

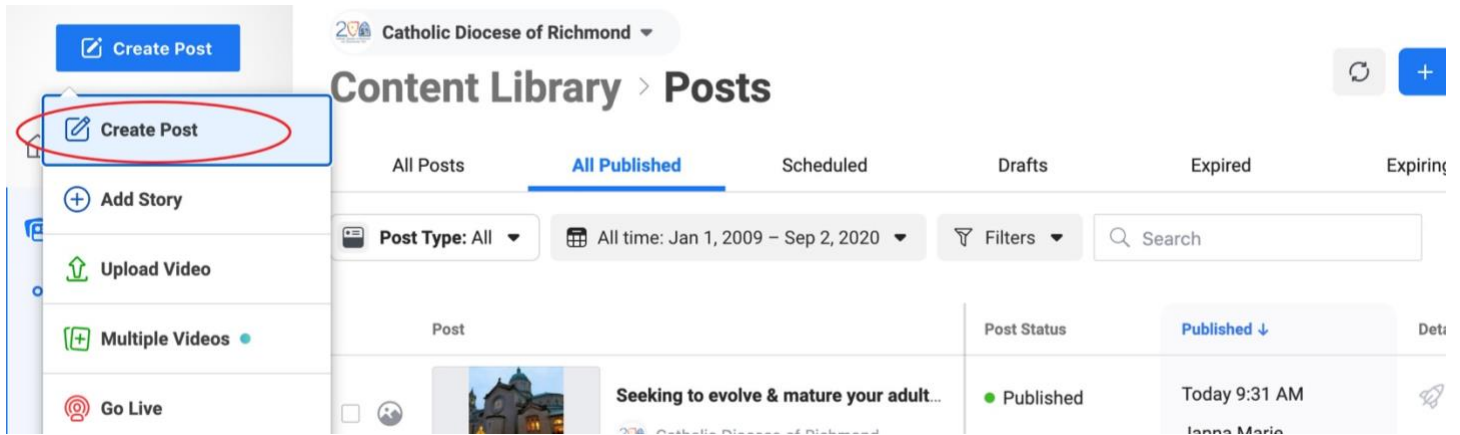
THINGS TO KNOW ABOUT USING FACEBOOK

How to schedule posts in advance

Click “Creator Studio” in the “Manage Page” sidebar of your profile page. The Creator Studio is where you can create and schedule posts in advance.

Next, click “Content Library.” The Content Library houses all of your posts – those that have been posted and those that are scheduled for the future.

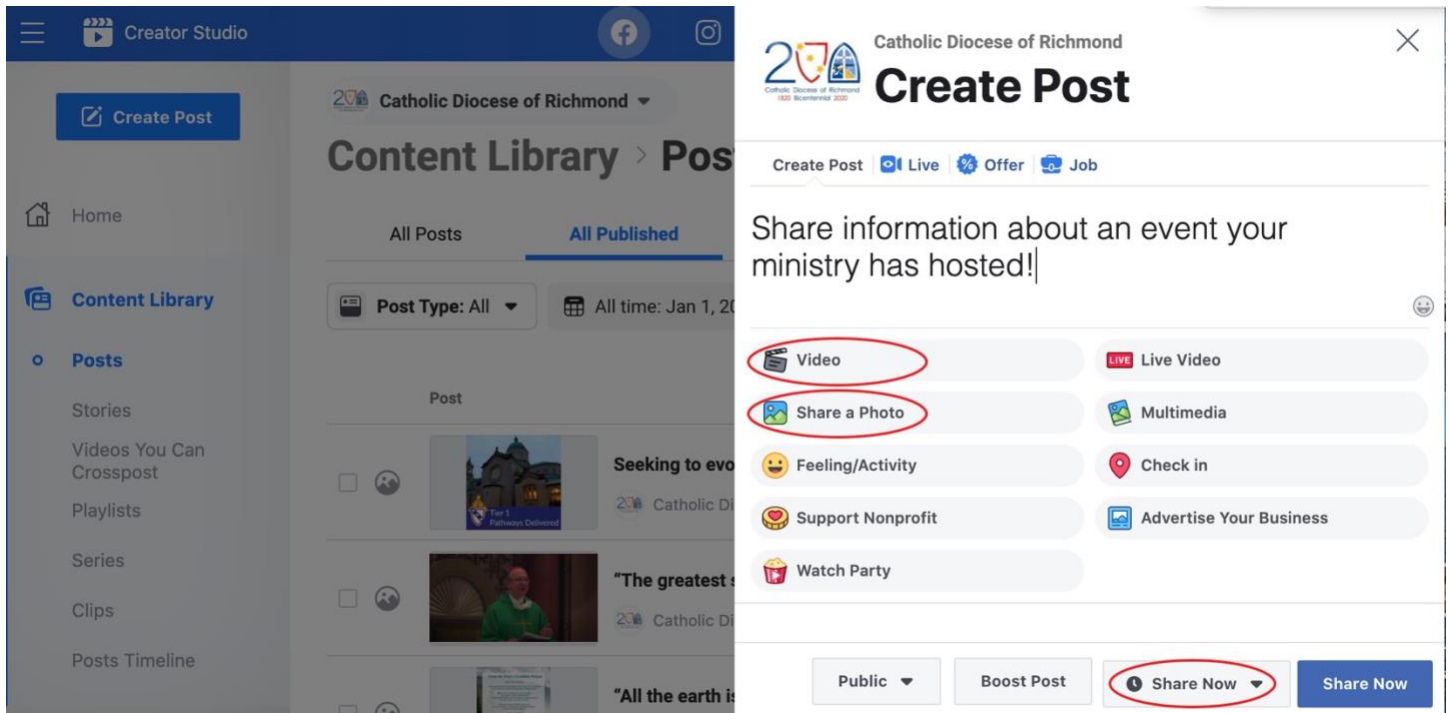
In the sidebar, click the blue “Create Post” button to open a drop-down menu for the type of post you want to create. Click “Create Post” from the drop-down menu.



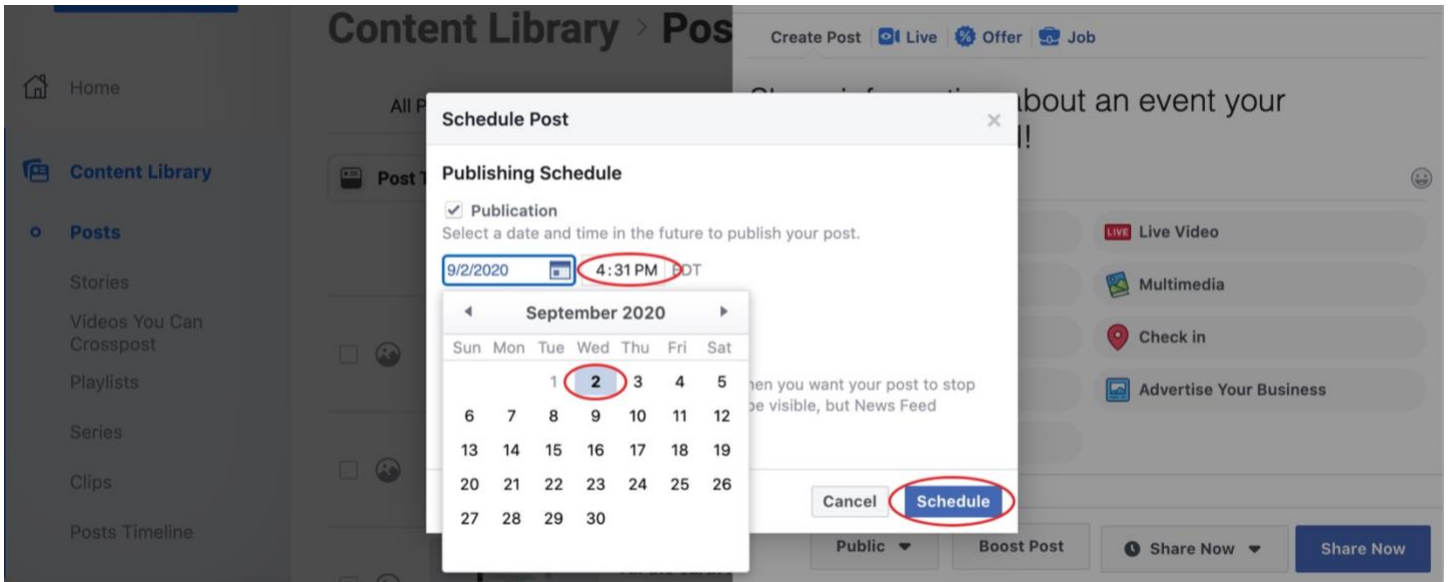
A content box will appear on the right side of the screen.

Type your desired text in the space provided. To add an image or video, drag and drop the file from your computer onto the content box. You can also search your files using the appropriate buttons. It’s important to use some type of graphic with your posts to draw attention to your content!

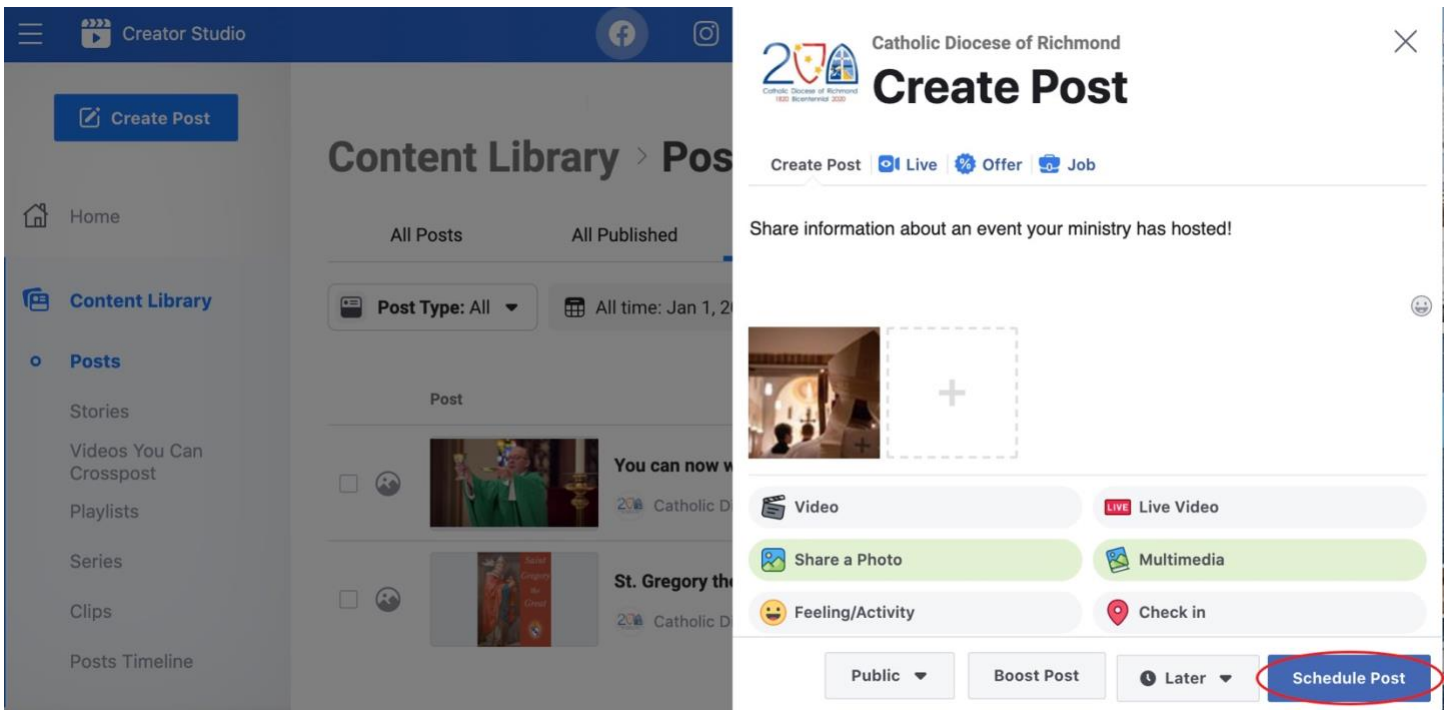
Click the blue “Share Now” button to share immediately, or click the grey drop down menu to the left of the blue button and select “Schedule for Later” to schedule the post.



A box will pop up on your screen. Click the icon in the date box to open the calendar and select the day on which you want your post to be published. To the right of the date box, enter the desired publishing time. Click the blue “Schedule” button.

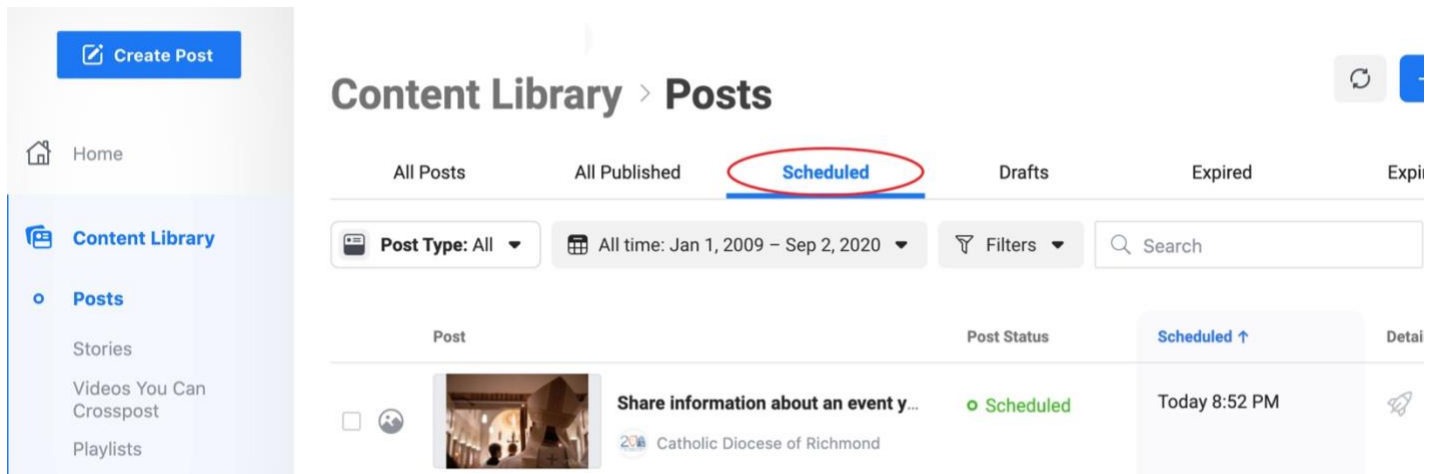


You will be taken back to the content box. Finally, click the blue “Schedule Post” button.

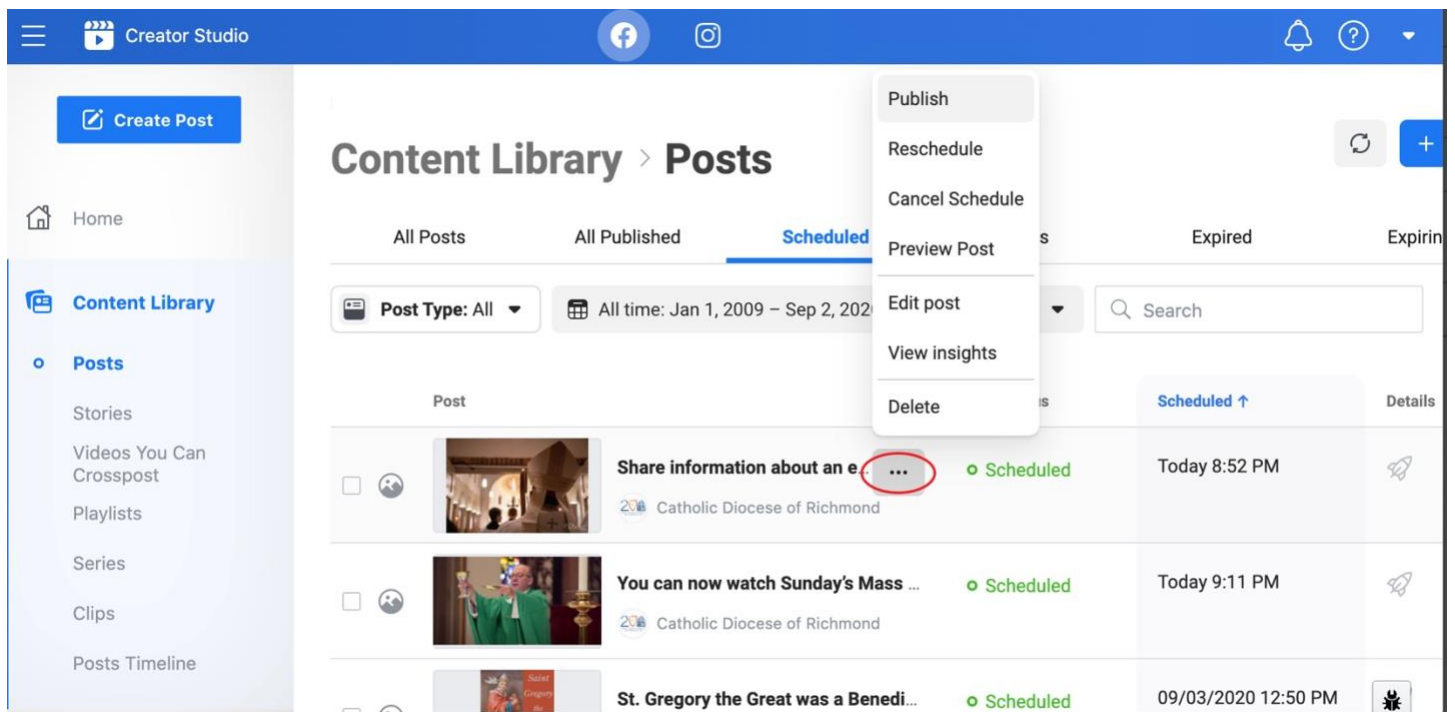


To see the content you have scheduled, click the “Scheduled” tab from the horizontal menu.

Here, all of your scheduled content will appear in the order in which you have scheduled them, with the post that will be published soonest at the top.



You can preview, edit, reschedule, delete or immediately publish any post you have scheduled by hovering over the desired post, clicking the three grey dots that appear, and selecting the desired tab from the pop-up menu.

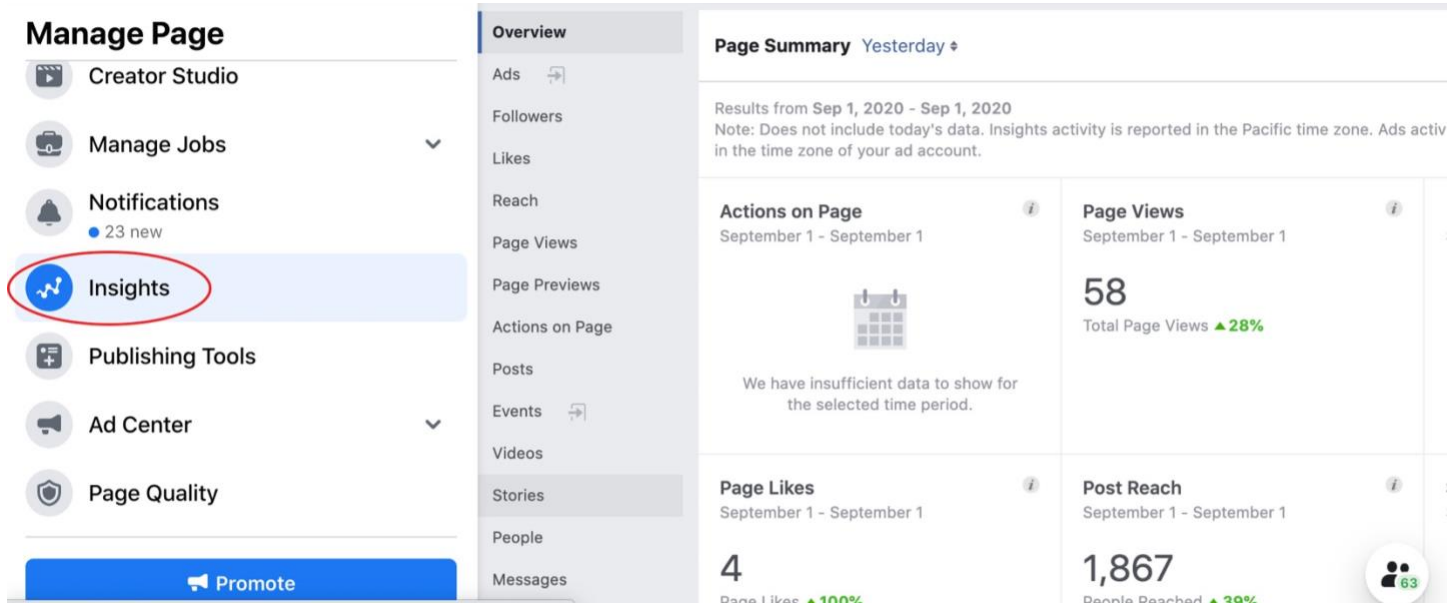


Scheduling posts is easy if you create a basic calendar and plan for the upcoming week or month. For some content ideas, check out our [List of Key Dates!](#)

How to read Facebook Insights

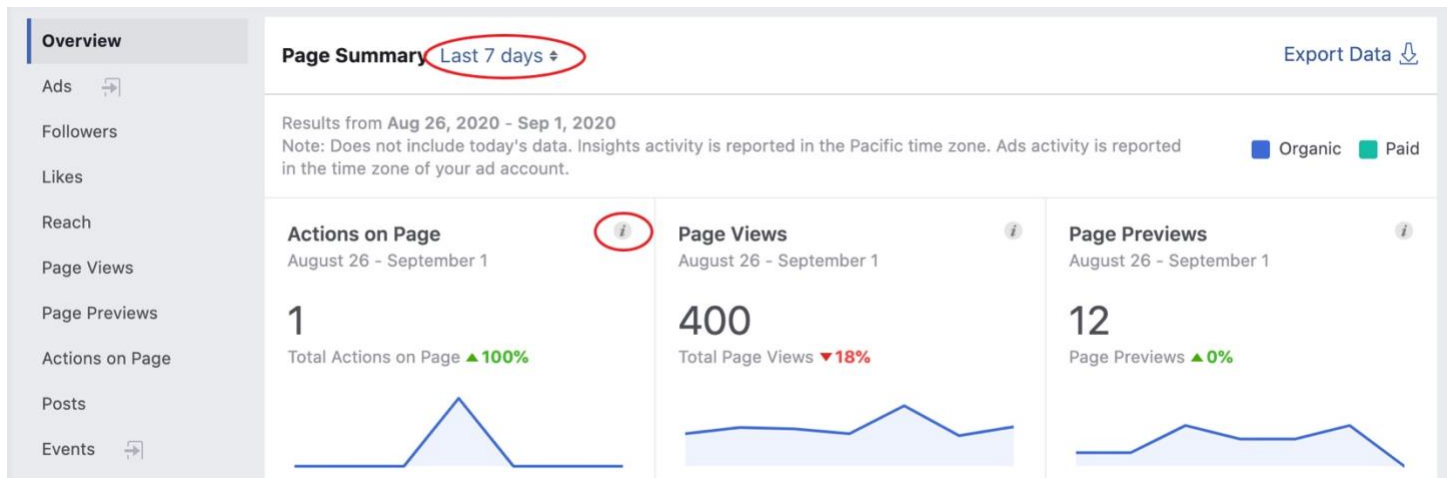
Facebook Insights provides analytics about your page, including how your posts are performing and information about your followers.

Click on “Insights” in the “Manage Page” sidebar. You will land on the “Overview” tab.



You can the timeframe you want to view in the upper left corner. The most accurate information about your page will be provided over a longer period of time.

Learn what each analytic means by hovering over the grey circle in the upper right corner of each box.



In the sidebar along the left side of the page, you can click directly on tabs dedicated to specific insights.

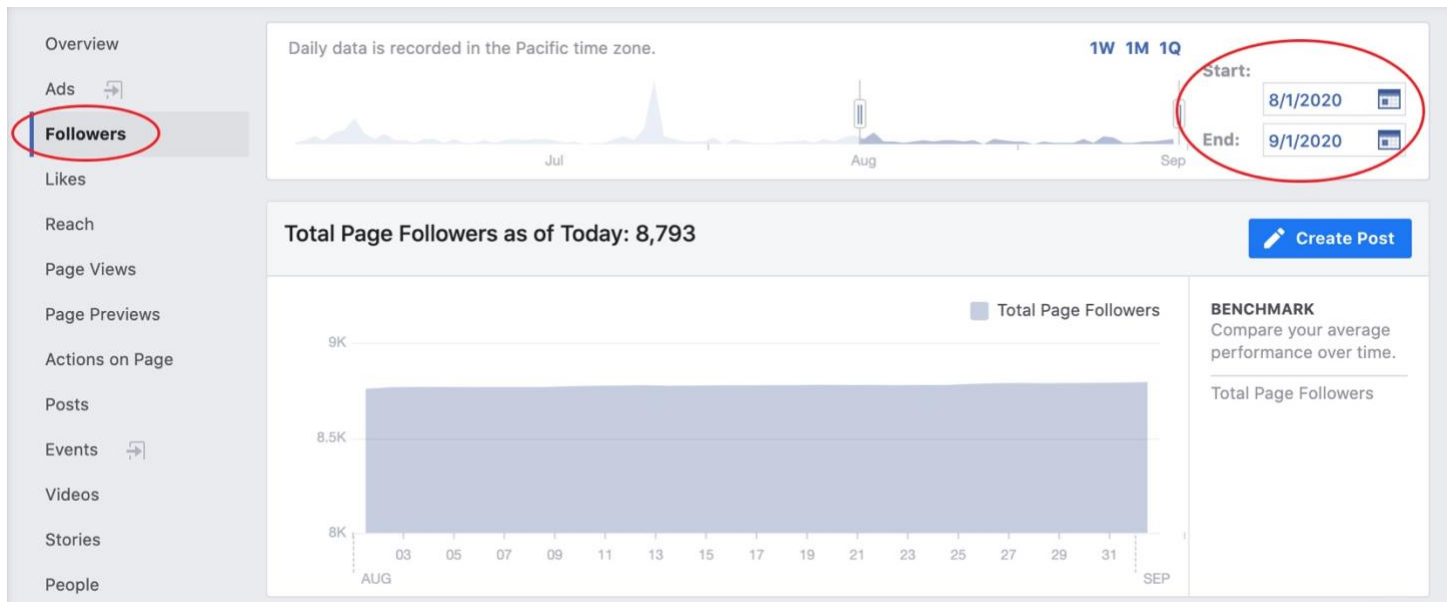
The “Followers” tab tells you how many people actively follow your page. Information is automatically provided for the previous month, but you can change the timeframe in the upper right corner of the page.

Scroll down the page to see information about your followers.

The first graph is your total followers. By hovering over a particular day, you can see the number of followers your page had at a given time. This number can differ from total page likes because users have the ability to unfollow a page that they still “like” on Facebook, and they can follow a page without “liking” it.

The second graph represents your net followers, which shows the number of new followers your page gets on a given day, minus any unfollows that also occur.

The third graph represents where users followed your page: on your page, by searching for your page, or as a suggested page elsewhere on Facebook. This could be helpful information to have if one of your goals is to increase your page followers.

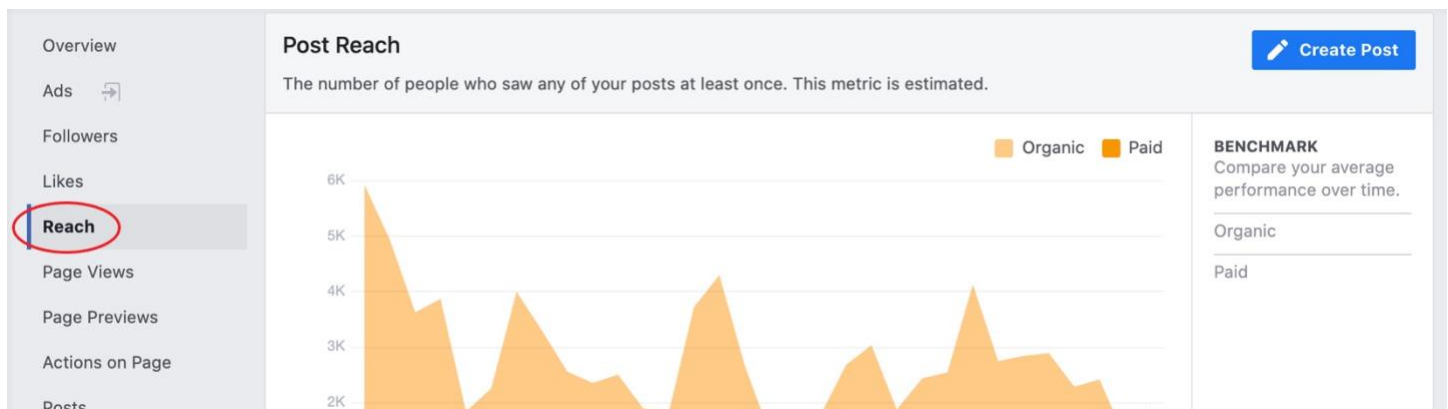


The “Reach” tab shows estimated information on how many views your content receives in a given time. You can change the timeframe in the upper left corner if you seek information for a specific period.

The first graph shows the “Post Reach,” or the number of people who saw your posts at least once.

Scroll down the page to see information on your stories, likes/comments/shares and hidden posts/unlikes.

The last graph shows the “Page Reach,” or the number of people who saw any of your content or information about your page.

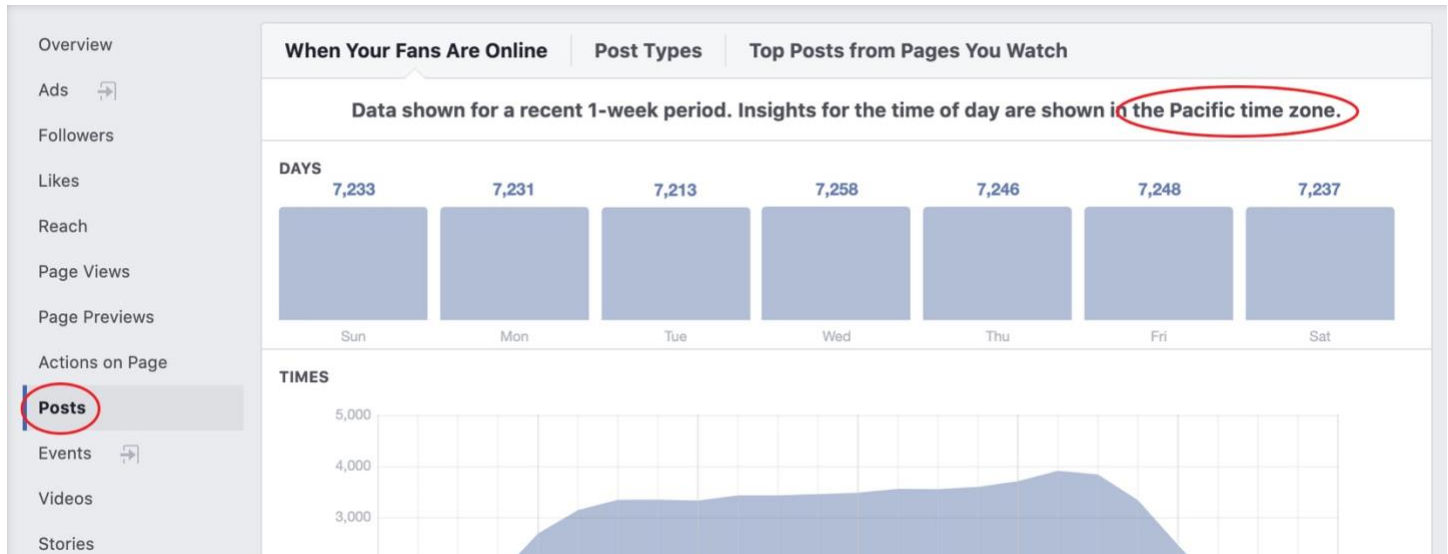


The “Posts” tab tells you what time of each day your followers see your content. This can be helpful when strategizing your social media schedule.

It’s important to note that times are provided in Pacific Standard Time (PST), which means that the times listed on your dashboard are three hours earlier than they are in here in Virginia. For example, if the graph shows that your content is most visible at 3 p.m. PST, the equivalent local time is 6 p.m.

Scroll down the page to see information on individual posts.

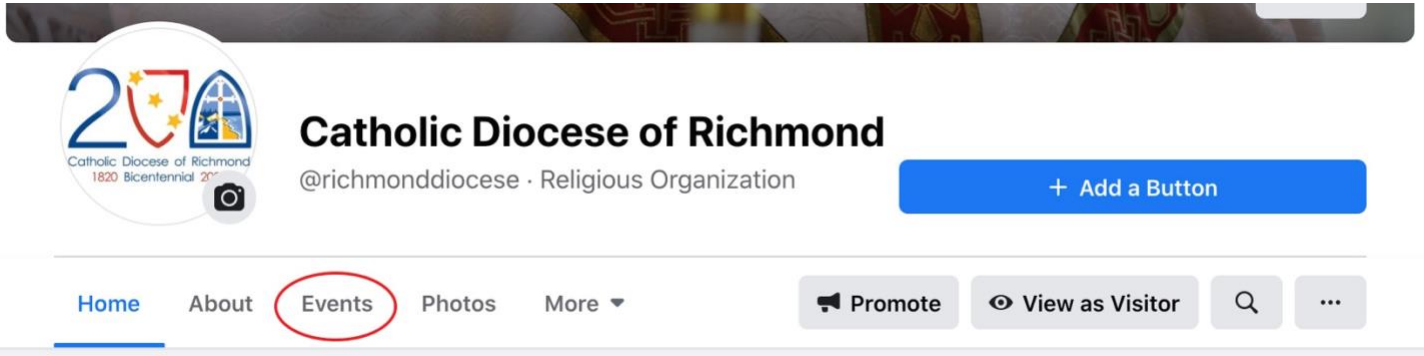
Your published posts, including the analytics for each, are also listed at the bottom of the page.



How to create a Facebook event

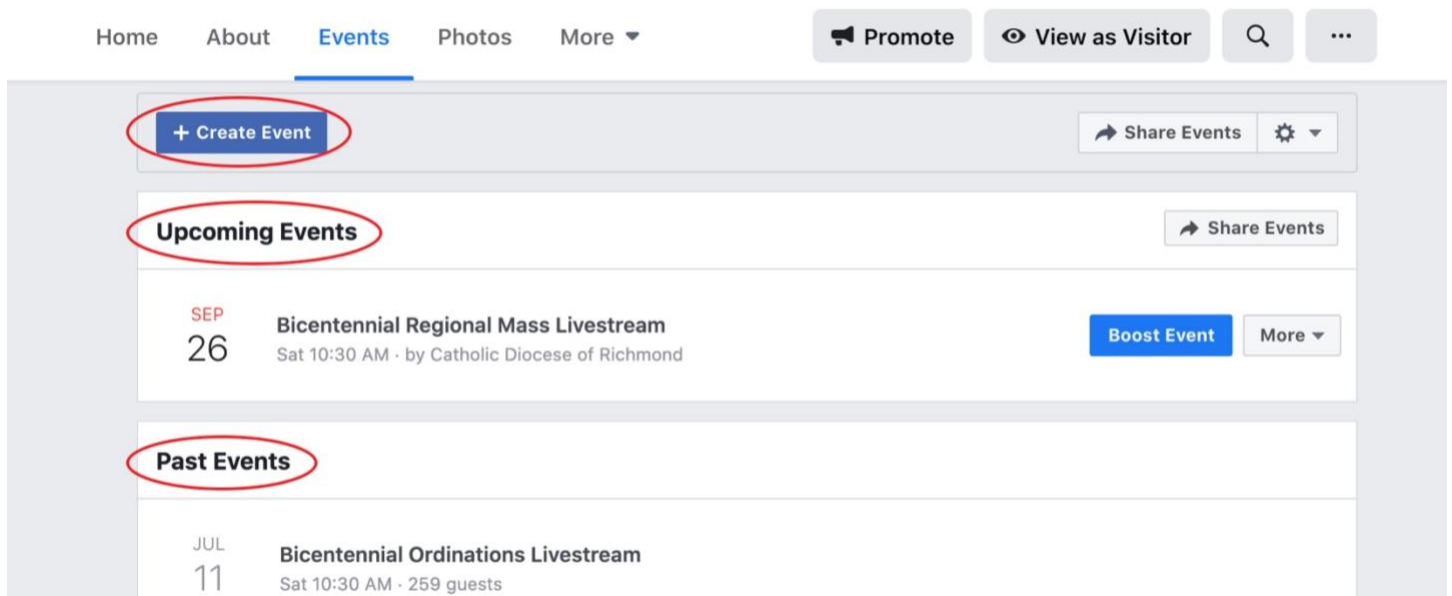
Creating a Facebook event is a great way to get the word out about the fun or important initiatives your parish or school is undertaking.

On your profile, click the “Events” tab at the top of the page.

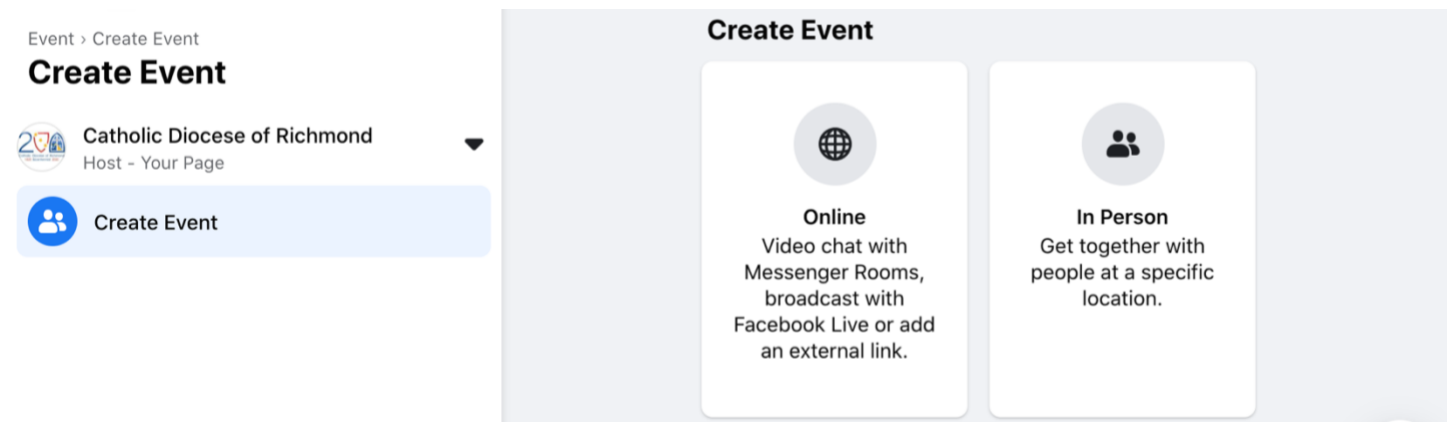


You will be taken to the “Events” page. Here, you can create new events for your parish/school/office and see lists of your upcoming and past events.

To create a new event, click the blue “Create Event” button.



Choose the “Online” or “In Person” option.



Fill in the information where prompted in the left sidebar – dates, start and end times, location, description and category. Click the blue “Next” button at the bottom of the sidebar. Follow the prompts on the remaining tabs, which will include adding a link for your online events, pricing information if applicable, and adding a cover photo for the event.

Under the “Event Settings” section, add co-hosts if desired. (Please note: the Diocese of Richmond does not accept co-host requests from individual parishes or schools.) Decide if you want to publicly display the guest list. If you do not want your followers to be able to post on the event page, make sure the “Only admins can post in event” option is turned on. You can also decide whether or not to allow users to direct message you with questions about the event.

When all information has been added, click the blue “Create Event” button.

The image shows a two-part screenshot of the Facebook event creation process. On the left is the 'Additional Details' sidebar, and on the right is a 'Desktop Preview' of the event page.

Additional Details Sidebar:

- Event > Create Event
- Additional Details**
- Cover Photo: A photo of a white statue of the Virgin Mary in a niche with a golden mosaic background. A trash icon is visible in the top right corner of the photo.
- Admission: Free Access
- Event settings** (highlighted with a red circle)
- Progress indicator: Four blue bars, with the first one filled.
- Text: "When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply."
- Buttons: "Back" and "Create Event" (highlighted with a red circle).

Desktop Preview:

- Desktop and mobile view icons in the top right.
- Cover photo: Same as the sidebar.
- Calendar icon with the number "5".
- Date and time: **SEPTEMBER 5, 2020 AT 11:00 AM - 1:00 PM**
- Event title: **Online Test Event**
- Event type: Online Event
- Join Event button.
- Guest list icon in the bottom right showing 55 people.

You will be able to edit your event after it is published. You can also post to the page to announce updates!

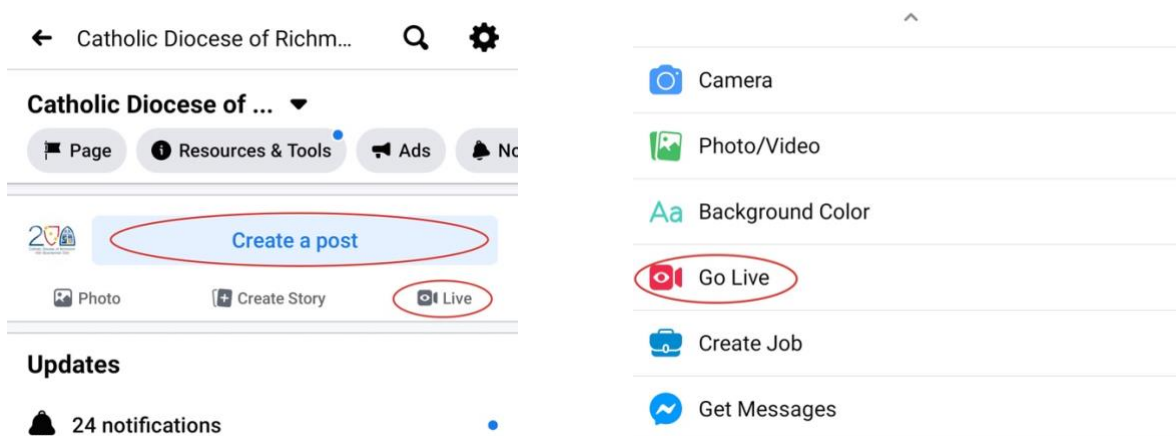
How to use Facebook Live

We recommend using Facebook Live through the app. Livestreaming is a fun, easy way to let your followers engage with current events if they aren't able to join you in person!

Make sure your phone or tablet is set to landscape (horizontal) view. This will improve the viewing experience for those watching.

On the Facebook app, go to your parish/school/office page.

Open the camera window by tapping the grey "Live" button to the right of the screen or tap the "Create a Post" button and then tap "Go Live."

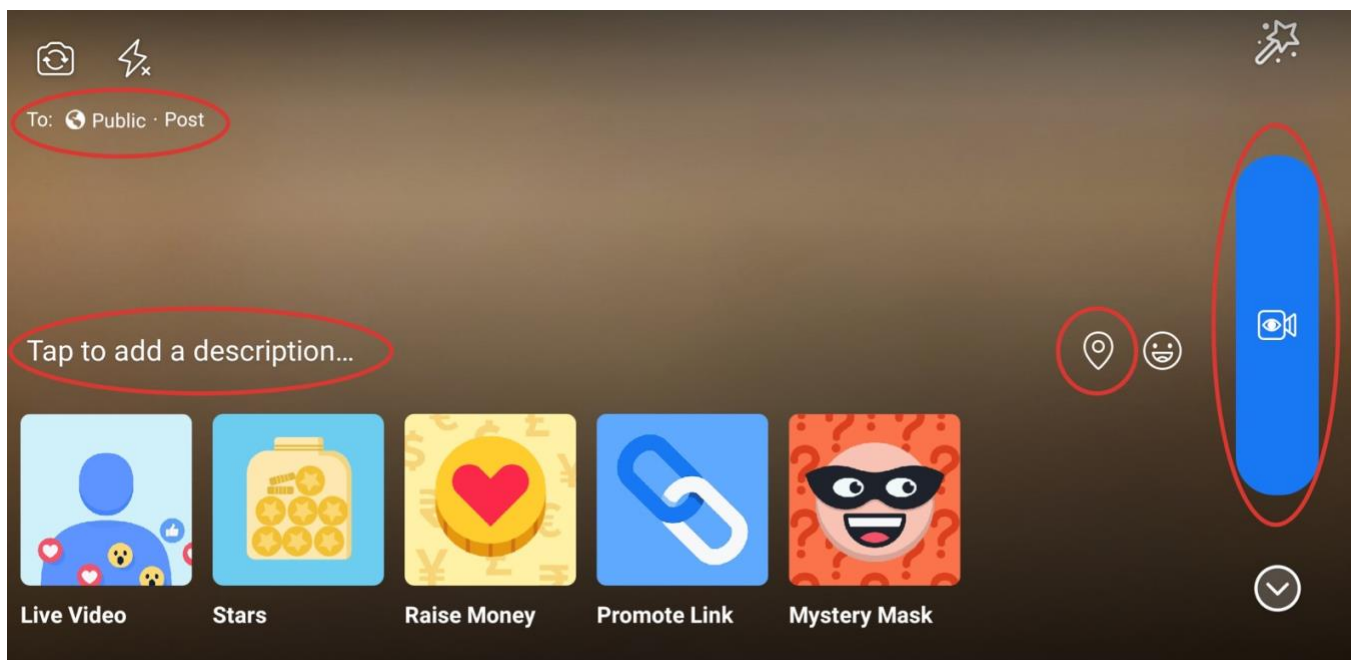


In the upper left corner, you can control where your video is broadcast. If you only select "Post," the video can be archived on your page after the broadcast ends, meaning users will still be able to share the video and comment on it. If you choose to also select "Story," your video will not be archived to your page.

Above the broadcast options, you can change the direction of the camera or turn the flash on or off.

Add a brief description of your event, such as "Father Joe's Sunday Homily" or "Theology on Tap." You also have the option of adding a location by tapping the pin icon. Select from the list of nearby places provided by Facebook or type in your desired location.

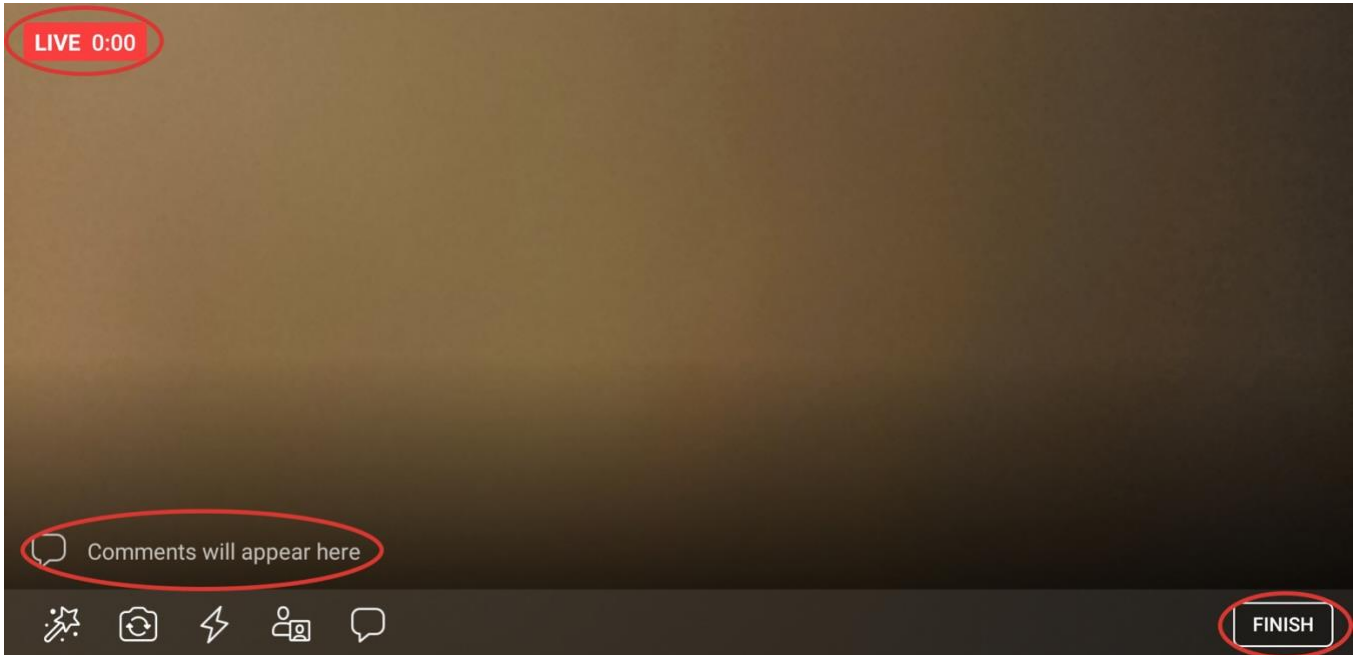
Once you're satisfied with your settings, tap the blue camera icon on the right of the screen to start recording.



It will take a few seconds for your device to connect. A red “LIVE” icon will appear in the upper left corner of the screen. At the bottom of the screen, you can control the camera direction and flash.

Viewers will be able to comment on the video while you are recording, and you can engage with them by commenting back. Comments will appear along the bottom of the screen. Any reactions from your users, such as a thumbs up for “like” or a heart for “love” will float across the screen as you record.

When you have finished recording, tap the “Finish” button in the bottom right hand corner of the screen.



Now you can choose whether to archive your video to your page or delete it completely. To save your video to your device (offline), tap the “Save” button in the bottom left corner. To remove the video from your page, tap the “Delete” button. If you want your followers to be able to view the video later, be sure to leave the appropriate circle checked and tap the blue “Share” button.

