

Facebook Page Setup

Generic e-mail and low-res LCC logo

The designated page administrator must have access to a generic LCC e-mail address before setting up a personal Facebook account, which is needed to create a page. If generic email address not already available, one can be requested through the LCC Help Desk.

Generic email Example: lcc-programname@lcc.edu

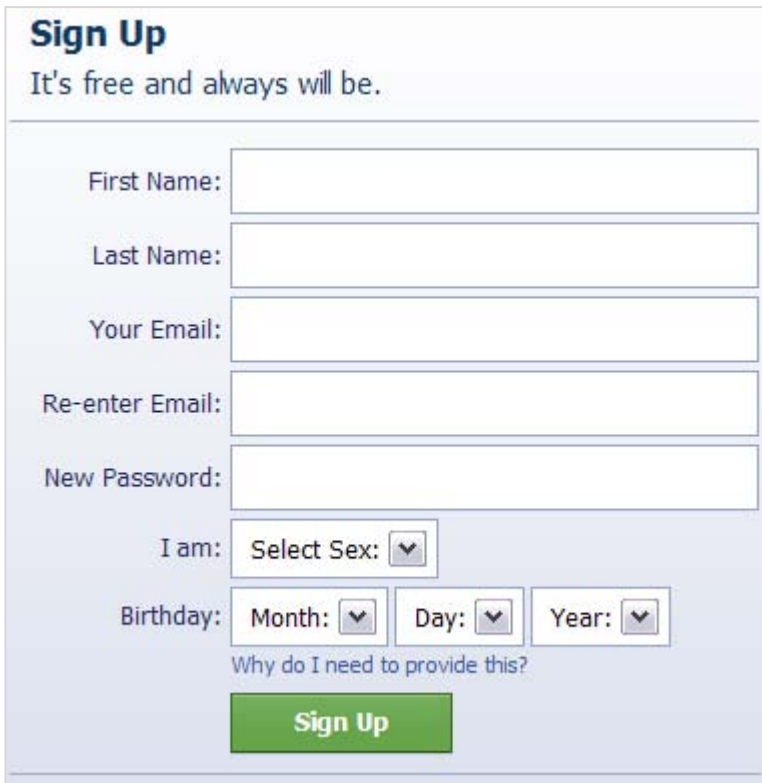
Use the generic e-mail address to create a personal Facebook account.

Please use the LCC logo provided by your marketing coordinator during setup of your page.

Program area should identify two people to be administrators of the page.

Personal account and Page setup

Go to [Facebook.com](https://www.facebook.com) and complete the sign up process
Enter the generic LCC e-mail address (not your employee e-mail) where requested and other information requested, then click **Sign Up**)



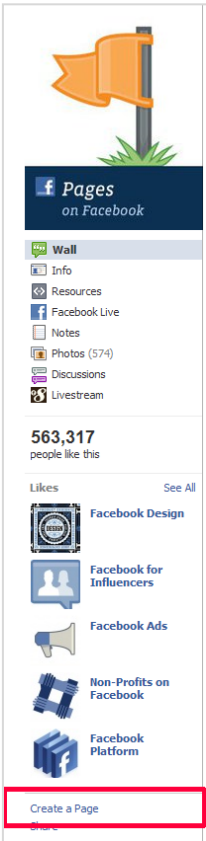
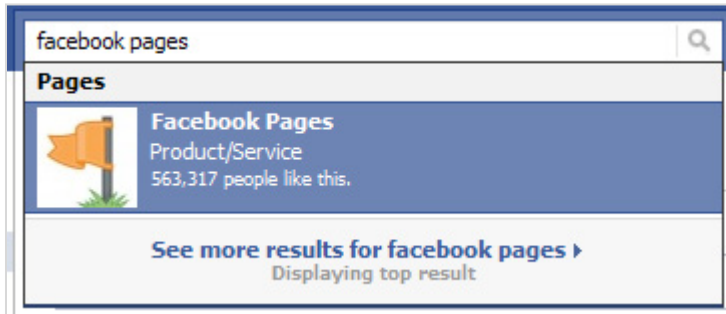
The image shows a screenshot of the Facebook sign-up process. At the top, it says "Sign Up" in a blue font, followed by the text "It's free and always will be." Below this, there are several input fields: "First Name:", "Last Name:", "Your Email:", "Re-enter Email:", and "New Password:". Under the "New Password" field, there is a section for "I am:" with a dropdown menu for "Select Sex:". Below that, there is a "Birthday:" section with three dropdown menus for "Month:", "Day:", and "Year:". At the bottom of the form, there is a link that says "Why do I need to provide this?" and a green "Sign Up" button.

Setup page

On the homepage of the personal Facebook account, go to the search bar located on the top center of the page.

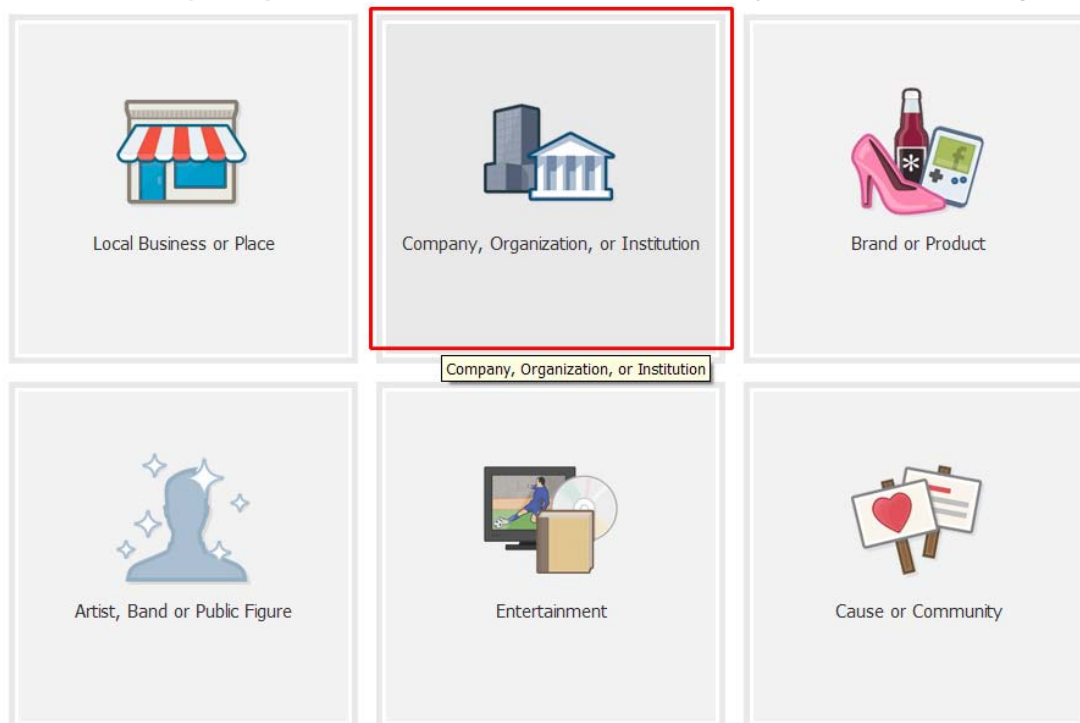


In the search field: **facebook pages**, and press **enter**



This opens up the Facebook pages, webpage. On the half way down on left hand side of this page there is a small text link **Create a Page** click on that link.

Click **Company, Organization, or Institution** for the type of Facebook page.



Once clicked the box will change. Enter the program page details.

Company, Organization, or Institution
Join your supporters on Facebook.

Education

Program Name at Lansing Community College

I agree to Facebook Pages Terms

Get Started

From the drop down menu, select **Education** for the category of page.

Type in the **Complete program name** and include **at Lansing Community College** with it (don't abbreviate the college name or your program name)

Read over the Facebook page terms, check the box and click the **Get Started** button.

This brings up the Getting started page. This has a series of suggested steps to setup a page.

The screenshot shows the Facebook 'Get Started' page for a new page named 'Program Name at Lansing Community College'. The page is in the 'Education' category. A navigation bar at the top includes the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. A notification banner at the top right says 'Link Your Page to Your Twitter Account'. The main content area features a large question mark icon and the text 'Add an image' with a red box around a '1' in a green square. Below this is an 'Upload an Image' button. The page is divided into five numbered steps: 1. Add an image, 2. Invite your friends, 3. Tell your fans, 4. Post status updates, and 5. Promote this Page on your website. Each step includes a brief description and a button to proceed. The right sidebar contains an 'Admins' section, a 'Quick Tips' section, and a 'Sponsored' section with ads for 'Primal-Outlet Moving Sale' and 'Foods For Living'. The left sidebar shows the page name, 'Get Started' button, and navigation options like 'Wall' and 'Info'.

facebook Search Home Profile Account

Link Your Page to Your Twitter Account
You can now export your Facebook Page updates to Twitter. [Click here](#) to enable this feature.

Program Name at Lansing Community College
Get Started Like Edit Page

Education Edit Info

Welcome [?]

1 Add an image

Upload an Image
From your computer

2 Invite your friends
Start building your fan base by suggesting this Page to friends who might like it.
Suggest to Friends

3 Tell your fans
Let your current customers and subscribers know about your new Page.
Import Contacts

4 Post status updates
Share your latest news.
Post Update

5 Promote this Page on your website
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.
Add Like Box

Admins (1) [?] See All

Use Facebook as Program Name at Lansing Community College

Promote with an Ad

View Insights

Suggest to Friends

Quick Tips
Get more people to like your Page with Facebook Ads today!
Get More Connections

Sample Ad: Program Name at...
The text of your ad will go here.
Like · John Taylor likes this.

Sponsored Create an Ad

Primal-Outlet Moving Sale
primalwear.com
Primal is upgrading to a larger office and warehouse space and will be cleaning out our excess cycling apparel inventory.

Foods For Living
Lansing's Most Complete Natural, Fresh, and Organic Whole Food Source. Organic Produce, Sustainable, Health and

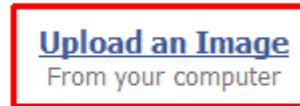
Get Started
Wall
Info

0 people like this
Share

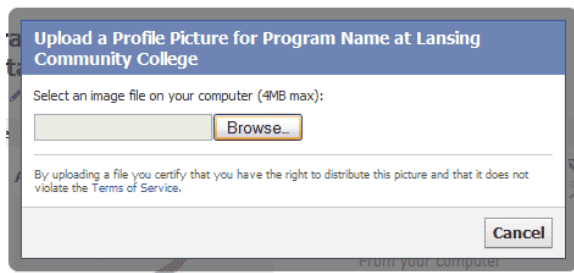
Adding a page image.

Under step one click **Upload and Image** link.

1 Add an image



This will open up a window that allows you to upload an image that will be your Facebook page logo.



Find a low resolution image that will serve as the Facebook page logo, and upload it.

The page now has an logo image.



Editing page information

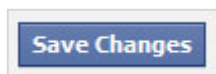
Adding information to the page is done by clicking **Edit Info** button. It's located near the very top of the newly created page, right under the title.



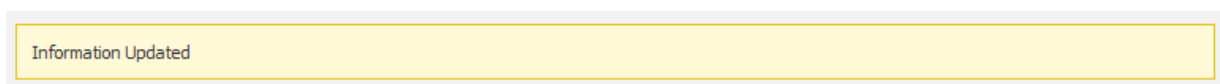
This brings up the basic information window for your page.

A screenshot of the 'Program Name at Lansing Community College' information window. The window contains various input fields: 'Category' (Companies & Organizations, Education), 'Username' (with a note about 25 fans), 'Name' (Program Name at Lansing Community College), 'Founded' (2011), 'Address' (610 North Capitol Avenue), 'City/Town' (Lansing, MI), 'Zip' (48933), 'About' (About the program), 'Description' (Description of the program), 'Mission' (Mission statement of the program), 'Awards', 'Products', 'Email' (programEmail@lcc.edu), 'Phone' (1-234-567-8910), and 'Website' (www.lcc.edu/programwebsite/). At the bottom, the 'Save Changes' button is highlighted with a red rectangular box, next to a 'Cancel' button.

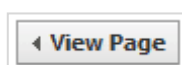
Enter all of the relevant page information and press the **Save Changes** at the bottom of the page.



Notice that confirmation message near the top of the screen.



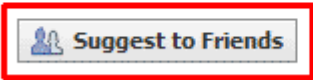
To return back to the program page click on the **View Page** button in the top right section of the screen.



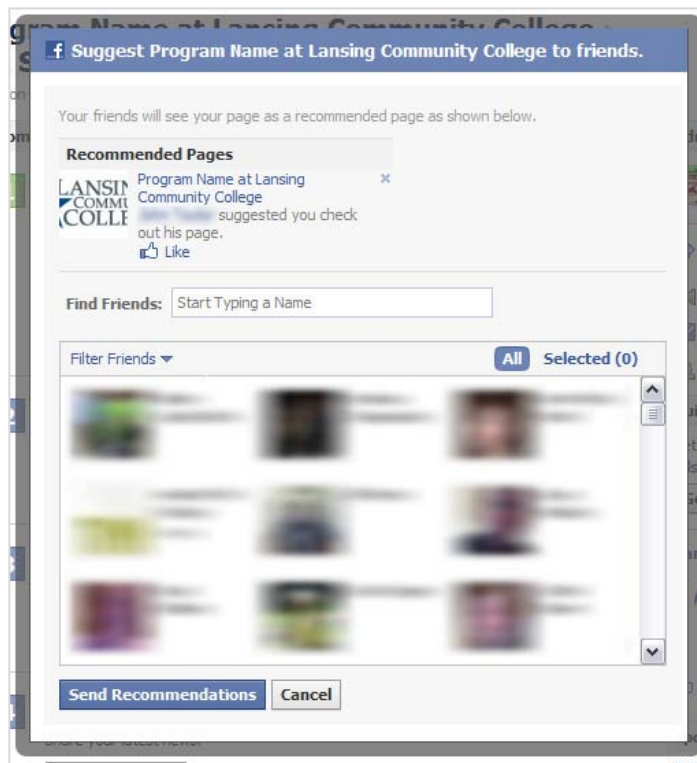
Inviting your friends to the page.

2 **Invite your friends**

Start building your fan base by suggesting this Page to friends who might like it.

 **Suggest to Friends**

Click on **Suggest to Friends**, this brings up the Friend picker window.



Once the friends you wish to add have been selected press the **Send Recommendations** button. This will send a request message to the selected friends to join the page.

Looking at your page wall



The page is ready. To view the wall of the new page press the **Wall** button located in the top left of the screen under the page logo. This is the wall portion of the page.

This is where likes, pictures, and Facebook posts are added.

