

HOW TO CREATE A FACEBOOK PAGE



Facebook is used by more than 2 billion people around the world. It can be an effective tool in reaching out to members, potential members and worker advocates in your community. A public facing Facebook page is one way to share the activities of your local and engage with important stakeholders. Check out the steps below on how to create a Facebook page.

- 1 Log into your personal Facebook account.
- 2 In the top tool bar select the downward triangle.
- 3 Select 'Create Page.'
- 4 Select the page type that best suits your local. We recommend you select 'Community or Public Figure.'
- 5 Enter a page name. We recommend the name of your local.
- 6 Enter a category. We recommend 'Labor Union.'
- 7 Upload a profile picture or click 'skip.'
- 8 Upload a cover photo or click 'skip.'
- 9 Your page is now created! Follow the onscreen prompts to add details and content to your page.

**Remember: Do NOT set up or access any social media account using your government email address.*

