Care Home Health and Hospice created the event.
[Like](#) · [Comment](#) · [Unfollow Post](#) · a few seconds ago

Tips for Being Successful on Facebook

Post Consistently

An unattended Facebook page is like an abandoned building with broken windows. Not attractive. Make a point of keeping posts fresh, at minimum twice a week. Consider an editorial calendar that will allow you to plan what you will be posting ahead of time.

Be Active

Use your Page to give Facebook users an idea of what your organization does in real life. Plug events, fundraisers, meetings and other activities. Publish insightful and interesting information in your status updates, ask your fans what they think with polls or when you post videos, photos or other links. Ask your fans to utilize the Share options when you publish to your Wall, so that friends in their networks can also find out about your organization.

Commands Work – Ask for What You Want

Often followers have to be prompted to take action. Don't be shy about asking fans and followers to share, link, or comment.

Make Your Facebook Page Unique

Create content that is Facebook specific and build a community around it.

Images Inspire Action

Great photos and videos help explain your mission, and allow you to connect in a more dynamic way.

Questions? Contact NAHC Member Services at 202-547-7424.