FACEBOOK: GETTING STARTED

Step-by-step guide to creating your Facebook account

If your school has an **"Unofficial Page"** on Facebook, you may be able to claim it. Here's how:

Click on **"Is this your business?"**

Choose an option in the box that pops up.

If you need to create a page from scratch, or are unsuccessful claiming an **"Unofficial Page,"** follow these steps:

Log in to your personal Facebook account. Don't worry, people who like the page you're about to create, and even other page administrators, will **NOT** be able to access or see anything on your personal account at any time.

At the top of the page, you'll see your name. Look over to the little down icon arrow all the way to the right. Click on that icon and select **"Create Page."**

Click the box that says **"Company, Organization or Institution."** You'll need to choose a category, so pick your school level. If your school is a high or multilevel school, select **"School."** In the **"Company Name"** box, enter your school's full name (e.g. Yates High School). Click **"Get Started."**

Enter a short description of your school. This should convey what programs are offered, what makes it unique, and that the school is in HISD. Below that field, enter the address for your school's website. Next, choose how your name will appear in the URL. Some styles: YatesHighSchool, YatesHS, YatesHISD. Click **"Save Info."**

Upload a profile image. You may want to use your school's logo or an image of your school's mascot. The image should be **180x180**. Click **"Save Photo."**

Add your school's page to your favorites section. This will appear on the left navigation of the news feed on your personal account. Click **"Add to Favorites."**

The next page will let you customize your audience. For location, enter **"Houston, Texas"** with a 25-mile radius. For age, choose 13 and 65+. For gender, choose all. Leave **"interests"** blank.

You'll now be on your page. Facebook will take you through a short tutorial.

Add a cover photo. There will be a little camera icon above your profile picture. Click that and add a wide image there – the size is **851x315**. Your profile image will cover up the lower left of the header image, so be sure not to have someone's face there! Going forward, you can update your banner photo to coincide with what's happening on your campus.

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Next, click on **"settings"** on the right side of the page's top navigation bar. Here's what you need to set:

Under **"General"**:

- For **"Visitor Posts,"** click **"Edit"** and uncheck **"Allow photo and video posts."** Save your changes.
- For **"Page Moderation,"** click **"Edit"** and choose **"Strong."** Save your changes.

Under **"Page Info"**:

- Enter your address, hours of operation, phone number, general email address for people to contact you (if you have one).

Under **"Notifications"**:

- It's up to you to choose what alerts you want to receive. If you get too many, you can always change these later.

Under **"Page Roles"**:

- This is where you can add other school employees so they'll be able to post content and moderate the page. Please keep in mind that anyone who has access to this page **MUST** be an **HISD employee. Do NOT** add **PTO** members or anyone else outside the district. In the event that a page administrator leaves the district, another page administrator needs to remove them **ASAP**.
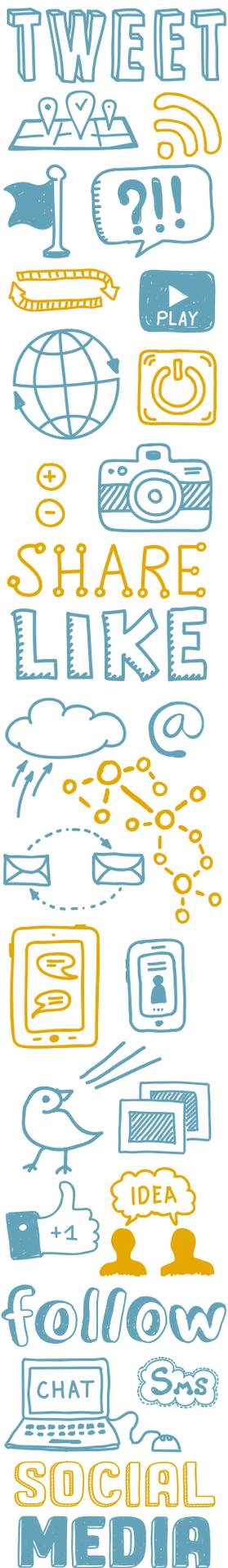
FACEBOOK TIPS

Tips for posting on Facebook

Keep it short and meaningful. You only have a few seconds to grab someone's attention with your post, so make it count!

Remember that everything you post is public. If you don't want every single person in the world to see it, don't post it. Even if you delete a post, there's a chance someone could have a screenshot of it. You can edit posts after they have been published by clicking the down arrow in the top right corner of the post and choosing **"Edit Post."**

Post regularly. Two to three posts per week is a good place to start. Share content that is school-related, educational, and relevant to your school community. Fun things, like free days at the zoo, are also great to post. Post congratulatory messages regarding student achievement. Celebrate and spotlight your students, faculty and staff.

Post photo galleries. You have options, such as a photo carousel and a video slideshow, but the standard photo album or photo status will do. Parents love to see photos from the classroom and field trips.

Post "native" video. It is best to upload video directly to Facebook, rather than make users click on a link to view it. Keep video short, 15-30 seconds (Although if the need arises, Facebook allows videos of up to 45 minutes.) Post video of students engaging in the classroom, performances, etc.

Answer questions and engage your community. Followers sometimes will use Facebook as a way to ask questions or get information, and they appreciate timely responses. But most importantly, they are more willing to engage with your page if you engage them back by responding to comments and messages. That in turn will help your posts pop up on their timeline more often, which allows their followers/friends to see and potentially engage as well.

Recognize and thank community and business partners. For example, if Target made a big donation to your school, post that and tag Target in your post. If the school has a Facebook account, use that to post a thank-you message directly on Target's Facebook timeline.
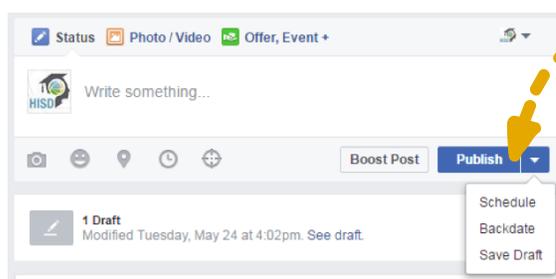
Schedule posts. You can schedule posts directly on Facebook by selecting the arrow next to **"Publish."**

Post when your audience is online. Many people check Facebook right when they wake up and while they're watching primetime TV.

Make sure your students' safety is a priority. Be sure all students in photos have signed media releases.

Ask for help if you need it. If you have general questions about social media, give the HISD Communications Department a call at 713-556-6066 and someone will assist you.