

# **Managing your Facebook Page – Quick Guide**



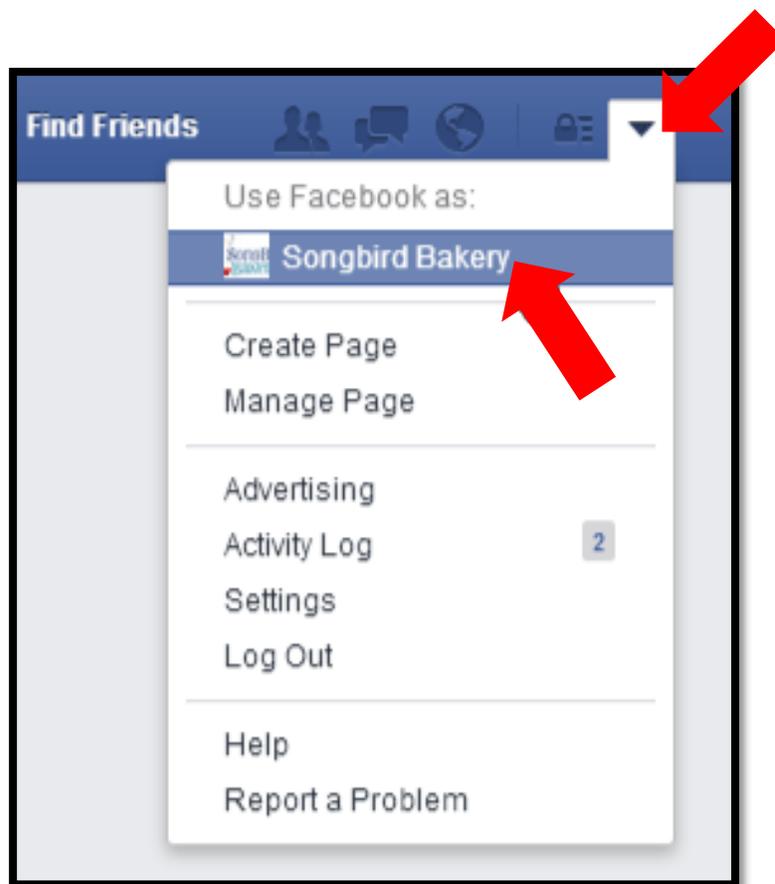
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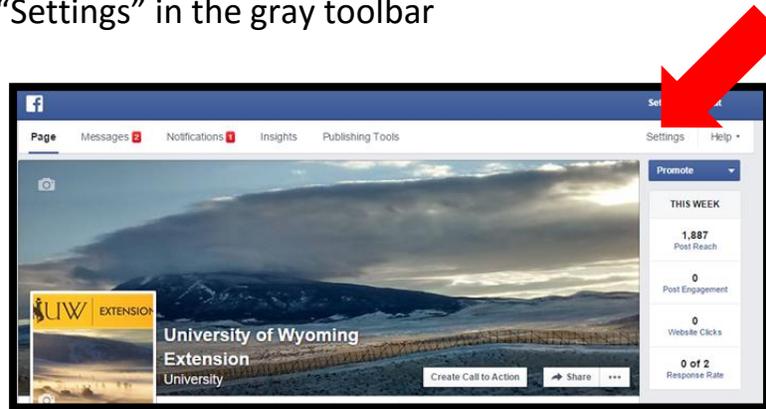
## 1. Switching Roles to Use Facebook as Page Administrator

- Go to: <http://www.facebook.com>
- 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

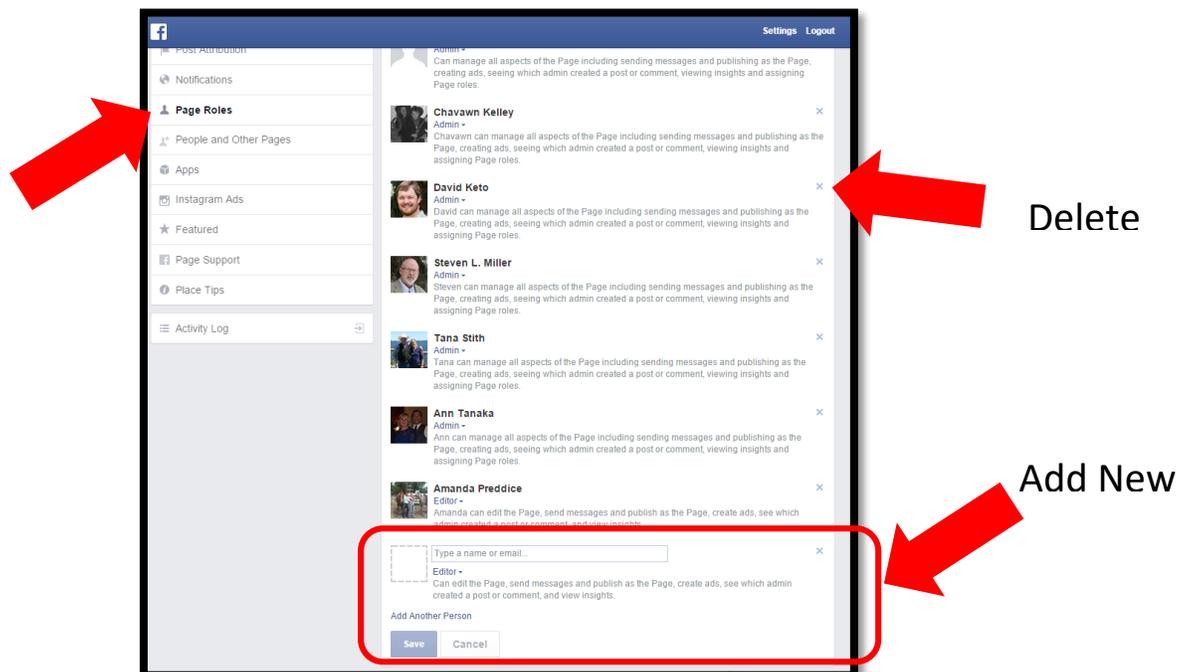


## 2. Adding/Deleting Page Administrators

- Click on “Settings” in the gray toolbar

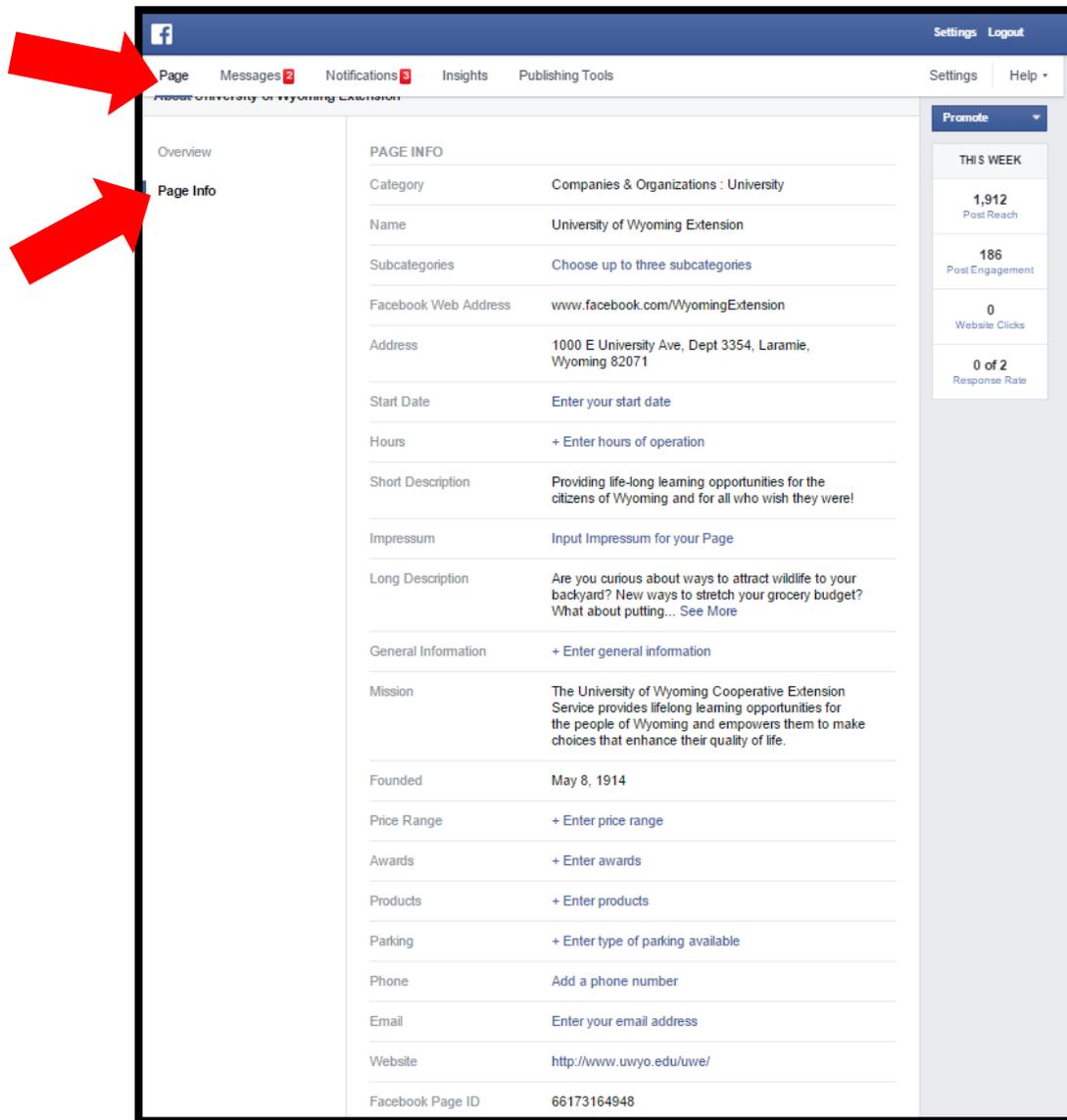


- Select “Page Roles” in the left-hand column
- Add new Administrators at the bottom of the page (must use an email address attached to a Facebook profile)
- Delete unnecessary Administrators by clicking the “X” in the upper left near his/her name



### 3. Editing General Page Information

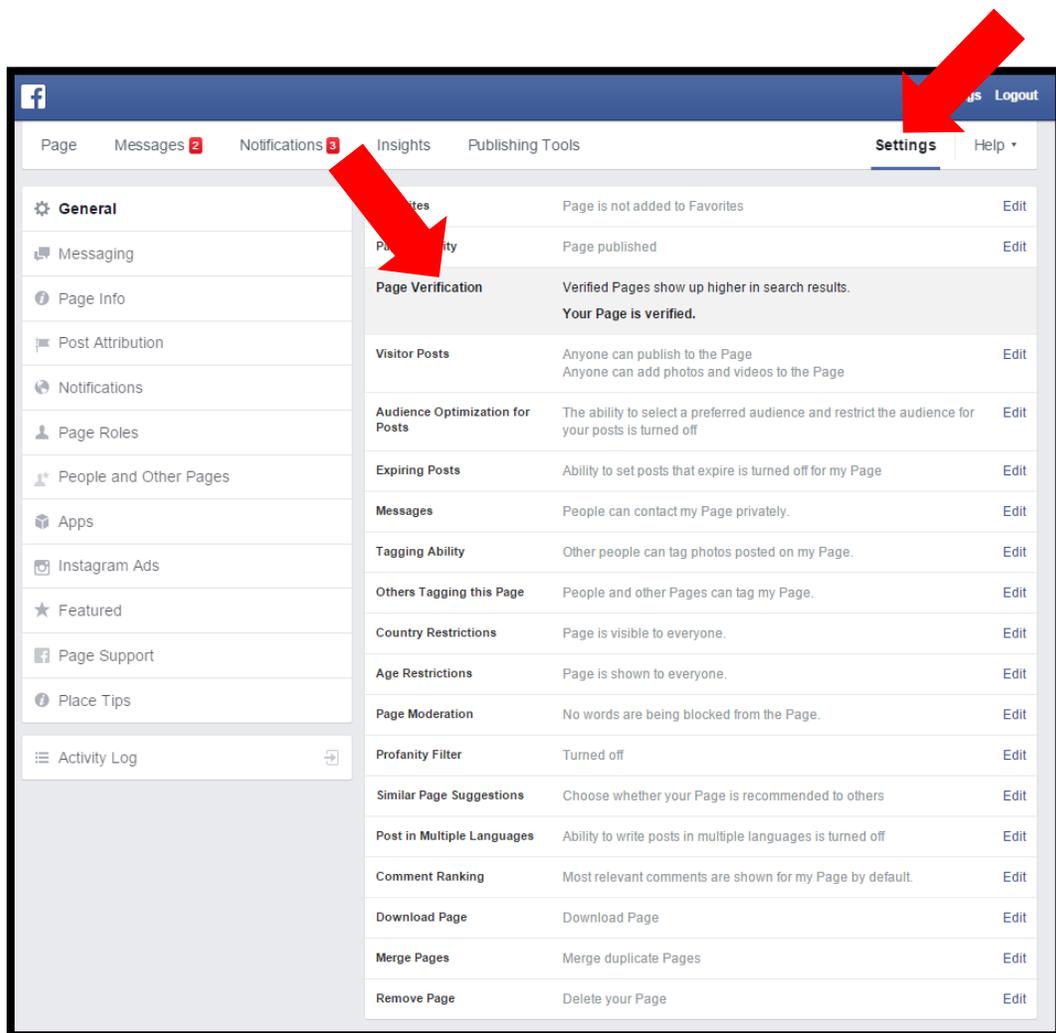
- Select “Page” in the gray toolbar
- Click “Page Info” in the left hand column



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

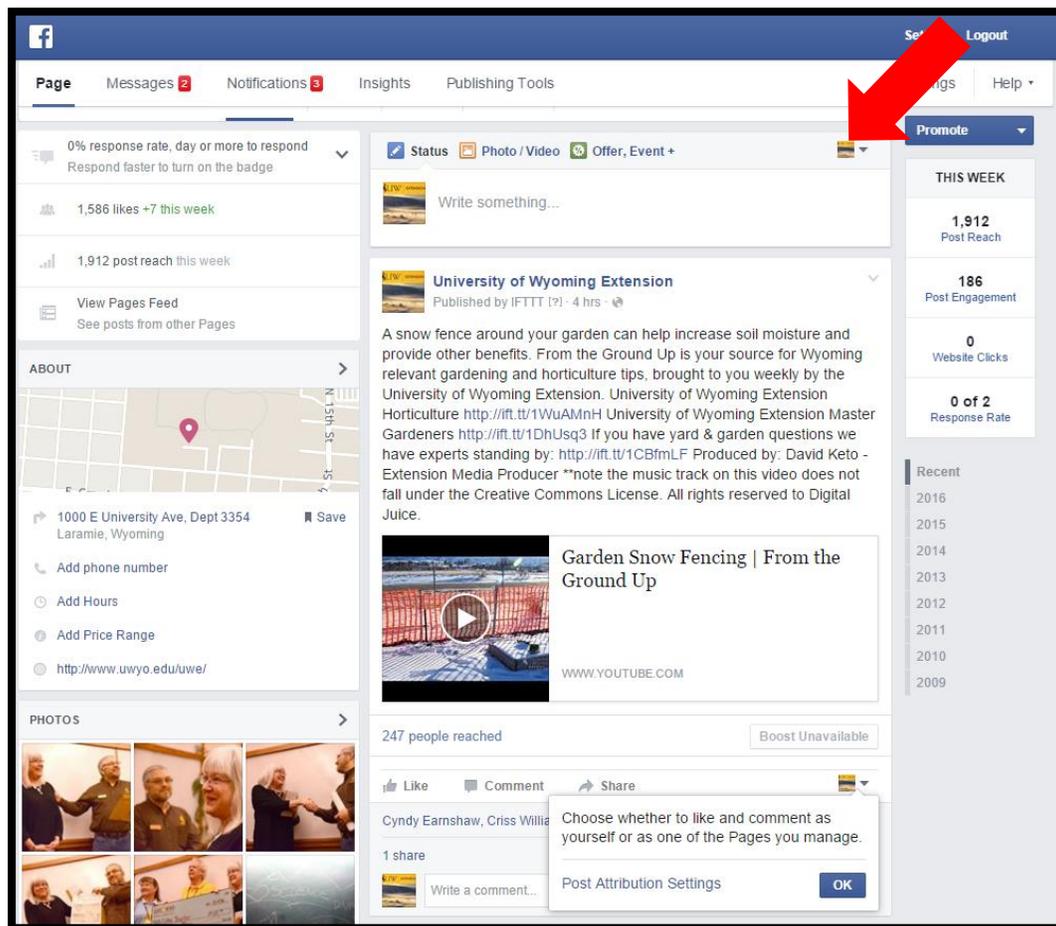
## 4. Verifying your Page

- 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



## 5. Posting as “Yourself” vs. the Page You are Administering

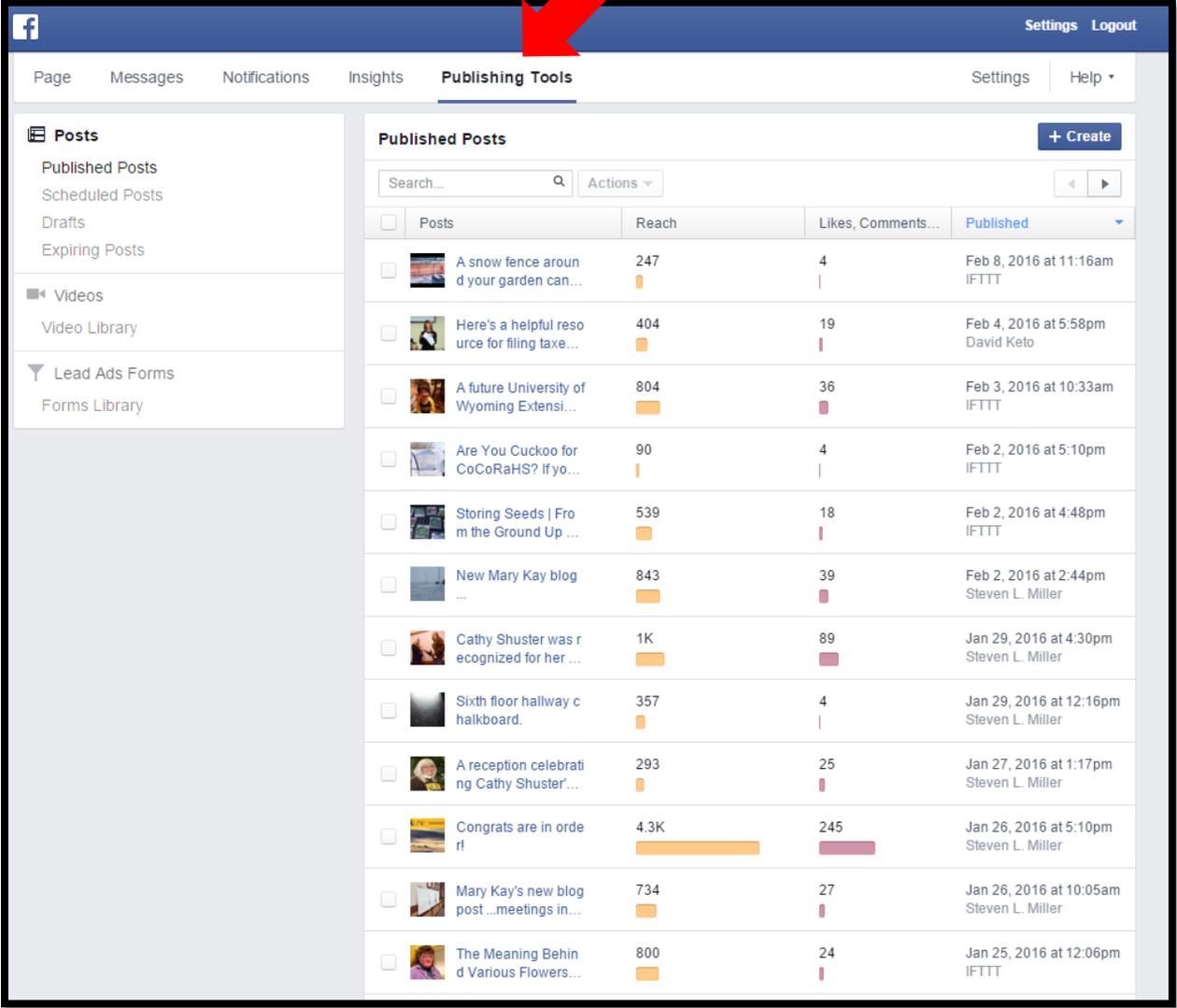
- When posting a new Status or Photo, click the icon in the upper right of the post to select whether you are posting as “Yourself” (will show your name) or the Page (will show page name)



The screenshot shows the Facebook interface for a page. The top navigation bar includes 'Page', 'Messages 2', 'Notifications 3', 'Insights', and 'Publishing Tools'. The main content area shows a post by 'University of Wyoming Extension' with a video titled 'Garden Snow Fencing | From the Ground Up'. A red arrow points to the dropdown menu in the top right of the post, which is used to select the profile to post as. The post has 247 people reached and 1 share. A tooltip is visible over the 'Share' button, stating: 'Choose whether to like and comment as yourself or as one of the Pages you manage. Post Attribution Settings OK'.

## 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



The screenshot shows the Facebook Page Publishing Tools interface. A red arrow points to the 'Publishing Tools' tab in the top navigation bar. The main content area displays a table of published posts with the following data:

Posts	Reach	Likes, Comments...	Published
<input type="checkbox"/> A snow fence around your garden can...	247	4	Feb 8, 2016 at 11:16am IFTTT
<input type="checkbox"/> Here's a helpful resource for filing tax...	404	19	Feb 4, 2016 at 5:58pm David Keto
<input type="checkbox"/> A future University of Wyoming Extensi...	804	36	Feb 3, 2016 at 10:33am IFTTT
<input type="checkbox"/> Are You Cuckoo for CoCoRaHS? If yo...	90	4	Feb 2, 2016 at 5:10pm IFTTT
<input type="checkbox"/> Storing Seeds   From the Ground Up ...	539	18	Feb 2, 2016 at 4:48pm IFTTT
<input type="checkbox"/> New Mary Kay blog ...	843	39	Feb 2, 2016 at 2:44pm Steven L. Miller
<input type="checkbox"/> Cathy Shuster was recognized for her ...	1K	89	Jan 29, 2016 at 4:30pm Steven L. Miller
<input type="checkbox"/> Sixth floor hallway chalkboard.	357	4	Jan 29, 2016 at 12:16pm Steven L. Miller
<input type="checkbox"/> A reception celebrating Cathy Shuster'...	293	25	Jan 27, 2016 at 1:17pm Steven L. Miller
<input type="checkbox"/> Congrats are in order!	4.3K	245	Jan 26, 2016 at 5:10pm Steven L. Miller
<input type="checkbox"/> Mary Kay's new blog post...meetings in...	734	27	Jan 26, 2016 at 10:05am Steven L. Miller
<input type="checkbox"/> The Meaning Behind Various Flowers...	800	24	Jan 25, 2016 at 12:06pm IFTTT