



Brought to you by the Norfolk Digital team 'fuelled by friendship'

FACEBOOK: For Your WI

- Facebook is based around individual **Accounts**. Please see 'Facebook: For You' for advice/help, if you do not already have an Account
- An Account must be owned by a real person.
- An Account Holder can set up and **Administer** a **Page**.

PAGE OR GROUP?

- Posts on Pages are public and can be seen and commented on by anyone.
 - Norfolk WI Facebook Page can share posts from your page and you can share Norfolk WI posts onto your 'timeline'
- Some WIs want something a bit more private and set up a **Group**, which means that they can control who sees posts and who comments.
 - However other WI Facebook Pages **cannot share** posts from Groups
 - There are three kinds of Groups: Public, Closed, Secret
- Some WIs have **both**: a Page that allows them to introduce their activities and events to a wider public and a Group as a WI-based feature to discuss topics and share their news in private.

SETTING UP A PAGE FOR YOUR WI

- This help-sheet is not meant to replace the **Help** you can find at Facebook itself, which is where you will also find help with **Privacy** settings.
- We recommend that your Committee discusses what it wants to achieve, in terms of communicating with members, potential members, the general public. Your Facebook Administrator is an important role within your WI. Norfolk Digital Team recommends that if a WI Committee sets up or has a Facebook Page, they always have two '**Admins**' (for security and succession). There are other page roles that can be shared by members of your WI. (See 'Settings')
 - Administrator: the only one who can publish OR unpublish the page, create roles. As well as all the other publishing and monitoring roles
 - Editor: can do most things including make and edit posts
 - Analyst: one of several other roles. Useful for someone who just wants to 'see behind the scenes'

MANAGING YOUR PAGE

- A useful feature of a Facebook Page is that you can schedule posts to appear at any time of your choosing over the next two months



- Norfolk Federation of WI's Facebook Administrators find 'Business Suite' very helpful
- Once you have 30 people 'liking' the page you have access to Facebook 'Insights' ... analytical tools that help you see more about how your posts are performing in terms of 'reach' and 'engagement'

- Facebook and Facebook Business Suite look different in your Laptop Browser and on your phone/tablet
- **CHECK** your page regularly to see **who** is posting on it and **what** comments say. Norfolk WI acknowledges every comment made on it. Combines politeness and security!

See our Facebook: For You Help-sheet for guidance in how Facebook and MyWI offer Help and tutorials

NEED LOCAL HELP or ADVICE??

Email us at winorfolkdigitalhelp@gmail.com