

Do's and Don'ts for Facebook: Fan Pages

1. **Don't** create a fake name account to control a Facebook page. Use a real person's name and information. Using fake information violates Facebook's terms of service.

NO



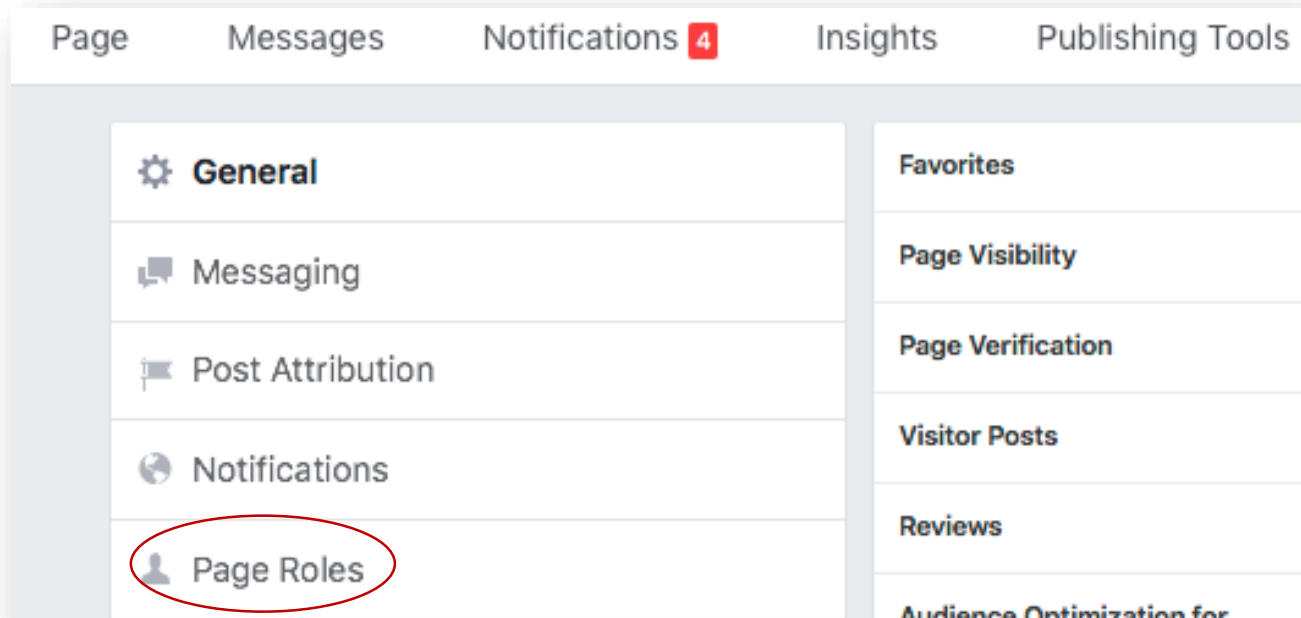
YES



2. **Do** have more than one admin for your page. Never let one person, no matter who it is, have sole control of your page. The following are steps to add an individual as admin to your page:
 - a. Go to Settings on your church/organization's Facebook page.



- b. Once in Settings, click on Page Roles.



- c. In Page Roles, you will see admins listed. You can add a person who you are Facebook friends with by typing in their name. If you are not Facebook friends with them, enter their e-mail address to invite them to be become an admin.

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more.](#)


✕


Editor ▾
Can edit the Page, send messages and publish as the Page, create ads, see which admin created a post or comment, and view insights.

[+ Add Another Person](#)

Admins


Admins can manage all aspects of the Page including sending messages and publishing as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.

 **Sue Washburn**
Admin ▾

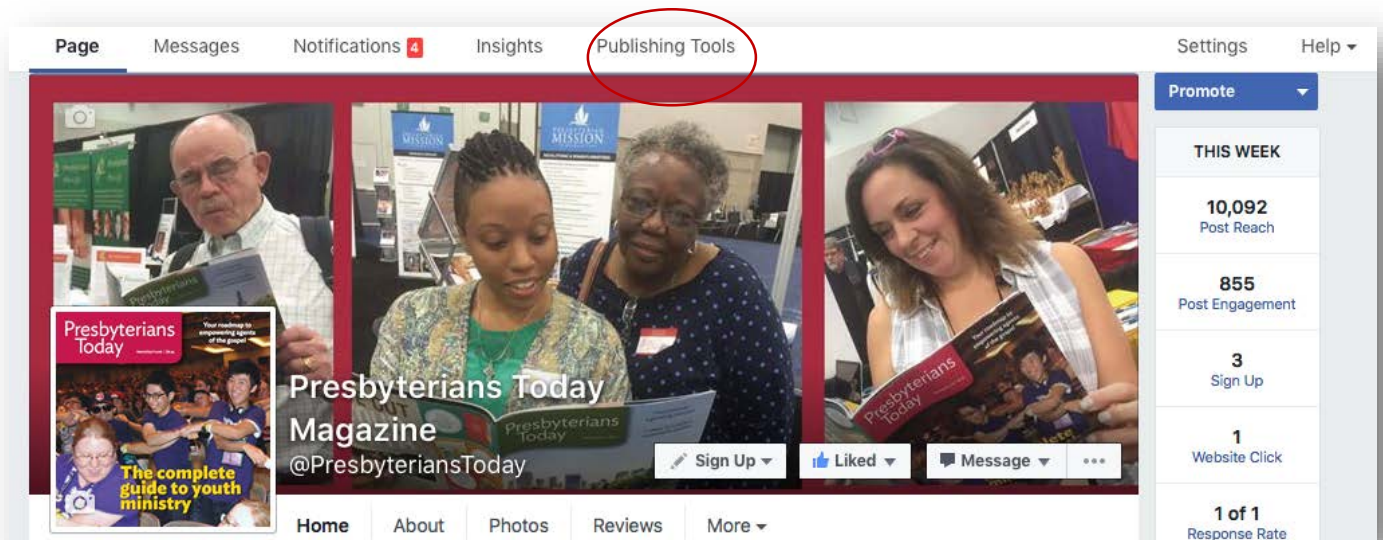
 **Mari Elia Graham**
Admin ▾

Editors

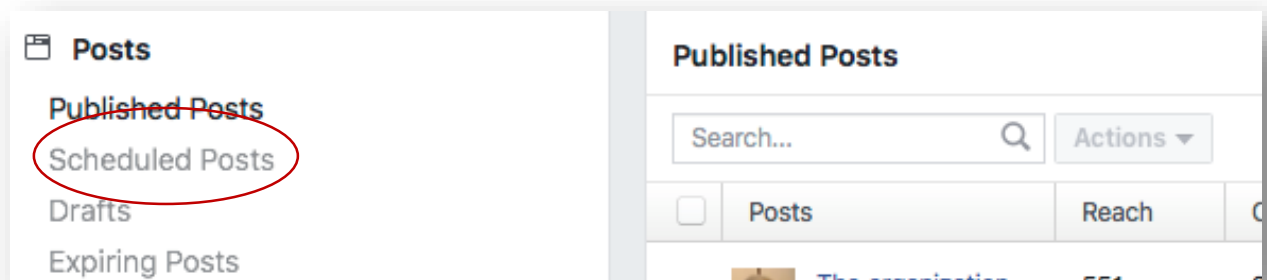
Editors can edit the Page, send messages and publish as the Page, create ads, see which admin created a post or comment, and view insights.

 **Karen Bosc**
Editor ▾

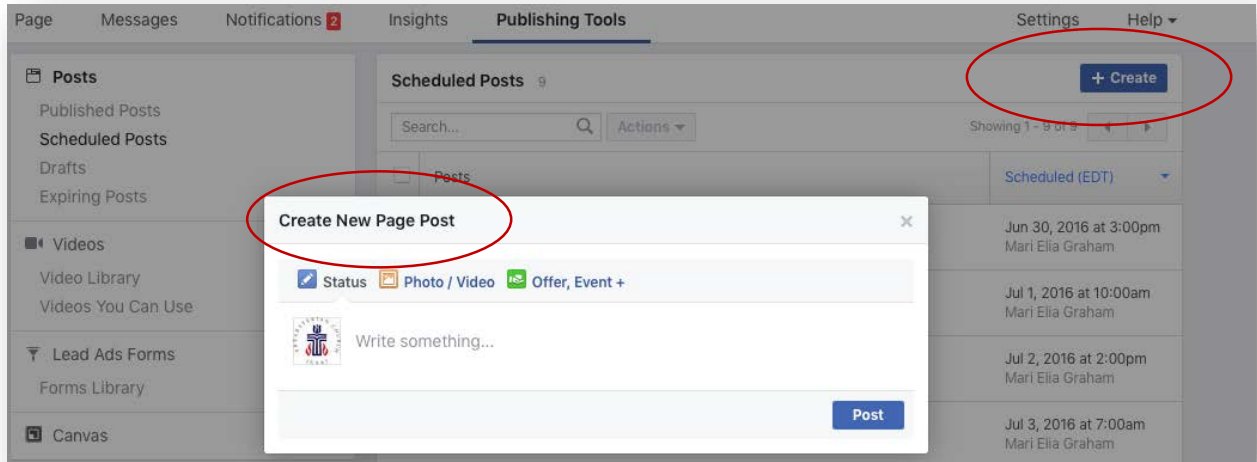
3. **Do** schedule posts in advance using the Scheduled Posts feature. This is particularly useful when you have information regarding future church services and other events. To do that:
 - a. Go to you page.
 - b. Click Publishing Tools.



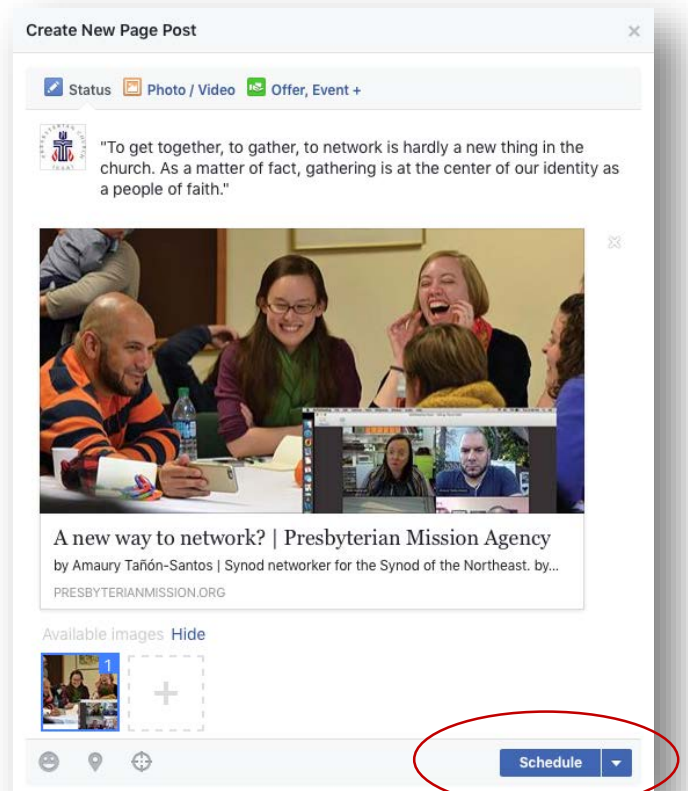
- c. Then, click Scheduled Posts.



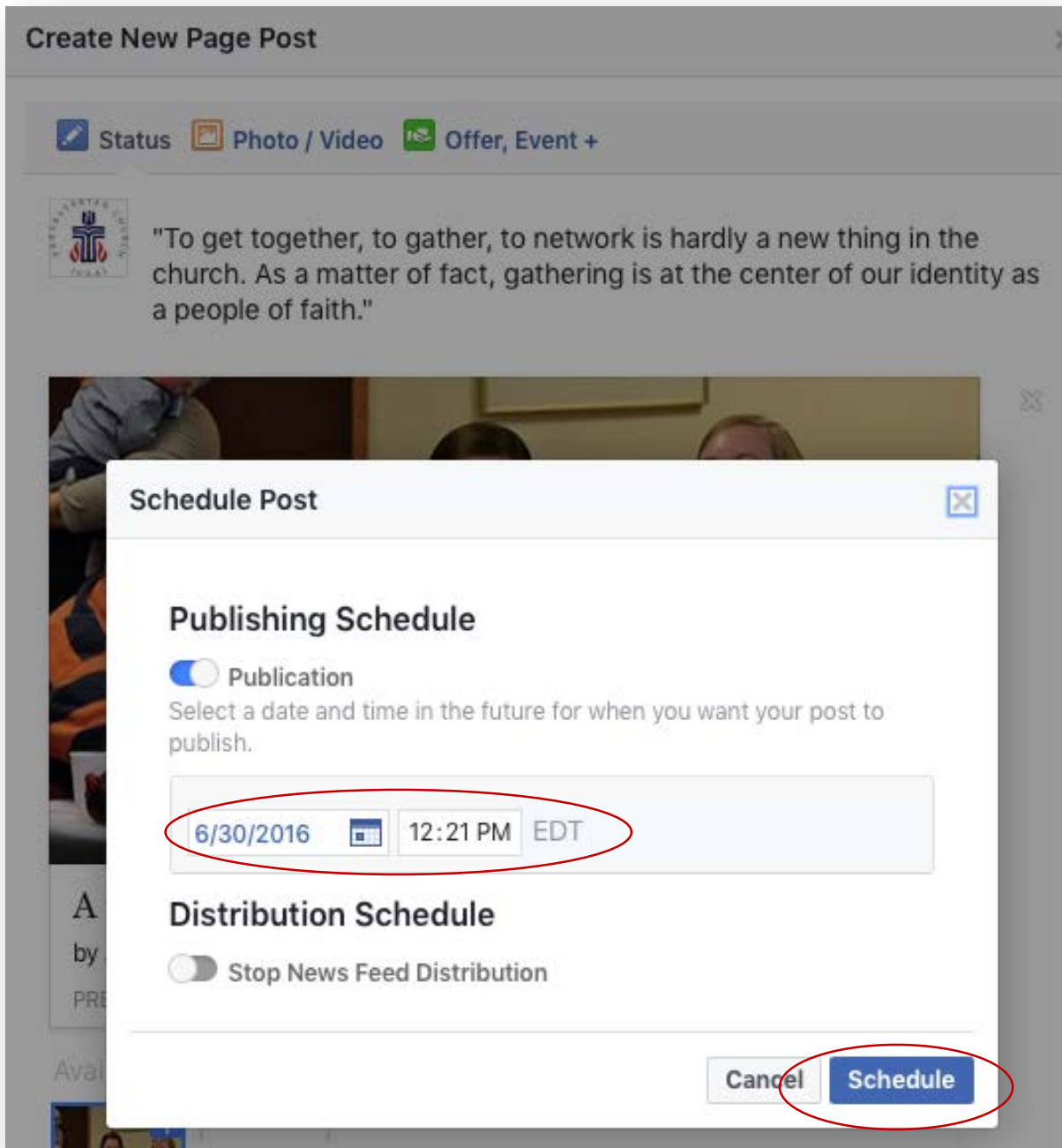
- d. Once in Scheduled Posts, click the Create button in the right-hand corner. A text box will pop up. This is where you will add your copy, multimedia and links.



- e. Once you have added your post, click the Schedule button in the bottom right-hand corner.



- f. A new box will pop up where you are able to input the date and time you want your post to go live. Click the Schedule button again to save.



4. **Do** utilize multimedia in your posts. Photos and videos are an effective way to engage your audience. Utilize Facebook's photo album feature when uploading multiple photos.
5. **Do** tag people in photos once they're posted. This allows the photos to show up on their page and their friends' timelines and extends the reach of the page.
6. **Do** aim to post once a day—at least 5x a week (if not every day). Vary the time of day you post to hit different audiences. 8—9 a.m. and 8—10 p.m. are peak times of Internet usage.

Advanced: Use Facebook Insights to see the time of day you are getting the most reach and engagement.
7. **Do** encourage your congregation/organization to like/share posts from your page. The more people who like an item, the more people see it on Facebook.
 - a. Liking a post or sharing a post is done at the bottom of the post.
 - b. When you share a post, write a brief comment. It looks better on Facebook and invites interaction.



8. **Don't** violate copyright. If you're posting a video from a church worship service of someone singing, it may violate usage rights. Be aware of the dangers of using photos you don't have the rights to on your Facebook page.
9. **Do** use the collective "we" voice on your page. You're not posting as the pastor or any particular staff member. You're posting as the collective church.
10. **Do** remember that not everyone will be familiar with your church when reading a post. If you create a post inviting people to attend Sunday worship services include the time of worship in the post. If you're posting about a particular staff person, refer to them by first and last name. If you ask people to call the church office to RSVP for an event, include the phone number, including the area code. The fewer steps someone has to take, the more helpful the post is.

11. **Do** post items from all segments of the congregation. Content should be targeted to multiple age groups in your church.
12. **Do** snap photos often when you're at church. Save them for future posts. Even a simple shot of an open hymnbook on a pew can be useful for a post about Music Festival Sunday.
13. **Don't** overuse exclamation points and don't capitalize your posts. Both are considered shouting on the Internet.
14. **Don't** use acronyms. Those who don't know what they mean are alienated by them. They won't ask what it means – they'll just bypass you.
15. **Do** like and share items from the Presbyterian Mission Agency and all of its ministry areas.