Social Media Tip Sheet: Facebook

Links and tips to help you get the most out of your Facebook page. Know a great resource? Send it to mholmen@toronto.anglican.ca.

Facebook help: quick links

If you're new to Facebook pages, look through the help section. It will tell you how to create a page, add basic information, upload photos and post updates.

Here are some links to the most important sections:

- Group basics: What is a Facebook group? How are they different from pages?
- Pages basics: How do I create a page? How do I access my page?
- Customization: How do I add basic information to my page? How do I add a profile picture or cover photo?
- Page roles: What are the different roles for people contributing to my page?
- Publishing: How do I share photos, links and videos? How do I schedule a post? How often should I post?
- Page Insights: Where can I find Page Insights? How can I use them to improve my page?

Facebook also offers a program called Blueprint that includes free online courses and certifications. Explore modules ranging from the basics of Facebook pages to in-depth studies of Facebook features. Learn more.

Articles and guides: for beginners

How to create and manage the perfect Facebook page: A step-by-step guide to setting up, promoting and managing a page, including what to post and when to post it.

How to use Facebook insights: Facebook Insights is a tool to track interaction on your Facebook page and help you better understand your page's performance.

Facebook Photo Sizes Guide: A quick guide to help you choose and crop images that will look their best on Facebook.

Articles and guides: for more advanced users

Decoding the Facebook algorithm: An explanation of how Facebook's algorithm decides which posts appear in people's news feeds.

How to advertise on Facebook: Details on Facebook's paid advertising options, and why you should pay at all.

How to improve Facebook organic reach: Ten experts share their tips and strategies.

Tips and tricks

- You can use online image tools like [Canva](#) to create images to share online.

- Reply to comments on your page to build community online. Try to engage in conversations.

- Use [Business Suite](#) to plan your posts and space them out.

- Use the "@" symbol before the name of another page to link to that page in your post (be warned: Facebook sometimes has trouble finding the page you want).

- Post photos from events and use short captions to tell a story. As people click through, they'll learn about your parish or event.

- Avoid text-only posts. More people will see and interact with your posts if there are images.

- If you're worried about negative or abusive comments, consider creating a comment policy and including it as a note on your page.

- Think about who your audience is. Are you speaking only with members of your own church, or also with potential visitors? This will shape the kind of content you post and the language you use.

- Create Facebook events for activities you want to promote. That way, people can easily share the information and let their friends know they're coming.