

SCOUTING UNIT FACEBOOK CHECK LIST

Create a Page

How do I create a Page?

[Desktop Help](#) [Feature Phone Help](#) [Other Help Centers](#) *

[Share Article](#)

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 a Page can get updates in News Feed.

To create a Page:

- 1 Go to facebook.com/pages/create
- 2 Click to choose a Page category
- 3 Select a more specific category from the dropdown menu and fill out the required information
- 4 Click **Get Started** 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.

Completely fill out Page Info (Facebook will walk you through set up)

Set default image Set header image

Like local businesses and community landmarks as your page

periodically like their posts when relevant.

How do I like another Page as my Page, and how do I see Pages Feed?

[Share Article](#)

To like a Page as your Page:

- 1 Go to the Page you want to like
- 2 Hover over ... **More** ▾ below the Page's cover photo
- 3 Select **Like As Your Page**
- 4 Select a Page and click **Submit**

To see a list of all the Pages that your Page has liked, go to your Page, scroll down and click **Liked By This Page** in the right column.

To see posts from Pages you've liked as your Page, go to your Page and click **See Pages Feed** in the right column of your Page.

Make Posts – use a mix a photo/video/links/and text

Promote upcoming events/post during events/ post after events

Share Posts – share positive news from around your neighborhood or about Scouting. Share from other Scouting pages; the GNYC and National Account, Scoutingwire and, Bryans Blog

Use relevant #hashtags in your posts- #BSAGNYC and tags for the activity, event, and especially neighborhood and location.

Use location tools and geotags

Promote your page in real life- remind parents and alumni that the account exists. Add it to the bottom of flyers. Print it on business cards

TERMS

Hashtag: a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. *"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"*

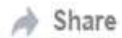
Geotag: an electronic tag that assigns a geographical location to a photograph or video, a posting on a social media website, etc.

"you can go back and add geotags to existing shots"



LIKE- "Clicking Like below a post on **Facebook** is an easy way to let people know that you enjoy it without leaving a comment. Just like a comment, the fact that you **liked** the post is visible below it. For example, if you click Like below a friend's video: People who can see

the video will be able to see that you **liked** it." –this may also make the post appear on someone else's feed



SHARE-Clicking share allows you to re-post someone else's post on your account or as any Facebook page that you manage

Collectively our goal is to use social media to keep our participants informed, reach out to our surrounding community, and recruit new members. Remember positive and uplifting posts will garner likes and shares. As we post about the great activities and opportunities that our Scouts are able to do *likes and shares* from our members/parents/alumni and community members will cause posts to appear in the newsfeeds of others, amplifying our reach.