

CTCEF WORKSHOP
April 5, 2011
Facebook and Education Foundations

Creating a Facebook Page for Your Education Foundation

You must have a Personal Facebook account.

You must be authorized by your Education Foundation to create a Page.

To start, go to:

http://www.facebook.com/help/?faq=12809&ref_query=CREATE+PAGE#!/pages/create.php

Select Company, Organization or Institution

Select Non-Profit Organization as your category

Enter the Official Name of your Education Foundation

Accept the Facebook Pages Terms
(read them first)

Click Get Started

At this point you have the shell for your page established

What To Do With Your Page

Upload your Logo as your page's Profile Picture.

Click on "Photos."

The easiest way to do this is to "Browse" to the location of the logo on your computer. Select the image and click "Open." This will upload your logo and make it your Profile Picture.

Add information about your Education Foundation to the page.

Click on "Info."

You can add your location/ mailing address, give an overview of your Foundation, enter its mission, email address and website.

You can set up Events.

You can upload Photos of important happenings.

You can include Links to websites and other organizations.

You can put a Facebook link on your website.

Most important, you can "Write Something" to update visitors to your page about what is happening with your Foundation.

CTCEF WORKSHOP

April 5, 2011

Facebook and Education Foundations

SELECTED FAQs FROM THE FACEBOOK® HELP CENTER

About Pages:

Why is a Page a better solution than a personal account for artists, businesses, or brands?

Personal accounts are optimized for individuals, not artists, businesses, or brands. Facebook Pages allow artists, businesses, and brands to showcase their work and interact with fans. These pages come pre-installed with custom functionality designed for each category. For example, a band Page has a music player, video player, discography, reviews, tour dates, a discussion board that the artists can take advantage of. Third party developers will also build an array of applications that they will compete for Page Admins to add to their Pages. Facebook Pages are also not subject to a fan limit and can automatically accept fan requests.

What is a Facebook Page?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Similar to profiles, Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

You can create and manage a Facebook Page for your organization from your personal account. Please note that only the official representative of an organization, business, celebrity, or band is permitted to create a Page.

How are Pages different from personal profiles?

Profiles represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative.

In addition, Pages are managed by admins who have personal Facebook profiles. Pages are not separate Facebook accounts and do not have separate login information from your profile. They are merely different entities on our site, similar to how Groups and Events function. Once you have set up a Page within your profile, you may add other admins to help you manage this Page. People who choose to connect to your Page won't be able to see that you are the Page admin or have any access to your personal account.

Will people be able to see that I'm a Page admin and contact me?

The people who like your Page may be able to see your profile if you are featured in the "Page Owners" section of your Page. They will not be able to contact you unless your privacy settings allow it. Further, if you opt to make posts as yourself on your Page, your name and profile will appear along with those posts.

Can multiple people use the same account to administer a Page?

A Page can have multiple administrators. Each Page admin will need their own business account or personal profile.

If you would like to add administrators to a live Page you run, you can do so by clicking "Edit Page" while on the Page itself. You'll then see a link on the left-hand side of the screen that reads, "Manage Admins." Click that link, and then you'll reach a screen where you can add or remove Page administrators.

How do I add other admins to my Page?

To appoint other admins to your Page:

1. Select the "Edit Page" option when you are viewing the Page you currently administer.
2. Select "Manage Admins" from the left hand sidebar.
3. Type the name or email of the person you wish to add as an admin. The friends you select will be able to help you manage your Page. Every admin can manage the Page from their own Facebook account using the Page Manager application.

How can I be removed as an admin of a Page?

If you'd like to remove yourself as an admin of the Page:

1. Access your Page manager here: <http://www.facebook.com/pages/manage/>
2. Click the "Edit Page" link under the profile image.
3. Select "Manage Admins" on the left side of the page.
4. Click "Remove" next to your name.
5. Click "Save Changes"

Please note that you will lose all admin access to your Page when you do this, and you will not be able to regain access unless an admin adds you back. You will still be able to "Like" the Page as a general user.

Prepared by Joanne Beers, Avon Education Foundation, jebavonct@comcast.net

CTCEF WORKSHOP

April 5, 2011

Facebook and Education Foundations

How can I allow another user to run ads for the Pages, Groups, Events or Applications I manage?

In order to advertise a Page, Group, Event or Application, the advertiser must be an administrator for that content within Facebook. Advertising privileges and Facebook content administrative rights are not connected, so granting access to your advertising account does not automatically grant the user access to your Page, Group, Event, or Application. If you'd like to give a colleague access to advertise any content you manage within Facebook, you will first need to add them as an admin of that content. After the user is listed as an admin, they will be able to advertise the content directly.

How can I create a Page?

If you are the official representative of an organization, business, celebrity, or band, you can create a Page to represent your organization on Facebook. Go to:

http://www.facebook.com/help/?faq=12809&ref_query=CREATE+PAGE#!/pages/create.php

About Business Accounts:

What is the difference between a business account and a personal account?

Business accounts are designed for individuals who only want to use the site to administer Pages and their ad campaigns. For this reason, business accounts do not have the same functionality as personal accounts. Business accounts have limited access to information on the site. An individual with a business account can view all the Pages and Social Ads that they have created, however they will not be able to view the profiles of users on the site or other content on the site that does not live on the Pages they administer. In addition, business accounts cannot be found in search and cannot send or receive friend requests.

How do I create a business account?

You may create a business account if you don't already have a standard Facebook account. To get started, you will need to first create a [Facebook Ad](#) or [Facebook Page](#). Once you've entered in the required information, you will be taken to the "Facebook Login" page and asked if you have a Facebook account. If you do not currently have a Facebook account, then at this point, please select "I do not have a Facebook account." You will then need to enter your email address and date of birth.

Please be aware that managing multiple accounts is a serious violation of Facebook's Terms of Use. If we determine that an individual has more than one account, we reserve the right to terminate all of their accounts.

What happens if I click the 'Create Your Profile' button at the top of my business account?

If you click on the "Create Your Profile" button, you will be asked to provide additional information to allow you to transform your business account into a personal account. You will be required to enter your full name, a security question, and an answer to your security question. Once this final registration step is completed, these changes cannot be reverted. You will then permanently have a personal account on the site.

If you convert your business account into a personal account, you will still be able to manage all the Pages and Facebook Ads you've created by clicking the "Ads and Pages" link in the left hand navigation menu entitled "Applications." The fans of your Pages will not have visibility or access to your personal profile. Any actions that you take as a Page administrator on your Page will show the Page's name as the actor and not your personal name. However, if you wish to restrict your privacy so that other Facebook members cannot find you in search or add you as a friend, you can do so by clicking on "privacy" at the top any Facebook page.

How do I convert my profile to a Page?

Be aware that when you convert your profile to a Page, your profile pictures will be transferred, and all of your friends will be automatically added as [people who like](#) your Page. No other content will be carried over to your new Page, so be sure to save any important content before beginning your migration.

The account associated with the profile you previously maintained will be converted to a [business account](#), which will be the sole admin of your new Page.

CTCEF WORKSHOP

April 5, 2011

Facebook and Education Foundations

I am a website owner. How can I integrate my site with Facebook?

Facebook for Websites

[Getting Started](#) > [Facebook for Websites](#)

Facebook Platform enables you to make your website more social. You can use our [Social Plugins](#), such as the [Like Button](#) to drive user engagement with a single line of HTML. Our [Login Button](#) and [Registration Plugin](#) let you simplify or eliminate your own user registration and sign-in. Lastly, the [Graph API](#) lets you access the full social graph of a given user, allowing you to create a truly deep personal experience.

This guide will walk you through the basics of creating a web app that leverages these features. The examples in this guide use PHP for server-side programming and HTML/JavaScript for client-side code. These examples are very straightforward and easily translatable to other languages.

Getting Started

[Websites](#)

Using Facebook on your Website allows you to create a more personalized, social experience using [Social Plugins](#) such as the [Like Button](#) and simplify your registration and sign-in process using [Login Button](#) and [Registration Plugin](#)

[Apps on Facebook.com](#)

Building an app on Facebook.com gives you the opportunity to deeply integrate into our core user experience. Use the native functionality of Facebook such as [Requests](#) and [Bookmarks](#) to create an ideal social space for your users.

[Mobile Apps](#)

Facebook Platform makes iOS (iPhone & iPad), Android and Mobile Web app social. Use single-sign-on to access the user's social graph (without yet another username/password) and create a personalized experience.

[Samples & How-Tos](#)

Our samples and how-tos are a great way to get started with Facebook Platform. With these in hand, adding social to your app has never been easier.