Facebook is the primary social media “hub” through which county offices can connect with clientele, county residents, and other Facebook users with an interest in your activities, programs, and services. Almost 70 percent of Internet users are on Facebook. Facebook offers University of Idaho Extension an opportunity to reach, inform, and engage with existing and prospective clientele in a new and innovative way.

All official UI Extension sites on Facebook must be created as pages, not as personal profiles. However, your county page will be set up and managed through someone’s personal profile.

Note: The person who creates the page will automatically have “manager” administrative access to the page. This means they can add and remove other page administrators. Each county should designate at least two “managers” in order to provide continuity in case one of them can no longer fulfill this role (because they retire or resign, for example). Determine who in your county office will have “manager” access before proceeding.

Facebook Training Guide for County Offices of University of Idaho Extension

Getting Started:
How to create your Facebook page

1 Log in to your personal Facebook account and visit www.facebook.com/about/pages. Select “create page.”

2 Select the “company, organization, or institution” button and choose the “education” category. Read through the terms of service and check the box that says, “I agree to Facebook page terms.” Click “get started.”

Learn the Lingo

Timeline. The collection of photos, posts, and events that make up your Facebook page.

News feed. An ongoing list of updates on your Facebook homepage that shows new posts and photos from friends and pages you follow.

Followers or fans. People who have “liked” your page and are subscribed to any content you post.

Like. Clicking “like” is a way to give positive feedback. If users “like” your page, they will be subscribed to its content.
Enter your name as “UI Extension, Your County.”

Add the following short description of your office’s purpose: “Providing practical education you can trust to help people, businesses, and communities in Your County.” Include keywords that highlight your program areas and mission such as “4-H,” “small farms,” or “gardening.” These keywords will show up in Google searches and help people find your Facebook page.

Add your county office’s website address.

Create a Facebook web address. People can type this address into their web browser to access your page. “UIExtensionLatah” is a good model.

Select “yes” in the bubble asking if your page is a real organization, school, or government.

Select “yes” in the bubble asking if your page will be the authorized and official representation of this organization, school, or government on Facebook and select “save info.”

If you would like to have easy access to managing your page, select “add to favorites,” which will put a link to the page on your Facebook personal profile sidebar.

The next box will tell you about advertising on Facebook. We aren’t interested in that right now, so select “skip.”

Congratulations! Your page is now set up. All you need to do now is fill in more specific information to make it easier for people to learn about you.

In the upper right-hand corner of the page, select the “edit page” drop-down menu and select “update page info.”

The next window will ask you to upload a profile photo. Let’s “skip” this for now.
Input any missing information. To maximize the effectiveness of your page, be sure to fill in all of these fields:

- Name (UI Extension, Your County)
- Page web address (for example, www.Facebook.com/UIExtensionLatah)
- Physical address of your office
- Short description (Providing practical education you can trust to help people, businesses, and communities in Your County)
- Long description. This description goes into detail about the services and opportunities you provide. It should contain about 100 words.
- Phone number of your office
- Email address of your office
- URL of your office’s website

Set your cover photo. Your cover photo (no logo or text) is an opportunity to display local faces and highlight your services visually. You might choose a photo of a recent workshop or of a group of youth who participated in a 4-H event. Select “add a cover” and then “upload.” Browse to the photo you want and hit “open.” To view a variety of photos you might consider for your cover go to http://bit.ly/1dNUV7C

Profile picture. Your profile picture must be UI Extension’s approved social media logo (see step 18). First, you must complete step 17:

Register your Facebook page with UI. Follow the link below, read the social media policy, and register your page with the university. http://bit.ly/1cSTmR6

Once your page registration has gone through, email the social media admin at calssocial@uidaho.edu for verification that your page is consistent with UI policies. The social media admin will then send you the approved profile picture to upload to your page.

Upload the approved profile picture and start spreading the word about your page. To get started, go to the “build audience” drop-down menu at the upper right-hand corner of your admin panel.

POSTS:
How to make a post

1. Navigate to your county Facebook page. Below the cover photo and information section, you’ll see a box that allows you to select “status” or “photo/video.”
2. Click the box that says, “What have you been up to?” or something similar.
3. Compose a message.
4. If you wish to schedule a post, select the clock icon that appears directly below your message and schedule the post for the correct year, month, day, and time.
5. Select “post” and you are done!

PEOPLE AND PAGES:
How to find and follow other pages and people

1. Use the search bar to find other pages relevant to your county. State organizations, national organizations, agricultural resources, and other universities are among the resources you may want to connect to.
2. Select the gear icon at the far right of the Facebook navigation bar.
3. Under “use Facebook as,” select your county office page. You can now search for other Facebook pages and follow them from your county page.
4. For example, type in “University of Idaho Extension” and navigate to the page. Select “like” in the upper right-hand corner.
5. Click on the “F” icon in the upper left-hand corner of the Facebook navigation bar to go back to your county’s news feed. You will now see updates and posts from the page you “liked.”

PHOTOS:
How to post photos

1. Navigate to your Facebook page. Below the cover image and information section, you’ll see a box that allows you to select “status” or “photo/video.”
2. To post photos, select the “photo/video” tab. You can either upload an individual photo or create a photo album.
If you want to upload a single photo, select that option and then click “choose file.” Navigate to the appropriate file on your computer and select “open.”

Write information about the photo in the box above it and select “post.”

If you want to upload an album, select that option and navigate to your photos.

Hold down “ctrl” on a PC and “command” on a Mac to select multiple photos. Once all of your photos have been selected, click “open.”

A window will pop up that allows you to enter information about the album at the top, and also to add descriptions to individual photos.

Once you have filled everything out, select “post photos.”

If you’re interested in photo-sharing options with a mobile device, see the Instagram training guide.

CONTRIBUTORS:
How to add administrators
You can have more than one administrator for your page. Adding administrators is useful if you want to divide the duty of managing social media among several people. Also, if your office has individuals who plan to use Twitter or Instagram in their Extension work, giving them administrative access will allow them to feed their tweets and photos directly to the county Facebook page.

From your page, select the “edit page” drop-down menu at the top. Click “manage admin roles.”

You can add people you are friends with on Facebook by typing in their name. You can also send administrative invites via email.

Select the kind of administrative access you would like each administrator to have. You’ll find the levels in the drop-down menu along with accompanying descriptions. Most administrators will be “content creators.” They will be able to post and edit content. “Managers” will be able to add and remove other administrators as well as post and edit content.

Select “save,” and you’re done.

Tips for terrific Facebook posts
• Include an image or link with a post as often as possible. Posts with photos or links are more likely to be shared by your followers.

• Encourage interaction through questions and surveys. Encourage discussions. People will keep coming back to your page if it is engaging.

• Make sure every post has something to offer. If you can, link to the website of your county office or UI Extension or to publications in the Educational Communications catalog (http://www.cals.uidaho.edu/edcomm/catalog.asp). Use Facebook as a tool to entice followers to informational content you have elsewhere.

• Keep things positive and neutral. Don’t use Facebook as a platform to express controversial opinions. Your page represents University of Idaho Extension. Keep your posts upbeat, neutral, and on-topic to the services Extension provides.

• Schedule posts. Facebook allows page owners to schedule their posts ahead of time. Set aside a 15- to 30-minute block of time to schedule all your posts for the entire week.

• Keep things moving. Commit to having at least one new post a week. With scheduling, it is easy to do one a day. We want people to keep seeing your page and the UI Extension brand pop up in their news feeds. The more they see high-quality informational content from UI Extension, the better. If you offer quality content on a regular basis, your followers will be more likely to share your page and you will grow your base of followers more quickly.

• Promote your page. Add a Facebook graphic to your website, newsletter, marketing, etc. Contact Taho.edu to add the graphic to your page.
Further reading
Official Facebook help for pages
https://www.facebook.com/help/281592001947683/

University of Idaho social media policies and guidelines
http://bit.ly/1jhJ41I

Video tutorials on how to use Facebook pages
http://bit.ly/1eThLb6

Other university Extension pages
https://www.facebook.com/UIExtension
https://www.facebook.com/UofMNExt
https://www.facebook.com/MUExtension
https://www.facebook.com/MichiganStateExtension

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