

SET UP A FACEBOOK BUSINESS ACCOUNT

Facebook is a widely used social media platform that we can use to help spread the Good News! Each parish, school or diocesan entity should create its own Facebook Business Page.

Set up your page

You must use a personal Facebook account to create a business page. The personal account should be that of the pastor or administrator, as outlined in Section 2 of the **Digital Communications and Media Policy**.

Go to the [Create a Page](#) web URL and look to the sidebar to the left of the page.

Enter a name for your page. This should be the parish, school or diocesan entity name, e.g., “Our Lady of Lourdes Catholic School” or “Holy Trinity Cluster Parishes of Southwest VA.”

Classify your page. This will most likely be “Religious Organization.”

Scroll down to upload profile and cover photos. We suggest using your entity’s logo for the profile picture to make it easier to find your page. Your cover photo can be anything associated with your mission – your church, school or people who have given their permission to be photographed.

Click the blue “Create Page” button. You will be taken to your profile page.

The screenshot displays the Facebook 'Create a Page' interface. On the left, the 'Create a Page' form is visible, with several fields highlighted by red circles: 'Page name (required)' containing 'Diocesan Entity Name', 'Category (required)' set to 'Religious Organization', and 'Description'. A blue 'Create Page' button is at the bottom. The right side shows a 'Desktop Preview' of the resulting page, featuring a cover photo, a profile picture, and the name 'Diocesan Entity Name' categorized as 'Religious Organization'.

Edit page info

Now that your page has been created, you can fill in additional details about your ministry/parish/school. Click “Edit Page Info” in the “Manage Page” scroll menu on the left side of your profile page to be taken to the “Edit Page Info” landing page.

Scroll through the page to add a brief description of your ministry, location, business hours, website and contact information. Do not include contact information for individuals.

The screenshot displays the Facebook 'Edit Page Info' interface. On the left, the 'Manage Page' sidebar is visible, listing various management tools. The 'Edit Page Info' option is highlighted. The main content area is titled 'Edit Page Info' and contains a 'General' section. This section includes three input fields: 'Name' (containing 'Diocesan Entity Name'), 'Username' (containing 'diocesanentity'), and 'Description' (containing 'This is what we do...'). Below the description field, a note states: 'A brief summary of your Page. The limit is 255 characters.'

Manage Page

- Resources & Tools
- Notifications (1 new)
- Insights
- Publishing Tools
- Ad Center
- Page Quality
- Edit Page Info** (5 new)
- Settings (5 new)

Edit Page Info

General

Name
Diocesan Entity Name

Username
diocesanentity

Description
This is what we do...|

A brief summary of your Page. The limit is 255 characters.

Review page settings

Page Settings allows you to determine the level of interaction your followers have with your page. Click “Settings” in the “Manage Page” menu.

You should change the “Visitor Posts” settings to “Disable posts by other people on the Page” to prevent users from sharing irrelevant content to your timeline.

Consult with the pastor/administrator, principal or director on whether or not you want to allow page visitors to privately message your page, and update the “Messages” tab.

Due to the nature of the diocesan mission, consider turning on the profanity filter. This will help keep certain words that have been reported to Facebook as being offensive from showing up on your page. However, it is still important to monitor comments even if you turn on the profanity filter.

Scroll through the rest of the page and consult with your pastor/administrator, principal or director on other settings you may want to update.

Diocesan Entity Name > Page Settings

Page Settings

Search Page Settings

- General
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles

Page Visibility	Page published
Visitor Posts	Choose who can publish to your Page timeline.
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned on.
Post and Story Sharing	Post sharing to Stories is On
Messages	People cannot contact my Page privately.
Tagging Ability	Only people who help manage my Page can tag photos posted on it.
Others Tagging this Page	People and other Pages can tag my Page.
Country Restrictions	Page is visible to everyone.
Age Restrictions	Page is shown to everyone.
Page Moderation	No words are being blocked from the Page.
Profanity Filter	Set to medium
Similar Page Suggestions	Choose whether your Page is recommended to others

Add page roles

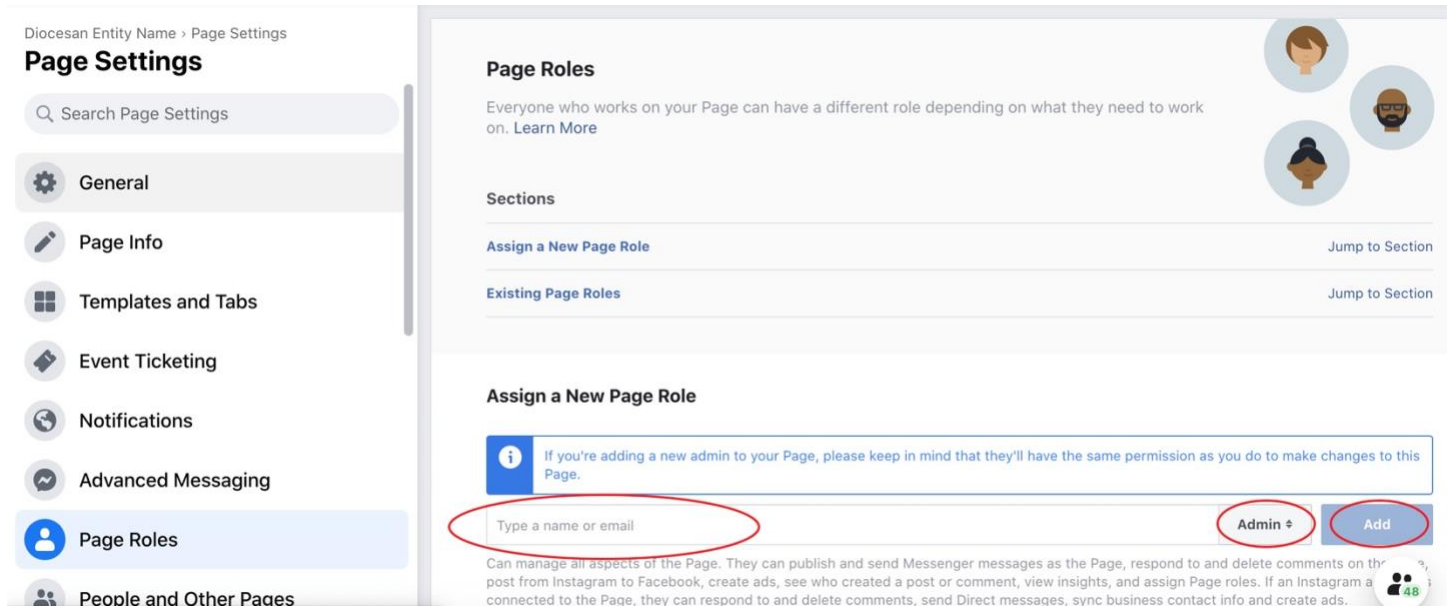
Section 2 of the **Digital Communications and Media Policy** states that each diocesan digital media account is to have two authorized administrators, one of whom is to be the pastor/administrator, principal or department director.

To add a new page role, click the “Page Roles” tab on the “Manage Page” sidebar. Page administrators must “like” your newly created page on their personal Facebook accounts.

Begin typing the name of the person who will serve as administrator in the “Assign a New Page Role” box. The user’s profile should populate below the box. Click the appropriate person’s profile.

Next, select “Admin” from the drop-down menu on the right side of the text box. Then click the blue “Add” button to the right of the drop-down menu.

You will also use this tab to remove page roles should positions within the parish/school/office change.



Enjoy your Facebook Business Page!