

Create a Facebook Page for Your Chorus or Quartet: Frequently Asked Questions about Facebook Pages

Sue Middleton / Harmony College Northwest 2012

Ummm...what exactly is a Facebook Page?: A Facebook Page is for businesses, organizations and brands to share their stories and connect with people. Like timelines on personal Facebook pages, you can customize Pages by adding apps, posting stories, hosting events and more. People who “like” your Page will get updates in their news feeds. You manage a Facebook Page from a personal profile/timeline.

Okay. So what is a Personal Profiles/Timeline? Profiles/Timelines are for personal, non-commercial use only. They represent individuals and must be held under an individual name. **Pages** are for professional or official use, and allow an organization, business, celebrity or band to maintain a presence on Facebook.

In addition, Pages are managed by administrators (admins) who have personal Facebook profiles/timelines. Pages are not separate Facebook accounts and do not have separate login information from your profile/timeline. They are merely different entities on our site. Once you have set up a Page within your profile/timeline, 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.**

How are Pages different from Groups? Which one should I create? Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives. **Groups** provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include:

Pages

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a Page to become connected with it and get news feed updates. There is no limit to how many people can like a Page.
- **Communication:** Page admins can share posts under the Page's name. Page posts appear in the news feeds of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.

Groups

- **Privacy:** In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience:** Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

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The basics

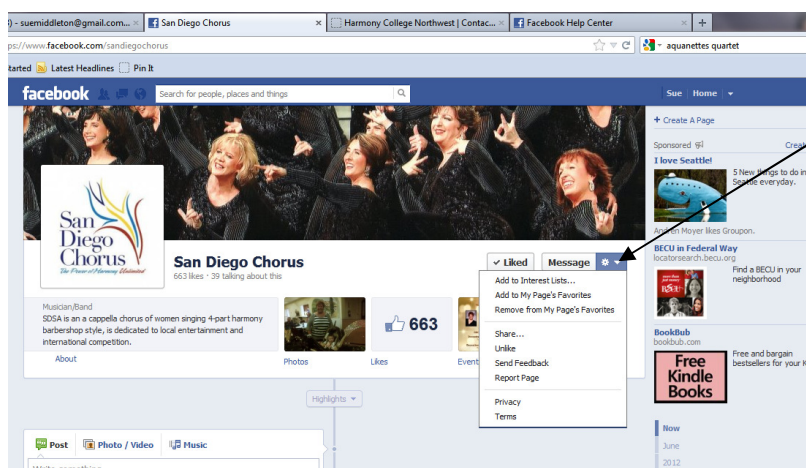
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What IS a Facebook page? Facebook Pages are for businesses, organizations and brands to share their stories and connect with people. You can customize Pages by adding apps (applications), posting stories, hosting events and more. People who “like” your Page will get your updates in their news feeds.

The Page Administrator: The Page Administrator (“Admin”) is a Facebook user who manages the content on the site and has the ability to edit the page. It is probably best to have more than one person designated as an admin of your page, simply because people come and go. If you leave and are the only person with access to your Page, your sites cannot be edited nor updated. Multiple admins also increase the likelihood that posts will be made!

Promoting Your Page: The corollary to “If a tree falls in a forest...” is “If you create a Page in Facebook and don’t tell anyone about it, how will anyone see it?” Your admins should become the first to Like your Page. This will then show up on their Facebook wall. Then...

1. Ask every member in your chorus/quartet who is on Facebook to become a fan by searching for your Page (or just give them the direct link!) and asking them to click Like. (However, don’t force them to sign up for Facebook if they don’t want to. The whole premise of social media and social networking is built upon people opting in and giving you permission to reach out to them.)
2. Have them tie-in to your Page by linking to it in statuses on their personal Facebook pages. See “A couple of handy things to know” on page 4.
3. *"Share" the page to your family and friends from the actual Page. The info then shows up on your personal page so all your friends can see.
4. *Add the Page to your personal “Favorites” or “Interests” list, and ask your fans to do the same.
5. Post a note on the Harmonet or SING List inviting everyone to visit your Page and become a fan.
6. Add the URL for your Page to your show flyers, mailings, email signature, website, show programs, etc. Anything you publish should automatically include the link.



* Click on the “cog” to find the Share, Add to Page Favorites and Add to Interest options.

I don't know what to write! Here are some ideas to start out...

1. Add candid photos from rehearsals and retreats showing your members having a good time.
2. Having a show? Add it as an Event and include links to your ticket chair/ticket outlet.
3. Did you just raise money for a local charity? Post that on your page and link to the charity's web site.
4. Did your quartet get on the radio to promote Singing Valentines? Ask the station director if you can post the audio file on your fan page with a link to their web site or if they will post the audio on their web site and then link to it.
5. You are not the only fish in the sea! If you see something that someone else posted and think your fans would want to see it, share it with them. Such as...
 - Post links to interesting pages, even if it isn't barbershop. Think choral, a cappella, singing, music education – chances are your fans may find those topics just as interesting.
 - Post links to the Society, Sweet Adelines and Harmony Inc
 - Post links to (legal) videos on YouTube, such as those available through the BHS or SAI YouTube sites
 - Link to your District or Region Facebook page
 - Link to quartets and chapters in your area. Chances are, they will link back to you or become a fan of your site.

Some Dos and Don'ts for Facebook Pages:

Do...

1. Post regularly. As a general rule of thumb, post at least weekly but not daily. It depends on the level of activity of your chorus.
2. Post multi-media. Links to relevant websites, photos, and videos are a must to break up the monotony of prose-only posts.
3. Post positively. Save the grouching for the Board meeting, and be consistently upbeat in your posting.
4. Befriend other groups. You lose nothing by supporting other barbershoppers and you gain much.

Don't...

1. Don't be too serious. An occasional wacky status update or slyly amusing caption to a chorus photo helps humanize your group and gives it character.
2. Don't post only about your group. Unless you have an overwhelming number of your activities to post about, take the time to congratulate and praise other groups when appropriate. Remember the goal is to reach fans, new friends, and potential patrons and members.
3. Don't forget to advertise. To keep growing, remember to regularly encourage your friends to promote your Page among their friends as well. That's the power of social networking!

Encourage your Fans to get involved: Another important aspect of social media is that it allows for two-way interaction. So...

1. Ask your fans questions. What is their favorite song of all time? What is their favorite song that they've seen you perform? What is the NEXT song they'd like you to learn?
2. Invite them to post things on your wall. Instead of you dominating the conversation, people will see others posting and may feel like chiming in as well. Keep it fun and interesting and they will be more likely to want to promote or share your page with their friends.

3. One of the downsides of social media is that with a billion+ channels of information available on the Internet nowadays, it is easy for your content to get “lost” in the vast ocean of information that is out there. Don’t be afraid to publish the same information over the course of several days or weeks. Just because you posted that awesome video two months ago doesn’t mean that everyone saw it. And people who are new fans haven’t seen it either. So post it again. And again in another three months. (Just don’t do it every hour!!)

Use Facebook to recruit: You can also use Facebook to recruit new members. Create an Event and post information about an upcoming guest night on your Page and ask your fans to share it with their friends. They may not be interested, but might know someone who could be.

A couple of handy things to know:

1. **Link to your Page** on your personal Profile/Timeline by adding an “at symbol” (@) and (without adding a space) typing the name: @old timey quartet. A dropdown list should display and you can click your chorus/quartet page to add the link right within your post! Be sure to let your quartet/chorus members know about this trick (it works to link to your friends, too: @sue middleton !)
2. **Add hyperlinks to your posts**, which Facebook will automatically show as a “preview.” For example, when you type in this status update: *Today Old Timey Quartet will be appearing at the Puyallup Fair* <http://thefair.com> [space], Facebook will automatically add a little “preview” of the Puyallup Fair’s website. You can then delete the actual hyperlink from your status and continue with your post!
3. **Choose your “voice”:** You have the option on your Page to post as “Old Timey Quartet” or a “Joe Barbershopper.” Posts from your group “as a whole” will look best coming from that group and not you as an individual. Or there may be times when you want to comment as yourself and not the group. To do this, go to your Page by typing in the URL or clicking the link in the left-hand column under Pages and Ads. This activates a Voice tab, which you’ll see towards the top of the page and to the right, alongside Name and Home. You should also see “*You are posting, commenting, and liking as Old Timey Quartet — Change to Joe Barbershopper*”. If you want to post as yourself, change the “voice” by clicking on your name.

Where to find answers: The Facebook Help site is (usually!) extremely helpful. You can find it from your Page by clicking on the dropdown **Help** button at the top and going to **Visit Help Center**. Then just search for the topic your need assistance on. If that doesn’t work, search in a Search Engine such as Google. Facebook has a habit of changing things on their site, so if you need help, this is the place to find it! Lots of help is out there!!

How to delete your Facebook Page: If your quartet disbands, your Facebook Page is a perfect way to let your fans know. And then after a few months, you may want to delete the Page altogether:

1. From the top of your Page, click **Edit Page** and from the dropdown menu, choose **Manage Permissions**
2. Click **Permanently delete [Your Page Name]**

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The actual steps

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Before you start, you should gather:

1. Information about your organization
 - a. One or two paragraphs that will introduce/explain you to your public
 - b. Contact information (names/email addresses)
2. The name(s) of your administrator(s)
3. At least one photo to use for your Profile Picture. This should already be cropped and edited, as you cannot do this in Facebook!
4. An idea of what you want your username to be:
 - a. Usernames can only contain alphanumeric characters (A-Z, 0-9) or a period (".").
 - b. Periods (".") don't count as a part of a username. For example, johnsmith55, john.smith55 and john.smith.55 are all considered the same username.
 - c. Usernames must be at least 5 characters long.
 - d. You can't claim a username someone else is already using.
 - e. Your username should be as close as possible to your true name
 - f. Choose a username you'll be happy with for the long term. Usernames are **not transferable** and you can only change your username once.
 - g. Your username must adhere to Facebook's Statement of Rights and Responsibilities, which can be found at <http://www.facebook.com/terms.php>

Creating a Facebook Page

1. Open Facebook [facebook.com] (but don't sign in yet!), scroll down to the bottom of the page and click **Create A Page**.
2. Now you need to choose a "genre" (it doesn't really matter which one, although supposedly it's easier to tag pages of people or a product than others).
 - a. Choose a category
 - b. Enter your group's name
 - c. Must click the box by **I Agree to Facebook Terms**
 - d. Click **Get Started**
3. Now you have to sign in OR sign up!
 - a. If you have a FB account, sign in with your information.
 - b. If you don't have a FB account, enter your email address and create a password:
 - i. It **should not** contain your name or any common dictionary words.
 - ii. It **should** contain one or more numbers and have both upper and lower case characters (you can use special characters like * or !).
 - iii. It **should** be over 8 characters long.
 - c. Enter your date of birth (Facebook requires your birthday because they need to ensure you are old enough to legally maintain this account. This is for security reasons only, and your birthday will not be displayed anywhere on this account.)
 - d. Type in the CAPTCHA
 - i. You can get a different one if necessary...or have it read to you!
 - ii. CAPTCHA can be entered in all lower case even if there are capitals showing
 - e. Click the checkbox that says you have read and agree to the Terms of Service
 - f. Click **Sign Up Now!**

4. You are now asked to upload a Profile Photo, which can be a photo on your computer or one you choose from a website (you could also skip this step and do it later).
5. Fill in some basic information about your group. Click NEXT when you are finished (you can edit later!).
6. Now you can get your Facebook address. FB automatically attaches your page name, but you have the option to change it to another name. Remember, though, that each FB address is distinct, so you can't have one that someone else has already taken.
7. And...you're in!