

# STARTING YOUR LOCAL FACEBOOK PAGE

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Facebook has rapidly become a critical line of communications for more than a billion people around the globe. NFFE is encouraging all of its locals to take advantage of this powerful, free tool to reach out to and engage current and future members. This five-step guide will guide you through the process of creating a local Facebook page in less than an hour. Let's get started.

## Step 1: Choose a Classification

In Facebook lingo, local union pages are considered 'company, organization, or institution' pages, so don't let that confuse you. Go ahead and click the link below:

<https://www.facebook.com/pages/create.php>

Once there, choose from one of the following six classifications:

- Local business or place
- Artist, band, or public figure
- **Company, organization, or institution** (choose this one)
- Entertainment
- Brand or product
- Cause of community

This classification will help you rank for more relevant searches and provide relevant information fields on your page.

After selecting one of the six, choose the category you're in and fill out your organization name (National Federation of Federal Employees Local \_\_\_ is a typical name). Keep in mind that your category and name cannot be changed once your page is created.

## Step 2: Complete Basic Information

### Upload Photo

Facebook will now prompt you to upload the main photo for your page. This photo will appear as your icon every time you comment on a post or appear in news feeds. Ideally, it should be a NFFE logo or a recognizable image from your worksite.

### About Section

Next, you need to write your 'About' information. This small blurb will serve as the main 2-3 sentence description for your local. It will be on your main page, so make it descriptive but succinct. Be sure to include a link to your local website as well (if you don't have one, include a link to [www.nffe.org](http://www.nffe.org)).

## Step 3: Use Your Admin Panel

Your admin panel is the main hub for managing your business page. It's filled with various features and options to optimize your page and your monitoring of that page.

## Edit Page

The 'Edit Page' option in the upper right provides various options. The first option, 'Update Info,' allows you to update the basic information you provided earlier in the tutorial. This will also allow you to enter a description, which is an extended version of the 'About' information you entered earlier. Users only see the description by literally clicking 'About' on your business page, so you should feel comfortable sharing more detailed information in your description.

You can also manage the roles of your page administrators. This allows you to invite various members of your local leadership to be administrators on your Facebook page. This means they can do simple administrative activities like responding to comments or messages, without giving them complete power over your page. The other options under 'Edit Page' allow you to manage your notifications and add page permissions.

## Build Audience

Often, locals get so excited they started a Facebook page that they invite users right away. But challenge yourself to think about a more strategic method for inviting users. First, you want your page filled with content. Then invite your local leadership to start engaging with that content. Once your page has some interactions, invite more members, BUE's, friends and family, and they'll be more interested to like the page when they see the buzzing hub it is.

## Step 4: Fill the Page with Content

### Cover Photo

With the introduction of Timeline came the introduction of your best visual real estate on your business page: the cover photo. Be sure to select a creative horizontal image that will appeal to users who land on your page. Again, NFFE's eagle logo, an image of your worksite, or a picture of a group of your members would look great here.



## **Custom Tabs**

Facebook also allows you to have an endless amount of tabs on your page. As you can see in the image above, you can only customize four of them -- meaning only four can appear on the page before the user has to click the arrow to see the rest. Think critically about what you want to appear in these four slots, whether it's events, photos, groups, etc.

## **Posts**

When posting on your page, be sure to use a variety of content. What images would your audience like to see? What stats would they like to read? What links would they like to click? You can also click the little star to the upper right of any post to highlight it horizontally across your entire page. Not only will this make it look like you have a cover photo on your actual timeline of posts, but it will highlight the page as a milestone in your local's history. Use this feature for any major local news and events.

## **Where to Get Good Content?**

NFFE National produces hundreds of pieces of original content from news articles, press releases, media appearances, and infographics each year. You can use any of these to keep your page regularly updated. The easiest way is to visit the NFFE national Facebook Page, [www.facebook.com/NFFEUnion](http://www.facebook.com/NFFEUnion), find a piece of content you like, and click "Share" next to that item. It will then appear on your local Facebook page for all to see.

## **Monitor**

While having a gorgeous Facebook page is awesome, you want to ensure you're monitoring how followers are interacting with it. To the upper right of your Admin panel, you'll see all the private messages users are sending to your page. Meanwhile, the upper left and center of the panel shows all the posts users are liking and commenting on. Be sure to respond to comments and messages as needed to ensure your fans know you not only care about them, but to avoid the detrimental impact of ignoring these folks.

## **Step 5: Measure Your Efforts**

At this point, you've built and shared a Facebook organization page that accurately represents your local. Now you need to measure your efforts to ensure you're making valuable marketing decisions on Facebook. Click on the 'View Insights' option to the bottom-center of your Admin panel. You'll be able to monitor reach, engagement, and the like in order to help you grow and adapt your Facebook marketing efforts around what's working and what's not.

And voila! You have a local Facebook page. Now go post interesting content and amass a loyal base of fans, brothers and sisters!