

# GETTING THE MOST OUT OF YOUR FACEBOOK PAGE



## INVITING PEOPLE TO LIKE YOUR PAGE

Under all of the posts on your page are the number of people who have liked that post. When you click on the number of [Likes](#) you will be brought to a list of names. Where possible, click [Invite](#) when it is beside the name. This sends a direct invitation to that person to Like your page.



## SCHEDULING POSTS



1. Go to the left of the home page screen (timeline) and click [Publishing Tools](#).

2. At the top right of the screen, click [Create Post](#).



3. Make sure you're posting as your parish page by clicking the box beside your page.

4. Type the text of your post and add an image, link or video.



5. Click on the arrow beside [Publish](#).

Now click [Schedule Post](#).

6. Choose the time you want your post to be published and click [Save](#).



7. And finally, click [Schedule Post](#).



## TIPS

- ✓ Avoid publishing mishaps – always check spelling and grammar before posting.
- ✓ Add a recognisable profile picture – an image that is associated with your parish.
- ✓ Choose an engaging cover photo – showing the life of your parish or some useful information such as parish contact info.
- ✓ Post photos and videos to your timeline.
- ✓ Pin important posts to the top of your page.
- ✓ Monitor and respond to comments on your page and any private messages that you may receive.
- ✓ Promote your page to generate more followers.
- ✓ All admins on your page must should come to an agreement on what should be posted on your parish page and more so what should **not** be posted!
- ✓ Play around with Facebook yourself, become familiar with it and don't be afraid to make mistakes and learn new things as you go along.