How to make a facebook page for your club.

Before you get started there are a few items you might want to have prepared to make the process super smooth:

- **851 wide x 315 tall pixel cover photo** this will be a larger background picture on you clubs page. You should be able to see this information in your photo editor. You can use something that is a different size, which might not fit properly, to get started.
- **180 x 180 pixel profile photo** this will be the smaller picture that will show up in peoples news feeds when you make posts
- **A brief description of your club.** Our club uses "Welcome to the Zonta Club of Laramie's facebook page! Zonta Club of Laramie is a member of Zonta International, a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy." Lots of clubs use something very similar.
- **Your web address**. If you have one, if not don't worry.

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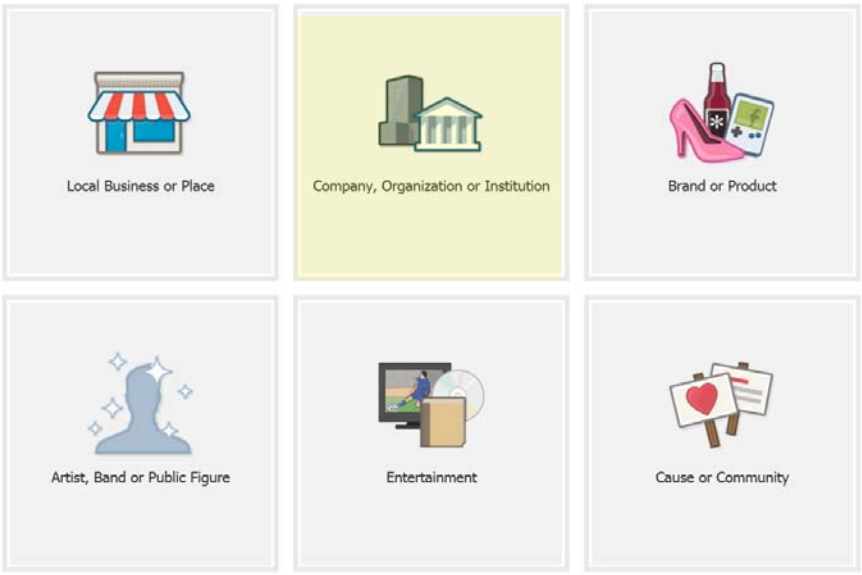
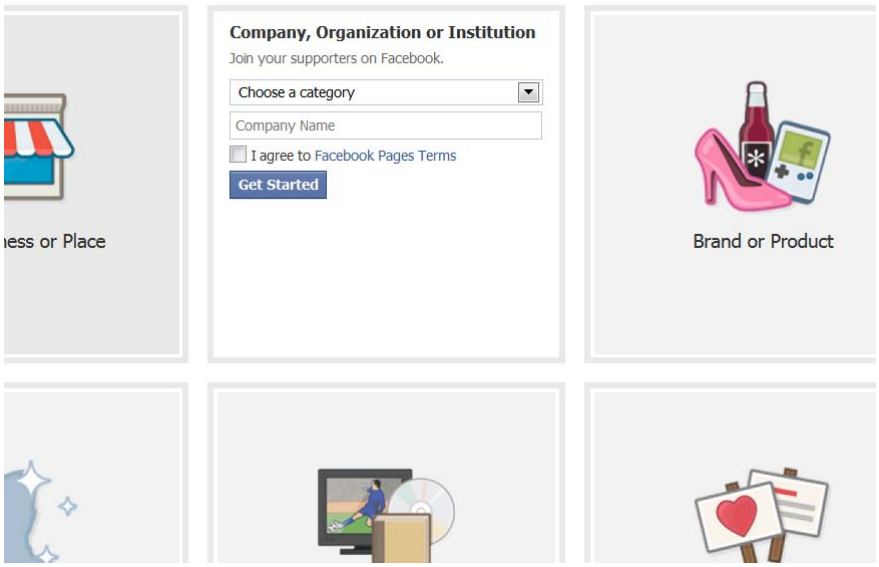
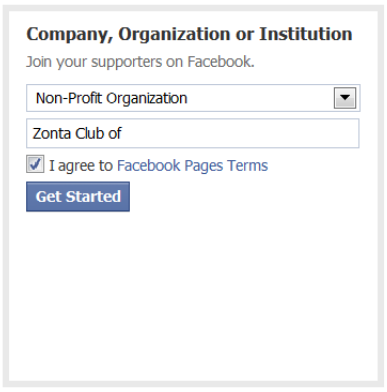
Start at https://www.facebook.com/pages/create/



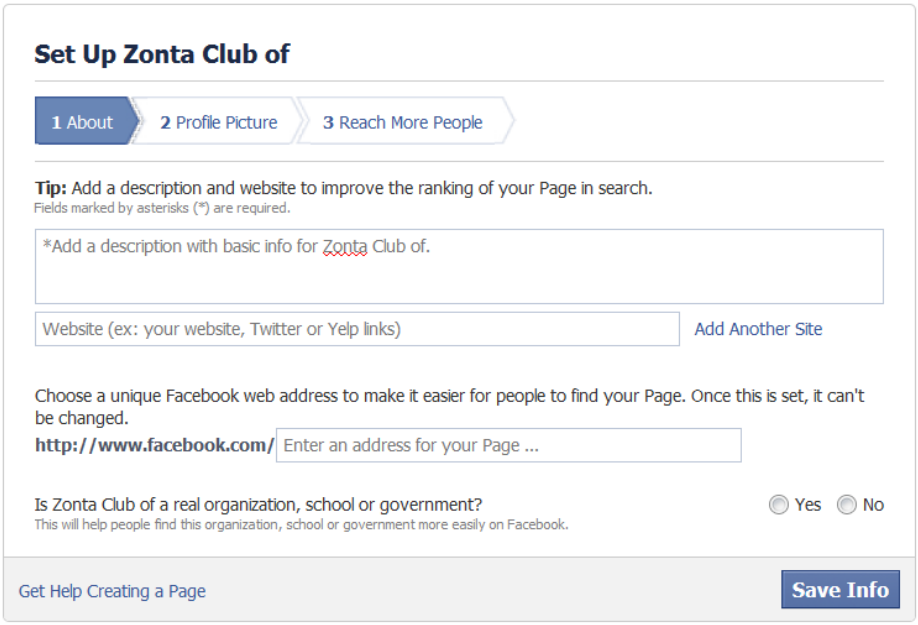
Please click on Company, Organization, or Institution



When it asks you to choose a category, please scroll down to where it says Non- Profit Organization. Select that choice, then add your name – Zonta Club of _____. Please double check that you have entered your club name correctly at this step. Then agree to Facebooks terms, by checking the box.



Next you will add a brief description of your club. You want to keep this short and simple. Our club uses "Welcome to the Zonta Club of Laramie's facebook page! Zonta Club of Laramie is a member of Zonta International, a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy." Lots of clubs use something very similar. Only 230 characters will show up on your main page. There will be room for more information later. Here is where you will also add your website information, and have the opportunity to choose a page name. Facebook will add numbers and other information to properly direct to it. Our club chose **Zonta Club of Laramie**, and facebook assigned us - https://www.facebook.com/pages/Zonta-Club-of-Laramie/165189236830411

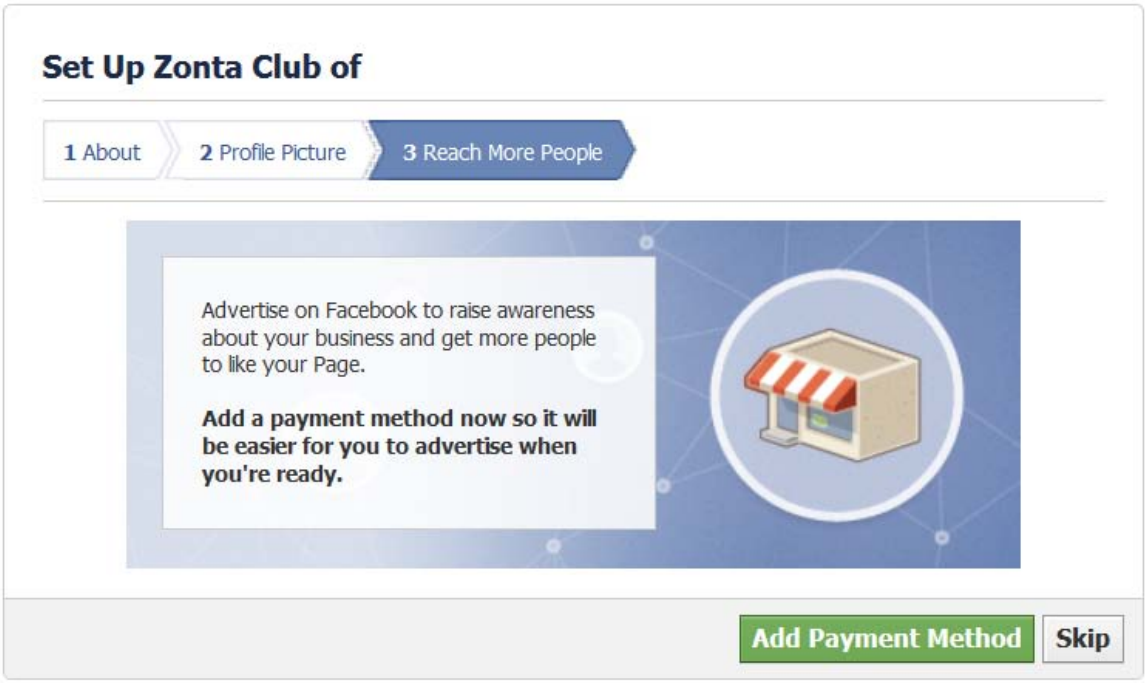


Facebook will then ask if you are a real organization. Once you select "yes" it will ask you if this is the official facebook page for your club. Again select "yes".

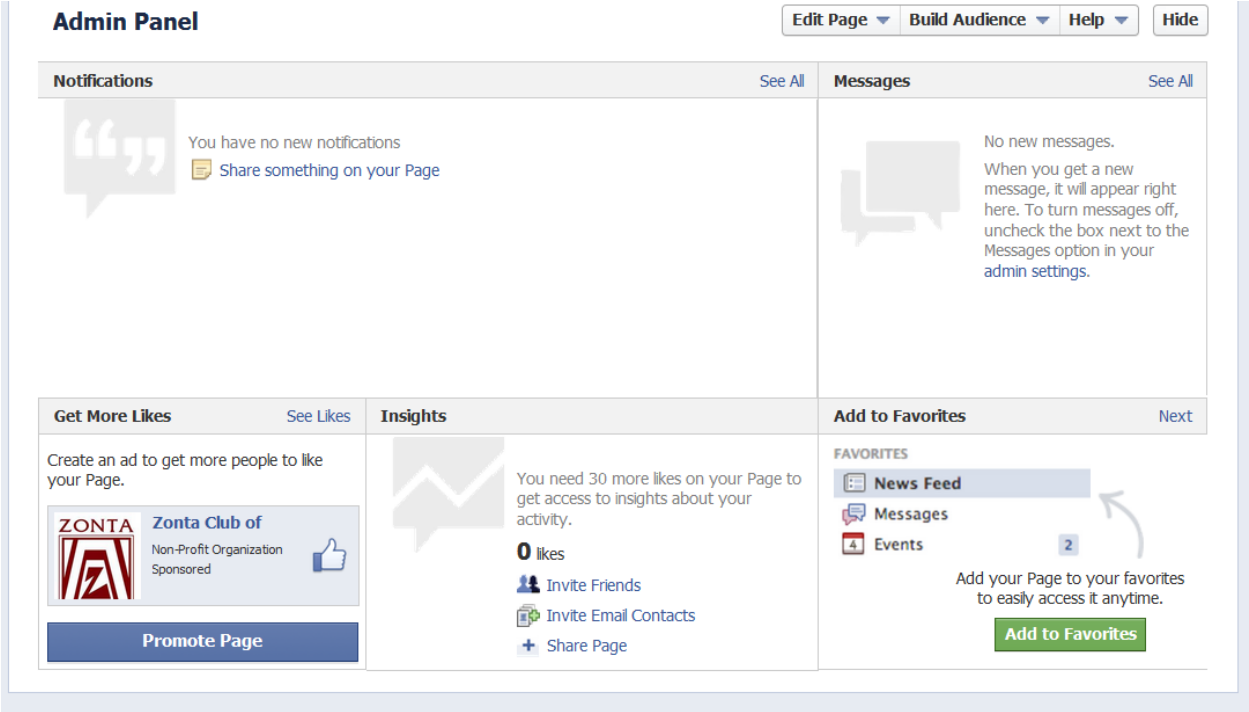
Next you will add your profile picture. Since this is a new page, select Upload From Computer, then locate your image on your computer.

You want an image that is 180 x 180 pixels. If you choose one of your clubs logo that was sent to you by ZI, it will not fit properly but is commonly used. As you can see below, when clubs do use their ZI formatted logos, they do not fit properly, and don't really give the club the identification that they are looking for. You will have the opportunity to move it a little, but you might want to consider a different image that can be visible at that small of a size and that distinguishes your posts easily for followers that follow more than one Zonta Club. Lots of clubs seem to choose images of yellow roses, and some choose items relating to their fundraising, or specific to their club. All of the images are very easy to change at any point, so once your page is set up try a few images and decide what you and your club like best.

After you have uploaded your profile picture it asks you to add a payment method for facebook advertising. I would suggest just pushing skip here.



Now you have a basic page set up. Once you get 30 likes you will be able to see how many people are looking at each post, and all sorts of other information.



Other notes:

Event cover photos are 714 pixels wide by 264 pixels tall.

You will need at least one administrator, and it would be a good idea to have a second as a backup. To add a second admin that person will have needed to like the page on facebook.

Once you get your page set up you can utilize it so many ways. You can like other clubs and share what they are doing. You can create photo albums and events, even recognize your sponsors. Facebook allows you as the admin to see how many people are checking out your posts and how people are interacting. Please feel free to contact me at erinbohnet@hotmail.com if you have any questions, or get stuck.