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# facebook

## How to Create a Facebook Page

[What is the difference between a profile, a page, and group on Facebook?](#)

### Profiles

A [profile](#) is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown. To see your profile, click or tap your name or profile picture at the top of Facebook.

### Pages

You must have a profile to [create a Page](#) or help manage one. [Pages](#) are places on Facebook where artists, public figures, businesses, brands, organizations, and non-profits can connect with their fans or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.



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## Groups

You must have a profile to create a [group](#) or help manage one. [Groups](#) are a place to communicate about shared interests with certain people. You can create a group for anything — your family reunion, your after-work sports team, your book club — and [customize the group's privacy settings](#) depending on who you want to be able to join and see the group. When you join a group on Facebook, you started seeing content from that group in your News Feed

**NSC M&M would suggest that clubs, districts and provinces create a page for public news. A page is an online newsletter where you can share your good news and accomplishments. You have an option to create groups linked to the page where privacy settings could make information more secure. We would suggest that for more internal communication you add a group with members for this.**

### [How do I create a Facebook Page?](#)

Pages are for businesses, brands, organizations, and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more. People who like or follow a Page can get updates in News Feed.

To create a Page:

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create).
2. Click to choose a Page type.
3. Fill out the required information.
4. Click **Continue** and follow the on-screen instructions.

Note: Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand, or public figure

## Invite Friends

### [How do I invite people to like my Page on Facebook?](#)

To invite friends to like your Page:

1. Go to your Page and click **Community** in the left column. You might have to click **See more**.

2. In the right column, click **Invite your friends to like .... [your Page's name]**.
3. Enter a friend's name in the search box and then click **Invite** next to their name.

You can see invitations to like a Page by going to your [Invites](#) tab.

## Invite People Who React to Your Page's Posts

If your Page has less than 100,000 likes, you can also invite people who react to your Page's posts to like your Page.

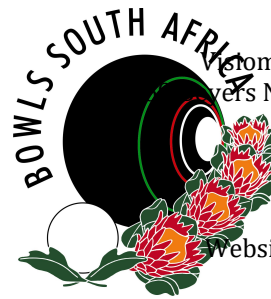
To invite people who react to your Page's posts:

1. Go to one of your Page's posts.
2. Click the reactions section of your Page's post. This will show who has reacted to your Page's post.
3. Next to a person's name, click **Invite** to invite the person to like your Page.

Keep in mind that if your Page has more than 100,000 likes, you will see the option to add people as a friend rather than invite them to like your Page.

*For more info on pages and using them visit*

[https://www.facebook.com/help/282489752085908/?helpref=hc\\_fnav](https://www.facebook.com/help/282489752085908/?helpref=hc_fnav)



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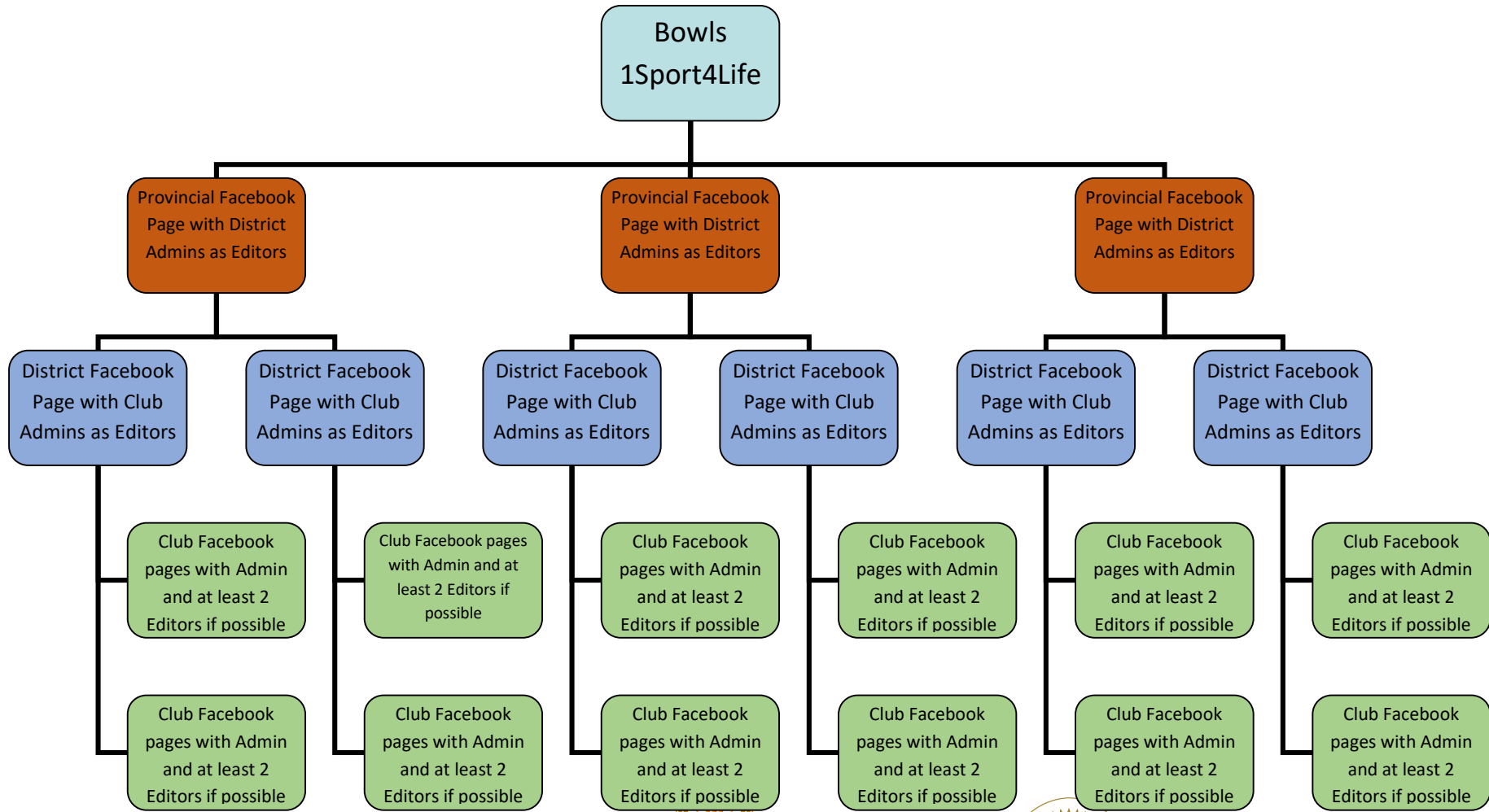


Figure 1

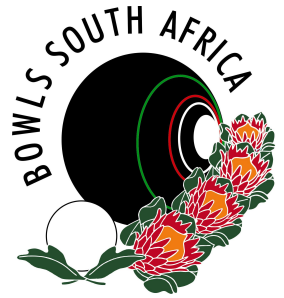


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## Why the use of a structured system and who to have as Editors?

It is important that a page gets updates as often as possible with new information. By using this structure information and content can be shared over multiple pages, both up-structure as well as down-structure.

This will mean that if another district posts something that is relevant to your page you could share it back to your district page and down to club level. This will mean that workload to keep new content going will be easier.

Social Media fatigue can cause pages to become dated. Therefore, support for all levels is important. Try to have different people as admins on each level of the structure.

Also try to have as many editors as possible. It is suggested that when a team manager is appointed they be made editor of the page. This will enable them to share news from a tournament or post pictures of teams, scorecards or fun happenings next to greens. They could even livestream teams' games to the rest of your members

Your club secretary should also be an editor in order to post news from office as it happens.

## WHO to add to page as Editors:

- All Standing Committees but definitely M&M committee members
- Team Managers
- Photographers at events
- Event organizers
- Secretaries
- Presidents
- Coaching committee members
- Team Skips
- Sponsors



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