Managing your Facebook Page – Quick Guide



T. Meredith, Ed Tech UWE C&T February 2016

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1. Switching Roles to Use Facebook as Page Administrator

- Go to: <u>http://www.facebook.com</u>
- Login to the Facebook profile you use to Administer the Page (usually a "work" Facebook account)
- Click on the down-arrow in the blue toolbar (top right see below)
- Select the page you want to Administer

Find Friends	
	Use Facebook as:
	Create Page Manage Page
-	Advertising Activity Log 2
	Settings Log Out
	Help Report a Problem

2. Adding/Deleting Page Administrators

• Click on "Settings" in the gray toolbar



- Select "Page Roles" in the left-hand column
- Add new Administrators at the bottom of the page (must use an email address attached to a Facebook profile)
- Delete unnecessary Administrators by clicking the "X" in the upper left near his/her name



3. Editing General Page Information

- Select "Page" in the gray toolbar
- Click "Page Info" in the left hand column

t			Settings Lo	
Page Messages 2	Notifications 3 Insights P	ublishing Tools	Settings	
	-		Promote	
Overview	PAGE INFO		THIS W	
Page Info	Category	Companies & Organizations : University	1,91	
	Name	University of Wyoming Extension	PostRe	
	Subcategories	Choose up to three subcategories	186 Post Engag	
	Facebook Web Address	www.facebook.com/WyomingExtension	0 Wabsite	
	Address	1000 E University Ave, Dept 3354, Laramie, Wyoming 82071	0 of	
	Start Date	Enter your start date	Response Ra	
	Hours	+ Enter hours of operation		
	Short Description	Providing life-long learning opportunities for the citizens of Wyoming and for all who wish they were!		
	Impressum	Input Impressum for your Page		
	Long Description	Are you curious about ways to attract wildlife to your backyard? New ways to stretch your grocery budget? What about putting See More		
	General Information	+ Enter general information		
	Mission	The University of Wyoming Cooperative Extension Service provides lifelong learning opportunities for the people of Wyoming and empowers them to make choices that enhance their quality of life.		
	Founded	May 8, 1914		
	Price Range	+ Enter price range		
	Awards	+ Enter awards		
	Products	+ Enter products		
	Parking	+ Enter type of parking available		
	Phone	Add a phone number		
	Email	Enter your email address		
	Website	http://www.uwyo.edu/uwe/		
	Facebook Dage ID	66173164948		

• From here, you can edit your description, web address, phone/email, office hours, category, etc.

4. Verifying your Page

- Verifying your page allows it to show up higher in search results
- Click "Settings" in the gray toolbar
- Select "Page Verification"
- You will be asked to confirm a landline telephone number by receiving a phone call and entering a 4-digit code into Facebook

f			rs Logout
Page Messages 2 Notifications 3	Insights Publishing 1	Tools Settings	Help •
🔅 General	ites	Page is not added to Favorites	Edit
💭 Messaging	Pa	Page published	Edit
Page Info	Page Verification	Verified Pages show up higher in search results. Your Page is verified.	
Post Attribution	Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
Page Roles	Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience fo your posts is turned off	r Edit
* People and Other Pages	Expiring Posts	Ability to set posts that expire is turned off for my Page	Edit
Apps	Messages	People can contact my Page privately.	Edit
😈 Instagram Ads	Tagging Ability	Other people can tag photos posted on my Page.	Edit
★ Featured	Others Tagging this Page	People and other Pages can tag my Page.	Edit
f Page Support	Country Restrictions	Page is visible to everyone.	Edit
Place Tips	Age Restrictions	Page is shown to everyone.	Edit
	Page Moderation	No words are being blocked from the Page.	Edit
⊞ Activity Log 🕀	Profanity Filter	Turned off	Edit
	Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
	Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
	Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
	Download Page	Download Page	Edit
	Merge Pages	Merge duplicate Pages	Edit
	Remove Page	Delete your Page	Edit

5. Posting as "Yourself" vs. the Page You are Administering

 When posting a new Status or Photo, click the icon in the upper right of the post to select whether you are posting as "Yourself" (will show your name) or the Page (will show page name)



6. Looking at Page Analytics

- Click on "Publishing Tools" in the gray toolbar
- You can see your Reach (people who have viewed it), number of

Likes/Comments, etc. for each post

_					
f					Settings Logout
Page Messages Notifications	Insights	Publishing Tools			Settings Help •
E Posts	Publis	hed Posts			+ Create
Published Posts Scheduled Posts	Search	n Q Act	tions 🔻		4
Drafts	P	osts	Reach	Likes, Comments	Published -
Expiring Posts		A snow fence aroun d your garden can	247	4	Feb 8, 2016 at 11:16am IFTTT
Videos Video Library		Here's a helpful reso urce for filing taxe	404	19	Feb 4, 2016 at 5:58pm David Keto
Lead Ads Forms Forms Library		A future University of Wyoming Extensi	804	36	Feb 3, 2016 at 10:33am IFTTT
		Are You Cuckoo for CoCoRaHS? If yo	90 I	4	Feb 2, 2016 at 5:10pm
		Storing Seeds Fro m the Ground Up	539	18	Feb 2, 2016 at 4:48pm
		New Mary Kay blog	843	39	Feb 2, 2016 at 2:44pm Steven L. Miller
		Cathy Shuster was r ecognized for her	1K	89	Jan 29, 2016 at 4:30pm Steven L. Miller
		Sixth floor hallway c halkboard.	357	4	Jan 29, 2016 at 12:16pm Steven L. Miller
		A reception celebrati ng Cathy Shuster'	293	25	Jan 27, 2016 at 1:17pm Steven L. Miller
		Congrats are in orde r!	4.3K	245	Jan 26, 2016 at 5:10pm Steven L. Miller
	- [Mary Kay's new blog postmeetings in	734	27	Jan 26, 2016 at 10:05am Steven L. Miller
		The Meaning Behin d Various Flowers	800	24	Jan 25, 2016 at 12:06pm IFTTT