

Facebook Training

Active Retirement Ireland



Who is on Facebook?

Over 2 billion users



On average users are connected to 80 community pages, groups, and events



Strangers- Do NOT add people you do not know



Think before you click to avoid scams and viruses



Are you currently on Facebook? Is your ARA?





How comfortable are
you using Facebook?



Group or Page?

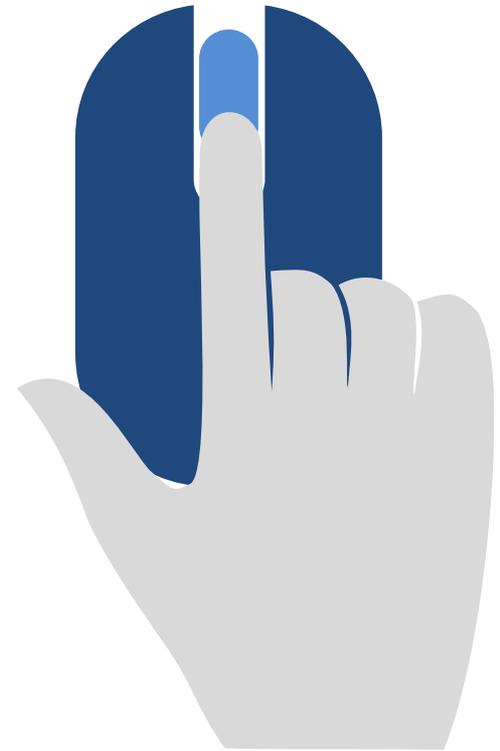
GROUP

- Administrator of the page can approve or disapprove of who joins the group
- Private, closed, or secret

PAGE

- Anyone may “Like”
- Public
- National Active Retirement Facebook can connect with you and share what your ARA is up to

**How do I
make a page
for my ARA?**



Step 1: Create Page

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Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started

Visit: www.facebook.com/pages/creation/

Step 2: Name Page & Create

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Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started

Community or Public Figure

Connect with people in your community and share news about what's important to you with a free Facebook Page.

Page Name

Name your Page  ARA Name

Category

Community 

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Continue 

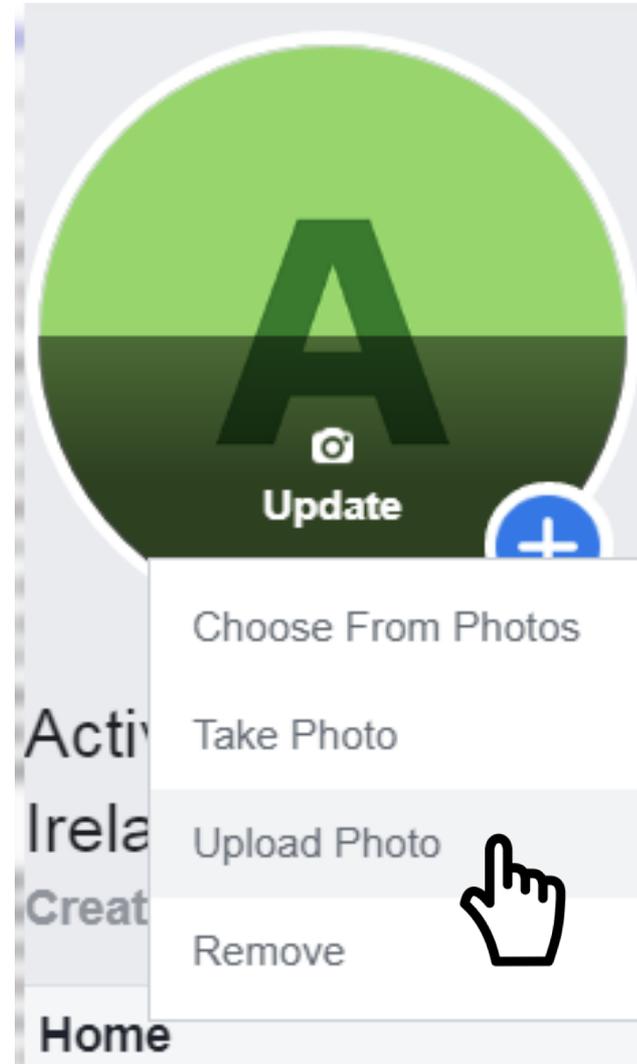
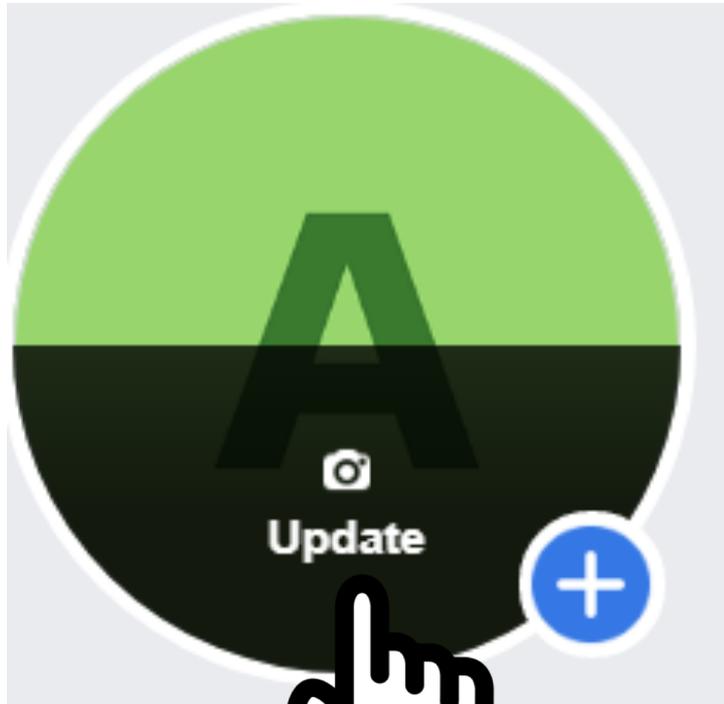
This is what your screen will look like...

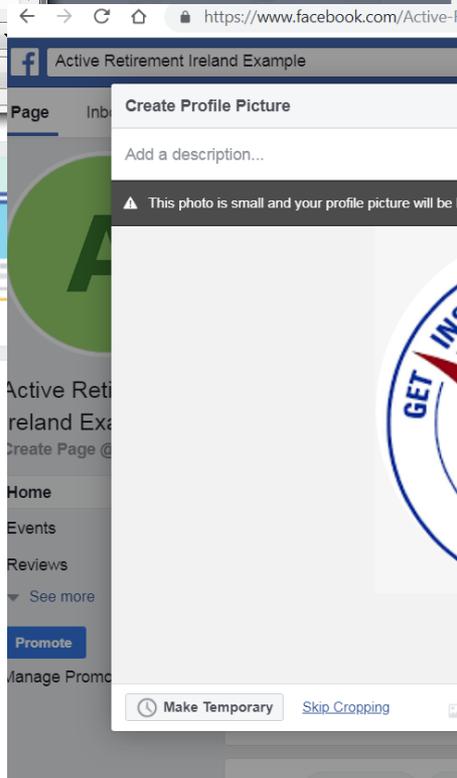
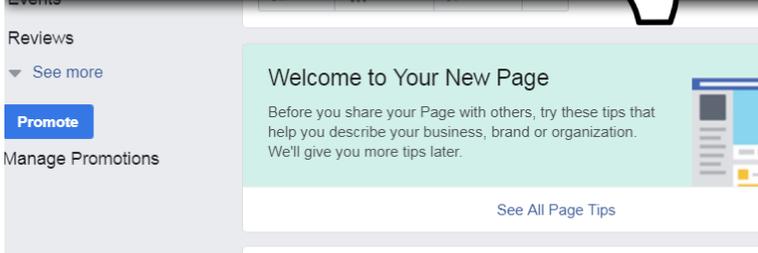
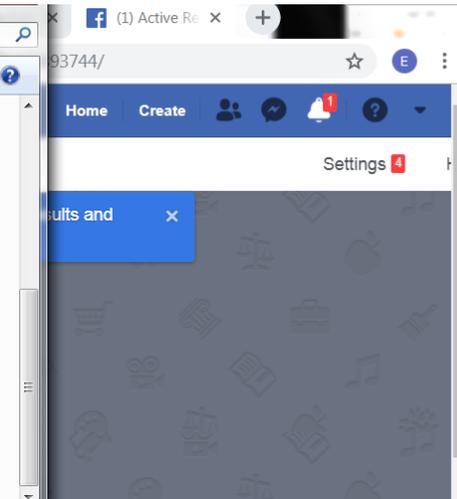
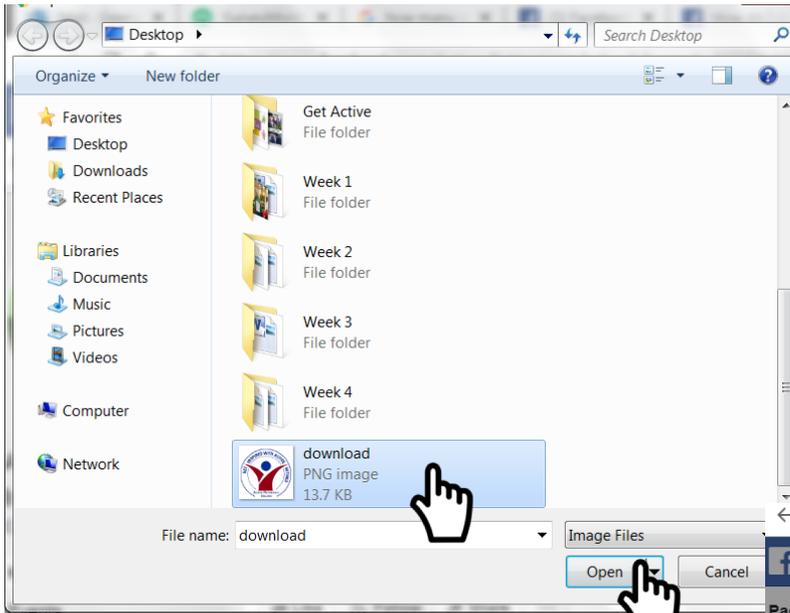
The screenshot shows a web browser displaying a Facebook page. The address bar shows the URL: <https://www.facebook.com/Active-Retirement-Ireland-Example-502495773893744/>. The page name is "Active Retirement Ireland Example" and the user is logged in as "Emma". The navigation bar includes "Home", "Create", and "Settings" (with a notification badge for 4). The page header shows "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Ad Center", and "More".

The main content area features a green circular profile picture with a white "A" and a blue "+" icon. Below it, the page name "Active Retirement Ireland Example" and the text "Create Page @Username" are visible. A blue tooltip with the text "Learn how to use ads to get results and reach more people." is positioned over the "Add a Cover" button.

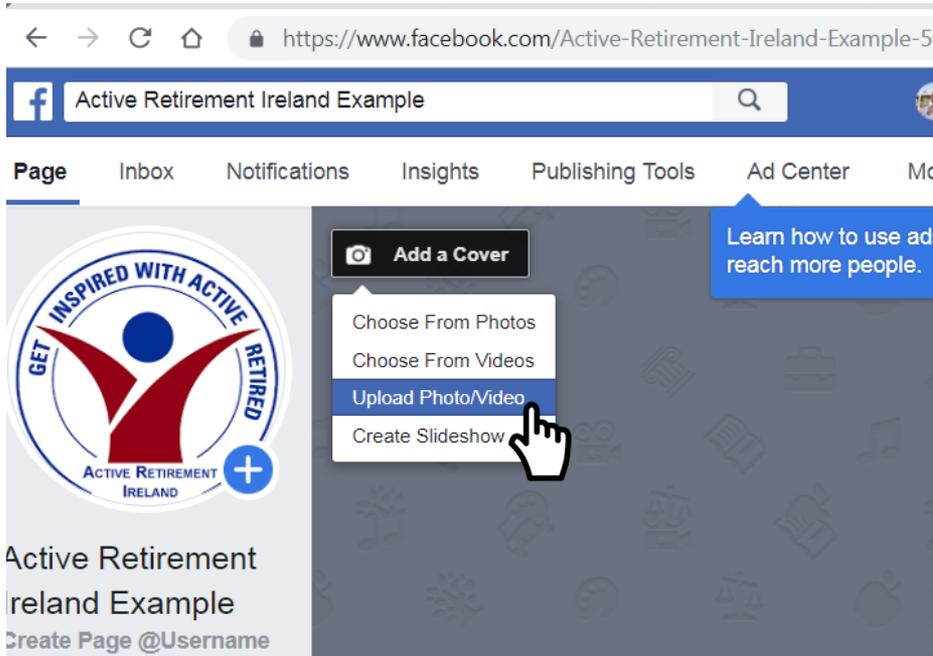
The page includes a "Welcome to Your New Page" section with the text: "Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later." and a "See All Page Tips" link. A "0/10 Likes" section is also present, along with a "Chat (22)" notification.

Step 3: Profile Picture





Step 4: Header Picture



A screenshot of a Facebook page for "Active Retirement Ireland Example". The page header area is highlighted in grey. On the left is the page logo, a circular emblem with a red and blue figure and the text "GET INSPIRED WITH ACTIVE RETIRED" and "ACTIVE RETIREMENT IRELAND". To the right of the logo is a menu with the following options: "Add a Cover", "Choose From Photos", "Choose From Videos", "Upload Photo/Video", and "Create Slideshow". A white mouse cursor is pointing at the "Upload Photo/Video" option. Above the menu is a blue callout box that says "Learn how to use ads to reach more people." Below the menu, the page name "Active Retirement Ireland Example" and the text "Create Page @Username" are visible.



*Same process as a profile picture

Your Facebook Page is Complete!

What's next?

Maintenance

This can include...

- Posts
- “Like” Posts
- “Like” Pages
- “Share” Posts
- Responding to messages
- Commenting



Creating a Post

Active Retirement Ireland Example

Emma Home Create

Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

See All Page Tips

Create Live Event Offer

Create Post

Write a post. ← Type post here

Photo/Video Get Messages Feeling/Activ...

News Feed

Posts are public and show up on your Page and in search results.

Share Now Boost Post

Share Now

Invite friends to like your Page

Pages with 10 or more likes get more engagement.

0/10 Likes

Search for friends to invite

- Trent Baldwin Invite
- Jennifer Newell Invite
- Sean Foster Invite
- Reed Newell Invite
- Oakley G Perry Invite
- Morgan Paskins Invite

See All Friends

Chat (55)

“Like” a Post

https://bit.ly/306NcLD
https://bit.ly/2xpsTN5
Galway Sports Partnership Sport Ireland Active Retirement Ireland Irish Countrywomen's Association (ICA)

More Movement
... More Often!

Go For Life Games Galway

YOUTUBE.COM
Go For Life Games - Galway Sports Partnership
The Go for Life Games is aims to support older adults to be more physical...

1 Share

Like Comment Share

Write a comment...
Press Enter to post.

★ Be sure you are interacting with the post with the proper account. You can select which account you want to use, by clicking on your profile picture (next to the star)

“Like” a Page

The screenshot shows the Facebook interface for the 'Tourism Ireland' page. The header includes the page name, a search bar, and user navigation options. The main content area features a large landscape image with the text 'Fill your heart with Ireland' and a shamrock logo. Below the image are interaction buttons: 'Like', 'Follow', 'Share', and a three-dot menu. The three-dot menu is open, showing options: 'Save', 'Suggest Edits', 'Create Page', 'Like As Your Page' (highlighted with a hand cursor), 'Invite Friends', 'Block Page', and 'Find Support or Report Page'. To the right, there are buttons for 'Sign Up' and 'Send Message'. The 'Community' section shows statistics: '1,415,773 people like this' and '1,392,658 people follow this'. The 'About' section is partially visible at the bottom.

Steps:

1. Search for the page you want to “Like”
2. Click the “...”
3. Click “Like As Your Page”
4. In the drop down, select your page
5. Click Submit

“Share” a Post

Emma

Hold a national games day in Dublin. If you like what you see in this video, why not contact the Local Sports Partnership in your area to find out more: <https://bit.ly/306NcLD>
<https://bit.ly/2xpsTN5>
Galway Sports Partnership Sport Ireland Active Retirement Ireland Irish Countrywomen's Association (ICA)

More Movement
... More Often!
Go For Life Games Galway

YOUTUBE.COM
Go For Life Games - Galway Sports Partnership
The Go for Life Games is aims to support older adults to be more physically active...

11 Likes

Like Comment Share

Write a comment...
Press Enter to post.

Share...
Share in a Group
Share to a Page

Active Retirement Ireland

Say something about this

★ Include Original Post

Like as Your Page

Age & Opportunity
July 3 at 11:08 AM

We love this video that Galway Sports Partnership have made about Go For Life Games! Go for Life Games take place nationwide, and every June we hold a nationa...

See More

More Movement
... More Often!
Go For Life Games Galway

YOUTUBE.COM
Go For Life Games - Galway Sports Partnership
The Go for Life Games is aims to support older adults to be more...

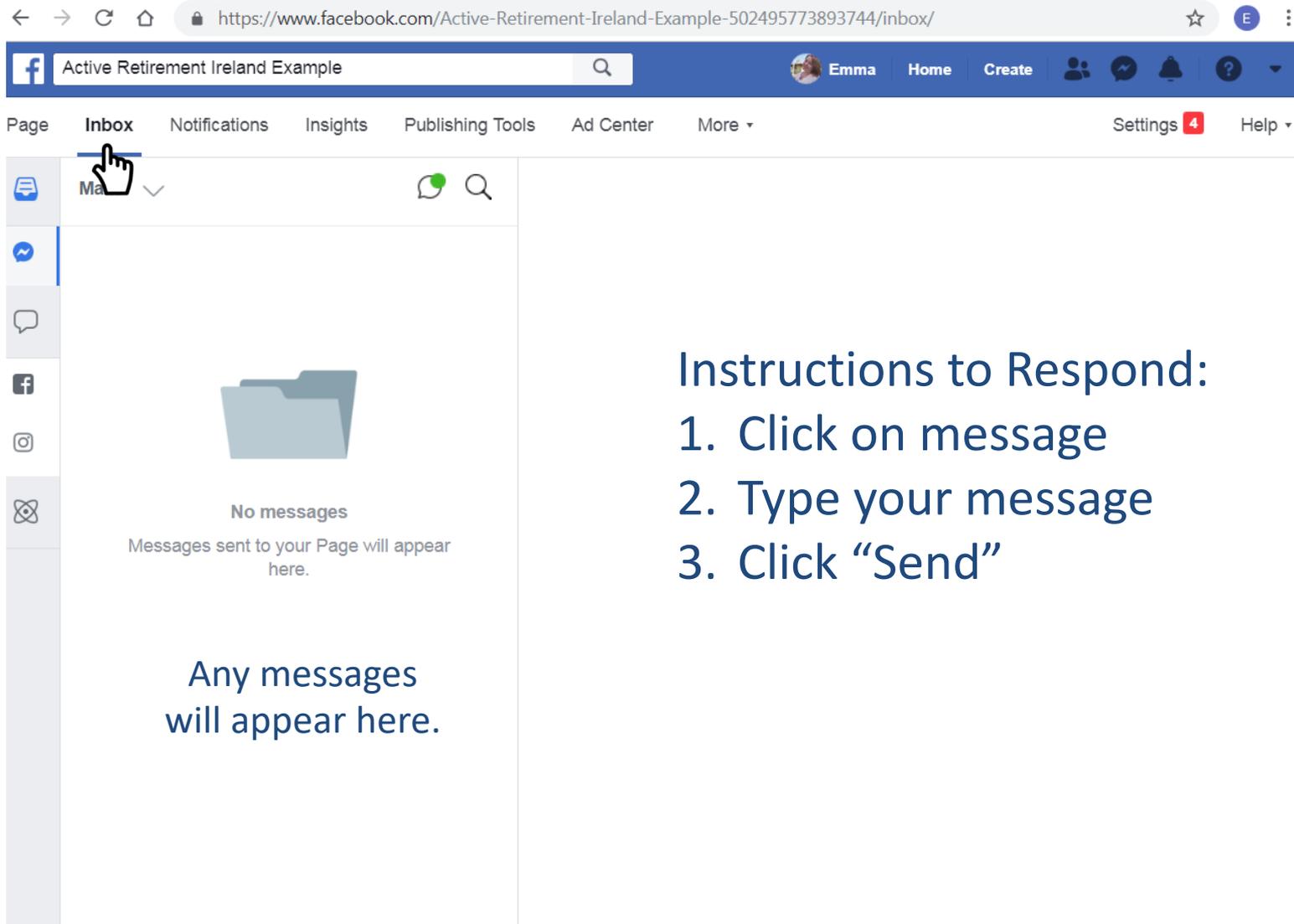
Post

← You have the option to say something about the post here.



You can include the original post by checking the box (next to the red star).

Respond to a Message



The screenshot shows a Facebook page for "Active Retirement Ireland Example". The browser address bar displays the URL: <https://www.facebook.com/Active-Retirement-Ireland-Example-502495773893744/inbox/>. The page header includes the page name, a search bar, and navigation links for "Home", "Create", and "Settings". The main navigation bar shows "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Ad Center", and "More". The "Inbox" tab is selected, and a hand cursor is pointing to it. The inbox area displays a folder icon and the text "No messages" and "Messages sent to your Page will appear here." Below this, it says "Any messages will appear here."

Instructions to Respond:

1. Click on message
2. Type your message
3. Click "Send"

Commenting

hold a national games day in Dublin. If you like what you see in this video, why not contact the Local Sports Partnership in your area to find out more:
<https://bit.ly/306NcLD>

<https://bit.ly/2xpsTN5>

Galway Sports Partnership Sport Ireland Active Retirement Ireland Irish Countrywomen's Association (ICA)



YOUTUBE.COM

Go For Life Games - Galway Sports Partnership

The Go for Life Games is aims to support older adults to be more physical...

11

1 Share

Like

Comment

Share



Write a comment...



Press Enter to post.

Instructions to Comment:

1. In the “Write a Comment” box type your comment
2. Press “Enter” on your keyboard



How comfortable are
you using Facebook?



Questions?
Comments?
Concerns?

