

ORCC

A toolkit for communities on how to use Facebook

OXFORDSHIRE RURAL COMMUNITY COUNCIL



Facebook— A social networking service that allows you to connect with others with similar interests



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Facebook— A social networking service that allows you to connect with others with similar interests

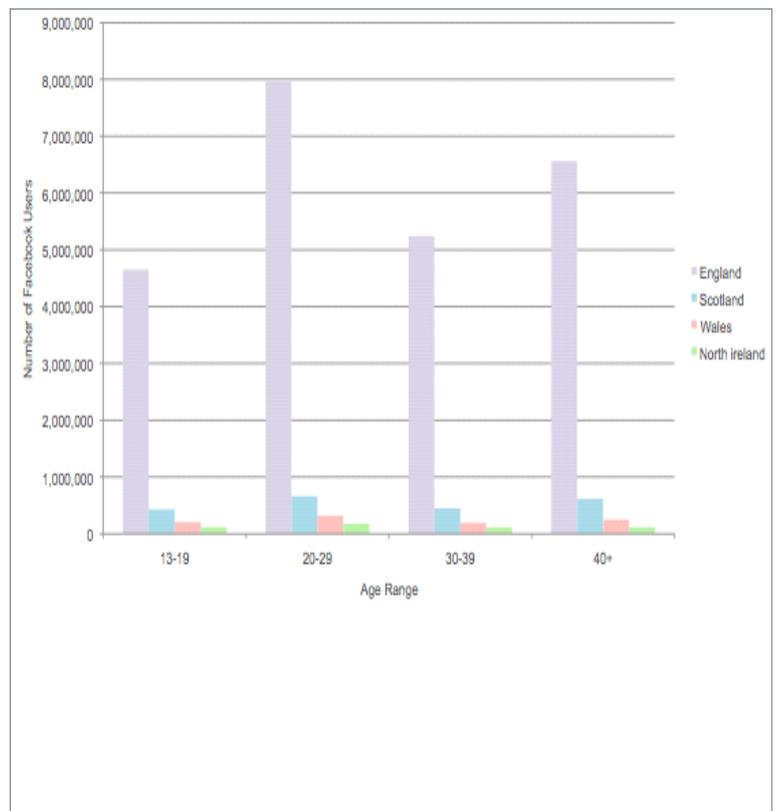


What is Facebook?

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc. Put simply, this means that it is an online website that focuses on building social networks among people who share activities or interests. As of February 2012, Facebook has more than 845 million active users. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as "People From Work" or "Close Friends".

A January 2009 Compete.com study ranked Facebook as the most used social networking service by worldwide monthly active users. Entertainment Weekly included the site on its end-of-the-decade "best-of" list, saying, "How on earth did we stalk our exes, remember our co-workers' birthdays, bug our friends, and play a rousing game of Scrabulous before Facebook?"
 Source : <http://en.wikipedia.org/wiki/Facebook>

Facebook provides a useful platform that can enable two way conversations to take place, unlike Twitter where you can get a very short message out to a wide range of people, Facebook allows a response that can stimulate discussions and even allow simple surveys to be undertaken.



Number of Facebook users across the UK by age range

To give you an idea of the potential of using Facebook as a consultation tool there are over 30 million users signed up in the UK, with 50% of those users logging in everyday. The chart below shows the age profile of UK Facebook users, as at February 2012 and emphasises what an important communication tool it is for younger people who traditionally have been harder to engage with at a local level. A section on how to increase your followers / reach your audience is included later on.

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How can Facebook support community engagement?

A local community Facebook page is straightforward to set up and can be used by any community that is willing and receptive to engage with its members in this way. It is accessible via computers, smartphones and mobile devices and so provides a quick, effective way to engage with residents, wherever they may be at the time. A step by step guide on how to do this is given in the next section.

Once the page is set up and residents are signed up as 'likers', 'friends' or 'followers' (these terms all mean the same thing and simply indicate that people have opted to follow your page), then you have created a platform to discuss key topics, share pictures, advertise events and update local information, news or progress made on an activity.

Two-way engagement can then be promoted through encouraging people to comment and have an on-line discussion about whatever has been posted on the Facebook page or 'wall'. For example, if you wanted to build a new play area in a village and needed to get peoples' opinions or invite them to attend a meeting to discuss the possible options, you could put a message on your Facebook wall announcing the time and place of your meeting or asking for people's ideas on a particular suggestion.

Your message could look something like the screen shot opposite which shows how a police force has advertised an open day event and then displays people's comments below.



A police force advertising an open day

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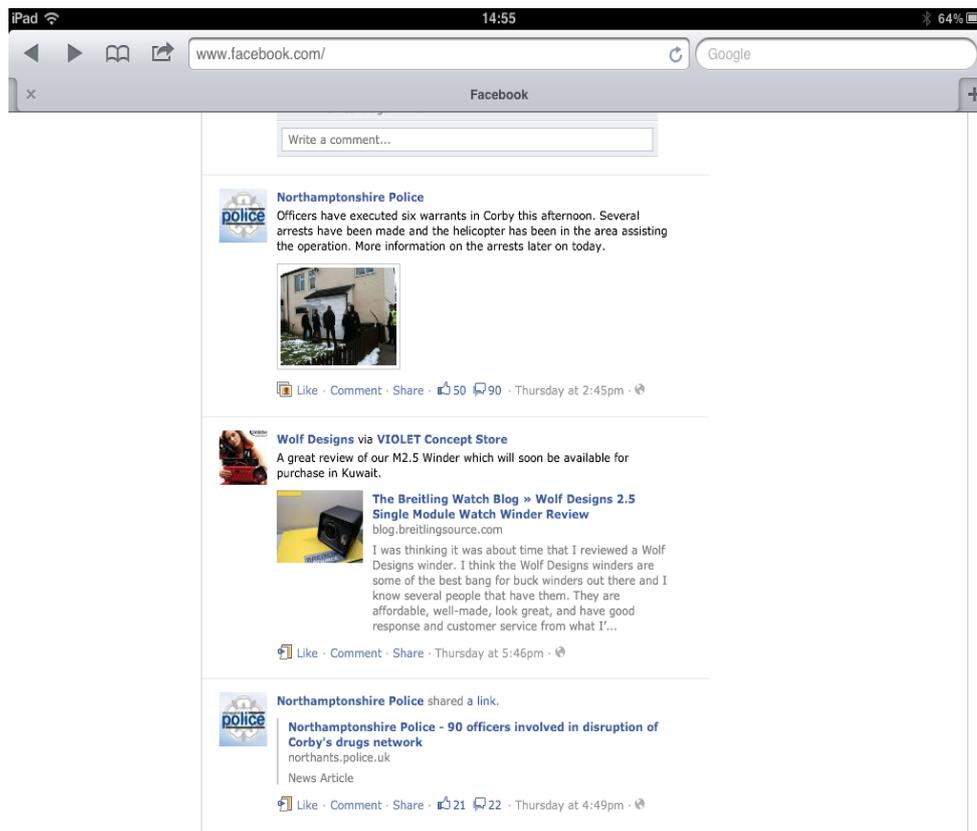
Supporting community engagement continued

As with all consultation methods it is important to remember that this is just one tool that can be used in conjunction with others with the aim of increasing the feedback that you receive.

Every time someone posts something new onto the Facebook page it will appear on the wall of the follower's account.

As people follow a number of other people, organisation and groups their Facebook page displays each message posted, on top of each other in chronological order.

The screen shot below shows how each message that is posted appears on above those previously posted by other users.



Screen shot from a police facebook page

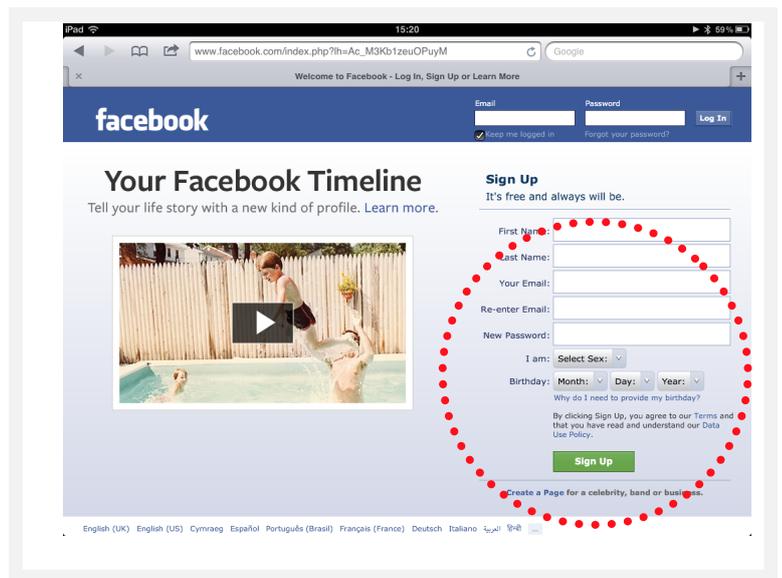
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How do you set up a Personal Facebook page?

There are two types of Facebook Page: a Personal Account or a Community/Group Account. It is recommended that you keep a community account separate from a personal account, as the personal account may contain your own photos and messages which you will want to keep exclusive to your own friends. A group account will be accessible to a broad range of people within the community with information relevant to a broader audience. You can however link these if you choose.

To set up a personal account is very simple:



1. go to www.facebook.com
2. enter your details to sign-up
3. enter your username and password

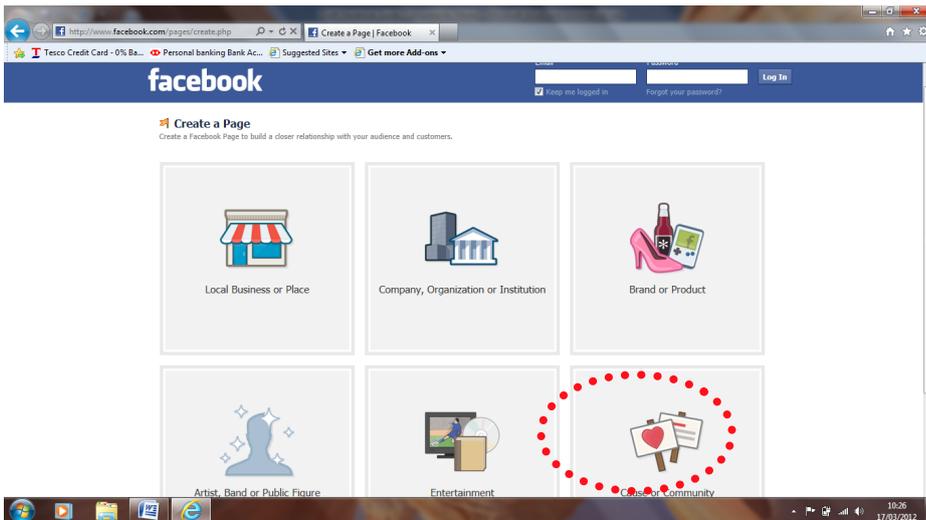
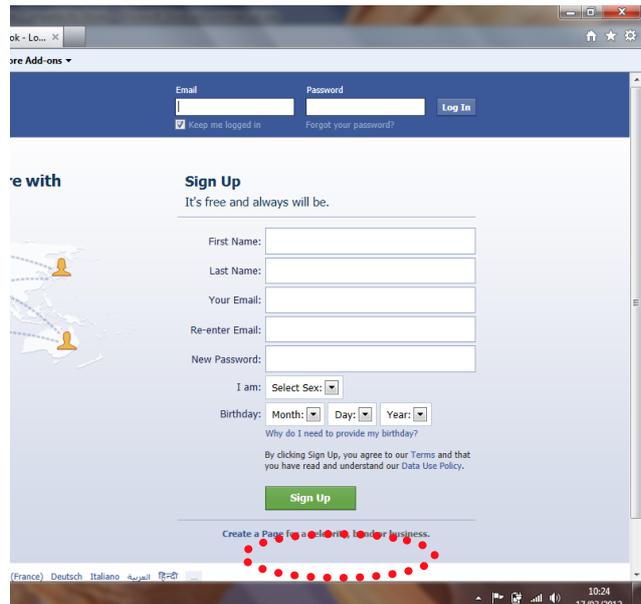
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How do you set up a Community Facebook page?

To set up a community page at www.facebook.com, click **Create a Page**, (shown opposite) then on the next page click **Cause or Community** (shown below).

There are other options here; however this is the most appropriate one for a community page.



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How to set up a community Facebook page continued

Then type in the name of your group and click on the **Get Started** button.

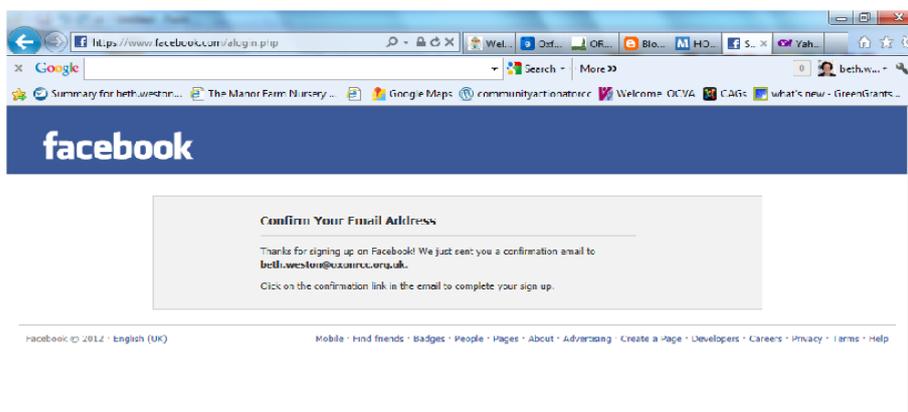
If you already have a Facebook page you may decide to link your community page to it, or you may want to keep it completely separate. If you do decide to separate the two accounts, you will need to set up the community page with a new email address etc. It is advised to set it up as a separate entity so you can keep your personal account separate from your 'community' account.

Fill in your details as requested and don't forget to tick the box to say that you agree to the terms and conditions (shown opposite).

facebook

A screenshot of the Facebook account creation page. The title is "Create a Facebook account". There are two radio buttons: "I already have a Facebook account." (unselected) and "I do not have a Facebook account." (selected). Below this is a form with fields for "Email:" (containing "beth.weston@coxnetcc.org.uk"), "New password:" (with a strength indicator), and "Date of birth:" (with dropdown menus for month, day, and year). A "Security Check" section asks to "Enter both words below, separated by a space." and shows the words "Elijah" and "Shadow". There is a "Text in the box:" field and a "What's this?" link. At the bottom, there is a checkbox for "I have read and agree to the Terms of Use and Privacy Policy." and a "Sign up now!" button. A link for "Problems signing up?" is also present.

You will then be sent a confirmation email, follow the link on the email to get to the last few steps of setting your page up (shown below).

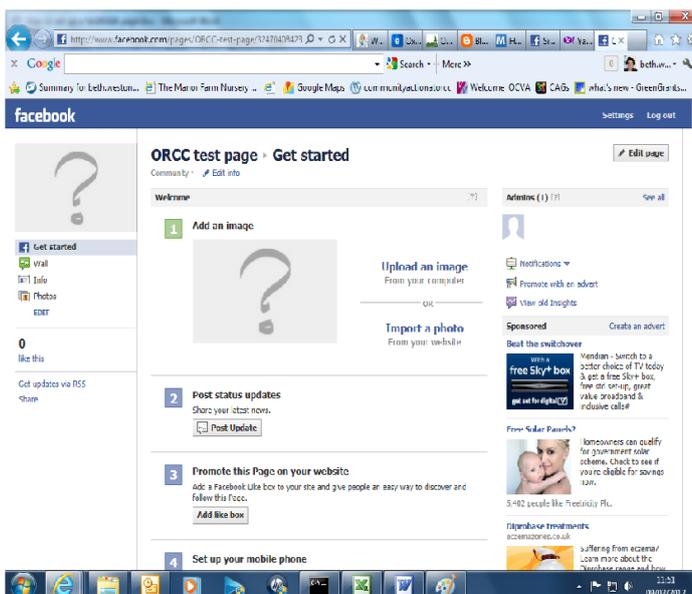
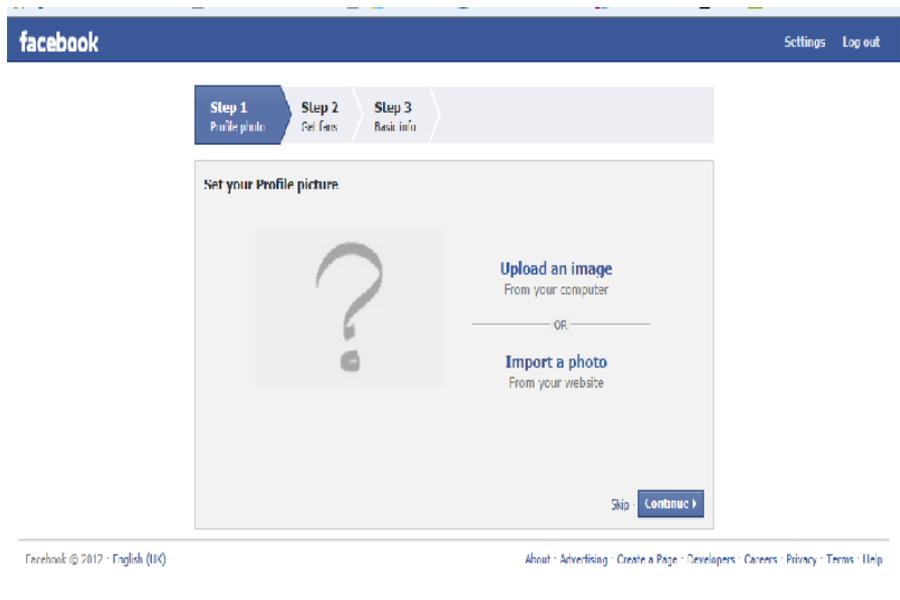


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How to set up a community Facebook page continued

The next step is to **Upload an image**; it could be a picture of your community or a logo if you have one.



Then **Import Contacts** if you want to (this will depend on whether you want to share your personal contacts with the community group), you can do this from your personal accounts by following the steps.

Don't forget to fill in your web address. Now you are ready to get going!

If you click on your profile at the top and then friends from the list on the left, you will see all the people following you.

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How do you post a message or upload a picture?

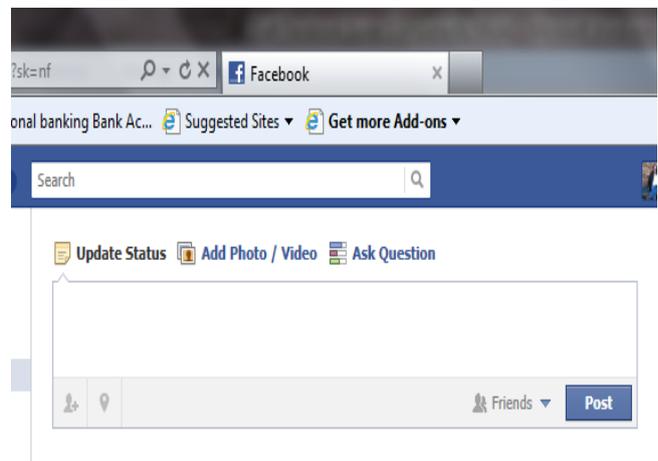
One of the great ways to keep engaged with people following your page and to promote two-way discussions is to post messages and upload pictures.

At the top of your Facebook account you will see **Update Status** and **Add Photo**. These two options will allow you to post a comment or upload a photo quickly and easily.



Under the **Update Status** text you will see the box saying **What's on your mind?** Here you can type something for all of your followers to see. This could be used to promote an event, start a debate, or provide information about something. Links to other websites can also be posted through here.

Once you have entered the required text, simply click **Post** and your message will be seen by all your followers.



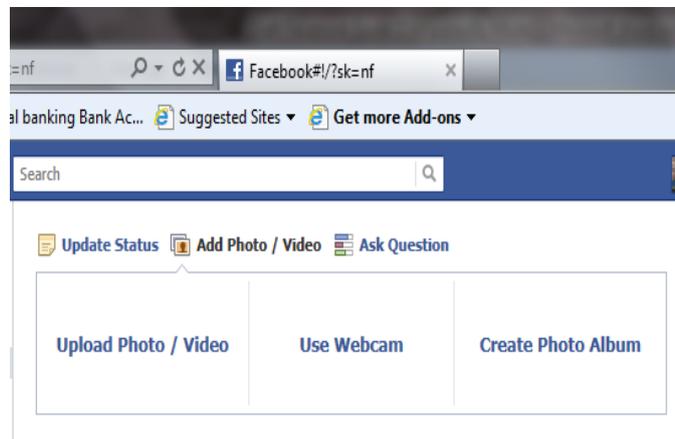
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How do you post a message or upload a picture continued

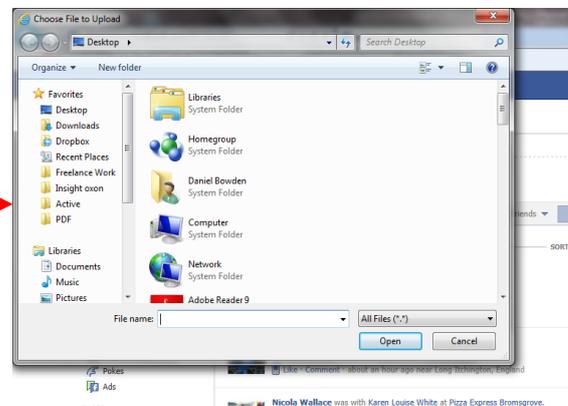
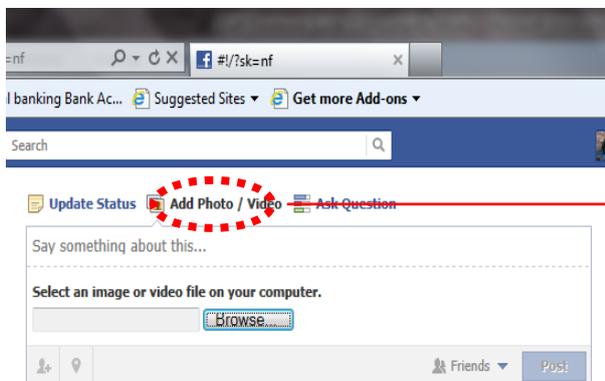
Clicking Add Photo / Video will give you these three options:

Upload Photo / Video, Use Webcam, Create Photo Album (as shown opposite).



Clicking Upload Photo / Video will take you to the below section. Clicking on Browse will take you to your files on your computer where you can select the picture you want to upload. You can also write something about the picture in the box above where it says Say something about this...

These two tools are the fundamentals of keeping your page up to date with interesting information.



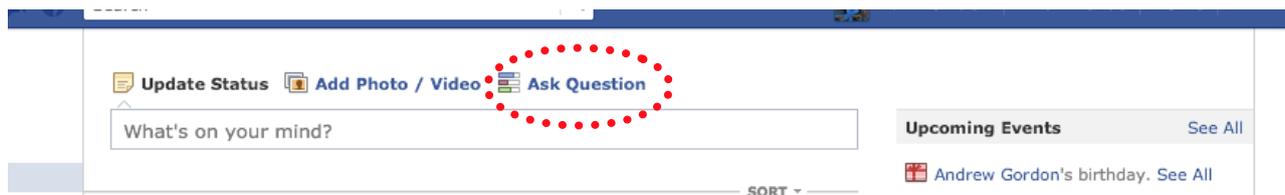
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How to use the 'Ask a question' tool

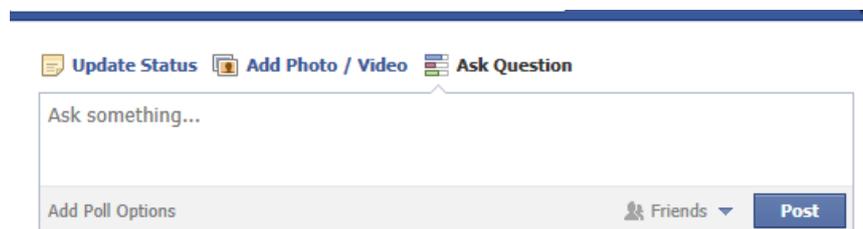
One tool which might be of use is the ability to ask a question.

At the top of your Facebook account you will see Ask Question, this option will allow you quickly and easily ask a question of your followers.



Clicking the Ask Question link opens a box where you can type your question.

Click post to publish the question.



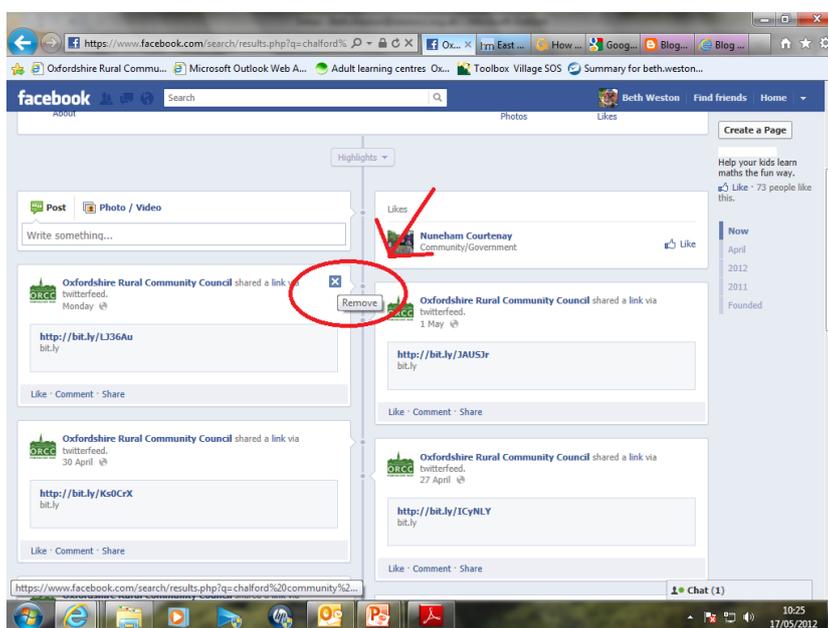
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How do you manage the account?

To make the page successful it does need some attention. Interesting news, events, photos need to be uploaded on a relatively frequent basis. Over time of course this will be done by a number of active Facebook users, not just one person. However, as you have set up the account you will be the owner and moderator. You will need to regularly monitor and remove any posts that are inflammatory or abusive.

Reviewing your page on a daily basis and responding to comments and encouraging debate is good practice, along with adding new content weekly. If this level of use seems daunting, logging on every couple of days would be adequate. This doesn't need to take a long time; quite often this can be done in a few minutes.



One point to note with Facebook is that the owner of the page is liable for other people's comments on their wall; therefore anything that could cause significant issue needs to be removed. As the page creator and owner you will have the power to simply remove any post that you cause issue. At the top right of each post is an 'X', clicking this gives you the option to remove the post or report it to Facebook.

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How do you increase followers?

There are a number of key ways that you can increase Facebook followers, such as Facebook advertising (covered later) running competitions on your page, adding widgets to your website, adding links to your email signature and posting links on other key groups that you are a member of (as long as you have permission from the group). However if the page is aimed at a local community then traditional methods of advertising will prove to be most effective.

Make sure people know about it – a local leaflet drop, a poster in the local shop or pub will all promote interest.

Encourage local businesses to offer discounts if people have a code which the business has put onto the community Facebook page.

If you are targeting specific groups you will need to make sure that the information is available to them. Consider where the target group is likely to see it, such as putting up posters in parks or at the local bus stop with the Facebook page on to encourage younger people to log on and have their say; or displaying posters available at a coffee morning or lunch club to reach older people or parent/carers attending a toddler group.

Offering members of the community guidance on social media will significantly enhance the project. This could be done by a few evening workshops in the local village hall or pub, or by simply distributing this document. Once people start using Facebook, they will soon see how simple it is to use.



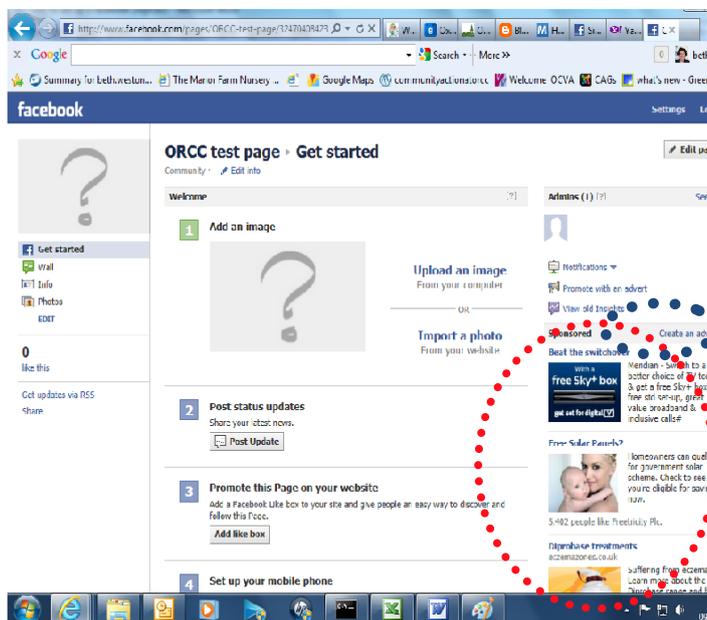
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Facebook advertising

Facebook Advertising lets you get in touch with people who are not following your page. You can advertise a specific event or simply the fact that the group exists on Facebook and encourage people to 'like' or 'follow' you. The adverts appear as Sponsored links on the right hand side of a person page. They can be used to inform members of a community about the page or for advertising products and services to a particular group or area of people. Some people choose to ignore these links, whilst others are receptive to them. Many major companies use this as a form of advertising, as it can be targeted and cost-effective.

However, there is a cost associated with this so if you are only targeting a small rural area you may find that the more traditional ways of advertising will be more effective.



Highlighted by the blue circle above you will see the text **Create an advert** (recently this has said **See All**). Clicking this will take you through the process of setting up an advert. You might have to click **Create an Ad** a number of times to get to the advert set-up screen.

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Facebook advertising continued

On this screen you have to do the following:

1. Select the destination (when people click on the advert which web site do you want them to be directed to?)

2. Give your advert a title

3. Enter the body of text you want your advert to display

4. Select an image from your photos

5. Review your advert preview

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: [?]

URL: [Suggest an Ad](#) [?]

Title: [?] 25 characters left

Body: [?] 135 characters left

Image: [Browse...](#) [?]

Preview: **Example Ad Title**
 Your body text will go here.

[Continue](#) [Questions about creating your ads?](#)

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Facebook advertising continued

The next section takes you to targeting your advert. Here you can target by the following:

1. Location
2. Demographics
3. Interests

The top right hand side of the page shows your reach. This example shows that when 'people over 40 in Witney' is entered, there is reach of 6400 people.

A screenshot of the Facebook Ad Targeting interface. The page is titled "2. Targeting" and "Ad Targeting FAQ". The "Location" section shows "Country: United Kingdom" and "By City: Witney, United Kingdom". The "Demographics" section shows "Age: 40+ - Any" and "Sex: All". The "Interests" section has a search bar for "Precise Interests". The "Connections on Facebook" section shows "Connections: Anyone". On the right side, a box displays "Estimated Reach: 6,400 people" with a breakdown: "who live in the United Kingdom", "who live in Witney", and "age 40 and older".

The final section allows you to set the budget, either by day, or lifetime. You can also set the schedule of the advert, saying when and for how long you want the advert to run.

At the bottom of the page the price per click is shown, for this example each time the advert is clicked £0.67p is taken from the total budget that you have set (you can decide what limit to put in and you can always go back and place the advert again if you feel it is worth it). The key thing here is you pay each time the advert is clicked, rather than each time it is displayed.

Used effectively, Facebook Advertising can be a great way of letting lots of people know about what you are doing. It is recommended that you start with a small budget in order for you to begin to understand if this is the best way to target your audience.

A screenshot of the Facebook Ad Campaigns, Pricing and Scheduling interface. The page is titled "3. Campaigns, Pricing and Scheduling" and "Ad Campaigns and Pricing FAQ". The "Account Currency" is set to "British Pound (GBP)". The "Account Time Zone" is set to "United Kingdom" and "Time Zone" is "GMT London Time". The "Campaign & Budget" section shows "Campaign Name: My Ads" and "Budget (GBP): 50.00" with a "Lifetime budget" option. The "Schedule" section shows "Campaign Schedule" with options to "Run my campaign continuously starting today" or "Today at 5:00 pm" and "4/16/2012 at 7:00 pm". The "Pricing" section shows a bid of "£0.67 per click" and a note: "Based on your targeting options, Facebook suggests a bid of £0.67 per click. You may pay up to this much per click, but you will likely pay less. Note: Tax is not included in the bids, budgets and other amounts shown. Set a Different Bid (Advanced Mode)". A "Review Ad" button and a link to "Questions about creating your ads?" are at the bottom.

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Facebook privacy settings

There are a number of privacy settings within Facebook to enable the user to limit who can see their information. However, these apply predominately to personal accounts, where you want to protect your private information and photos.

With a community page where you are only posting information and pictures that you would be happy to display on village notice boards or in village magazines the security issues become less of a concern.

It is worth remembering that putting something on Facebook is effectively putting it into the public domain unless you know and trust everyone in your community who is 'liking' your page, so only share information that is suitable.



Facebook— A social networking service that allows you to connect with others with similar interests



Facebook glossary

(Source; <http://www.facebook.com/help/glossary>)

Account settings

Use your account settings to manage basic account preferences. You can edit your name or email info, change your notifications preferences.

Activity log

Your activity log is a tool that lets you review and manage everything you share on Facebook. Only you can see your activity log.

Admin

Admins are people who create and manage activity in groups and pages. .

Audience selector

Your audience selector lets you choose who can see what you post, every time you post.

Badge

A badge is a box you can create to share your Facebook profile (timeline), photos or Page on other websites.

Block

You can block someone from seeing your profile, adding you as a friend, and sending you messages. Blocked also can mean that Facebook has temporarily restricted you from using a specific feature or multiple features, but you can still access your account.

Chat

Chat is a feature that lets you send instant messages to online friends.

Cover photo

Your cover photo is the large picture at the top of your timeline, right above your profile picture.

Credits

Credits are Facebook's virtual currency that you can use to engage with games and apps.

Event

Events is a feature that lets your organize gatherings, respond to invites, and keep up with what your friends are doing.

Facebook Exporter for iPhoto

Facebook Exporter for iPhoto is an add-on you can download to make sharing photos and photo albums on Facebook easier from your Mac.

Facebook Questions

Facebook Questions is a feature that lets you get recommendations, conduct polls and learn from your friends and other people on Facebook

Family Safety Center

Visit the Family Safety Center to find the information, tools and resources you need to stay safe online.

Friend

Friends are people you connect and share with on Facebook.

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Facebook glossary continued

Friendship page

A friendship page shows a friendship history between two friends on Facebook.

Games and apps

The games and apps you use on Facebook are created by outside developers on the Facebook Platform.

Group

Groups are close circles of people that share and keep in touch on Facebook.

Instant personalisation

Instant personalisation makes a few select websites more useful by letting you bring your friends and interests with you when you visit.

Like

Clicking Like is a way to give positive feedback and connect with things you care about.

Link

You can share a link from the web on Facebook.

Lists

Lists are an optional way to organise your friends on Facebook.

Login approvals

Login approvals is a security feature you can turn on in your security settings. When you turn on login approvals, you'll be prompted to enter a security code each time you try to access your Facebook account from an unrecognised device (e.g. any computer or

mobile phone you haven't named and saved to your Facebook account).

Login notifications

Login notifications is a security feature you can turn on in your security settings. When you turn on login notifications, alerts are sent to you each time your account is accessed from a new device.

Messages

Messages is a central place to exchange private messages, chats, emails and mobile texts with friends.

Mobile

You can update your status, browse News Feed, and view friends' profiles (timelines) all from your mobile phone.

Mobile texts

You can receive and respond to notifications through text messages (SMS) on your phone.

Networks

Networks are affiliations with schools or workplaces on Facebook.

News feed

Your news feed is the ongoing list of updates on your home page that shows you what's new with the friends and pages you follow.

Notes

Notes is a feature that lets you publish what's on your mind in a full rich format.

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Facebook glossary continued

Notifications

Notifications are email, onsite, or mobile updates about activity on Facebook.

Page

Pages allow businesses, brands, and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like their pages.

Photos

Photos is a feature that lets you share images and tag the people in them.

Places

You can share where you are with your friends by checking into places. You can also find friends nearby.

Poke

You can poke someone to get their attention or say hello.

Privacy settings

Your privacy settings let you manage basic privacy preferences, such as who can send you friend requests and messages. For everything else that you share on Facebook, you can choose your audience right when you post

Profile

Your profile (timeline) is a complete picture of yourself on Facebook.

Profile picture

Your profile picture is the main photo of you on your profile (timeline). Your profile picture appears as a thumbnail next to your

comments and other activity around Facebook.

Search

Search is a tool to find people and content on Facebook.

Social plugins

Social plugins are tools that other websites can use to provide people with personalized and social experiences. When you interact with social plugins, you share your experiences off Facebook with your friends on Facebook.

Subscribe

Subscribe is a way to hear from people you're interested in, even if you're not friends. The Subscribe button is also a way to fine-tune your News Feed to get the types of updates you want to see.

Tagging

A tag links a person, page, or place to something you post, like a status update or a photo. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with.

Ticker

Ticker, on the right-hand side of your home page, lets you see all your friends' activity in real-time.

Timeline

Your timeline is your collection of the photos, stories, and experiences that tell your story.

Facebook— A social networking service that allows you to connect with others with similar interests



Facebook glossary continued

Top story

Your top stories are stories published since you last checked News Feed that we think you'll find interesting. They're marked with a blue corner and may be different depending on how long it's been since you last visited your News Feed.

Typeahead

A typeahead is a dropdown menu that appears when you're searching for something. It guesses what you're searching for so you can find it faster. If you see what you're looking for in the typeahead, click on it to save time. If you don't see what you're looking for, click See more results.

Wall

Your Wall is the space on your profile where you and friends can post and share.

Video

Upload short videos to share your experiences.

Video calling

Video calling is a feature that lets you to talk to your friends face to face.

About ORCC

Oxfordshire Rural Community Council works to enable rural communities across Oxfordshire to be more socially, economically and environmentally sustainable. Equality of opportunity is central to all our activities.

We can...

- ◆ Support you to identify issues that affect your community
- ◆ Encourage you to find your own solutions
- ◆ Help you to increase community participation in activities
- ◆ Provide you with advice on a wide range of rural issues

ORCC Website

www.oxonrcc.org.uk

ORCC is a company limited by guarantee (no. 2461552) and a registered charity (no. 900560)

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About OCVA

Oxfordshire Community and Voluntary Action is an umbrella body for voluntary and community groups in Oxfordshire.

Our mission is to enable a diverse voluntary and community sector to flourish in Oxfordshire.

We do this by...

- ◆ Providing advice, information and training
- ◆ Acting as advocates and representatives
- ◆ Building partnerships

OCVA Website

www.oxnet.org.uk

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Toolkit produced by Beth Weston (ORCC) and Dan Bowden (Insight Oxon) as part of a 1 year joint project between Oxfordshire Rural Community Council and Oxfordshire Community and Voluntary Action to support communities in Oxfordshire to take action and develop a more effective voice

The project is funded by the Local Area Agreement Reward Grant
Insight Oxon is funded by the Oxfordshire Safer Communities Partnership

