How to Create a Facebook Rotary Club Page in 5 Simple Steps

(This document adapted from an article found on the internet – original author unknown)

The time has passed when Facebook was a "good idea" for Rotary clubs to try. It's now essential to enhancing your club's Public Image and attracting new members.

This will break it down so literally anyone -- novices and experts alike -- can set up an effective Rotary Club Facebook Page.

Follow this step-by-step guide to get your Club's Facebook page active.

1) Choose a Classification

Navigate to the following URL in a new tab to create your business page on Facebook:

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
- Entertainment
- Brand or product
- Cause or community

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

After selecting 'Cause or community',
fill out your Club name (Rotary Club of ....).

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. If your club has a logo, you might use that. Or you might choose to use the current Rotary International President's theme logo photo. These are easy to download from www.Rotary.org.

About Section

Next, you need to write your 'About' information. This small blurb will serve as the main 2-3 sentence description for your club. It will be on your main page,
so make it descriptive but succinct. Note the space for Club website as well.

3) Use Your Admin Panel

Your admin panel is the main hub for managing your club's 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. 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 lengthier and more detailed information in your description.

You can also manage the roles of your page administrators. This allows you to invite various members from your club to be administrators on your Facebook page in order to respond to comments or messages specific to

their function, 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, marketers 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 club members to start engaging with that content. Once your page has some interactions, invite more fans and contacts, and

they'll be more interested to like the page when they see the buzzing hub it is.

Encourage your club members to Like and Share your posts.

A key to increasing the reach of your club's Facebook page is to spread the word as much, and as often as is reasonable for your audience. Encourage your club members to sign up for Facebook accounts and to use their account to promote your club posts (if for nothing else). Your club's members and friends engage with your Facebook by "liking" the page or items on the page, and by "sharing" its posts.

The "Like" button is a feature of Facebook, where users can like content such as status updates, comments, photos, links shared by friends, and advertisements. The like button functions differently depending on where it is used;

- When someone clicks a Facebook Like button on a web page, the content appears in the News Feeds of all of that user's friends.

- When someone clicks on "Like" on a Facebook status, comment or photo, you are giving a nod of approval or a vote of appreciation – increasing the count of likes on the item.

- When someone clicks "Like" on your club's Facebook page, they are subscribing to your page and will receive your posts in their News Feeds.

There is also a "Share" button. Sharing something on Facebook is more powerful that liking something. In short, "Like" lets you share a link on your Timeline and News Feed in one click. "Share" lets you comment on the link and choose the target audience. "Share" is the more powerful of the two.

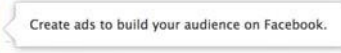When someone clicks a "Share" button on a web page, several things happen:

- a post is created on their timeline, and
- they have the ability to add comments about the shared item

- Also, the title of the web page, its address, an excerpt from the page and a thumbnail image (if you choose to add one) will appear on the newsfeeds of Facebook friends.

The "Share" button has been called the "brass ring on Facebook". It is a robust way of bringing attention to something in which you are interested - essentially saying to your friends - "Check this out!"

From this point on, you may also like to consider Facebook's advertising tools to further promote the page.

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. The exact dimensions of this cover photo are 851X315. Be sure to select a creative horizontal image that will appeal to users who land on your page.

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. Keep in mind that if you use third party applications, you should configure the tabs to be indexed on Facebook and not on the third party server.

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 club history. Use this feature for club announcements, member birthdays and anniversaries, and other major events pertinent to your club.

Ideas for Content:

- New Member Inductions
- Presentations of Paul Harris Awards and Rotary Foundation Awards
- Photos of Program Presenters (Upcoming and Photos During Program)
- Video Hands-On Projects – Upload to YouTube and post.
- Share posts from Rotary International and End Polio page.

Monitor

While having a gorgeous Facebook page is awesome, you want to ensure you're monitoring how fans 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.

5) Measure Your Efforts

At this point, you've built and shared a Rotary Facebook page that accurately represents your club. 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 efforts around what's working and what's not.