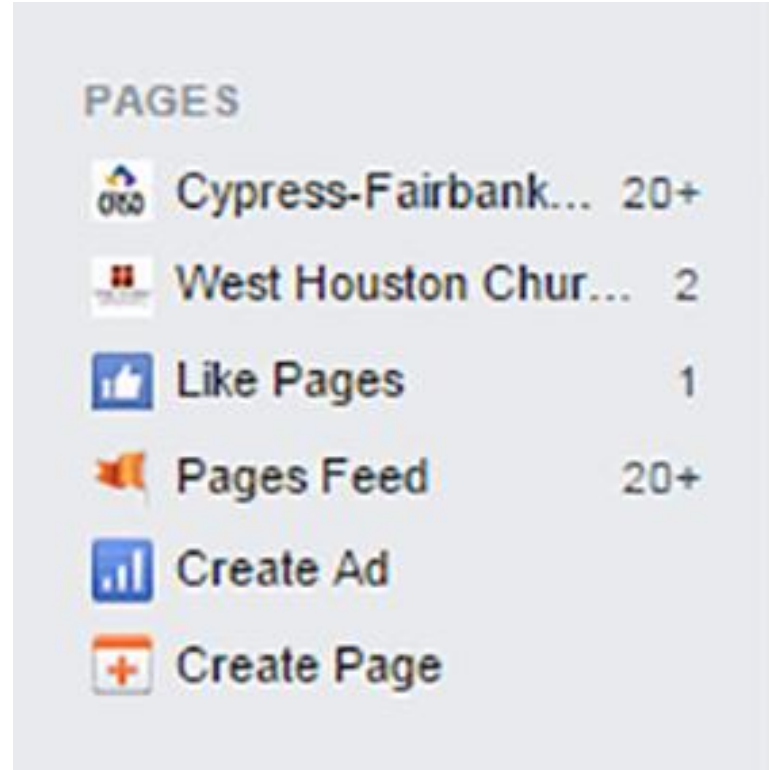


# Starting From Scratch: Facebook

Step 1: Starting from personal Facebook account, click “Create Page” under “Pages” tab on left-hand side of page



# Starting From Scratch: Facebook

Step 2: Choose “Company,  
Organization or Institution”

 Create a Page

Pages I Like

Pages I Manage

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

# Starting From Scratch: Facebook

Step 3: Choose “Education” from drop-down menu and enter your school name, then click “Get Started”

**Company, Organization or Institution**

Join your supporters on Facebook.

Education ▼

Goodson Middle School

By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

# Starting From Scratch: Facebook

Step 4: Add profile photo,  
information about school, website

- Add to favorites for easy access
- Skip “Preferred Page Audience”

## Set Up Test Middle School

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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\*Tell people what your Page is about...

Website (ex: your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

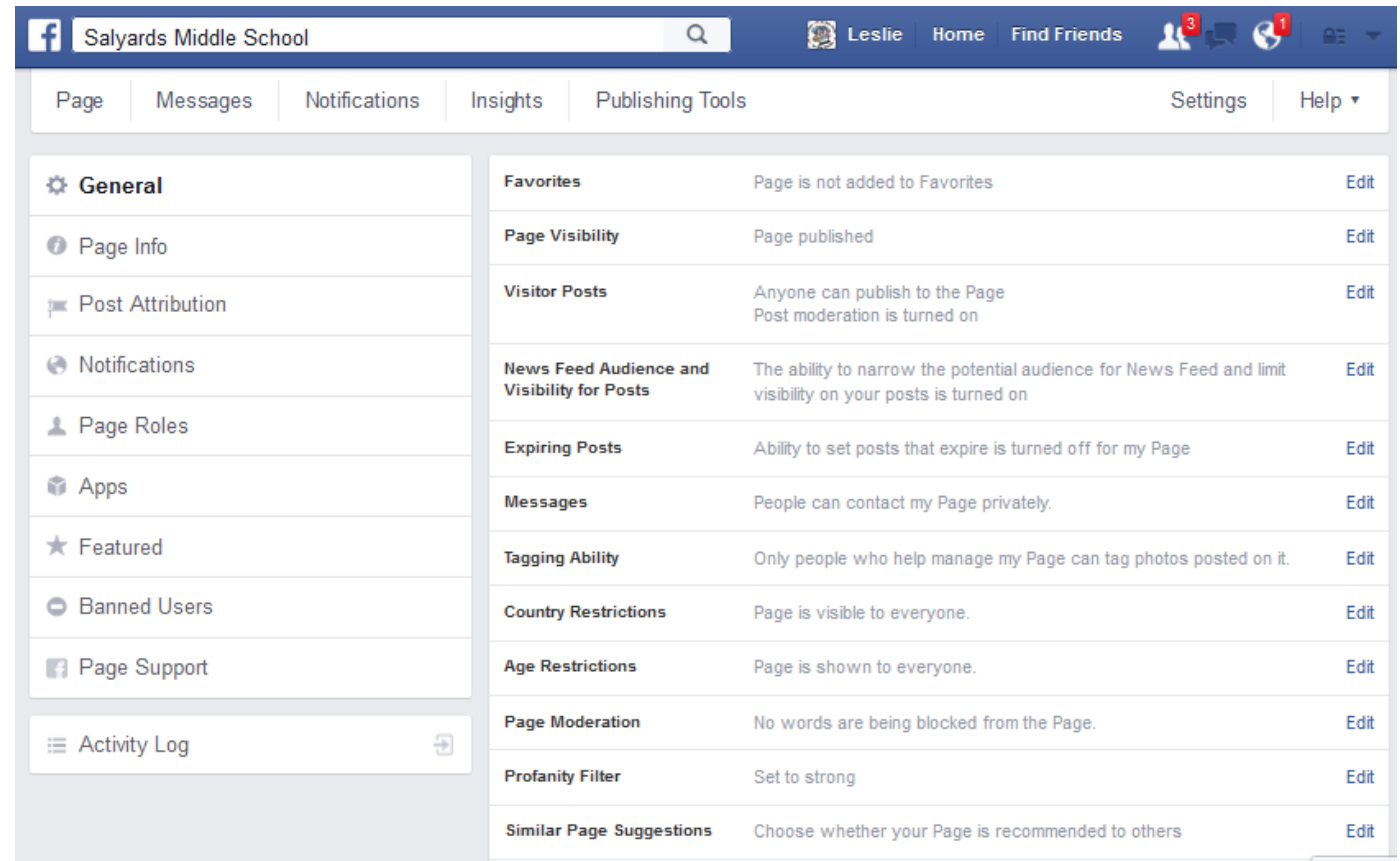
http://www.facebook.com/ Enter an address for your Page ...

Need Help? Skip Save Info

# Starting From Scratch: Facebook

Step 5: Access “Settings” from top-right-hand of page

- Set up according to your preferences
- Choose who can publish to your timeline under “Visitor Posts”
- Add admin/editors under “Page Roles”
  - Be sure to add “Cypress Fairbanks” as an admin
    - Can also email [communication@cfisd.net](mailto:communication@cfisd.net)



The screenshot shows the Facebook interface for the page "Salyards Middle School". The top navigation bar includes the page name, a search bar, and user profile information for "Leslie". Below the navigation bar are tabs for "Page", "Messages", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The "Settings" tab is active, displaying a list of settings categories on the left and their current values on the right. Each setting has an "Edit" link.

Setting Category	Current Value	Action
General		
Page Info		
Post Attribution		
Notifications		
Page Roles		
Apps		
Featured		
Banned Users		
Page Support		
Activity Log		
Favorites	Page is not added to Favorites	Edit
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page Post moderation is turned on	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned on	Edit
Expiring Posts	Ability to set posts that expire is turned off for my Page	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit

# Starting From Scratch: Facebook

## Step 6: Finalize Page Info

- Be as thorough as you like
- Under “Long Description,” be sure to offer a disclaimer such as this:
  - *“We reserve the right to delete comments with inappropriate language, are defamatory or are unrelated to the post.”*

Short Description

This is the official Facebook page for Bane Elementary.

Impressum

[Input Impressum for your Page](#)

Long Description

This is the official Facebook page for Bane Elementary. We reserve the right to delete comments with inappropriate language, are defamatory or are unrelated to the post.

# Starting From Scratch: Facebook

Step 7: Post away!

