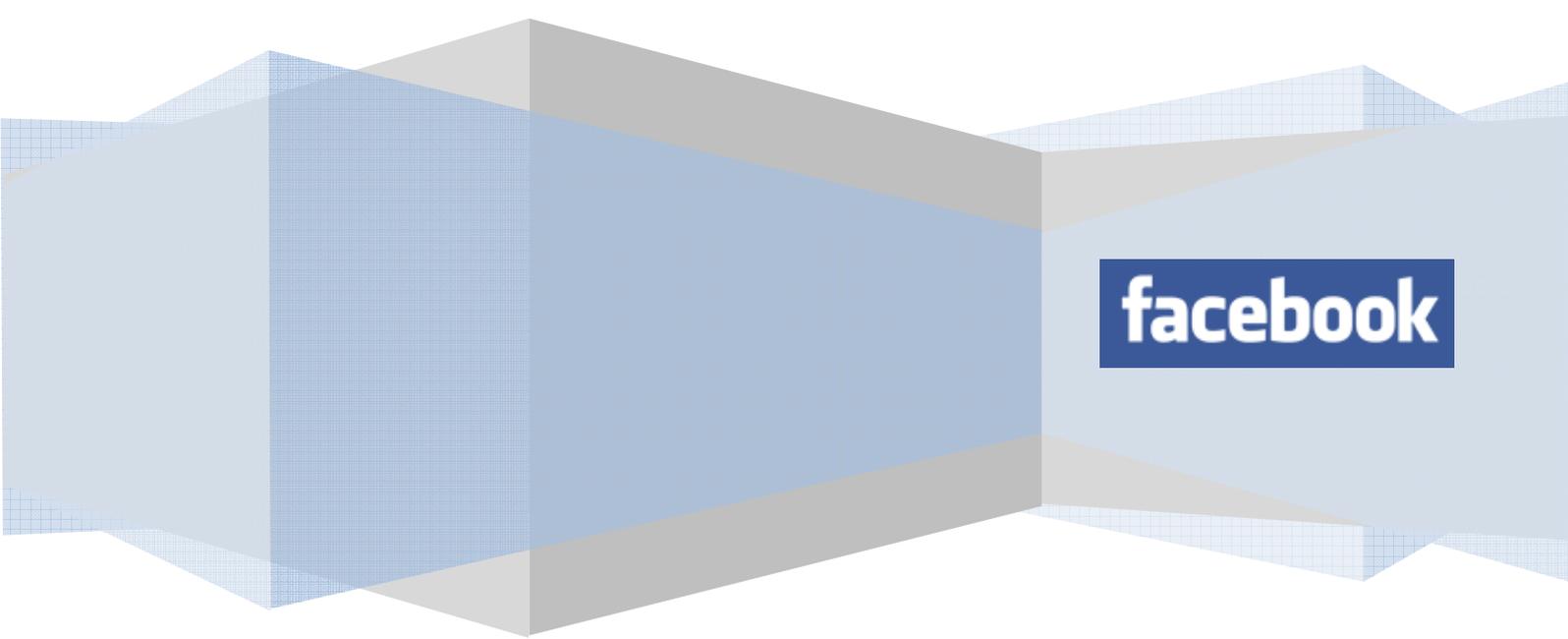


# Creating a Facebook Fan Page

## A Guide for Schools

**The *Herts for Learning* ICT Team**

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facebook

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## How to set up a Facebook 'Fan Page' for your school or children's centre



Facebook is the most popular social networking tool in the world, with approximately 25 million user-accounts the UK. By using such a widely known tool you can bring school news, updates and celebrations to a large audience and enable them to interact with the school Facebook page. You can share photographs and videos, when appropriate, as well as text and links.

**When posting content, the school should follow the same guidelines for the safe use of images, video and information that it would use for a school website or any other form of electronic communication. Guidance on the safe use of images, from Hertfordshire County Council, can be found in document CSF0072 which can be downloaded from: <http://www.thegrid.org.uk/info/csf/policies/#images>**

When you sign up for Facebook it makes a personal profile for yourself, and using a personal profile for school communication should be avoided. **We therefore suggest that you create a 'Fan Page', and use this for school communication.** To do this you must first create a personal profile if you do not already have one, but you do not have to use your personal profile if you don't want to, other than for logging in to Facebook to manage your fan page. Some schools have created Facebook accounts specifically for the purpose of being able to log-in in order to be able to investigate Facebook 'incidents' which are sometimes reported by pupils, parents or teachers. If you have done this, you could use this account to create your fan page. **Please be aware that the Facebook Terms and Conditions state that you must use real names and accurate information when signing up.**

### Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.
4. You will not use your personal timeline for your own commercial gain (such as selling your status update to an advertiser).
5. You will not use Facebook if you are under 13.
6. You will not use Facebook if you are a convicted sex offender.
7. You will keep your contact information accurate and up-to-date.
8. You will not share your password (or in the case of developers, your secret key), let anyone else access your account, or do anything else that might jeopardize the security of your account.
9. You will not transfer your account (including any Page or application you administer) to anyone without first getting our written permission.
10. If you select a username or similar identifier for your account or Page, we reserve the right to remove or reclaim it if we believe it is appropriate (such as when a trademark owner complains about a username that does not closely relate to a user's actual name).

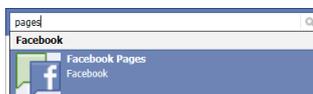
Section from Facebook Terms and Conditions, June 8<sup>th</sup> 2012 revision. **Please note that these may have changed when you read this document and you should always read the latest Terms and Conditions in full, yourself, <https://www.facebook.com/policies/>**

## Facts you should be aware of:

- A 'Fan Page' presents an anonymous 'official' Facebook page to your users.
- Users cannot easily see from a 'Fan Page' who set it up, unless you choose to make this public, so your information from your personal profile is not displayed. (However, make sure your personal settings are locked down as people may be able to see if you are a 'fan' of the page, and may be able to see your information if they click on your name and you haven't locked down your profile.)
- Information on your school Facebook page is public. You do not need a Facebook account to be able to see the page, only if you want to interact with it (unless specific country and age limits have been set, which will require users to log in to Facebook before they can see the page. See section 12 on Settings below.)
- Anybody with a Facebook account can choose to 'Like' your page and receive the content you post to the page.
- Users can post comments in response to your posts. This cannot be disabled, but you can remove comments if necessary.
- It will be possible for users of the page to see which other people also use the page.
- Once created, you can add more administrators to a Facebook fan page. It is a good idea to have more than one administrator.
- Pages can be deleted if you need to, and individual users can be blocked if necessary.
- Children under the age of 13 should not have Facebook accounts.

### Part one: Creating your page

1. Log in to Facebook. In the search box at the top of the screen, type 'Pages.' A link to 'Facebook Pages' will show:



2. Follow this link to go to Facebook Pages, then click on the  button which is located at the top right of the screen. Alternatively, you can get to the Facebook Pages site via this link: <http://www.facebook.com/pages/browser.php>

3. You now need to choose your type. Select *Company, Organisation or Institution*.



4. When you click on this, you will be asked to select a category. Choose *School*.



5. Next you need to give your page a name and, providing you accept the Terms and Conditions (which you should read first,) check the 'I agree...' box. Then click the *Get Started* button.



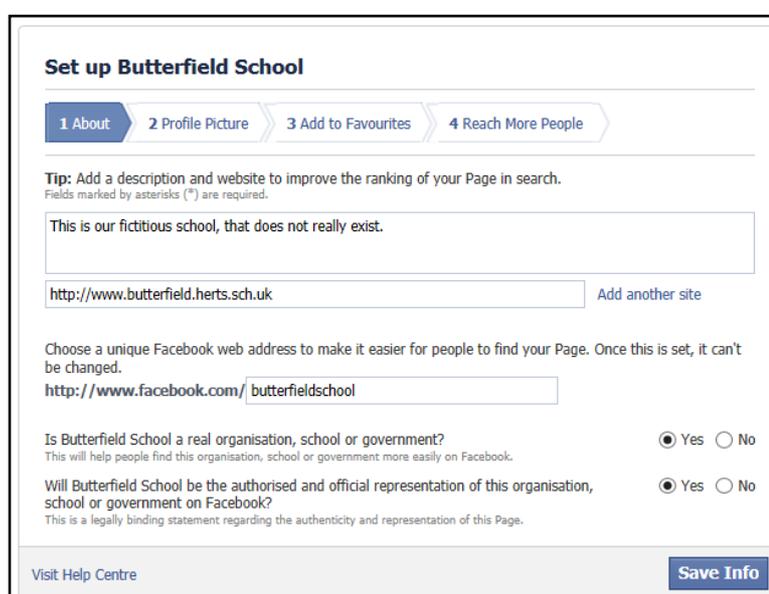
**Company, organisation or institution**  
Join your supporters on Facebook.

School

I agree to Facebook Pages Terms

**Get Started**

6. You will now enter the *Set Up* pages. It will first ask you to add a description and your website address. You must also choose a unique Facebook web address. This is the address people can use to find your page. Beneath this you confirm this is a real school and that this is your official page.



**Set up Butterfield School**

1 About 2 Profile Picture 3 Add to Favourites 4 Reach More People

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

This is our fictitious school, that does not really exist.

[Add another site](#)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can't be changed.

Is Butterfield School a real organisation, school or government?  Yes  No  
This will help people find this organisation, school or government more easily on Facebook.

Will Butterfield School be the authorised and official representation of this organisation, school or government on Facebook?  Yes  No  
This is a legally binding statement regarding the authenticity and representation of this Page.

[Visit Help Centre](#) **Save Info**

7. On the next step you will be asked for a profile picture for your page. You should use your school logo. Once you have uploaded it, click *Next*.



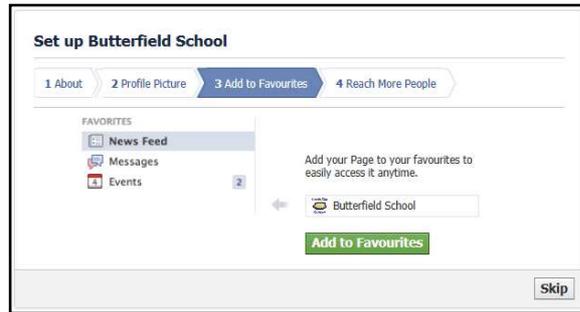
**Set up Butterfield School**

1 About 2 Profile Picture 3 Add to Favourites 4 Reach More People

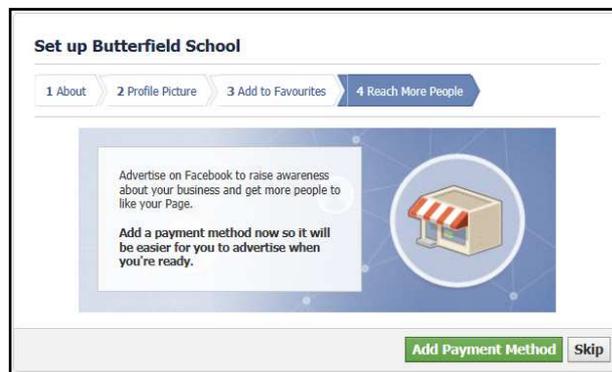


**Next**

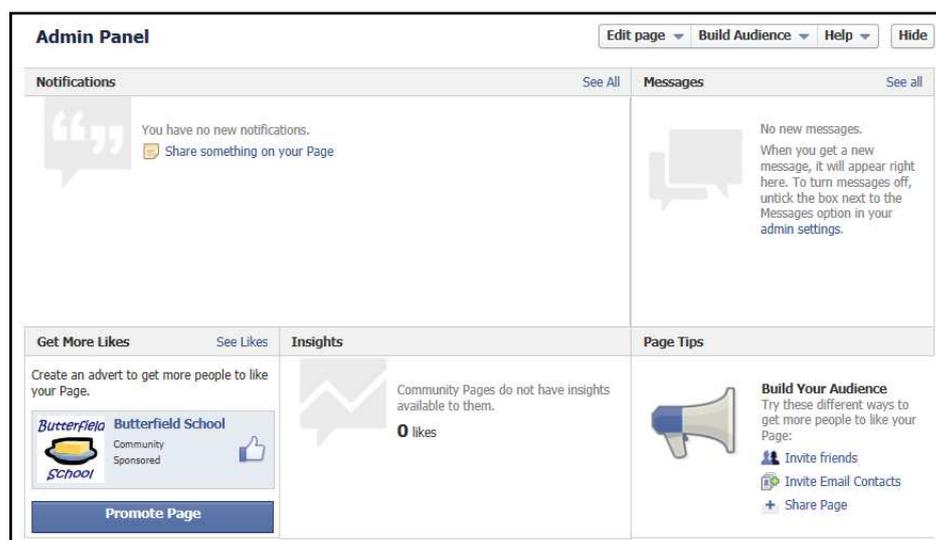
8. In the next step you have the option of adding a link to your page to your favourites. This means that when you log in to your Facebook account, you can easily find your page so that you can manage it and post content etc. You can skip this if you choose.



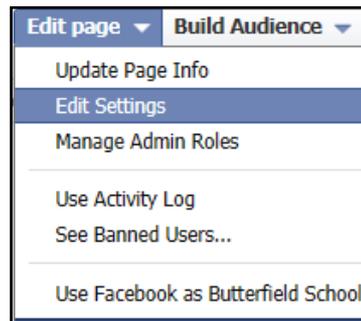
9. In the final step of the *Set Up* wizard, you have the option to promote your page through advertising. You can skip this step.



10. You will now be taken to the Admin Panel of your page. This sits at the top of your page and is visible to page administrators. The information visible and options available depends on the role of the administrator (see sections 13 and 14 below.)



11. We now need to look at the settings for the page. Click on the *Edit Page* button at the top right of the Admin Panel and drop down to *Edit Settings*.



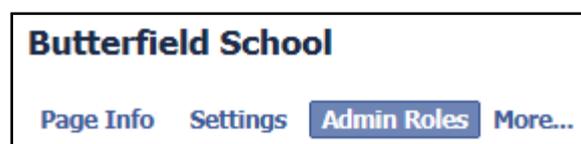
12. The Settings page will open providing access to a number of options. You can change them via the *Edit* link next to each setting. The settings you choose are the decision of the school, but suggestions are below.

Butterfield School		View Page
Page Info Settings Admin Roles More...		
Page Visibility	Page published	Edit
Posting Ability	Choose who can post to your Page Timeline	Edit
Post Visibility	Posts by others are hidden from my Page Timeline	Edit
Post Privacy Gating	Privacy control for posts is turned on	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only Page admins can tag photos posted on my Page.	Edit
Notifications	On Facebook and Email	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
Replies	Comment replies are not yet turned on for your Page	Edit
Remove Page	Delete your Page	Edit

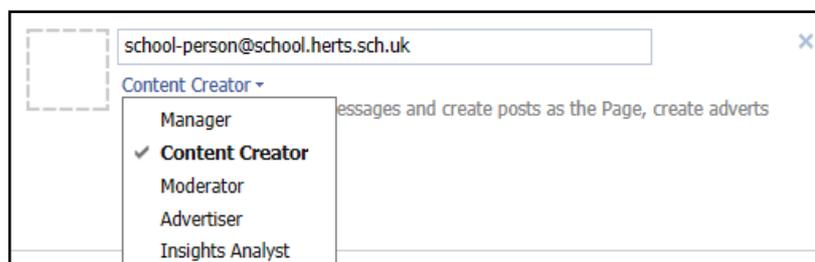
- **Page Visibility:** Published
- **Posting Ability:** Switch OFF both of the options for anyone to post to your page.
- **Post Visibility:** Choose “Hide posts by others on my timeline” and switch OFF “Highlight recent posts by others...”
- **Post Privacy Gating:** Switch ON “Allow me to control the privacy...” You may not use this function but it gives you the option of greater control.
- **Messages:** Switch OFF “Allow people to contact my page privately...” You already have your mechanisms for people to contact your school and we suggest they do not do this through Facebook.
- **Tagging Ability:** The default is that only Admins can tag photos and we suggest you leave it like this, and that you do not tag photos on your page.

- **Notifications:** Make sure you leave all notifications ON. Note that each administrator should review their own notification settings (for their profiles) to make sure their notifications are also switch on.
- **Country Restrictions:** If you change this to anything other than ‘Page is visible to everyone’ then users will be required to log in to their own Facebook account to see the page (as this verifies which country they are in.)
- **Age Restrictions:** If you change this to anything other than ‘Page is shown to everyone’ then users will be required to log in to their own Facebook account to see the page (as this verifies their age.) Note that “Anyone” is stated as “Anyone 13+.”
- **Page Moderation:** This allows you to specify particular words that will be automatically moderated. Posts containing these words will be blocked (a page admin can approve the post.) There is an automatic profanity checker in the next step so it is not necessary to enter a list of expletives in this section.
- **Profanity Checker:** You can choose off, medium or strong. We suggest *Strong*.
- **Similar Page Suggestions.** Because you are not necessarily trying to reach the general public, as your page is aimed at your school community, you can choose to switch off the function for your page to be recommended to others.
- **Replies:** This allows users to reply to new comments made by other users, so it clear which comment someone is replying to. This is NOT a way to enable or disable comments on your posts (this cannot be done.) Leaving replies switched on enables more of a conversation style of commenting. Leaving it off is perhaps a little more formal.
- **Remove Page:** This allows permanent deletion of the page.

13. Now you have chosen your page settings, you can set up your page administrators. We suggest you have a number of administrators who can collectively watch the page and respond accordingly. Click the *Admin Roles* button at the top of the settings page.

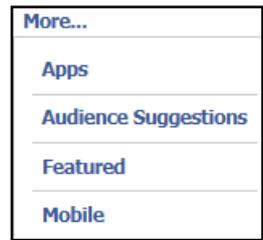


14. To add an administrator, enter their email address and choose their role. A full explanation on admin roles can be found here:  
<https://www.facebook.com/help/323502271070625>



Note that each administrator will need a Facebook account. Once you have entered their email address they will be sent an invitation email. Check your spam folder if this email does not seem to have arrived.

15. The 'More' button at the top of the settings page enables you to choose featured likes and page owners. You can, for example, like another page and show this 'like' on your school page. First you must 'like' another page when using Facebook as the page (not as yourself. You can switch between the two at the top of your page.)



You are posting, commenting and liking as Butterfield School

Then use the More button to access the Featured menu, and choose to make the like 'featured.' Why not like the CEOP page or another eSafety page?

We suggest you do not add any featured owners to the page.

**This completes the basic set-up for your page.**

Part Two: Additional tips

Here are some more tips for using your Facebook page.

The screenshot shows the Facebook page admin interface for Butterfield School. Several callout boxes provide instructions:

- Top Right:** A box points to the 'Build Audience' menu with the text: "Use this menu to invite people to like your page."
- Admin Panel:** A box points to the 'Edit page' dropdown menu with the text: "Click here update info, change your settings and add/remove admins." The dropdown menu includes options: Update Page Info, Edit Settings, Manage Admin Roles, Use Activity Log, See Banned Users..., and Use Facebook as Butterfield School.
- Notifications:** A box points to the 'Share something on your Page' button with the text: "Click here to post to your page".
- Insights:** A box points to the 'See Likes' link with the text: "Click here to see who likes your page."
- Bottom Right:** A box points to the 'Build Your Audience' section with the text: "Click here to see who likes your page." This section includes options: Invite friends, Invite Email Contacts, and Share Page.

### Adding a cover:

A 'cover' is a large image that appears at the top of your page. You can choose a nice photo of the school grounds or suchlike. Make sure the photo adheres to safe usage guidelines. To add a cover, use the button beneath your *Admin Panel*, at the top right of the actual page.



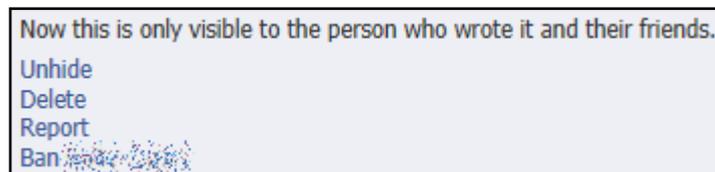
### Deleting a comment

If you need to delete a comment made by a page user, follow these steps:

1. Click on the 'Hide' button to the right of the comment.



2. You can now choose the action you wish to take, which includes blocking the user ('ban'.)



### Getting more help

Don't forget that Facebook has an extensive, searchable help section which is accessible from the 'cog' button at the very top right of Facebook. 

