

**Learn, Laugh and Live!**



**THE UNIVERSITY OF THE THIRD AGE**

Nottingham Network

## FACEBOOK WORKSHOP

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### [Abstract](#)

This workshop is designed to help setup your Facebook Pages and Groups

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# Facebook Pages and Groups

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## Taking the Fear out of Facebook

Facebook is a great way to keep in touch with your family and friends especially when they live far away. With instant messaging and even video chat, Facebook is the perfect environment to stay connected. With the status updates, photos, and profile information, it can keep you up to date on what's happening.

## Is my Facebook Account Private?

If you do not change your privacy settings then some, if not all, of your Facebook posts are public. New users to Facebook are often unaware of this and use the site assuming only their friends can see what they are doing. Anyone who wishes to keep their privacy intact whilst using Facebook should lock down their Privacy settings.

## Can I tell who's looking at my profile?

No, Facebook doesn't let people track who views their profile.

## Can people tell that I've looked at their profile?

No, Facebook doesn't let people track who views their profile.

## Do advertisers have access to my personal information?

Facebook doesn't share information with advertising partners or advertisers that personally identifies you unless you give us permission. Personally identifiable information is information like your name or email that can by itself be used to contact you or identify who you are. To control this aspect, change your Ad Preferences via Settings. **Settings, Ads.**

## Why create a Facebook presence?

The first question you need to ask is why we are creating this and who is our target audience:

- To communicate with current U3A members or potential members?
- To allow group leaders and members to interact and participate?
- To inspire other U3As locally or further afield?
- What if some members do not have a Facebook account?
- Is this just for some of the members?
- What if there is private stuff only a few members need to see?

Facebook has two features designed specifically with organisations in mind -- Groups and Pages. The two features are very different both in their target audience and the type of interactions they facilitate. Depending on your organisation's specific needs, you may decide to create one or the other, or you may decide that you can use both features.

## What is a Facebook Page?

Facebook Pages are the public profile of an organisation or company on Facebook. They allow you to interact with your members and potential members. Pages are similar to a personal Facebook profile, in that the Page owner can post status updates, create events and post pictures and videos.

## What is a Facebook Group?

Facebook Groups are designed to help groups of individuals communicate and share ideas. Features include the ability to post private updates, collaborate on documents, chat with group members, schedule group-only events and share group-only photos. Anyone in the group can send group-wide messages or edit group documents. Depending on the privacy settings of the group, members may have to be approved by a group administrator.

## Facebook Pages

You need to have a Facebook profile already set up before you can create a Group or Page. This can be done from a Dummy profile or from the Owners own profile. Ownership can easily be passed onto another Administrator when necessary,

Rumours say that Facebook use complex algorithms to detect fake profiles to counteract fake news and spam accounts. This has yet to be tested.

## Before we Begin

This reference material has been designed based on using a PC/Laptop. If using a Tablet or Smartphone, then the Navigation Bars and options will be positioned differently on screen to accommodate the screen size.

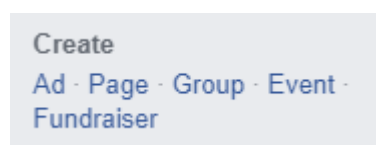
## Creating a Page

Unlike Groups, Pages do not have Members. Depending on what type of security you choose will determine who can see the Page. Because the U3A is a Worldwide Organisation, I chose Public as the security level.


Before you begin, try to get some members on board to help with Admin, Editing etc. You will need their Facebook names or email address to enable them to have a role on the page.

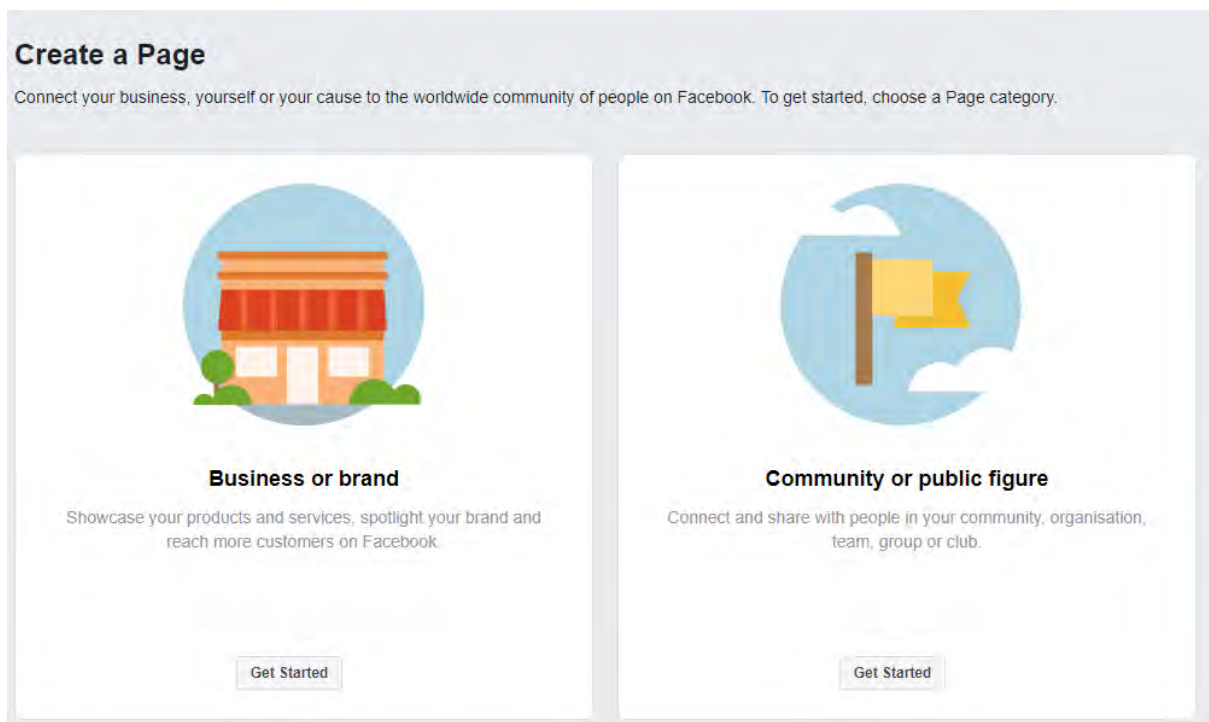
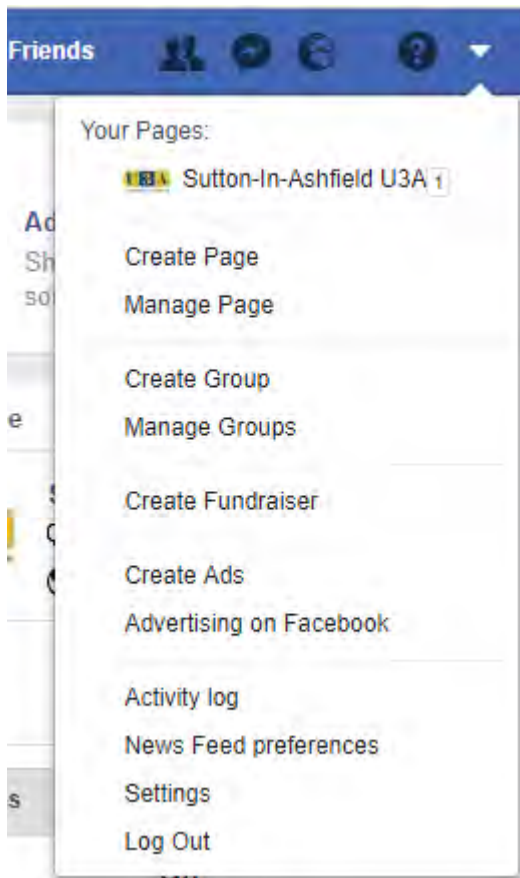
Organise a profile (a U3A logo maybe?) and cover picture (maybe a local photo or something).

At the bottom left of your Profile page you will see:



1. Click onto **Page** to start.

Alternatively, click on the **Drop-down arrow**  on the **Blue Navigation Bar**, and choose **Create Page**.



2. Choose which type of Page you wish to create.

For our U3A I chose **Company or public figure**. Click **Get Started**.

3. Type in your **Page Name** e.g. **AnyTown U3A**, and the **Category** as **Community**.

## Community or public figure

Connect with people in your community and share news about what's important to you with a free Facebook Page.

### Page Name

### Category



When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

[Continue](#)

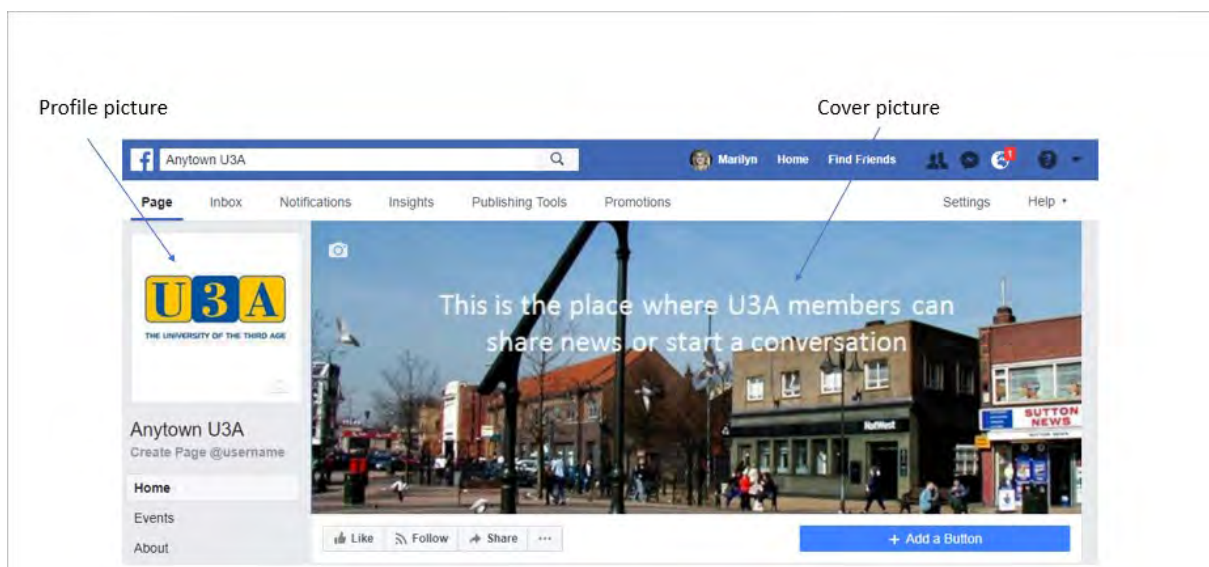
4. Click **Continue**.

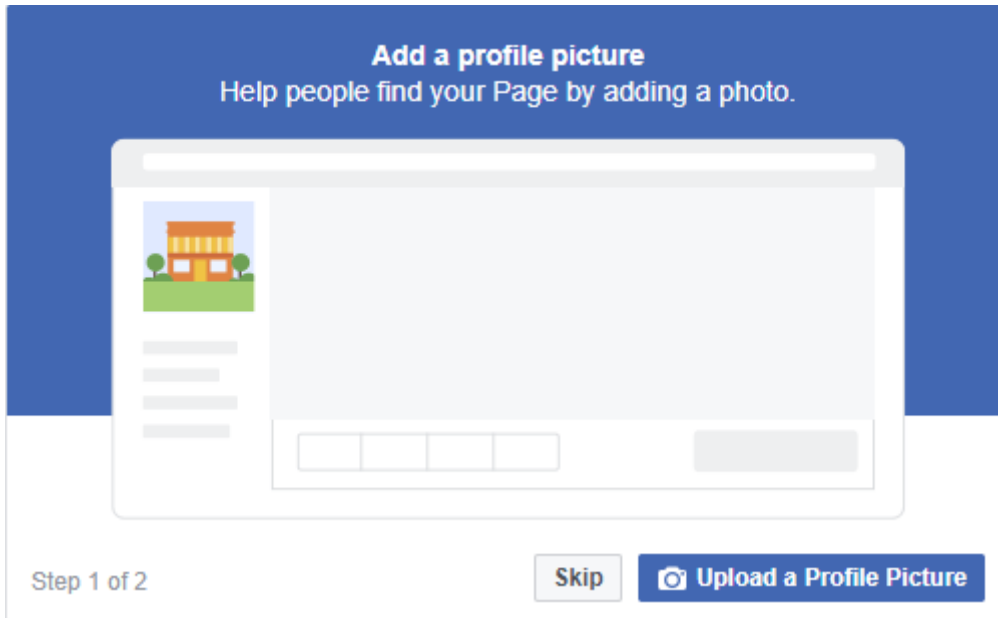
5. This section is in two stages. **Upload a Profile Picture** and **Upload a Cover Picture**.

The Profile picture is a smaller picture and appears to the left of the screen. The Cover picture is the much larger photo.

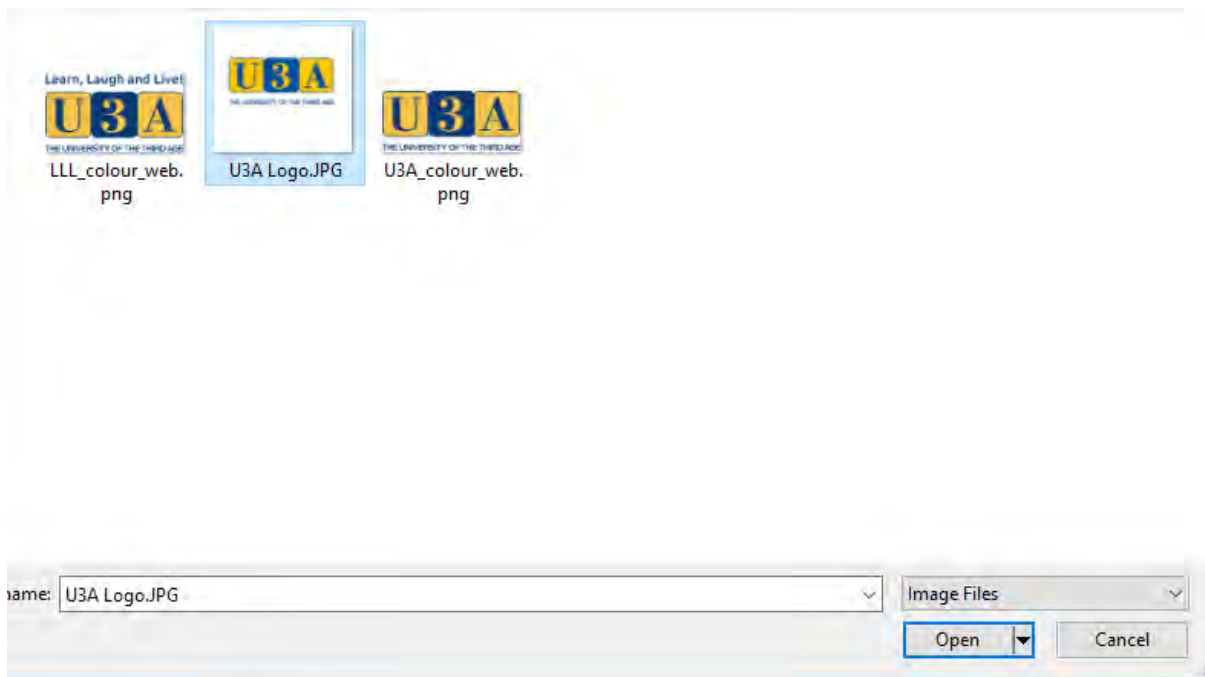
Of course, you can skip this bit and return to it later if necessary.

e.g.

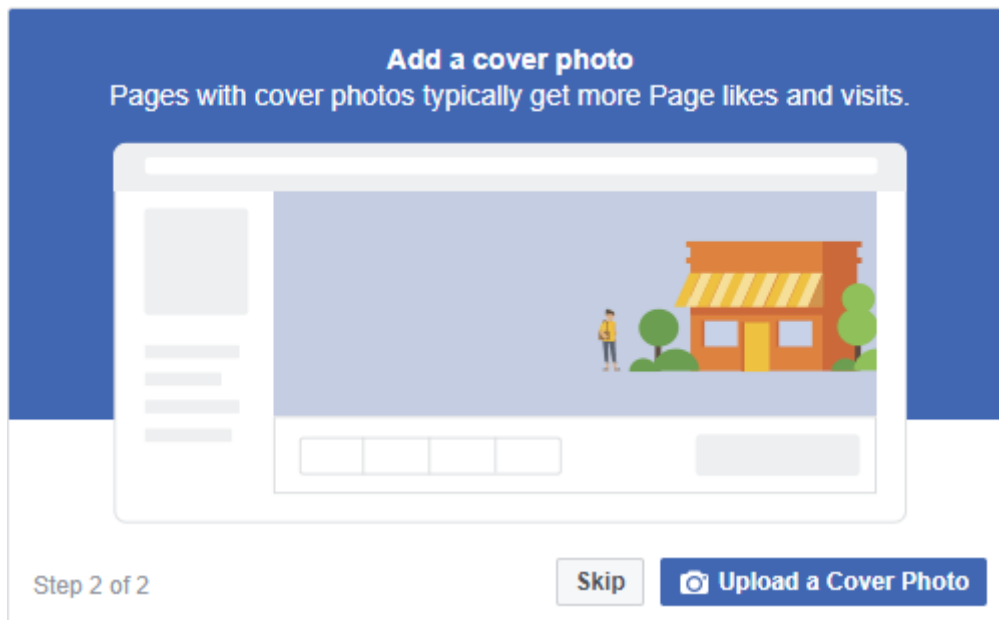




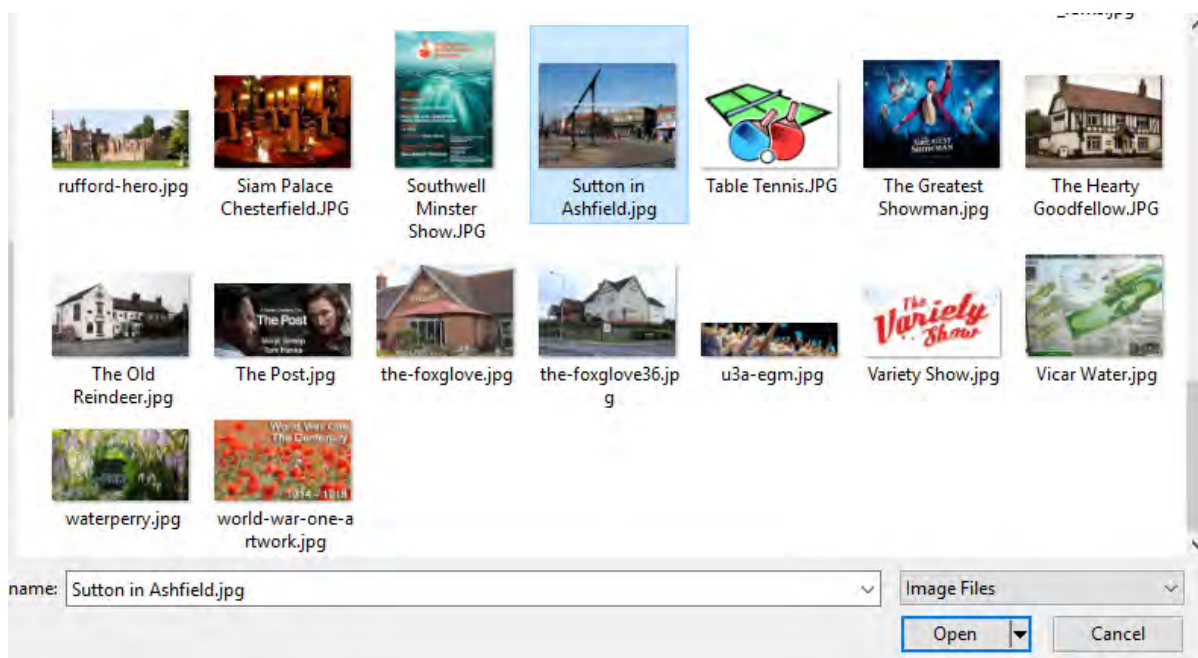
6. Click **Upload a Profile Picture**. Navigate to the folder to find your chosen file and click **Open**.



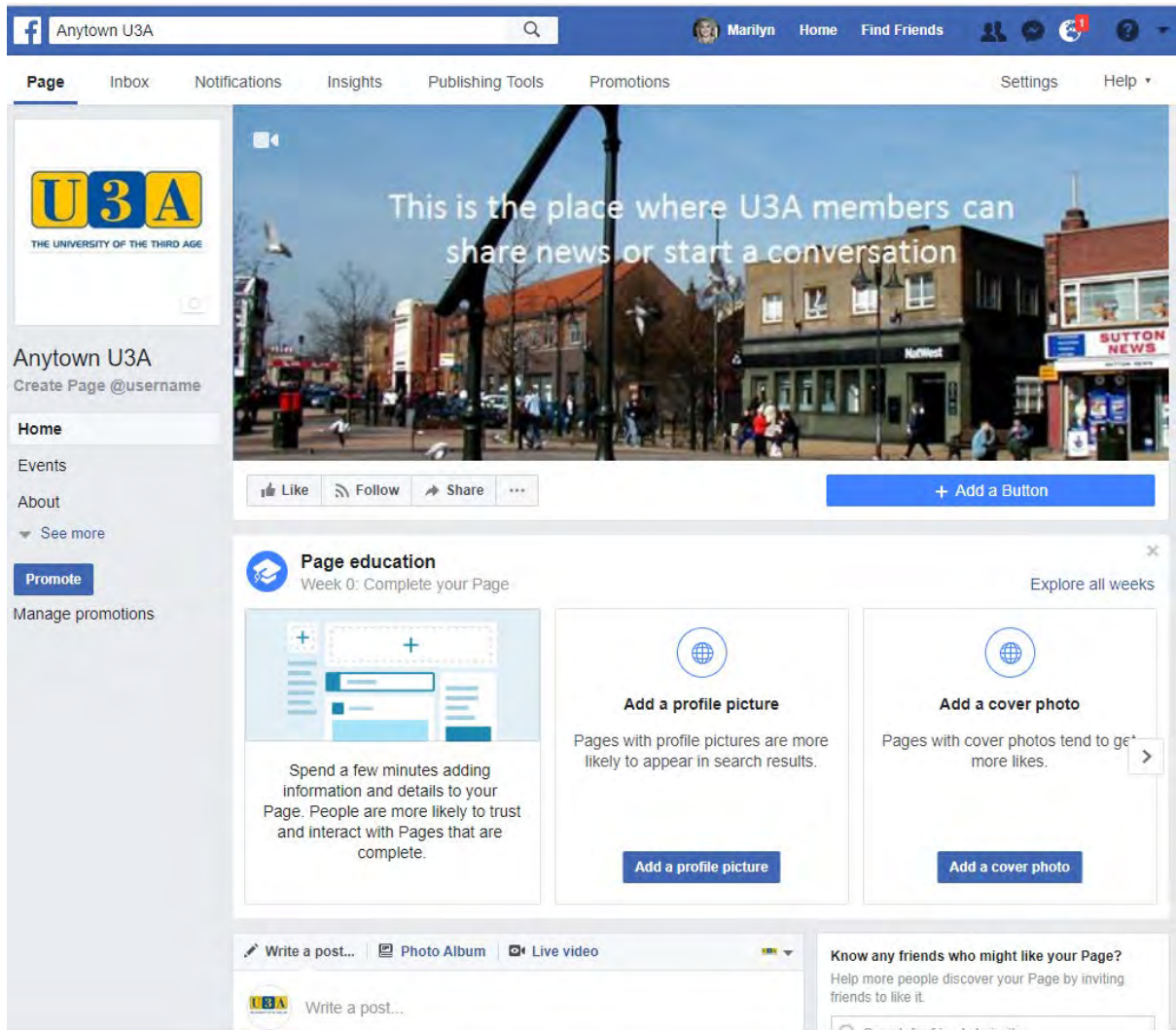






7. Click **Upload a Cover Picture**. Navigate to the folder to find your chosen file and click **Open**.

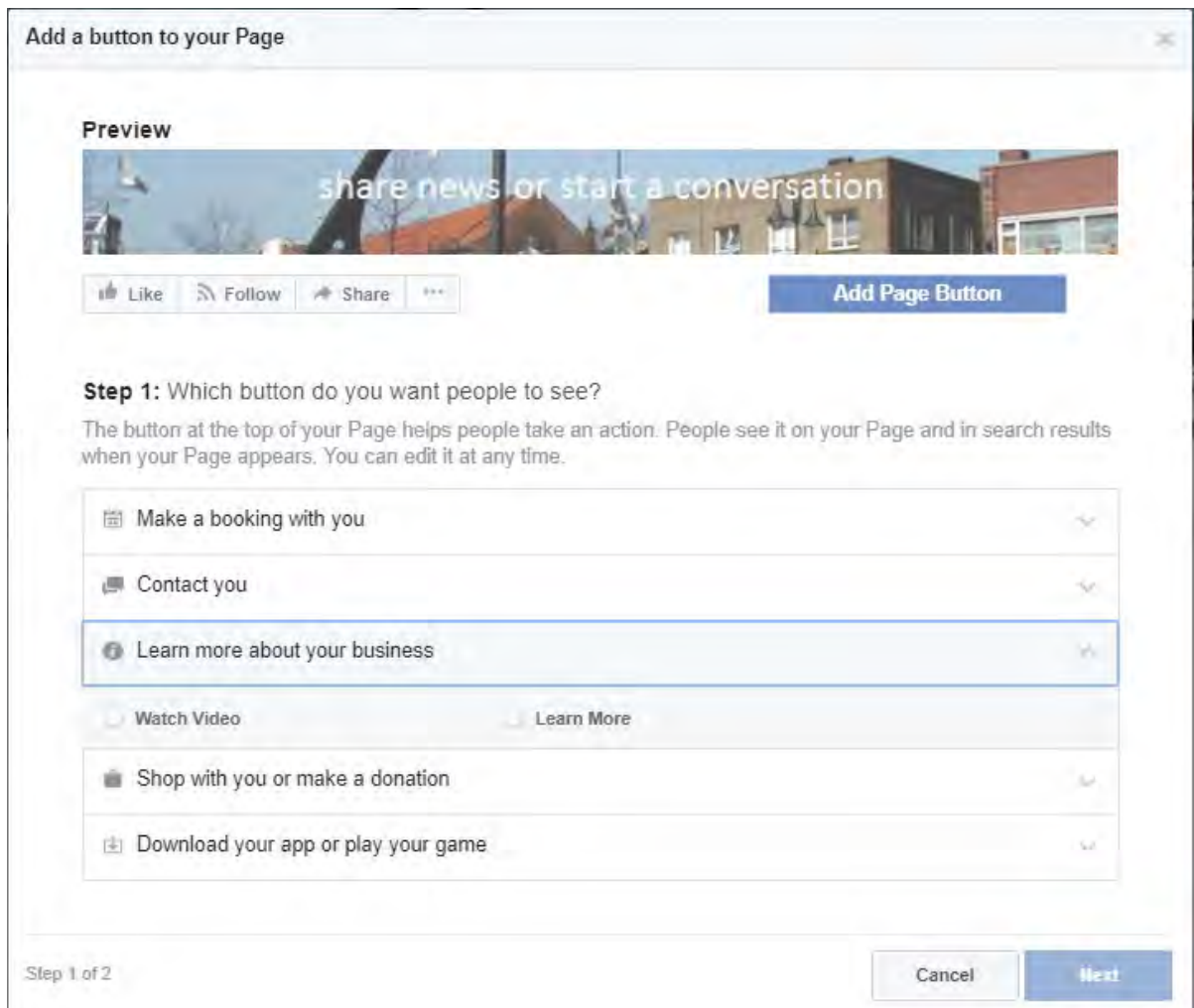


This completes the first section, and your Page should now appear:



## +Add a Button

Just below your cover photo there is a  button. This is used to get people to take action. A good use would be to link to your Website to get more information. 



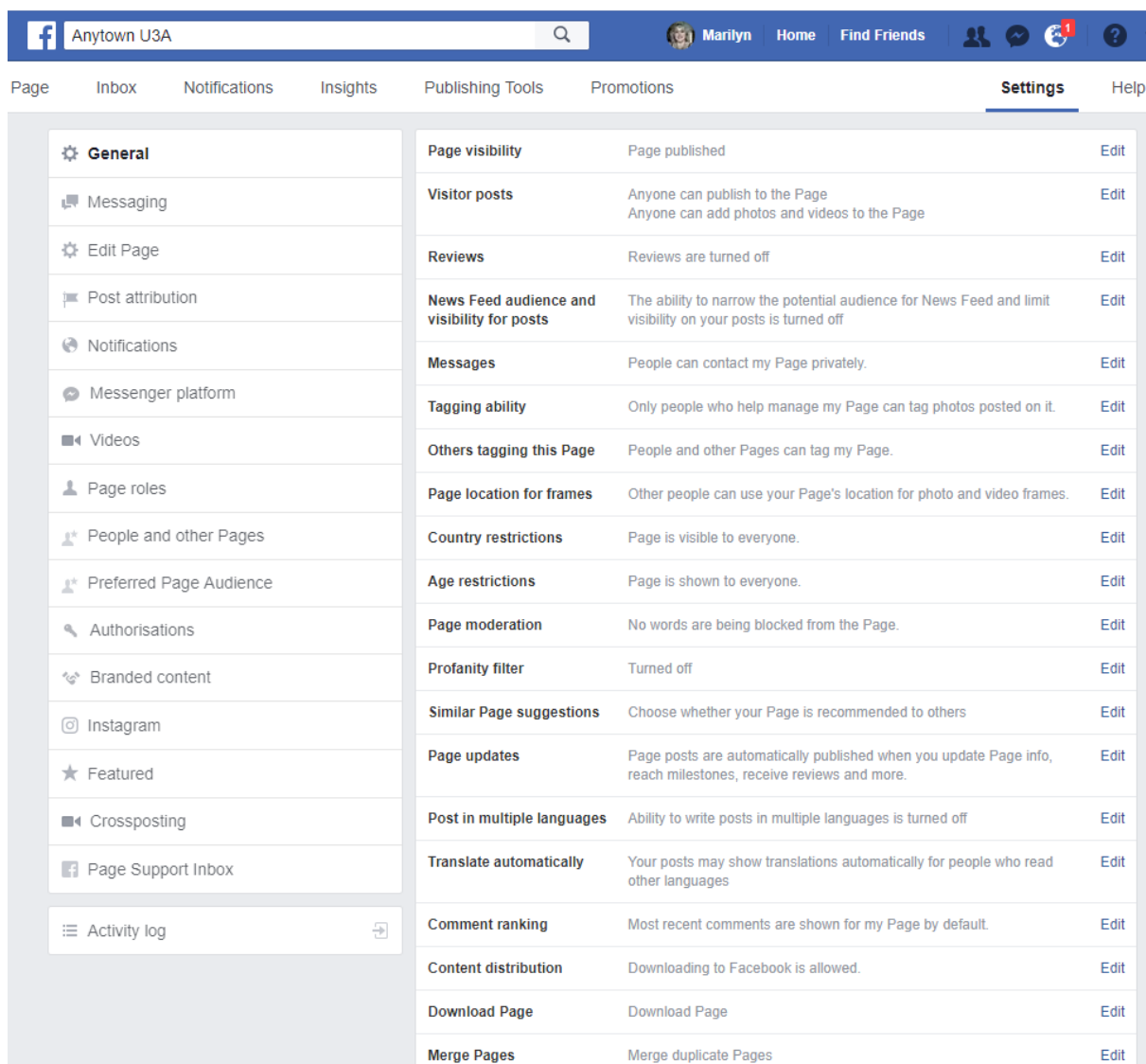
## Settings

After completing your profile and cover pictures etc. there are lots of options that you now need to consider and edit if appropriate.

Probably one of the first things you might want to do is get some help administering the new Page. To do this you will need to assign some page roles.

It is advisable to get your team together and consider each of the settings and decide how you want your page to run. It looks a bit daunting but, in reality, you do not need to make too many changes. Things like Page moderation and Profanity settings you might want to look at, but in my experience, I have never had any profanity appearing on our Page.

On the menu bar below the **Blue Navigation Bar** top of the Page click the **Settings** Option.



## Page Visibility

Whilst you are designing your Page, it is best kept hidden.

1. From the **General** settings choose **Page visibility** and choose **Page Unpublished**. This will ensure that only members who have a role within the page can see it until it is completed.



2. Choose **Save Changes**.

You will be asked to choose one of the options:

**Unpublish Page?**

Please share your reason for unpublishing this Page. Your feedback will help us to improve Pages on Facebook.

- The Page isn't finished yet
- The business, brand or organisation is no longer active
- I created the Page accidentally
- I didn't get enough value from the Page
- Other

When you unpublish a Page, it isn't visible on Facebook or in search. Are you sure that you want to unpublish this Page?

3. Click **Next**.

**What do you need to finish your Page?**

- Additional content (for example, photos, business address or phone number)
- Tips on how to set up my Page so that it looks and works the way I want it to.
- An example of what a finished Page looks like
- Confirmation from Facebook that my Page is complete
- Other (please specify):

I expected...

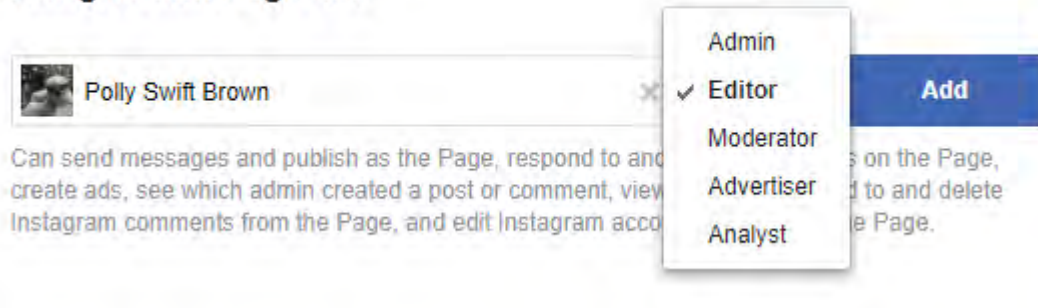
4. Choose an option and click **Unpublish**.

Reverse this choice when you want everyone to see your Page.

## Page Roles

You can only assign Friends or Mutual Friends, or an Email address (email appears to be problematic) to one of the various roles.

## Assign a new Page role



The person that creates the Page (the Owner) is automatically assigned the role of **Admin**. Only assign the **Admin** role to persons that you absolutely trust as **Admins** can change **ALL** the settings. Probably the most popular roles to be assigned are **Editor** and **Moderator**. Some U3A's ask **Group Leaders** to become **Editors** so that they can create posts and events relative to their groups, taking the load off the main Admin person/s.

## Page Roles and what they can do

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Can go live as the Page from a mobile device	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓

## How to make your Facebook page visible to non-Facebook users!

Not everyone is a Facebook member. There may be times when an individual would like to view some information on your Page without having to join Facebook as a member.

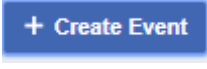
It all centres around the Page's **Age Restriction** settings.

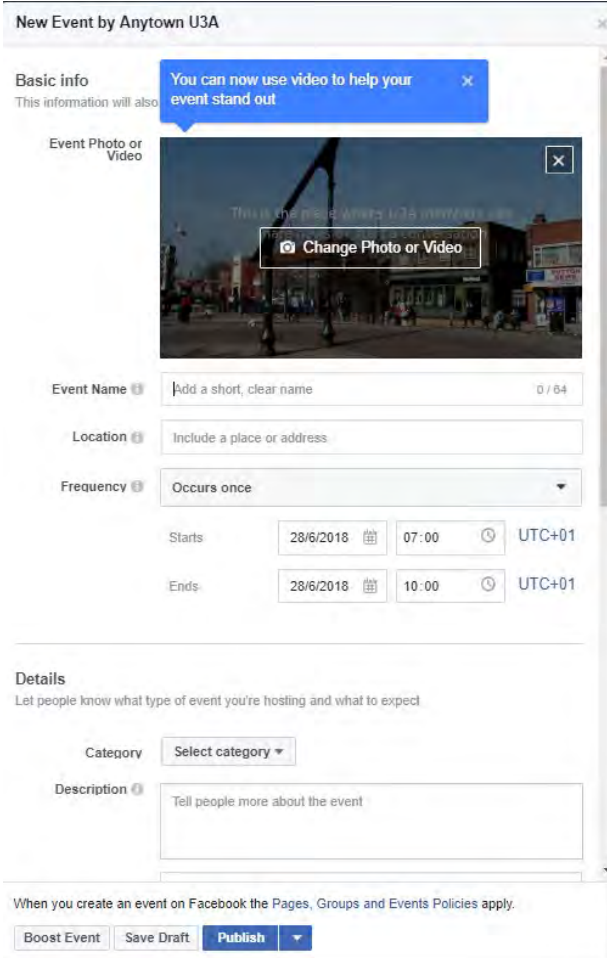
1. At the top of your Page click **Settings, General** and choose the **Age Restrictions** option.
2. Click the **Edit** option on the right.
3. The default is set to 'Anyone (13+)', Facebook's minimum age for members. To enable anyone without a Facebook account to view your page, keep it at Anyone (13+). This simple action means that your page will no longer be hidden to anyone not logged in and there is no need for Facebook to validate or authenticate that person in terms of age.
4. If you do make any changes, make sure you save your settings and you're done!

## Events

This section speaks for itself. Admin and Editors can create one off, weekly, monthly, or custom events. (Encourage your Group Leaders to become Editors).

Photos, Location (can link to the location's Facebook Page), Frequency, and lots of detail can be added.

1. Navigate to the **Events** section and click .
2. Complete the form



The screenshot shows the 'New Event' creation interface for 'Anytown U3A'. It includes a 'Basic info' section with a notification: 'You can now use video to help your event stand out'. The 'Event Photo or Video' section features a placeholder image with a 'Change Photo or Video' button. Below this are fields for 'Event Name' (0/64 characters), 'Location', and 'Frequency' (set to 'Occurs once'). The 'Starts' and 'Ends' fields are set to 28/6/2018 at 07:00 and 10:00 UTC+01. The 'Details' section includes a 'Category' dropdown (set to 'Select category') and a 'Description' text area with the placeholder 'Tell people more about the event'. At the bottom, there are buttons for 'Boost Event', 'Save Draft', and 'Publish', along with a note: 'When you create an event on Facebook the Pages, Groups and Events Policies apply.'

3. **Save Draft, Publish or Schedule** when to publish.

## Videos

Any posts that are created with videos attached will automatically appear in this section.

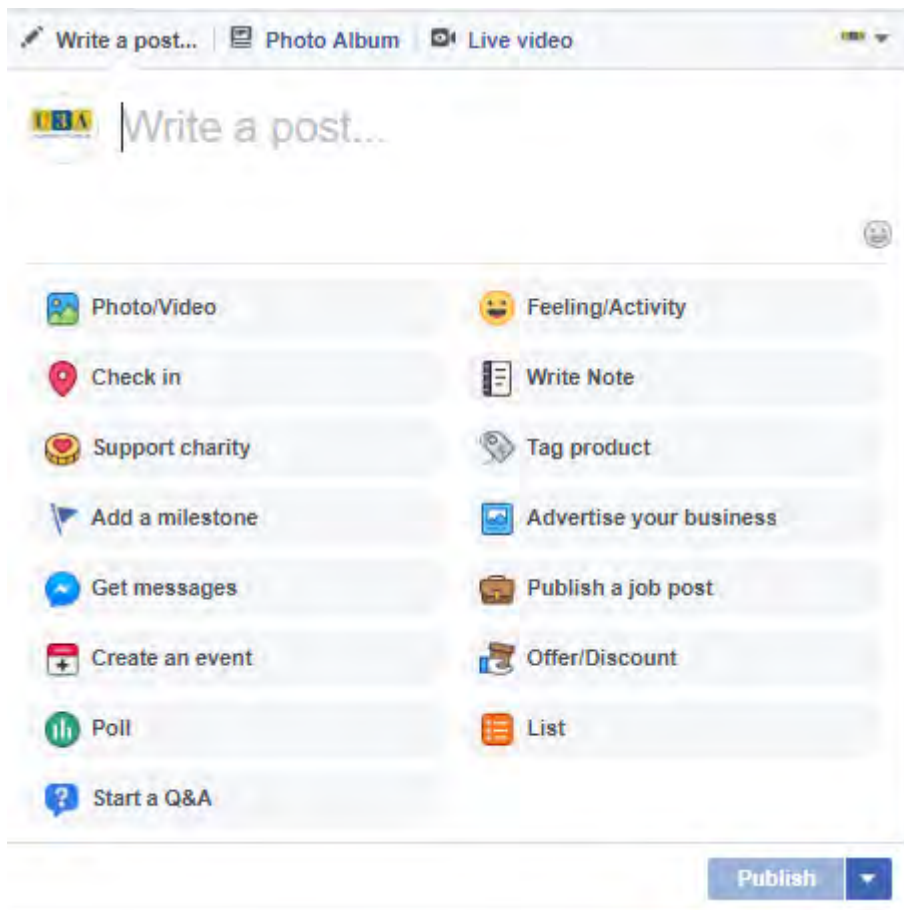
## Photos

Any posts that are created with photos attached will automatically appear in this section.

Whole Albums can be created to organise photos into groups, for example **Walking, Crafts, Gardening, Days Out**. Remember to always get permission to post photos onto Social Media platforms like Facebook.

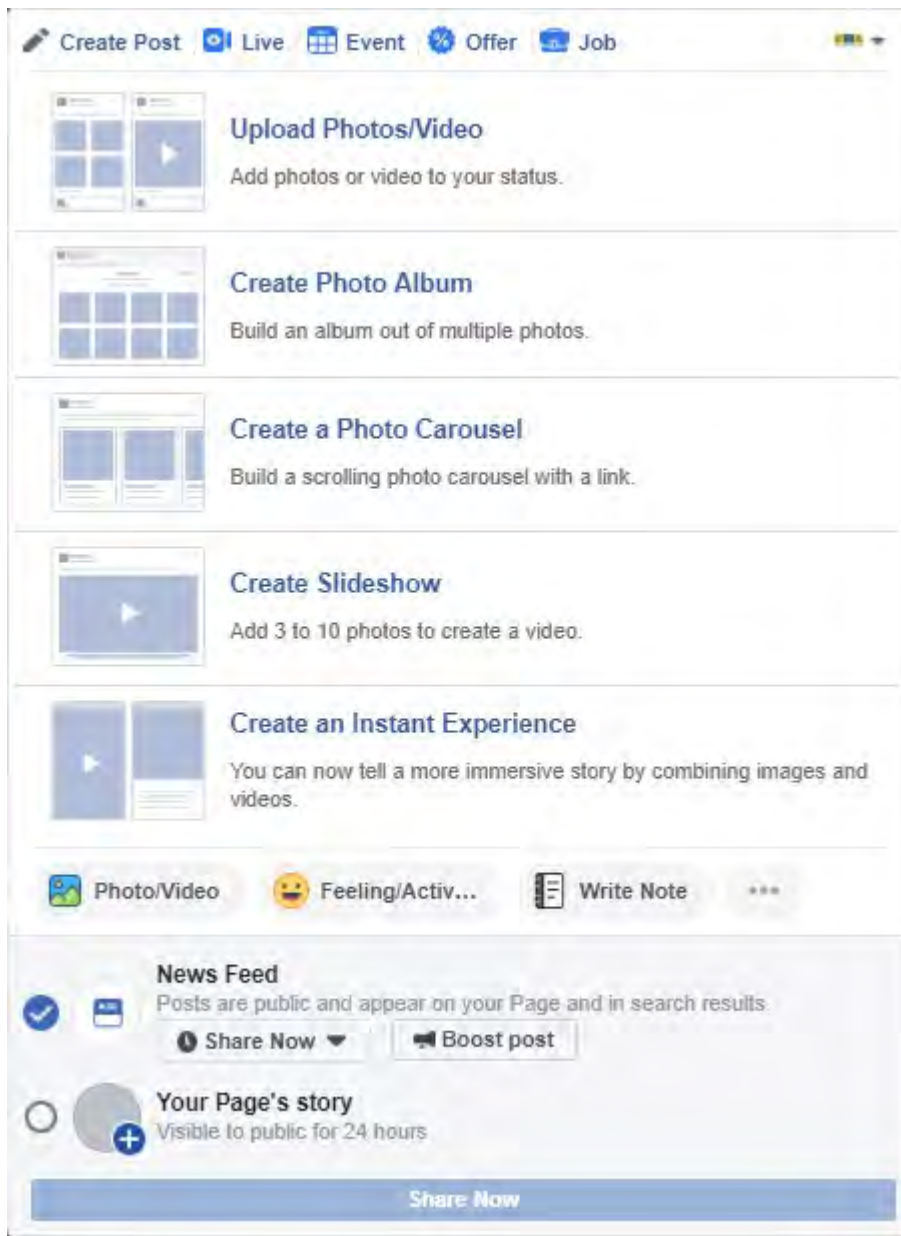
## Posts

Posts are the mainstay of your Facebook Page. Posts created by Admin, and Editors have many more options and posts automatically appear on the Timeline. There are many different types of posts as you can see from the options below. Milestones, Polls (2 options), Notes, Q&As, Lists, etc. The main ones that you will probably focus on will be normal posts maybe with a couple of photos or video, events, and notes.



If adding photos to your text then there are also lots of options including videos, albums, photo carousels, slideshows, and Instant Experiences.





### **Upload Photos/Videos**

You can upload up to 40 photos to a post. If you require more then it is best put into an album where there is a 1000 photo limit.

### **Photo Album**

Currently only the creator of an album can add a maximum of 1,000 photos.

### **Photo Carousel**

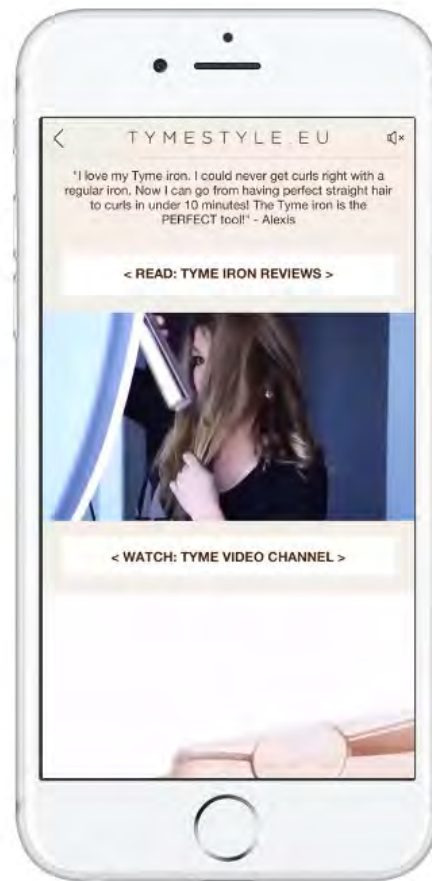
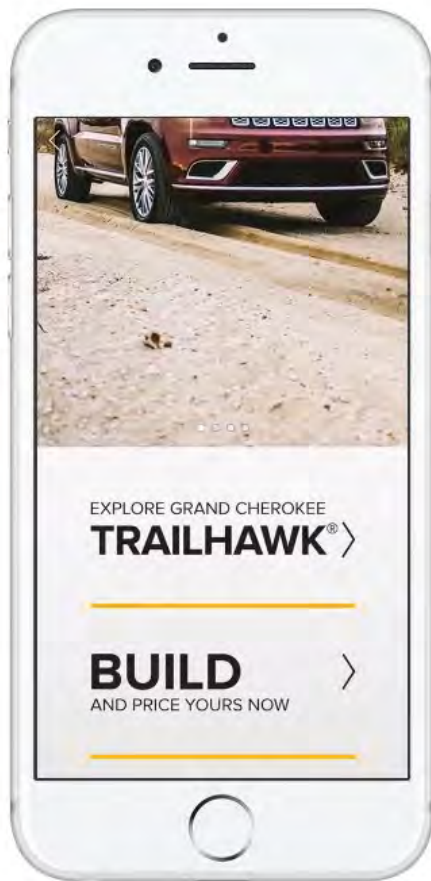
Allows you to create a scrolling carousel with a link to a website and add additional photos.

### **Slideshow**

Create a slideshow using between 3 to 10 photos, changing aspect ratio, transition, image duration and you can even add music.

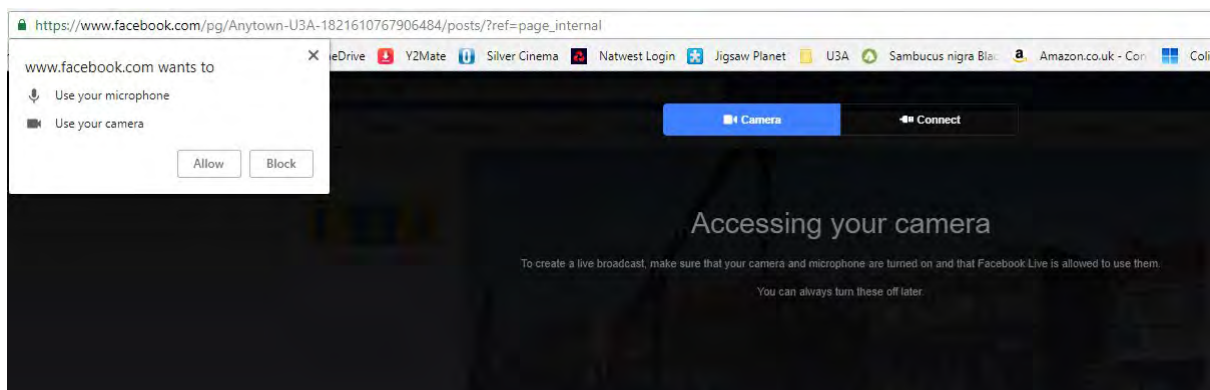
### **Instant Experience**

Instant Experience gives you more space beyond an ad to tell people about your organisation or brand. Combine photos and videos in different ways for a full-screen experience that is loaded instantly from your post or ad.



## Live Video

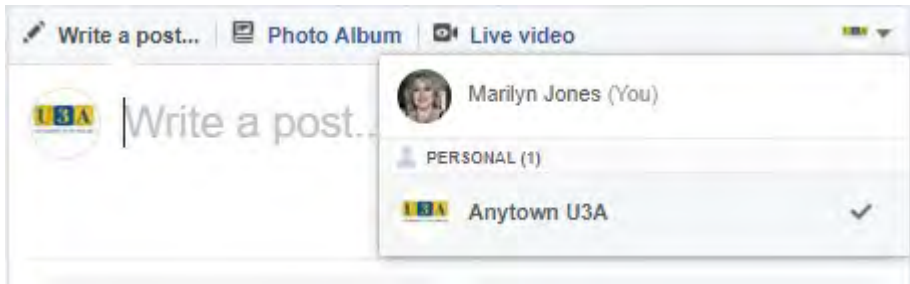
In addition to uploading saved videos, you can also create a live broadcast if you give Facebook permission to use your microphone and camera.



## Posting as yourself or Page Admin/Editor


There will be times when you wish to write a post as yourself instead of Admin or Editor.

Click the **Drop-Down arrow** to choose **yourself** or change back to **Page**.

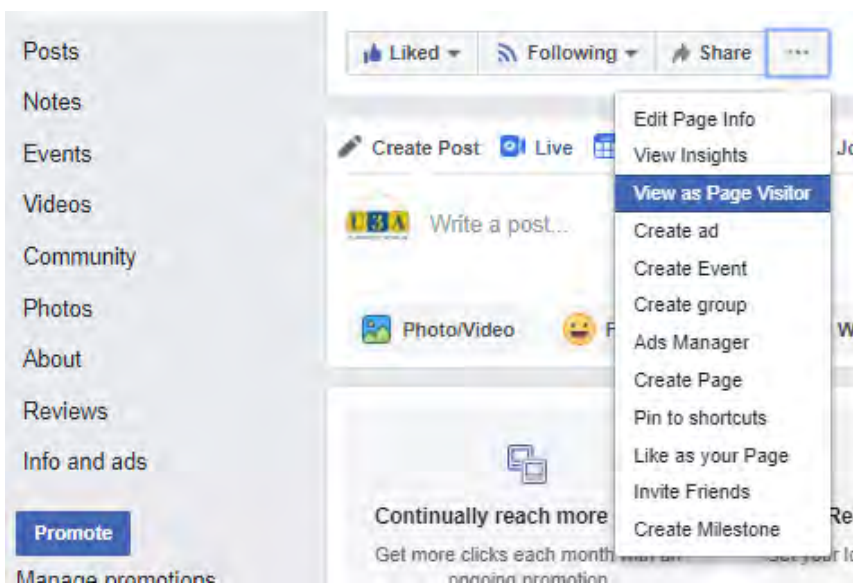


### View the Page as a Visitor

When Managing your Page as Admin, Editor etc. you will see things differently than Page Visitors. To see what your Page looks like to visitors:

Click below your Page's cover photo, on the  button

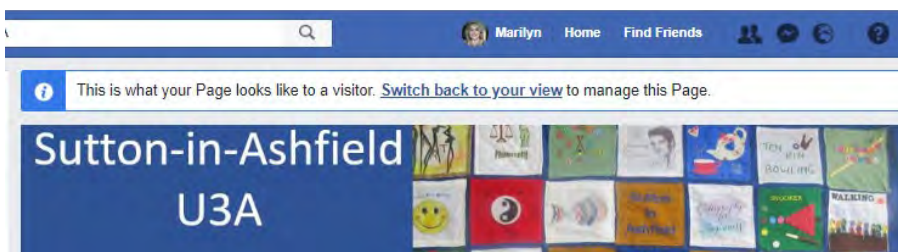
Select **View as Page Visitor**.



Your Page will look slightly different.

### Switch Back to Your View

To return to Managing your Page, click **Switch Back to Your View** on the Banner that appears below the Blue Navigation Bar.




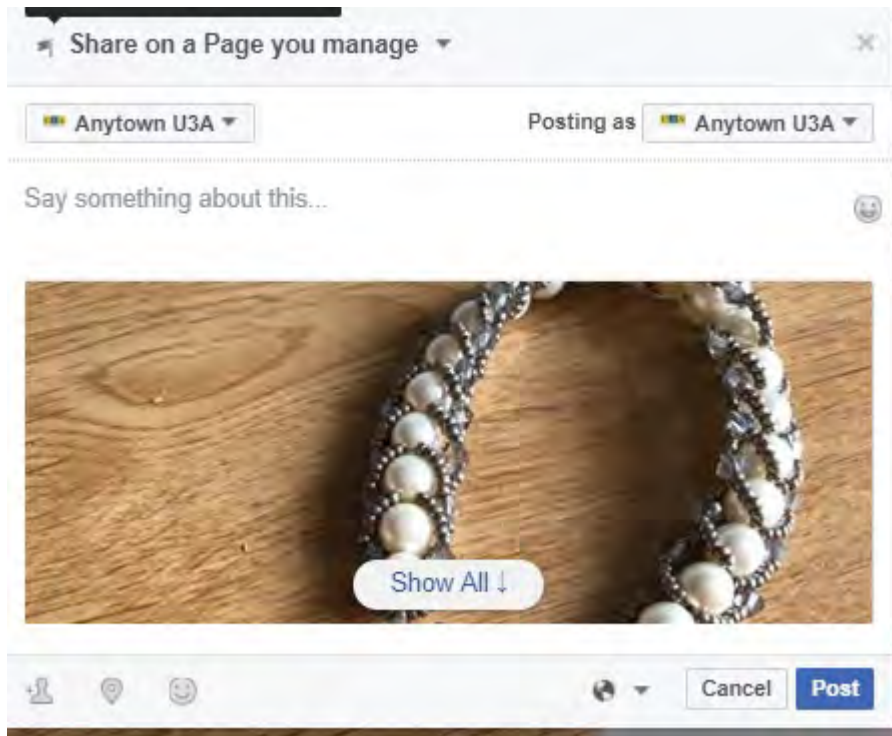
### Community

When a non-Admin/Editor person writes a Post it automatically appears in the Community section. At present, visitors can only upload one photo/video.

### Sharing a Community Post to the main Timeline.

There may be times when a Community post needs to be promoted up to the main timeline to attract more attention.

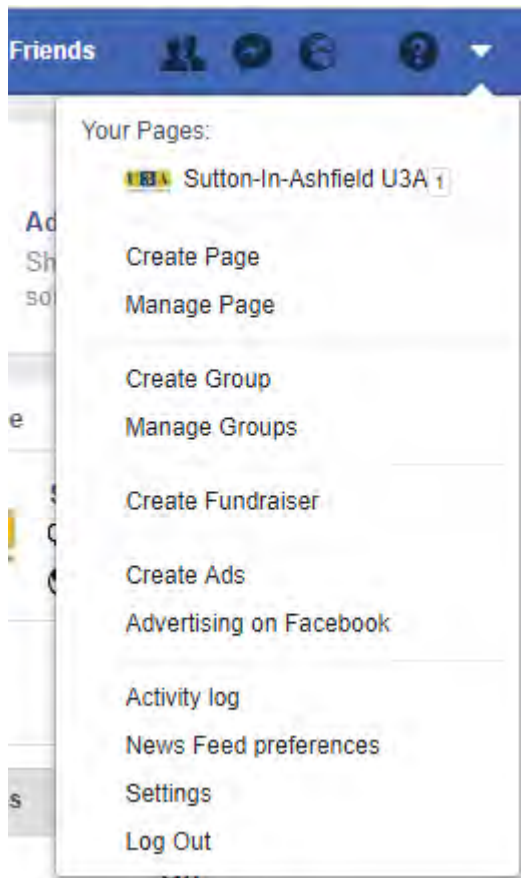
1. Display the **Community** section, ensure the required post is visible, and click the  **Share** button.
2. Choose the **Share...** option.
3. Leave the default option as **Share on a Page you manage**, add an additional text if required, and click **Post**.

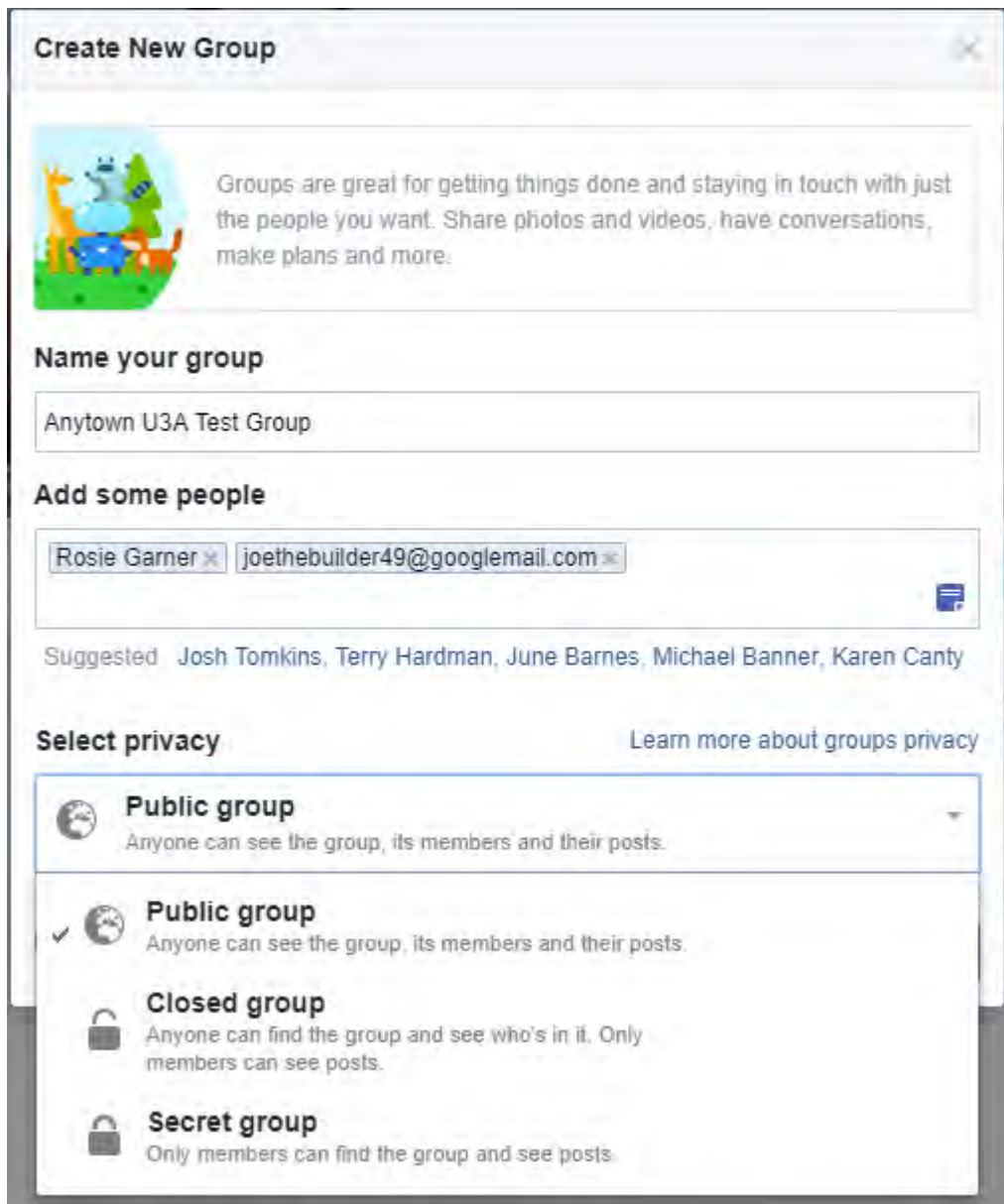


4. Return to the Home or Posts section and the Community post will now be visible.

### Creating a Group

Click on the **Drop-down arrow**  on the **Blue Navigation Bar** and choose **Create Group**.





## Name your group

Complete the Name for your Group

## Add some people

In the **Add some people** section, you can add names of people you are friends with, Mutual Friends, or email addresses. Other people can request to join Public or closed groups but they must be confirmed by an admin before they can join.

Potential members will be invited to join via Facebook.

As soon as you begin typing the first letter of the person's name, Friends names and Mutual Friends names will appear.

### Add some people



Click onto the person's name and it will appear in the box.

### Add some people



Alternatively, you can also add people by entering their email address. An invitation to join the Group would then appear in their email inbox.

For all types of groups - group members can add anyone who's a friend of someone in the group.

When you add a completed email address an envelope icon will appear.

### Add some people



Simply click on the icon, and it will insert into the box.

### Add some people



## Select privacy

There are three types of privacy - **Public**, **Closed** and **Secret**.

If you want people from all over the World to be able to see what is going on in your Group then choose **Public**, if you want only members to see what is going on then choose **Closed**, but other people can ask to join. If you only want a select group to even know the Group exists then choose **Secret**.

The table below shows all aspects of privacy within Groups.

	Public	Closed	Secret
Who can see the group and request to join?	Anyone	Anyone	Current members and anyone invited by a member
Who can be added or invited by a member?	Anyone who is a friend of the member or invited by email by the member	Anyone who is a friend of the member or invited by email by the member	Anyone who is a friend of the member or invited by email by the member
Who can see the group's name?	Anyone	Anyone	Current members or anyone invited by email by a member
Who can see who's in the group?	Anyone	Anyone	Current members
Who can see the group description?	Anyone	Anyone	Current and former members
Who can see the group location?	Anyone	Anyone	Current and former members
Who can see what members post in the group?	Anyone	Current and invited members	Current and invited members
Who can find the group in search?	Anyone	Anyone	Current members
Who can see stories about the group on Facebook (ex: News Feed and search)?	Anyone	Current and invited members	Current and invited members



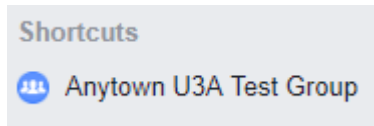
## Pin to shortcuts

For easy access, the new Group will appear in the Shortcuts section of your profile.

If you want your Group to appear on your own Profile's list of Shortcuts, tick the **Pin to Shortcuts** box.

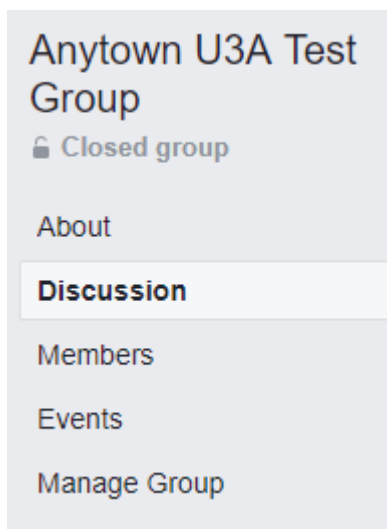
Click the  button.

The Shortcut will appear on your **Shortcuts** list.



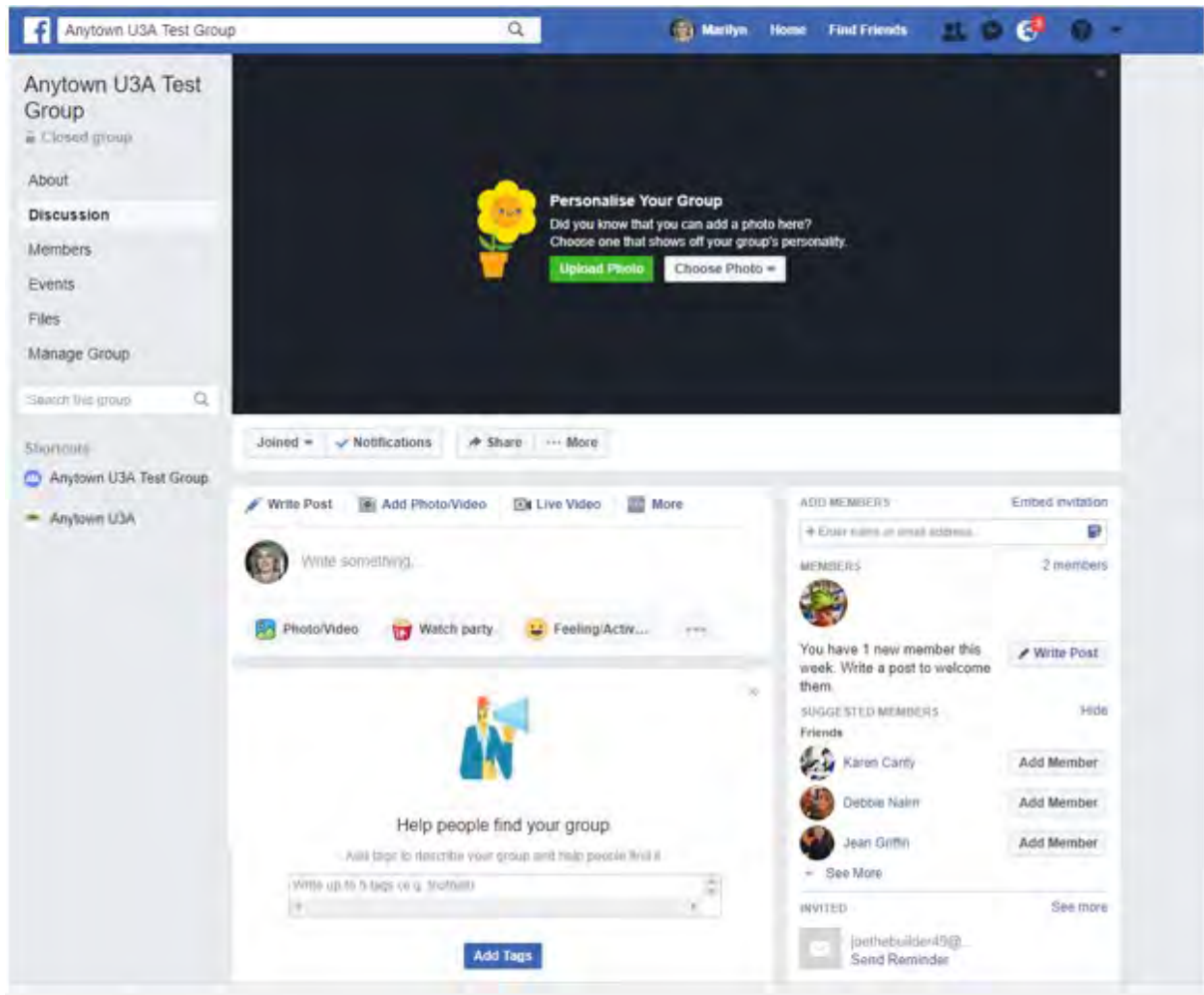
## Group Menu

Initially the Group menu will consist of a few options, this will change as you start working with the group.



## Discussion

Initially your Group screen will look similar to this.



## Personalise your Group

You can choose a photo from your own personal profile by choosing **Choose Photo** or Upload

Photo from your PC by choosing **Upload Photo** then choosing **Save Changes**.

## About

The About section gives basic information about your Page. For example, you can create links directly to your U3A's main website, add main telephone numbers, maybe of your Membership Secretary (with agreement), add a short summary, history, and list of Team members of your Page,

**About** [Edit Page Info](#)

---

**GENERAL**

Category **Community** Edit

Name **Anytown U3A** Edit

Username Create Page @username

---

**PAGE INFO**

[Edit Start date](#)

[Edit business types](#)

---

**CONTACT DETAILS**

[+ Enter phone number](#)

[Anytown U3A](#) [Send Message](#)

[+ Enter email address](#)

[+ Enter website](#)

[Edit Other Accounts](#)

---

**MORE INFO**

[Edit About](#)

[Edit Impressum](#)

[Add menu](#)


[Edit Privacy policy](#)

[Page ID](#)  
1821610767906484

[Community](#)

---

**HISTORY**



Our history

[+ Tell people about your business](#)

---

**TEAM MEMBERS**

These people manage the Anytown U3A Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

## Files

If you want to add a file for example U3A Membership Form or some literature that you have for example a walking route, a craft pattern, etc. Choose the option [Upload File](#). Complete a description (optional).

1. Click **Choose file** and navigate to the correct folder, select the file to be uploaded and click **Open**.

**Upload a file**


New Membership Form with GDPR options.

Select a file on your computer (Max size 100 MB)

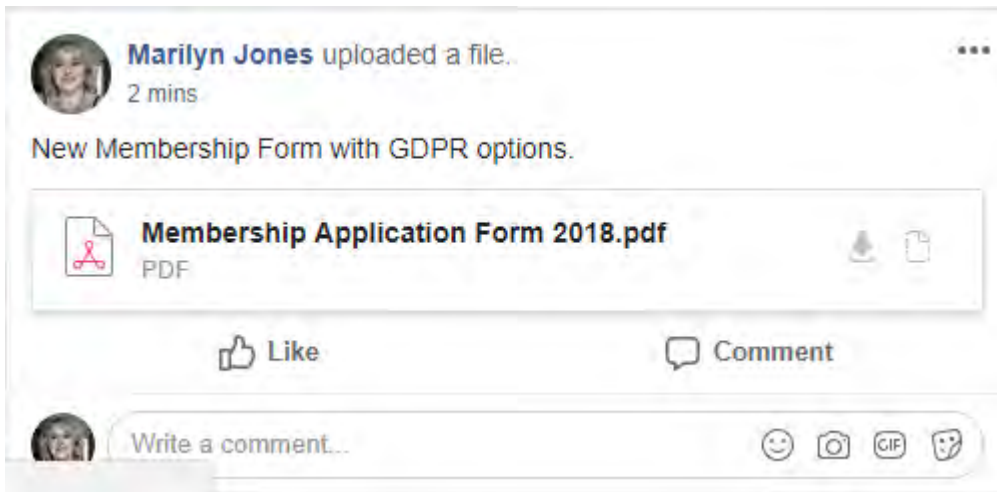
[Choose file](#) Membership ...rm 2018.pdf

[Save](#) [Cancel](#)

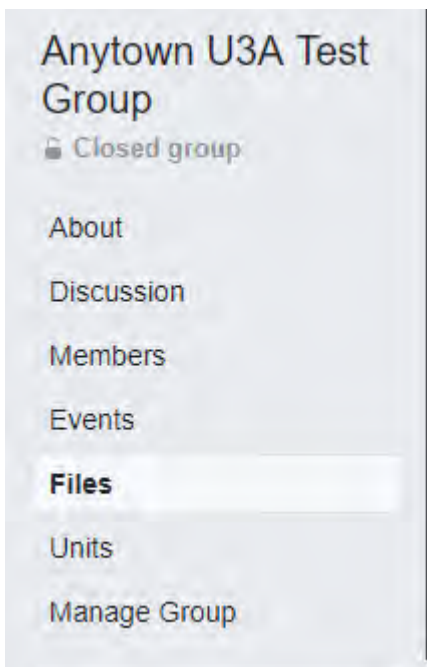
2. Click **Save**. The file link will then appear on the list of files.

Files			Create Doc	Upload File
Name	Type	Modified		
 <a href="#">Membership Application Form 2018.pdf</a>	PDF	Marilyn Jones 2 seconds ago		...

A post will also appear in the **Discussion Timeline**.



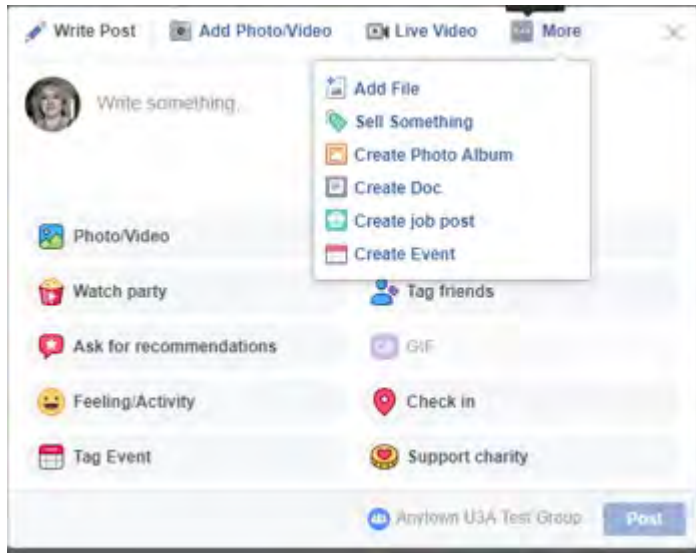
Your Group's menu will now have an additional option **Files**, this enables all members to revisit any Photos or Files posted. This gives members quick access to them at any time.



## Timeline

The Timeline is where all your recent posts appear.

Members can write or add Posts, Photos/Videos, Live Video, Photo Albums and More...



This helps to make a great way to share information and interact with all the members.

## Members

To manage your members e.g. add new members, remove and mute members in the group, change the member's Role within the group. There are two roles, **Admin** and **Moderator**.

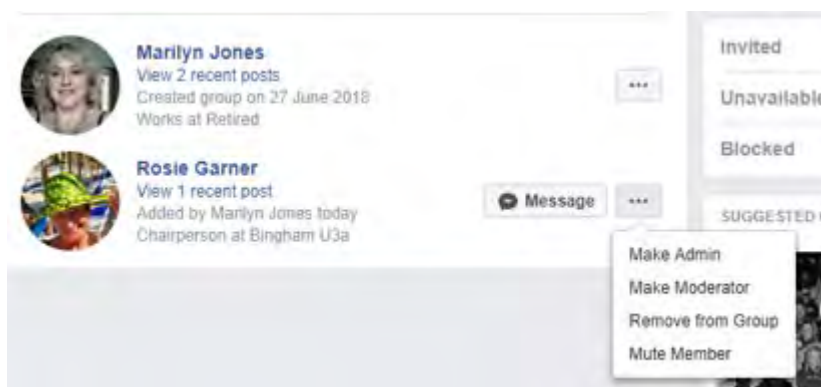
The person that creates the group is automatically assigned the role of **Admin**. Only the Admin person can remove members.


**Mute** member is a new option within Facebook. If you hit "mute" you get options to mute for 1 hour, 6 hours, 12 hours, or 24 hours. It's easy to unmute them at any time. While muted, they can still access the group and see posts, but can't make any comments or posts. A message will show when they visit the group informing that an admin has temporarily switched off their ability to post or comment there until [x] time on [y] date. Like buttons will still be available to them, though, and it doesn't remove their posts. Admins cannot mute other admins or moderators only normal members.

## Assigning a role or Removing from Group

Click the **Members** link .

Select the member that you wish to apply a role to or remove.



Click the  button and choose which option you require.

### Make Admin

**Add Group Admin** ✕

As a group admin, Rosie Garner will be able to edit group settings, remove members and give other members admin status.

### Make Moderator

**Make Group Moderator** ✕

Moderators are like admins, but with limited controls. Rosie Garner will be able to manage membership, as well as review posts and comments in the group. [Learn More](#)

### Remove from Group

**Remove member** ✕

Remove Rosie Garner from the group?

- Delete all of Rosie's posts from the last seven days
- Delete Rosie's comments from the last seven days
- Decline any pending members invited by Rosie from the last 7 days

Block member  
Rosie won't be able to find, see or join this group.

## Admin

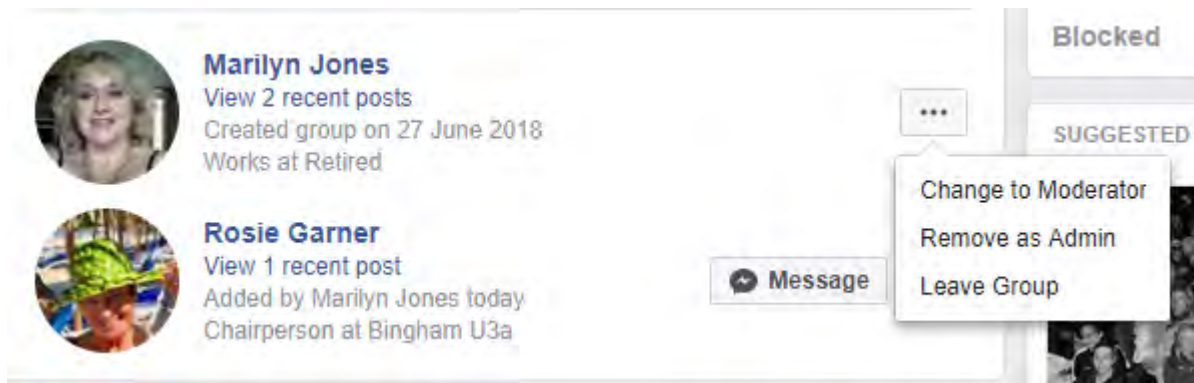
You can opt to have several **Admin** members and several **Moderators**.

To avoid confusion, it is best to have only one **Admin** but maybe several **Moderators**.

## Changing Group Ownership

To change Group ownership simply assign the role of Admin to the person who will be taking over then remove yourself by choosing **Remove as Admin**

You can choose to simply stay as a normal Member, **Change to Moderator** or **Leave Group**.

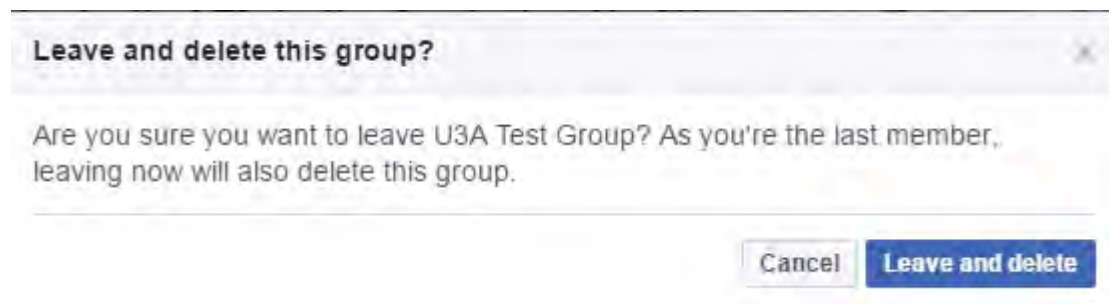


## Deleting a Group

This requires two steps.

Go to the option for each member and choose **Remove from Group**.

Go to your own member option and choose **Leave Group**.



Choose **Leave and delete**.