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?

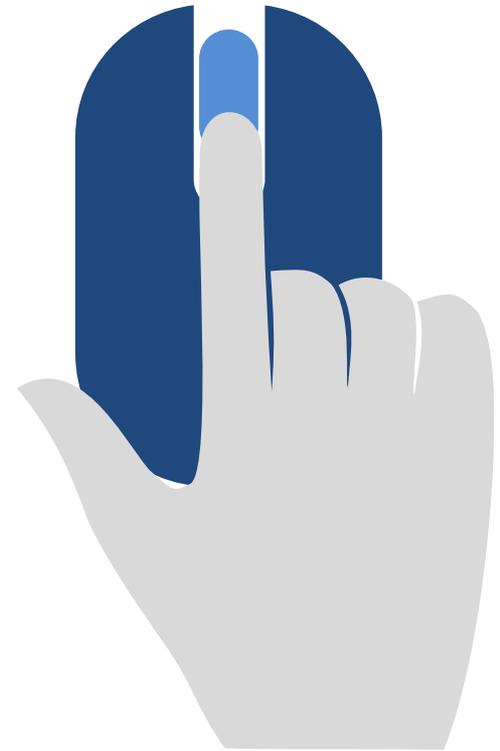How comfortable are you using Facebook?

Group or Page?

GROUP

PAGE

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

- 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?

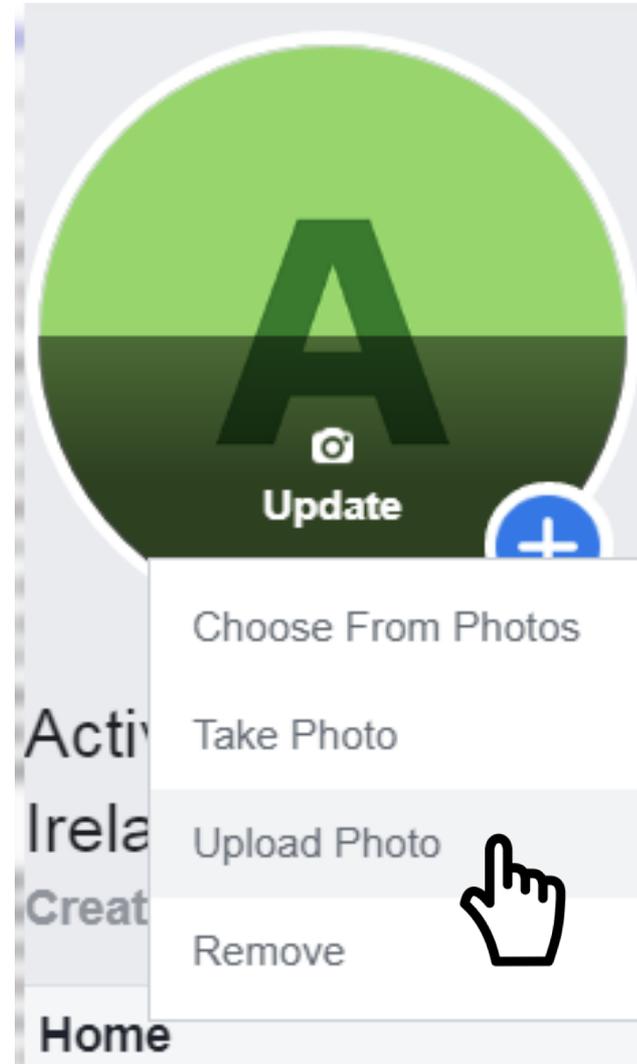# Step 1: Create Page

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

Step 2: Name Page & Create

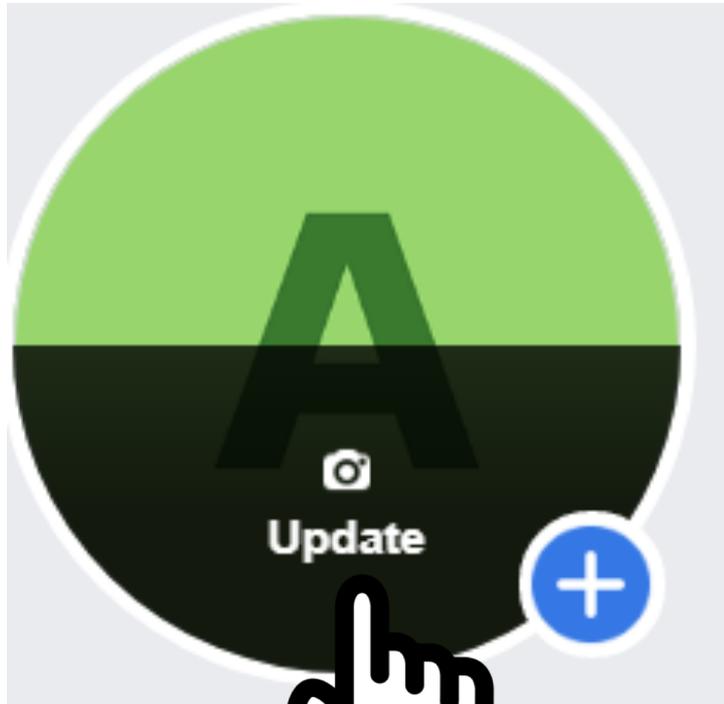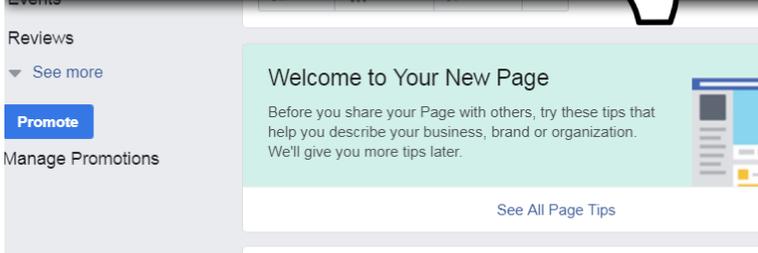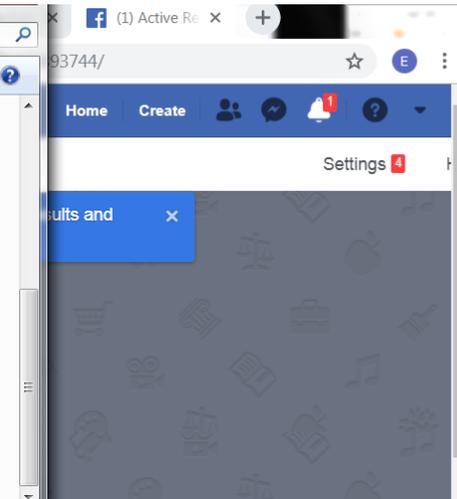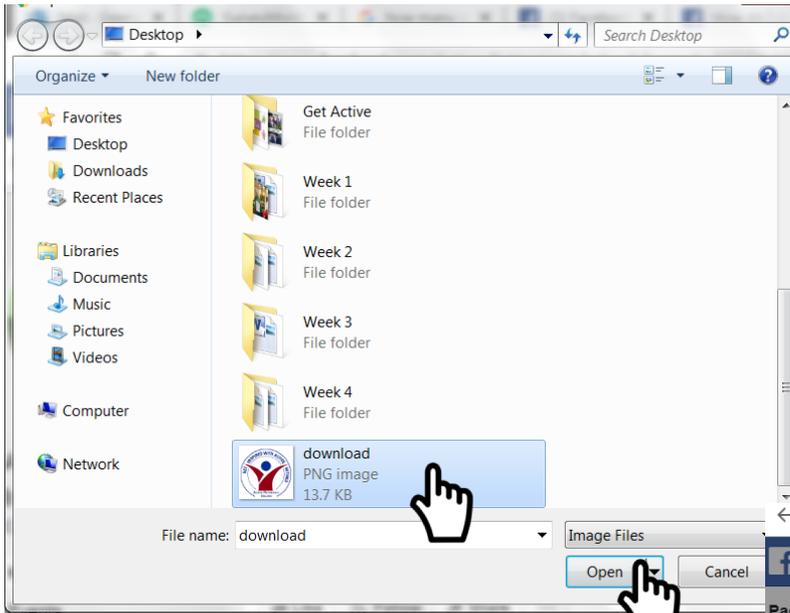# This is what your screen will look like...

Step 3: Profile Picture

Desktop

Organize   New folder

Favorites
  Desktop
  Downloads
  Recent Places

Libraries
  Documents
  Music
  Pictures
  Videos

Computer

Network

Get Active
File folder

Week 1
File folder

Week 2
File folder

Week 3
File folder

Week 4
File folder

download
PNG image
13.7 KB

Search Desktop

File name: download   Image Files

Open   Cancel

Events
Reviews
  See more
Promote
Manage Promotions

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

(1) Active Re

Home   Create

Settings 4

sults and

Home

Create

Active Retirement Ireland Example

https://www.facebook.com/Active-Retirement-Ireland-Example-502495773893744/

Page   Inb   Settings 4

Create Profile Picture

Add a description...

⚠ This photo is small and your profile picture will be less clear.

Drag to Reposition
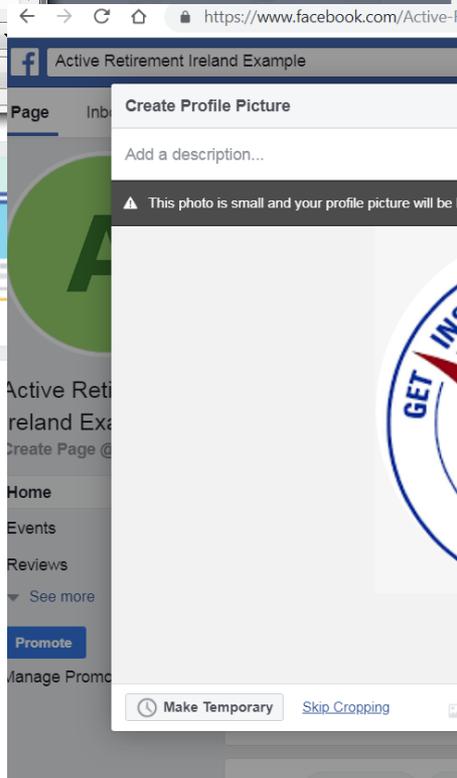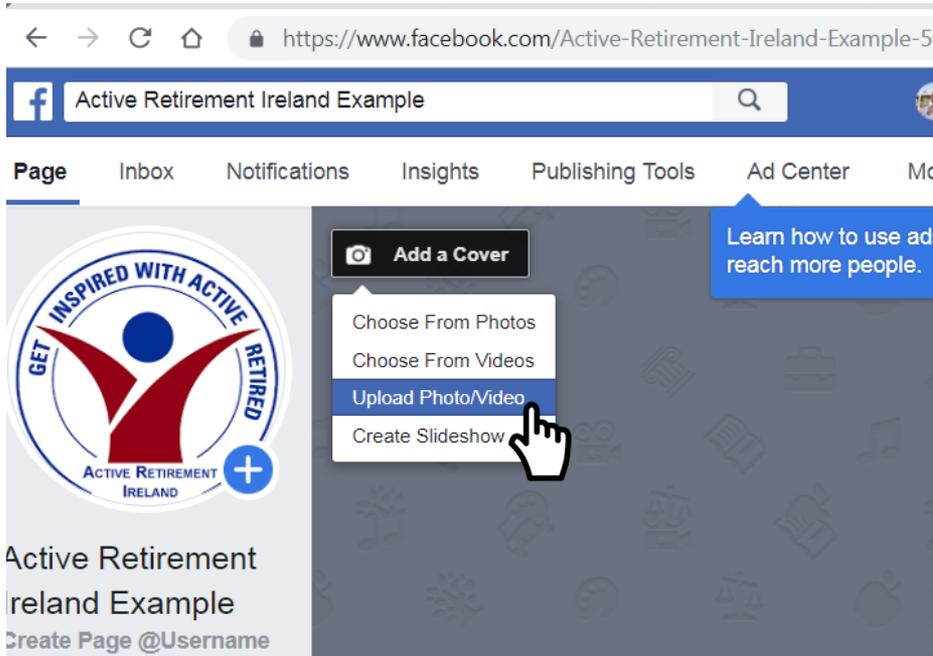
GET INSPIRED WITH ACTIVE RETIRED
ACTIVE RETIREMENT IRELAND

Edit

Active Reti
reland Exa
Create Page @

Home
Events
Reviews
  See more
Promote
Manage Promo

Button

age
get more engag

Make Temporary   Skip Cropping   Cancel   Save

Chat (31)

Step 4: Header Picture

*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

"Like" a 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

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
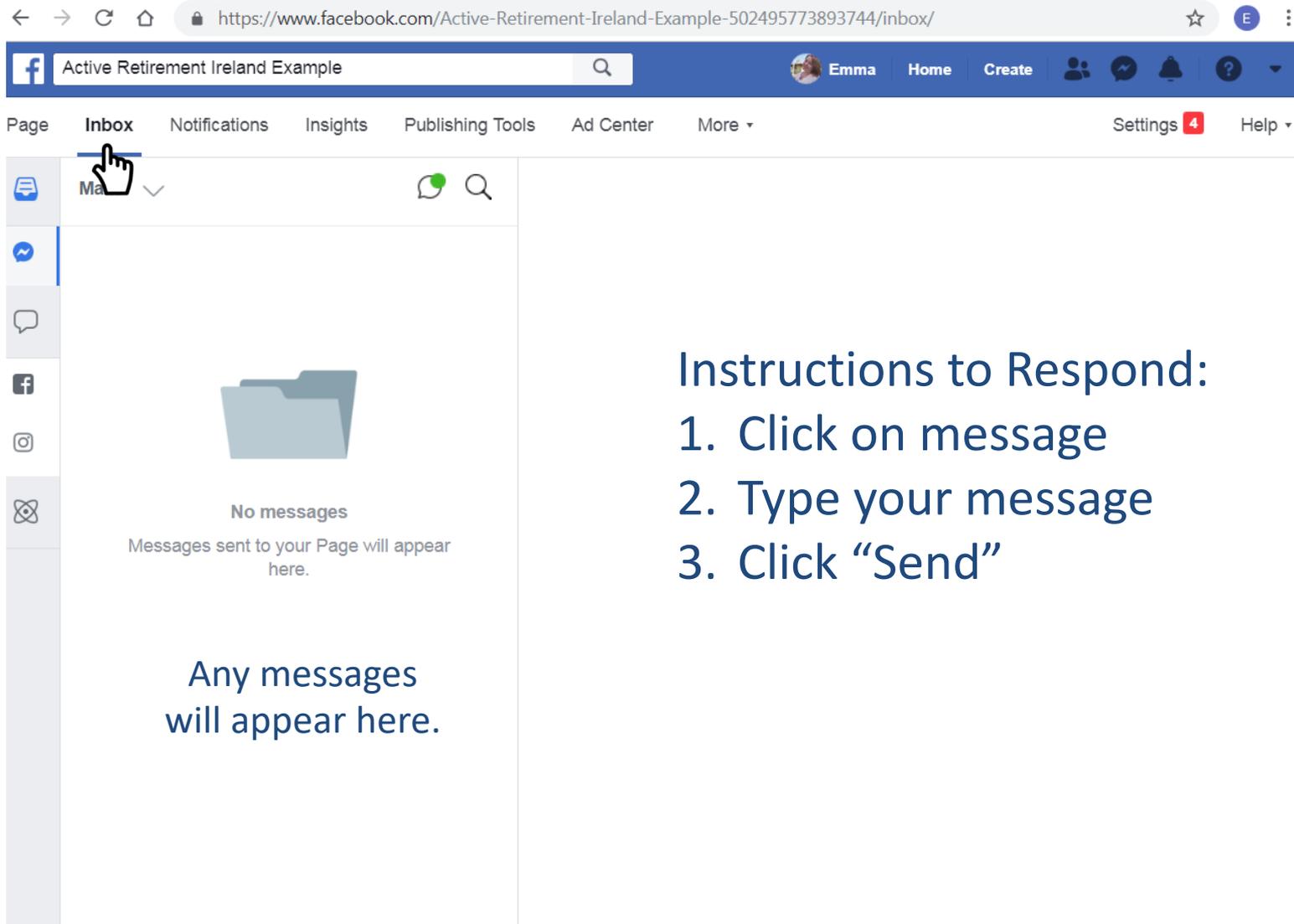5. Click Submit

"Share" a Post

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

Instructions to Respond:
1. Click on message
2. Type your message
3. Click "Send"

Commenting

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?