



ClubsOnline – Social Media: Facebook Applications

Workshop Manual



Department of
Sport and Recreation

This workshop is designed to assist with the creation of a club Facebook page.

DISCLAIMER:

The software applications covered in these training sessions are for illustrative purposes and are not necessarily endorsed or prescribed products. There are many open source or proprietary applications that perform equivalent functions and participants are encouraged to further explore the range of products available.

Furthermore, the web is a dynamic environment and is constantly changing. Neither the authors, Challenger TAFE nor the Department of Sport and Recreation of WA warrant the accuracy of content contained herein. No responsibility will be accepted for any loss or damages to any party arising through application of this information.

Design: Benjamin Hodge

Author: Nik Peran

Challenger Institute of Technology

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This manual assumes that you already have completed the steps in Facebook 1: Setup.

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WORKSHOP MANUAL

INTRODUCTION

This manual is both a reference guide and a self learning tutorial.

I will first look at the setup of a basic Facebook Page and get you familiar with what a “finished” Page can look like. Pages are sometimes also called *Fan Pages* or *Brand Pages*. Then we’ll ramp it up using apps to create a more sophisticated version. Along the way we’ll pick up some tricks so you can get the job done without any prior coding knowledge.

The minimum starting requirement is that you have a Personal Profile. You don’t even need a Facebook Page for your Club yet. But if you work through the manual from beginning to end, you will finish it owning a brilliant machine for your marketing. You could easily pay a developer hundreds, if not thousands of dollars to develop something similar. Furthermore, you will have acquired important skills that will serve you well as a webmaster and Facebook administrator.

Being a Facebook admin gets a lot more exciting when we add cool apps to our page. There are literally thousands to choose from and they can provide a rich, interactive experience for our visitors. Most of them are developed by outside software companies. Integrating apps can be tricky since their development is not controlled by Facebook. In this manual we will look at how to install some apps that might be useful for a club or association.

It’s recommended that you add them in the order in which they are listed in the manual. Each one builds on the experience gained in the previous one. If an explanation seems vague then it’s probably because a more detailed version was given in an earlier app. Afterwards you will find it easier to work with any of the others available on the web.

Lastly, there are often many ways to achieve the same outcome in Facebook. The approach I have taken is a basic one that should remain consistent for several years. With experience you will no doubt figure out shortcuts and quicker ways than the ones shown.

If so, I congratulate you on your progress. It means your club is in good hands. You can build on the knowledge I have presented and use it to train other club members. In fact, I advise you to teach whatever you learn to someone else as quickly as possible. It's the fastest way to deeply understand a subject and to *lock in the knowledge*. It will also lighten your load and pave the way for succession planning.

The Paleoistics Brand Page

One of my pet hates is tutorials that assume too much.

To make this one easy to follow I will build a shiny new page from scratch. If you build yours alongside mine we can share the journey together.

My Page is for a Diet and Fitness movement called Paleoistics. In case you're wondering, it's to promote a Paleo lifestyle which has lately gained mainstream publicity thanks to chef/judge Pete Evens of My Kitchen Rules fame. Proponents of Paleo believe that modelling our diet and exercise patterns after mankind's hunter-gatherer ancestors will lead to a healthier and longer life. Based on 3 years of personal experience it's something I wholeheartedly agree with.

So the page is a real one. I think this is more interesting than creating something called "Test Page" or "Sample Site". Or to demonstrate on a mature Page that misses out the steps to get there in the first place. The page can be found at <https://www.facebook.com/paleoistics>.

Then, once we have built our *marketing chassis*, I'll show you the steps I take to promote the page and gather a following. The data, feedback, failures and successes will be real. Not to mention the tears and joy. But that's something for the next manual.

Excited?

I am.

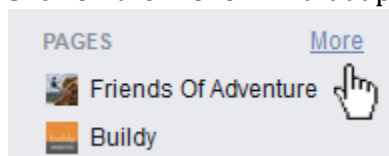
Let's get stuck into it.

CREATING A FACEBOOK PAGE

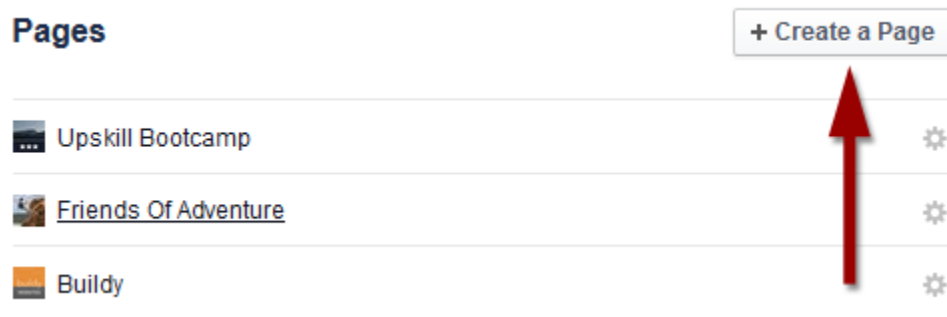
A quick summary of how to create a new Page are outlined in the manual **Facebook 1: Setup**. For convenience I will repeat them again here with a bit more detail.

Where to Start

1. Go to the **Home** section in your *Personal Profile*. It's one of the links at the very top.
2. Scroll down the left hand side column until you reach the heading **Pages**.
3. Click on the **More** link that appears when you hover over the heading.



4. Then click on the **Create a Page** button. You can also get there by typing the following URL into a browser:
<https://www.facebook.com/pages/create/>



5. Choose one of the 6 category images. **Local Business or Place** or **Cause or Community** will do. You can change this setting later if you change your mind.

Local Business or Place

Club

Paleoistics

Street Address


City/State

Zip Code


Phone

By clicking Get Started, you agree to the Facebook Pages Terms.


Get Started




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

6. Fill in the information fields requested then hit the **Get Started** button.
7. Enter any additional information requested by Facebook to fill out the profile. I generally complete just the first step and skip the remaining ones. That way I can see the page taking shape as I build it. Most of it can be added or modified later. Click **Save Info** and

then **Skip** to move through the steps.

Set Up Paleoistics

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

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

Alternative & Holistic Health x Fitness Center x

Paleoistics is a wellness philosophy based on ancestral diet and exercise.

Website (ex: your website, Twitter or Yelp links)


Is Paleoistics a real establishment, business or venue?
This will help people find this establishment, business or venue more easily on Facebook.

☒ Yes ☐ No

Will Paleoistics be the authorized and official representation of this establishment, business or venue on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.

☒ Yes ☐ No

[Need Help?](#)



Save InfoSkip

Uploading a Banner

The banner/cover photo is the first thing people will notice when they land on your page. It should quickly convey the essence of what your club is about. Spend some time thinking about the design and make it as professional as your skills allow. Think of the old saying, *“You only get one chance to make a good first impression”*.

Having said that, the quickest way to get going is to grab a photo and crop/resize it to **851px** wide x **315px** high. Add a text block with your club name, contact details and any other important details. Facebook places a limit to how much text you can have on a banner so don't go overboard.

After following the steps in **Creating A Facebook Page**, your new page will look like the one below. It's not very flash yet. But now with a suitable image prepared we can quickly jazz it up. Click on the **Add a Cover** link.



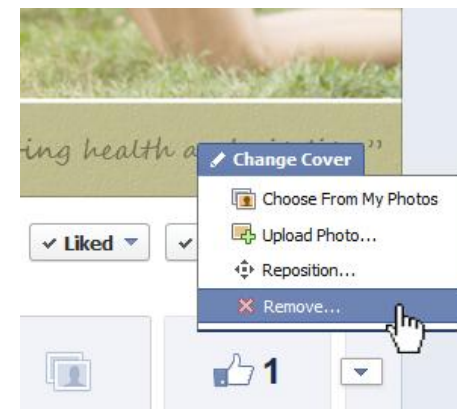
A window will open up allowing you to find the image somewhere on your computer. After it uploads you can make further modifications like dragging the image about. However, it's better to do all the work in your image editor first. It's faster and there'll be more options.

When you are happy with the result, click on **Save Changes**.

Did you forget anything?

Don't panic. Just hover anywhere over the banner with your mouse. A new link with a pencil icon should appear called **Change Cover**.

Clicking this will give you the option to delete the photo and start over.



Add a Profile Picture

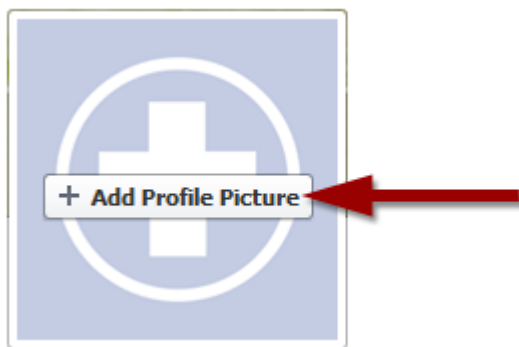
The next step is to upload a Profile Picture. This is an icon that appears alongside any news you post about your club. People will soon identify it with your Page. It will help them to quickly recognize where that information is coming from. Trust me, this is important when scanning through the deluge of data in one's news feed.

The icon you prepare for a Profile picture must be a square image **180 pixels by 180 pixels** (180px x 180px). It will only appear as 160px x 160px over the cover and smaller again in News Feeds. This causes a few limitations to consider when designing the image.

Limit the amount of text as it will be barely readable in News Feeds. If you must use words such as your club name, make them large. If using images keep them simple. When shrunk down you'll lose most of the detail anyway. In fact, a simple pattern using just your club's colours or logo will do just fine.

Image format should be **JPG** or **PNG**. Because of Facebook's compression algorithms I find that JPGs sometimes come out blurry. If this occurs create the image as a PNG. This sometimes fixes the problem.

When the image is ready click on **Add Profile Picture**.



Choose **Upload a Photo**.

When it has finished uploading **refresh** the page to see the final result.

To change it *hover* over the image and click **Edit Profile Picture**.

Just uploading a Cover Photo and Profile Picture already makes a big difference. By now your club Page should look as filled out as mine.



Congratulations. You are now ready to share your page with the world.

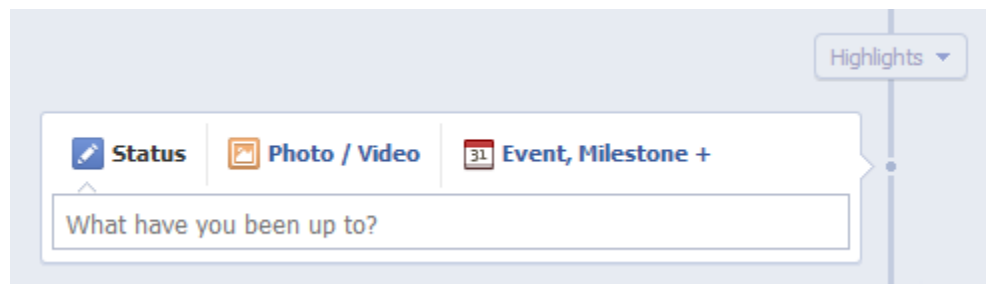
POSTING STATUS UPDATES

Having launched your Facebook Page you're probably eager to tell all your friends and club members about it. But hang on a minute. Let's give them something to read about when they get there.

A good place to start is with a **Status Update**. This is Facebook-speak for *news item* or anything you want to share.

Adding Text

Look for the little box beneath your cover photo that contains the words, "What have you been up to?"





Click in here and start typing. Enter some news about your club or welcome them to your Facebook page. You could tell them about how using Facebook will benefit members and why they should check in often.

But keep it brief. Anything more and the excess will get hidden behind a link. Visitors will have to click it to read your full literary masterpiece.

Make most of your posts light and fun. People love to be entertained.

When you're happy with the work, review it once more before clicking the **Post** button. At the time of writing this Facebook does not allow you edit Status Updates. To make changes you need to delete them and start again.

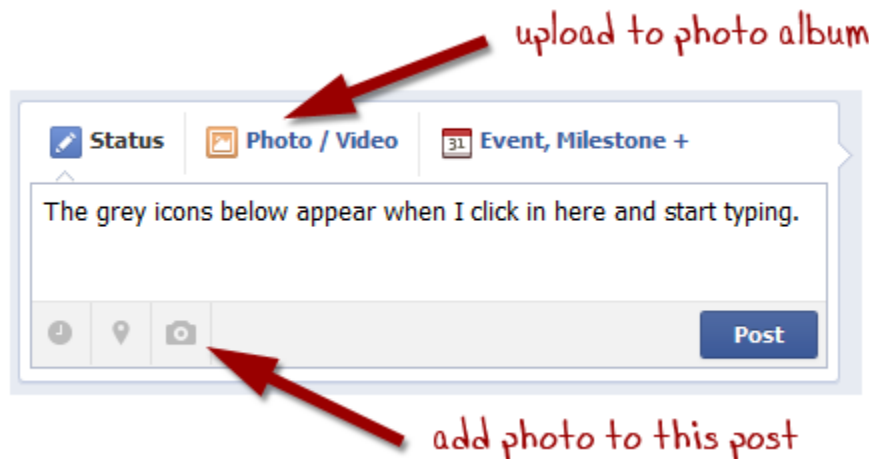
Adding Photos

Notice the row of icons along the top?  **Photo / Video**  **Event, Milestone +**

These allow you to upload media into your photo and video albums. Or create items on an events calendar. These links feed into the standard Facebook Apps which we will cover in the next section.

For now you simply might like to attach a picture to your status update. This image will appear along with your text in people's **News Feeds**. Look for the row of grey icons that appears once you click into the editing box. To attach a photo use the one that looks like a little camera.

Find the photo on your computer. The image will upload when you click the **Post** button.



The Word on Content

What you say, how you say it and how frequently you post should all be guided by your marketing plan. This is such a big topic we have devoted a whole manual to it, **Facebook 3: Content & Marketing**.

It's important to get this right for the long term success of your page. But don't be too concerned in the beginning. Just write as if you were speaking to a friend. Keep jargon to a minimum using mostly short words and sentences. Avoid any form of "corporate-speak" and business like airs – it's BORING!!! Remember, Facebook is a social network.

The rest of this manual will stay focused on building the *structure* of a Facebook Page. The structure needs to be ready for the marketing soon to come.

Cool with that?

Let's look at apps and how we can turn a basic yet functional page into a Rolls Royce of Facebook Pages!

MAKE PAGES MORE INTERESTING

This is just the beginning. Your Facebook Page can be made more appealing with the addition of apps. Apps is short for *applications*. They are modules of programming that extend the functionality of a Fan Page much like apps do on a smart phone.

You can have a maximum of 12 apps per Facebook Page. The Photos App and Likes Indicator come preinstalled when you first create a Page. That leaves you with 10 more apps of your own choosing. But don't worry, that's plenty to create a dynamic and interesting page that will keep visitors coming back for more.

You can install games, run polls or contests, add text and even full web pages with any content you want. In fact, by cleverly using apps you can turn a humble Facebook page into a complete website in itself.

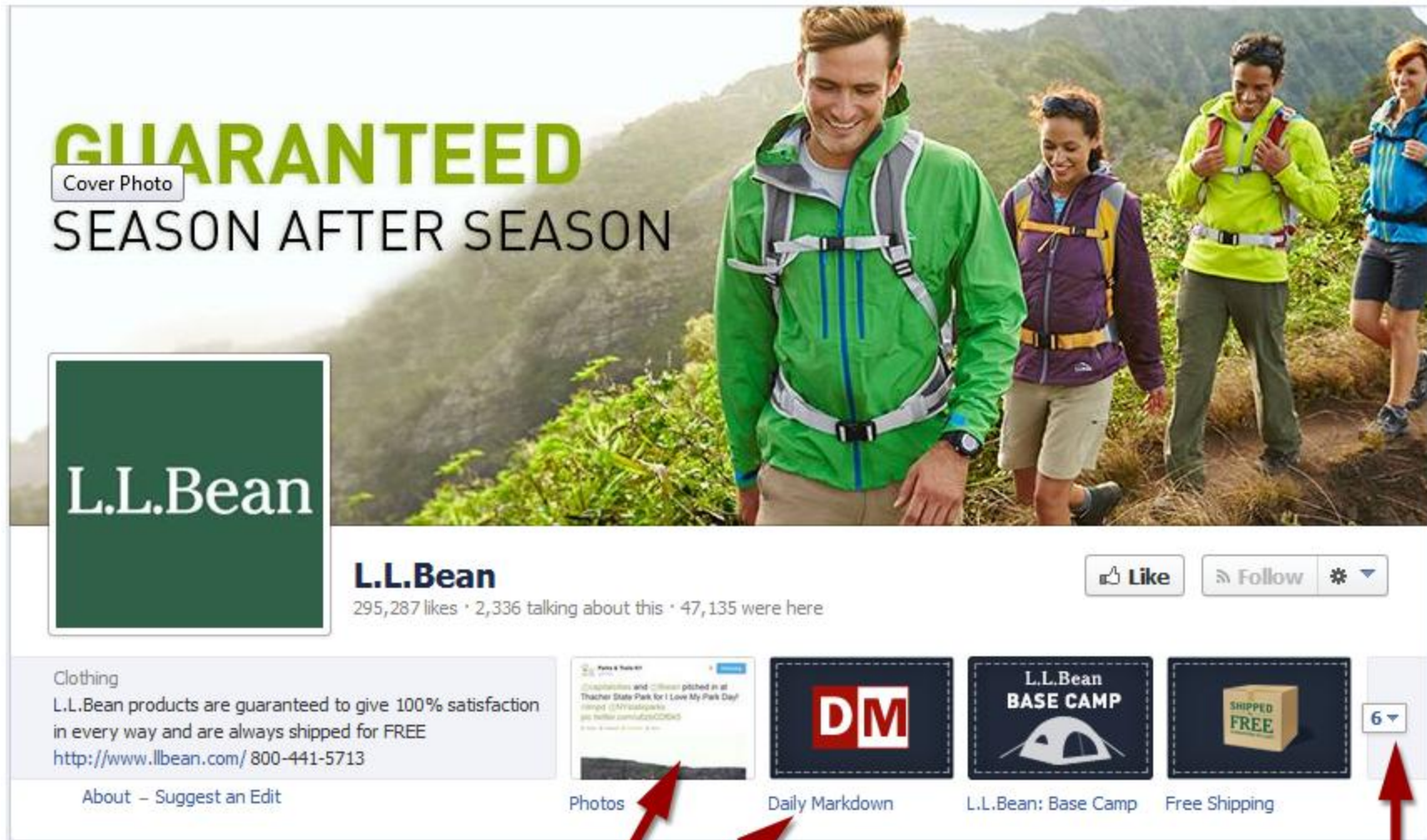
Apps are accessed by clicking on a large button that appears under the main banner. The one drawback is that only 4 buttons appear when the page first loads. To see all apps visitors must click on a small drop down arrow that appears to the right of the button row. If you have more than four apps you will want to organize these so that the most important ones appear first (we'll show you how later).

Anatomy of a Facebook Page

Before we run amok adding lots of apps, let's look at an example page that makes good use of apps. By getting familiar with how they work you can see how to set them up correctly and make them easy to use. It will give you ideas about what is possible and what you might like to have for your own page. Ready?

Visit <https://www.facebook.com/llbean>

The next image shows the main page banner and some application buttons. Click on each of the buttons to see where they lead.



GUARANTEED
SEASON AFTER SEASON

Cover Photo

L.L.Bean

295,287 likes · 2,336 talking about this · 47,135 were here

Like Follow

Clothing
L.L.Bean products are guaranteed to give 100% satisfaction in every way and are always shipped for FREE
<http://www.llbean.com/> 800-441-5713

About – Suggest an Edit

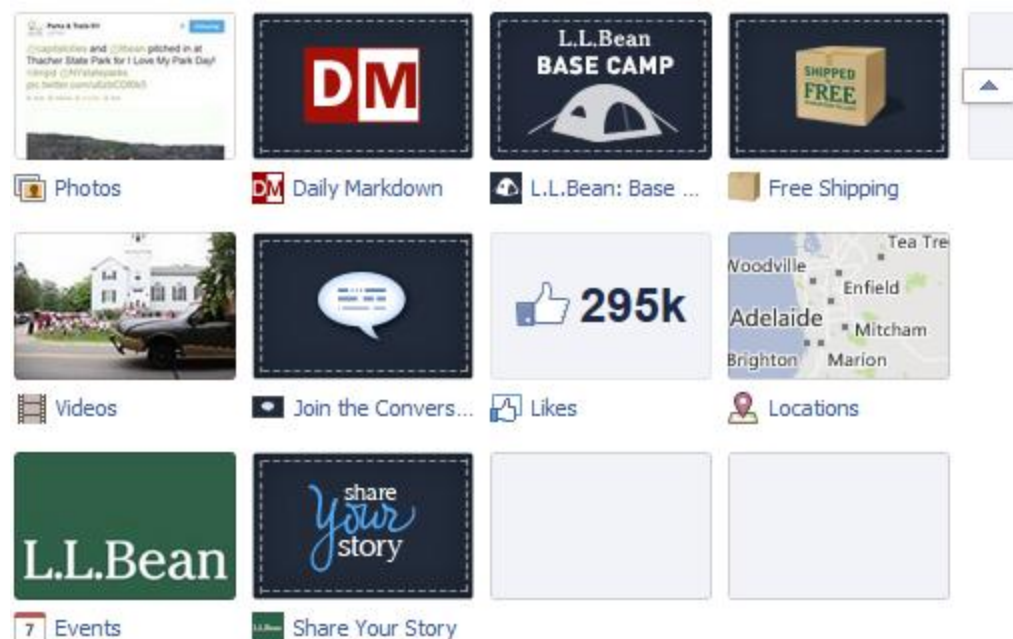
Photos Daily Markdown L.L.Bean: Base Camp Free Shipping

6

App Buttons

Click to see more Apps

Clicking on the link to *see more apps* displays the buttons below.



Each of these links provides different ways that the business offers value to its clients.

Perhaps you might like to have a Maps page too? You could show the locations of your club house or sporting fixtures. Maybe an Events Listing with what's coming up on the club calendar? You could promote open days, sales of equipment or have links to other places on the web.

You are only limited by your imagination and the apps you can find. Do a search for **Free XXX Facebook App** and see what turns up. Obviously swap XXX with the functionality you are looking for. An important app to have is a button that links to your Social Media Policy.

If you know someone with HTML and programming skills you can also have apps custom made for you. That way you can have exactly the functionality you want.

For more information visit <https://developers.facebook.com/docs/>.

Designing Facebook Buttons

A nice touch is to design the buttons so they match the overall design of the page.

Choose colours that harmonize with your banner or logo. A couple of words and the right image will make it obvious what the button links to. Remember, at all times you want to make it easy for visitors. Don't make them guess or force them to click just to find out what's behind a link because they'll probably ignore it.

Buttons are created in any image editing software. They should be JPG/ JPEG or PNG images that are exactly **111** pixels wide by **74** pixels high. Corners are rounded off automatically when you upload the image so you don't have to worry about that.

You can create a custom button for any app that you add yourself. The Photos App always shows the last photo uploaded and you can't change that. If you don't design your own button, Facebook will create a plain one for you using the name of the app. It's not pretty but it gets the job done.

To upload a button you need to install an app first. So in the next section we will look at the easiest apps available – the Facebook Standard Apps.

Image Editors Explained

Buttons can be created in **Photoshop** or **The Gimp** (which is free). Both of these have a steep learning curve and are not recommended for beginners.

Photoshop Elements can be bought at Harvey Norman for about \$100 and is a simpler version of Photoshop.

Most digital cameras are sold these days with image editing software and are good enough for basic editing.

There are also many online tools that create banners and buttons. Google "button generator" and you'll see what I mean. If you are stuck, go and take the **Pixlr Editor** for a spin. It's really quite good.

<https://pixlr.com/editor/>



FACEBOOK STANDARD APPS

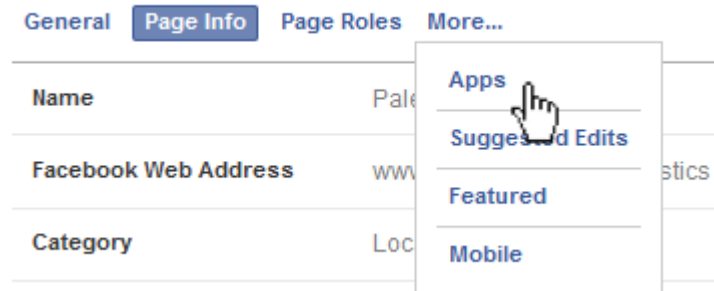
Facebook has developed a few simple apps that you might like to activate for your page. However, finding them is not easy. Here's the method I use.

Add an App

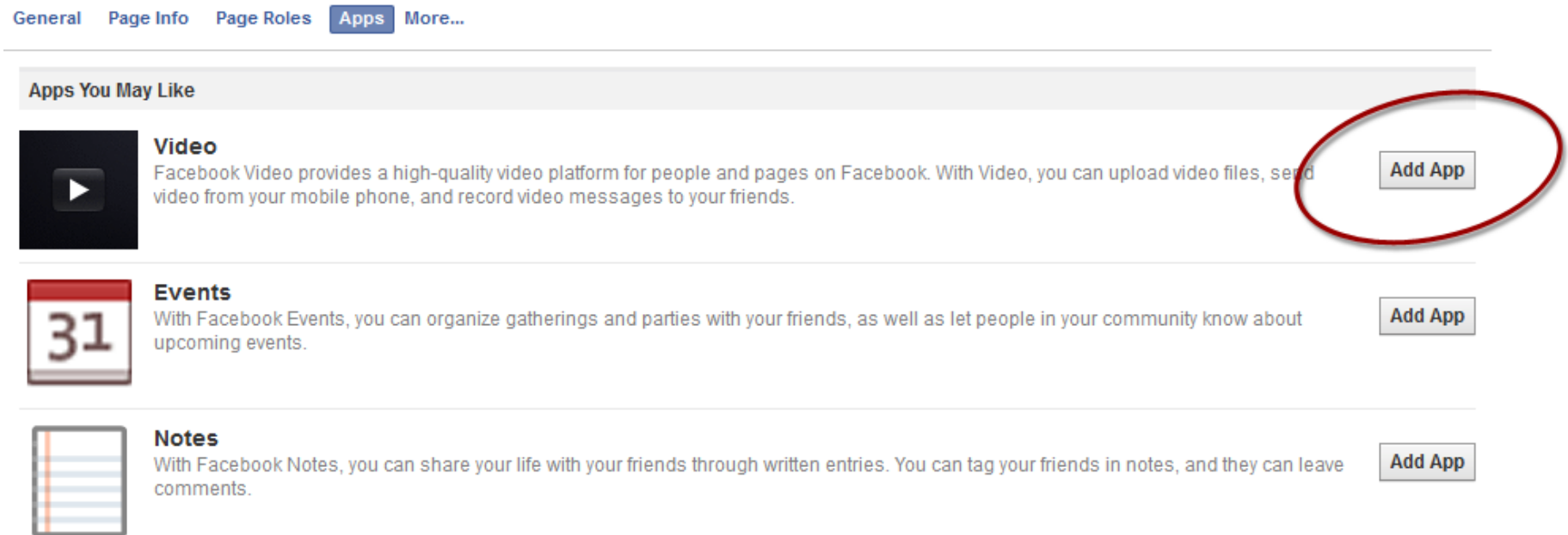
1. Open up your page and scroll down to the banner. If your site is a new one like mine you can see that the **Photos** and **Likes** apps are already pre-installed.
2. Click on the button called **Update Page Info**.




3. Click on the **More...** link and then **Apps**.

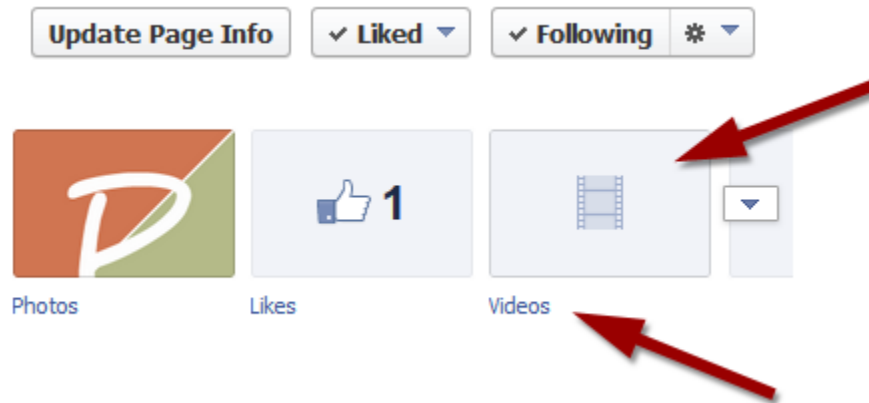


4. This will pull up the list of apps. Click on **Add App** for the application you wish to install. I will use the **Video App** for the rest of this demonstration.



5. Click **View Page** on which appears on the top right of the screen.

6. You will now see that a video channel has been added to your row of buttons. Videos uploaded via the  **Photo / Video** link in *Status Updates* can be viewed by your club members when they click on the **Videos** button.



7. The buttons that Facebook creates (also known as **Apps Boxes**) are fairly ordinary. Unfortunately, you won't be able to change them either. The advantage of Facebook's propriety apps is that they are relatively easy to install. The drawback is there aren't many and they lack the bells and whistles offered in apps made by outside developers.

Remove an App

1. To remove an app start by repeating steps 1 – 3. That is, click on **Update Page Info > More... > Apps**.
2. You should now be back at the *list of apps*. The top section will now show the apps you have added with a small X to the right of each one. Hover over the one you wish to remove and click it.

Alternatively, you can also visit the **Edit Settings** link and remove the app from there but the first method is quicker.

[General](#) [Page Info](#) [Page Roles](#) [Apps](#) [More...](#)

Added Apps

**Video**

Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends.

[Go to App](#) · [Edit Settings](#) · [Link to this Tab](#)



Apps You May Like

**Events**

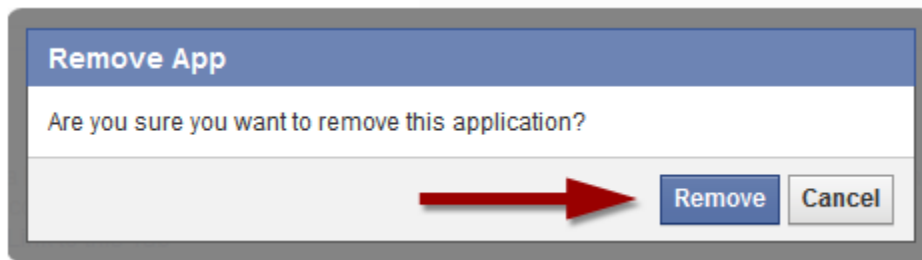
With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

[Add App](#)**Notes**

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

[Add App](#)

3. Accept the confirmation by clicking **Remove**.



4. The application and any data attached to it will be deleted. Consider this step carefully. You will not be able to retrieve any settings once they are gone. If you reactivate the app at a later time you'll be setting it up all over again.

THIRD PARTY APPLICATIONS

This is where the world really opens up for us in Facebook.

Be warned. Once we step outside the comfort of a Facebook controlled environment things can be frustrating and confusing. But with a little patience plus trial and error we can develop a great Fan Page.

Installing 3rd party apps is often done through the website of the developer or their account on Facebook. Each one is different so you'll need to look for instructions there.

Make sure you are logged in to your personal Facebook Profile and then visit their setup link. Proceed through the recommended steps.

To make this seem less daunting I will install some of my favourite apps and you'll see how it's done.

Follow along by installing each app on your own page. Once you've done it a few times I promise you the process gets easier.

1. STATIC HTML : IFRAME TABS

HTML is simply formatted web text. HTML apps allow you to link another web page to your Fan Page. This can contain anything you want. The reason I'm starting here is because it's a great place to hang your *Social Media Policy*.

If you visit the link <http://www.socialmediaexaminer.com/top-10-facebook-apps-for-building-custom-pages-tabs/> you will find several options. Some will be easier to use than others. The catch with many is that they are limited in some way. Either in the amount of content you can have or they charge a monthly fee for their use. Usually though they give you a free page or two.

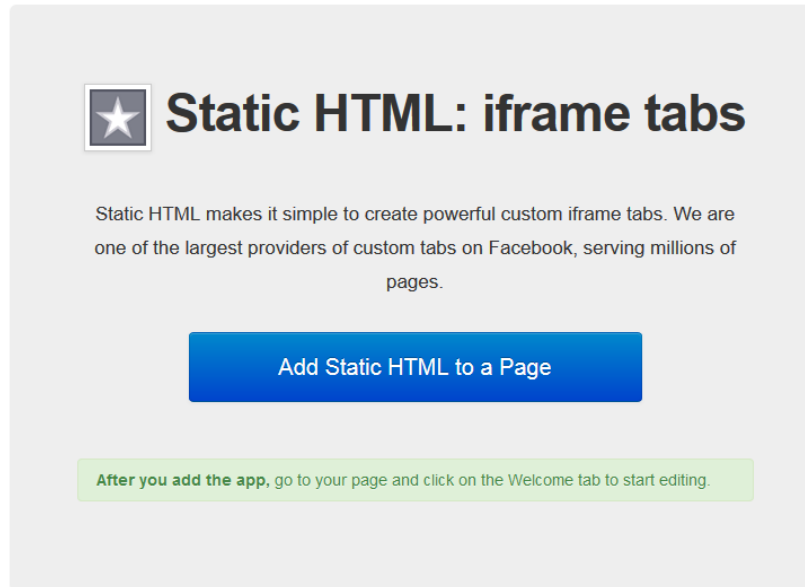
If you want *easy* and don't mind paying a bit then give these a shot.

The app I will step you through is called **Static HTML : Iframe Tabs** by *Thunderpenny*. What I love about this one is that it's completely free for up to 12 Tabs or Pages. More than enough, I've never used that many. There are also no annoying advertising links in your content. There is a "gotcha" though. The first time using it is beastly. It doesn't have a WYSIWYG (*What You See Is What You Get*) editor.

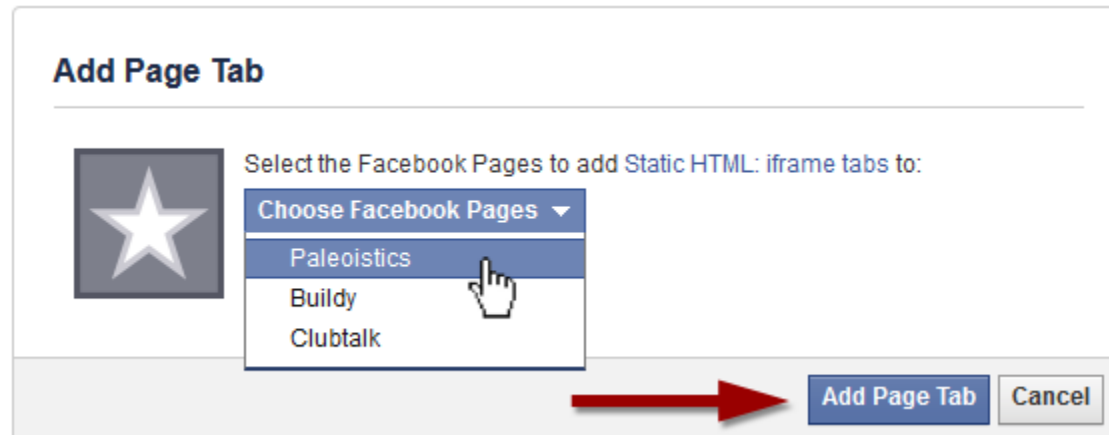
But I'll show you a way around this. A quick hack so you can throw up slick looking web pages as well as any web designer. No coding experience necessary! Lets' go ...

Installation and Settings

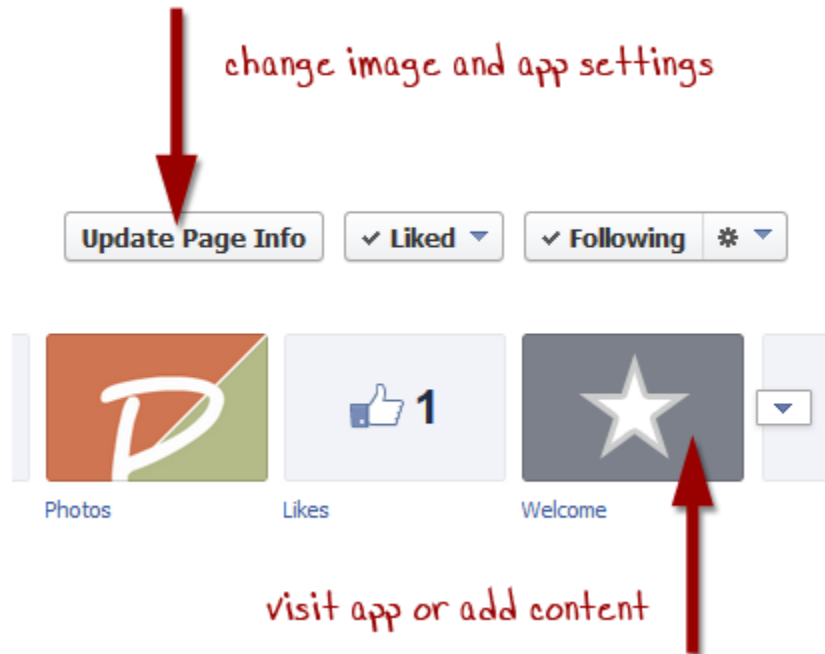
1. Visit https://apps.facebook.com/static_html_plus/
2. Click on the big blue button.



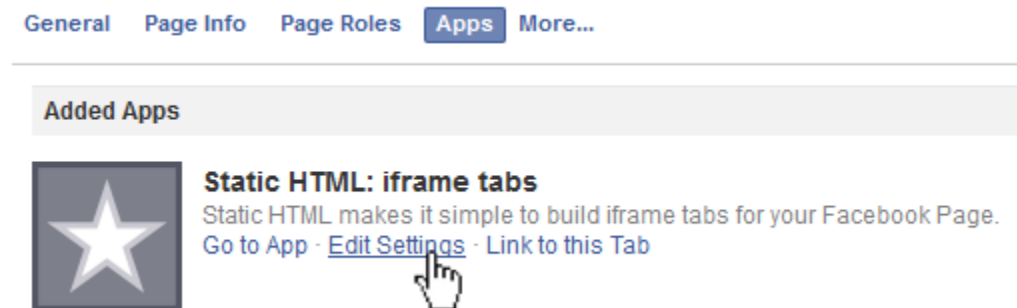
3. If you have more than one Facebook Page you will need to select which one. Then click **Add Page Tab**.



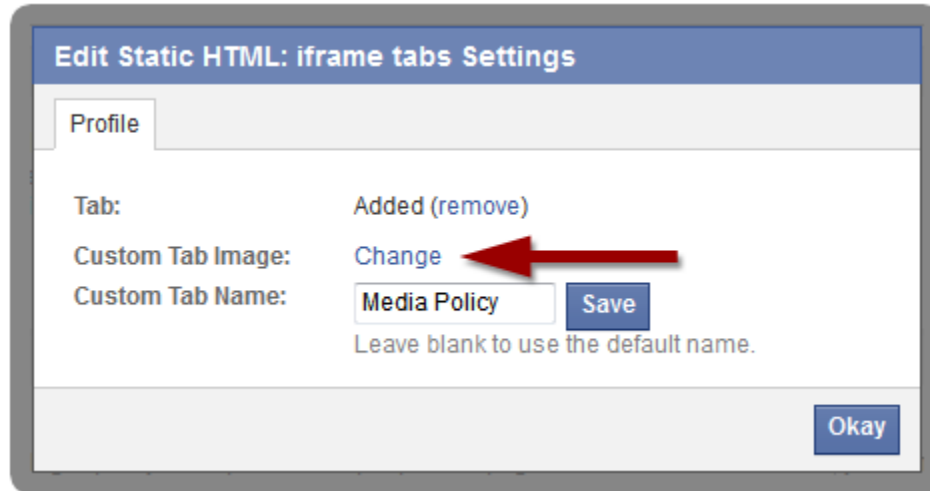
- At this point you will be directed back to the **Home** section of your Personal Profile. Continue on and visit your club's Page. There will be a link in the left hand sidebar with the title of your Page.
- Notice the new Apps Box in the row of buttons? It will be called "*Welcome*" and if you click on it you'll be taken to a blank page with nothing on it. Wait, not yet. I want to change some basic settings first. The easy stuff ... Click on **Update Page Info** instead.



- Visit **More... > Apps**.
- Click on **Edit Settings** for the Static HTML app.

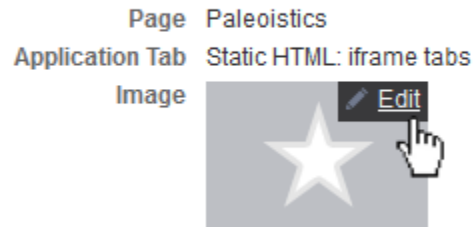


8. Type *Social Media Policy* or something similar into the tab name field and click the blue **Save** button. Then click the **Change** link to upload a custom image.



9. Hover over the existing image and click the **Edit** link that appears.

Upload a Custom Image



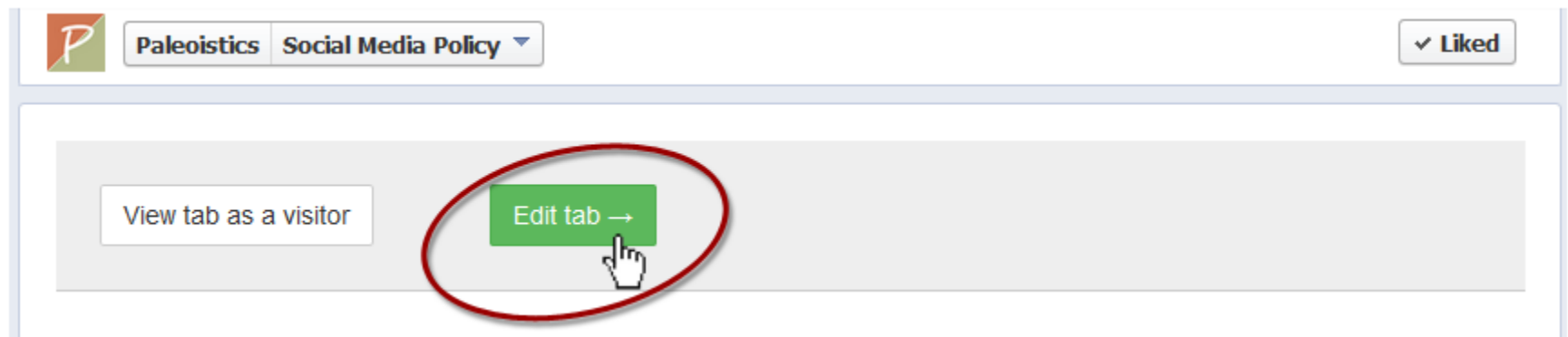
10. Choose a file from your computer and upload it. As mentioned earlier, it will need to be a **111px** by **74px** image that you prepared in an image editor.
11. Now navigate your way back to the main Page and check out your handiwork. In my case I created an icon using my theme colors and the image of a judge's gavel to imply that this is the law when using my page. A bit full on I agree but it gets the point across. I could just as easily have picked a scroll, book or lawyer's wig.

Modifying the Content

1. Visit the new tab by clicking on its button.



2. Click on **Edit Tab**.



3. Step A: Delete any default text in the editing box (highlighted purple in the next image). Replace it with the words *Social Media Policy goes here*. We'll come back to this in a moment. Right now we are getting an overview.

Step B: Click the **Save & Publish** button.

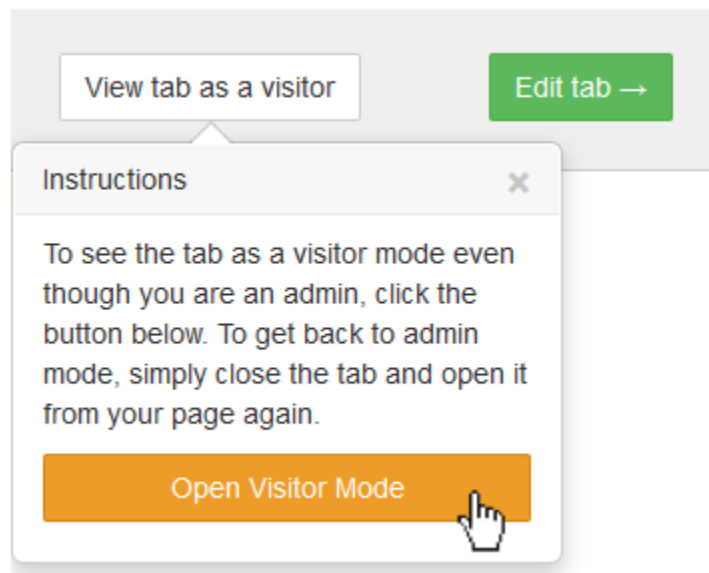
Step C: Click on **View tab in Facebook**.

The screenshot shows the Facebook application editor interface. At the top, there is a button labeled "View tab in Facebook" with a red arrow labeled "C" pointing to it. To its right is a button labeled "Done editing tab". Below this is a navigation bar with tabs: "Content", "Fangate", "Analytics", "Settings", and "? Support". To the right of these tabs are two buttons: "Save & Publish" (blue) and "Preview tab" (green). Below the navigation bar is a section titled "Static HTML" with a star icon. It contains two buttons: "See more apps" and "Choose an HTML template". A red arrow labeled "A" points down from this section to a code editor area. In the code editor area, there is a text box containing the text: "You only need to use this index.html box to host your code, style.css and script.js are for if you prefer to organize your code further." A red arrow labeled "B" points up from this text box to the "Save & Publish" button. To the right of the code editor is a button labeled "Upload image...".

4. This time click on **View tab as visitor**.

The screenshot shows the Facebook application page. At the top, there is a profile picture of a person with a red 'P' and a name "Paleoistics" next to a dropdown menu labeled "Social Media Policy". To the right of this is a button labeled "✓ Liked". Below this is a large grey rectangular area containing two buttons: "View tab as a visitor" and "Edit tab →". A hand cursor icon is pointing at the "View tab as a visitor" button.

5. Select **Open Visitor Mode**.



6. The result opens a new browser tab. The view is exactly as someone would see it who clicked on your *Social Media Button*. Now imagine if we had typed in the whole policy instead of just the title. It would be job done. Or would it?

The challenge is the editing box only accepts raw text/HTML. To make it look good we need to mark it up using HTML (web code). If HTML just looks like gobbledygook, please skip ahead to the end of this manual to the section **HTML Cheat For Non-Geeks**.

7. To go back to editing our media policy page close the browser tab/window that just opened. You'll be back at a page showing the image above. Click on the green **Edit tab** button.
8. If you have copied the code needed to produce your *Social Media Policy* paste it into the editing box. Save and view as before.

2. FAQ'S PAGE

You can create all sorts of content using the **HTML Iframe Tabs** including a simple FAQ's page (*Frequently Asked Questions*). How sophisticated you can get really depends on your coding knowledge.

This next app creates a list of questions that when clicked on reveal the answers underneath. This is a common feature seen on many websites. It allows you to pack a lot of information into a short space so visitors don't have to scroll.

To see an example of what this looks like and decide if you want it for your site please go to


https://www.facebook.com/faqpage/app_340820536415.

Installing the FAQ Page App

Installation is generally the same as for the previous app. I will just show instances where there are noticeable changes. If you need screenshots please refer back to the Static **HTML Iframe Tabs** app.

1. Make sure you are logged into Facebook then go to <https://apps.facebook.com/faqpage/>
2. If necessary select which Page to install the app on and click **Add Page Tab**.
3. If the app asks for access to your Facebook account you'll need to accept this step.
4. Go to your Facebook Page. If installed successfully it will look like below. If the FAQ button is not visible click the *Drop Down Arrow*.



5. To change the image and button title go to  then **More... > Apps**. I'll change mine to blend in.
6. Choose **Edit Settings** for **FAQ Page** and make the changes you want.

Adding Questions & Answers

1. Click on the **FAQ Page** button.



2. Click on the Open Admin link

WELCOME TO FAQ

You are an admin of this page. Open Admin panel - [Open Admin](#)

FAQ

Ask us a Question

[1 Put your Question here](#)

[Remove this brand panel and future ads]

Add to page | Fans

3. Replace the dummy text with your first question and answer. Use the green buttons to add questions and save your work.
4. When you are finished use the **Close Admin Link**.
5. Any HTML markup is allowed in the answer boxes. That way you can hide and reveal pictures, videos and formatted text. If you don't know HTML see the section at the end of this manual, **HTML Cheat For Non-Geeks**.
6. Congratulations. You now have an interactive FAQ's page.

Admin Panel (You see this panel because you are an admin) [Close Admin](#)

FAQ - ADMIN

Show button ☐ Hide button ☒

FAQ Updated. Preview FAQ

Add New QA

Save Changes

Put your Question here

Put your answer here

Remove X

Save Changes

3. FORMS FOR REGISTRATIONS, POLLS & SURVEYS

With thousands of apps to choose from it can take weeks of experimenting to find the ones you're happy with. Most of them will cost money or be disfigured with unwanted advertising.

The only way to avoid this is to improve your web knowledge and engineer things yourself.

As a club volunteer with little time you probably don't want to do either. So I'm going to show you a cool (free) way to replace many different apps with a single system.

Any time you need to collect visitor/member information you need a form. Registrations, surveys, polls and contact pages all require an online form. There are different Facebook apps for every purpose you can conceive of.

But for a club on a budget you only need to know two things.

1. The **Static HTML : Iframe Tabs** by *Thunderpenny* (already covered), and ...
2. Google Forms

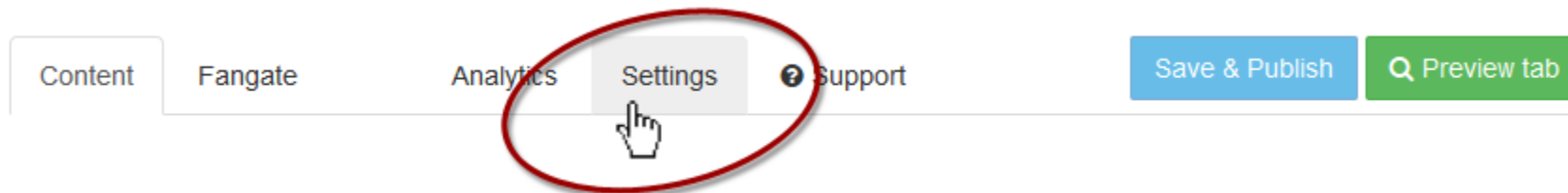
By cobbling these two systems into one we can usually devise a way to achieve anything we want. To prove it I will show you how to create a Survey Form and attach it to a Facebook Page.

Create a Tab for the Form

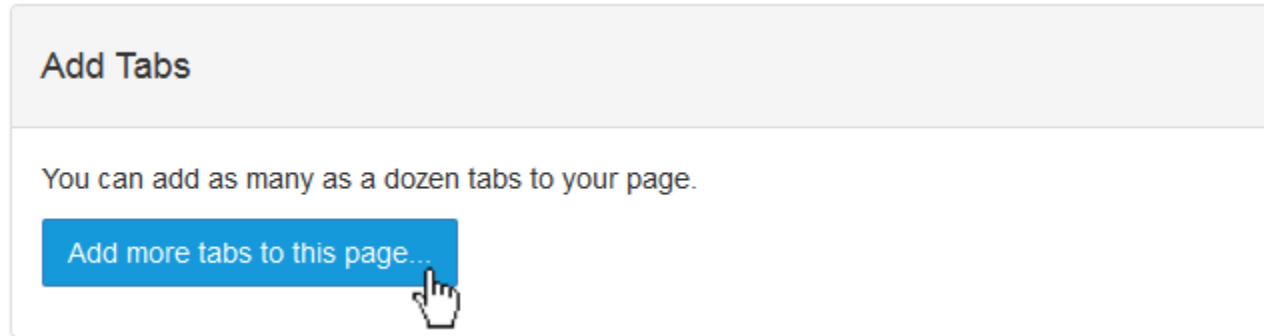
This section assumes you have already built a *Social Media Policy* for your Facebook Page. If you haven't, you will first need to familiarize yourself with the steps outlined in App #1: **Static HTML : Iframe Tabs**.

The first phase is to add a new page and button that will contain our form.

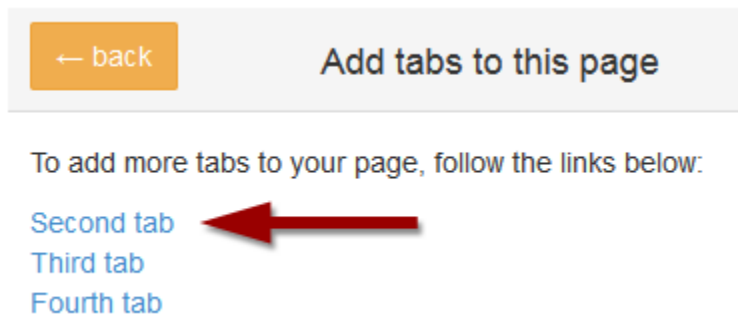
1. Log into Facebook and visit your Fan Page.
2. Click on the button to visit your *Social Media Policy*.
3. Click the green **Edit tab** button.
4. Click on the **Settings** link.



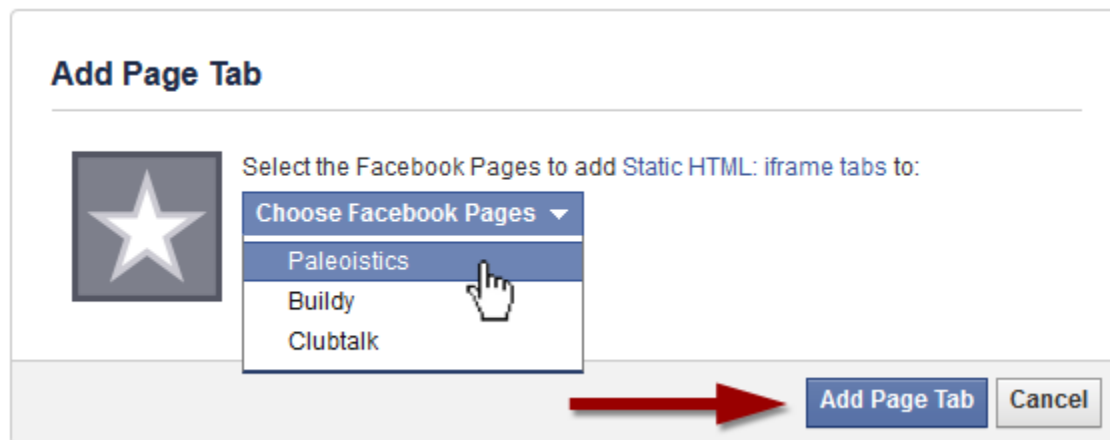
5. Scroll down to the section called **Add Tabs**. Click the **Add more tabs...** button.



6. Click on the **Second Tab** link.

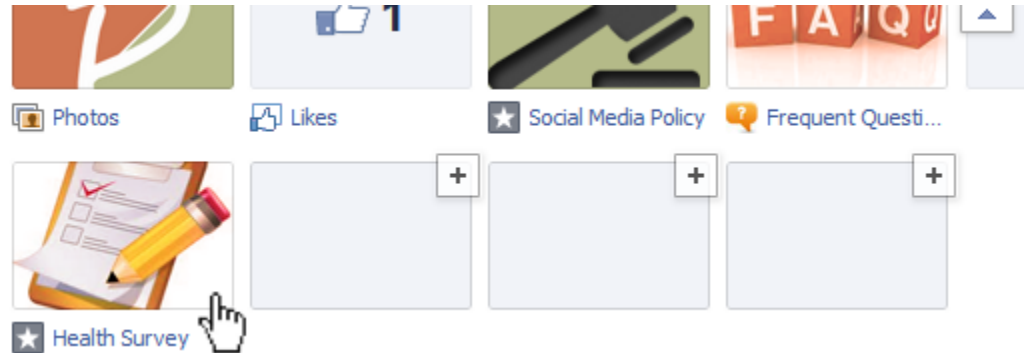


7. If necessary choose which Brand Page to add the page to and click **Add Page Tab**.

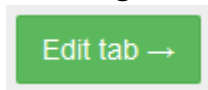


8. Visit your Fan Page.
9. Click **Update Page Info > More... > Apps**.
10. Click the **Edit Settings** link for the **Static HTML... [Second Tab]** app.
11. Change the name to something appropriate. I'm calling mine *Fitness Survey*. Feel free to change this to something actually useful for *your* club.
12. Create a **111 x 74** pixels custom image for the button and upload it.

13. Visit the Brand Page and click the Survey button to edit our new tab.



14. Click the green **Edit tab** button.



We're now ready to paste in our form code. But before we can continue, we will need to make a detour over to Google first.

15. Open a new browser tab/window.

Integrate with Google Forms

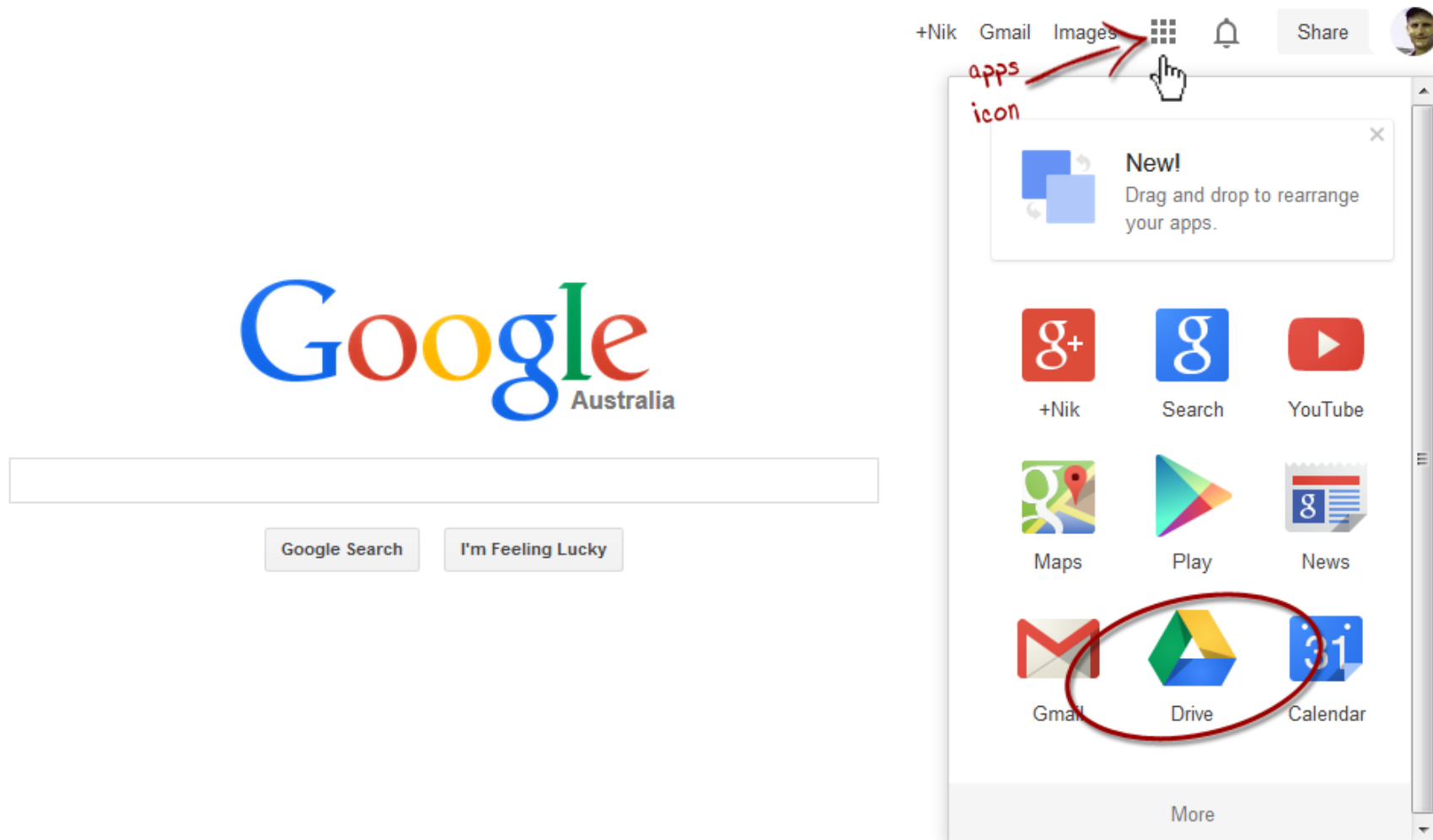
There are many services that can generate forms for you online. They all come with adverts or some limitation built in unless you upgrade to a paid subscription.

Fortunately, Google comes to our rescue yet again with its own FREE form builder tool.

It's not fancy looking but it can produce surprisingly sophisticated forms. It even collates all the form submissions for you and deposits them into a spreadsheet. This is great for sharing the results of a survey at a meeting for example.

If you don't have one yet, it's time to sign up for a Google account.

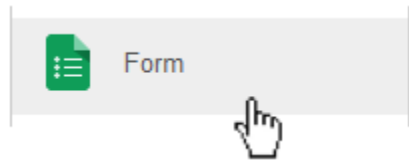
1. Here I am at <https://www.google.com.au/>. Click on the **Apps Icon** (grid of 9 dots). Then click on **Drive**.



2. If you are not logged in you will be asked to do so now.
3. In the left hand sidebar click on CREATE.

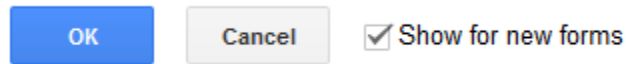


4. Scroll down and select **Form**.



5. The form builder will open in a new tab/window. Give the form a title. Again, I'll call mine *Fitness Survey*. You could choose a different theme but I'll leave mine on Default. That way it will blend nicely with my Facebook page.

6. Click the blue OK button.



7. Now we create the survey questions. Honestly, it would take me longer to explain how to use this than it would take for you to figure out with a little trial and error. It's actually very intuitive. So go ahead and create some fields. I'll just show you one example with a multiple choice field.

Fitness Survey ← form title and description

Find out how healthy you are.

Question Title: How fit do you rate yourself?

Help Text:

Question Type: Multiple choice ☐ Go to page based on answer

☐ Extremely fit and strong ×

☐ Average conditioning ×

☐ Devoted couch potato ×

☐ Click to add option or Add "Other"

collapse this question → ▶ Advanced settings

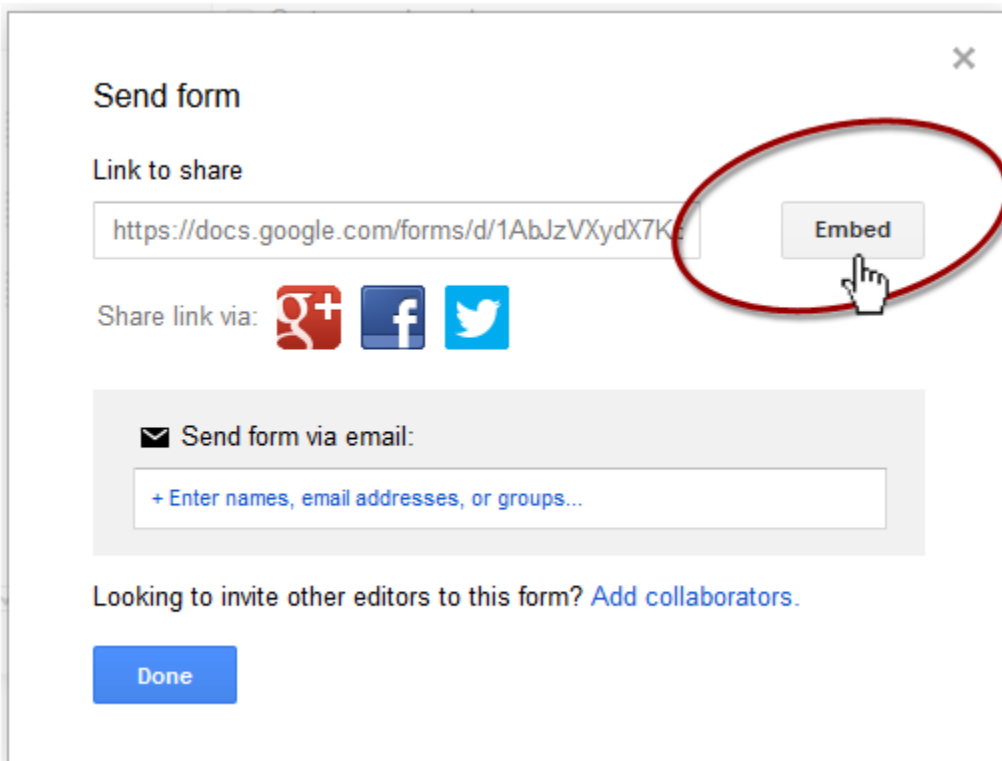
Done ☒ Required question

Add item ▼ ← add more questions

8. When it is complete click Send Form.

Send form

9. Click on Embed to get the form's code.






Send form

Link to share

<https://docs.google.com/forms/d/1AbJzVXydX7K6ukg1W9BzvRX44wGlr>

Embed

Share link via:   

✉ Send form via email:

+ Enter names, email addresses, or groups...

Looking to invite other editors to this form? [Add collaborators.](#)

Done

10. Select and copy the Embed code:

```
<iframe src="https://docs.google.com/forms/d/1AbJzVXydX7K6ukg1W9BzvRX44wGlr" data-bbox="125 782 526 802">
```

Press Ctrl+C to copy.

11. Return to Facebook and paste this into the edit box for the Survey tab we created in the previous section.

Retrieve the Form Data

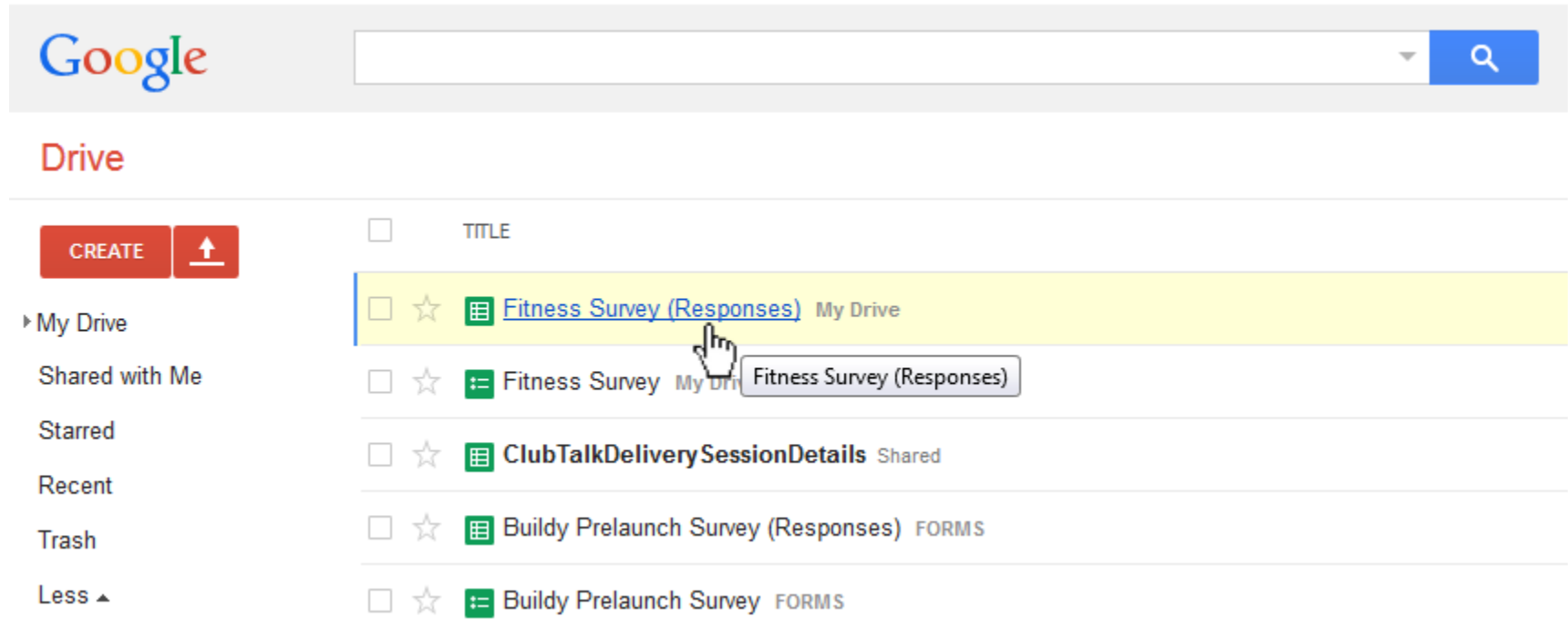
1. Step one is to submit some data. First I'll visit the form I made on Facebook, remembering to "**View tab as a visitor**".

At the moment it only has one question. But that's enough to test how things work. After making a selection I hit the **Submit** button.

The screenshot shows a Facebook interface for a page named 'Paleoistics'. The top navigation bar includes the Facebook logo, the page name 'Paleoistics', a search bar, and user profile information for 'Nik'. Below the navigation bar, a status bar indicates the user is logged in as 'Paleoistics' and offers a link to 'Change to Nik Peran'. The main content area features a 'Health Survey' tab and a 'Fitness Survey' form. The form title is 'Fitness Survey' with the subtitle 'Find out how healthy you are.' A red asterisk indicates a required question: 'How fit do you rate yourself? *'. Three radio button options are provided: 'Extremely fit and strong', 'Average conditioning' (which is selected), and 'Devoted couch potato'. A 'Submit' button is located at the bottom of the form. A watermark for Google Forms is visible at the bottom of the page, along with a disclaimer: 'This content is neither created nor endorsed by Google.' and links for 'Report Abuse', 'Terms of Service', and 'Additional Terms'.

2. Next step is to revisit or log in to my Google Drive account.

3. Now I locate and click on the Survey Responses link.



4. This opens up in a *Google Docs Spreadsheet*. From here I can copy cells and paste the data into Excel on my computer. Or click the *Share* link or any number of things. The main thing I want to know now is that my submission was recorded and it all works.

The screenshot shows a Google Docs Spreadsheet titled 'Fitness Survey (Responses)'. The spreadsheet has columns A through G and rows 1 through 4. The data is as follows:

	A	B	C	D	E	F	G
1	Timestamp	How fit do you rate yourself?					
2	5/9/2014 4:30:36	Average conditioning					
3							
4							

5. This is very powerful information gathering that would cost you money using other Facebook apps. If you followed along with me you can now do it all for free.

Of course, you aren't limited to using these forms with Facebook. You could embed the form into a Comfy Page website or send people the form link in an email. (*Link is located same place as embed code*).

I'll let you play around in Google Drive for a while. It's really quite fun.

Happy form creating.

4. GROW MEMBERSHIP WITH A FANGATE

What is a Fangate?

Fan Pages live or die by how many people “Like” them. You can improve the odds by offering an incentive for people to click the **Like** button.

Say you have something of value to offer your fans, a discount voucher maybe. You can “hide” it behind a tab so that only your true fans can see it. Casual visitors coming to your Page for the first time will only see a headline or enticing promise. Once they *Like* the page, the voucher or whatever content is hidden will be revealed.

That’s Fan-gating. The page/tab is a gate that only permits *actual* fans.

The more people that *Like* your page, the wider will be your social media reach. That is, more people will receive your message.

So how does one build a Fangate without hiring a developer?

As usual there is no end of Facebook apps to choose from. But we can actually do it with our trusty friend, the **Static HTML I-frame Tabs** app. If you haven’t played with this one yet please go back and practice by building a *Social Media Policy*. We will build on the skills learned earlier.

To demonstrate, I will build a Fangate for the Paleoistics page. If people *Like* my page they will receive a free gift voucher for a half hour personal coaching session. So, while I’m getting set up, have a think about what you have to offer that represents real value to your fans.

Add Another Tab

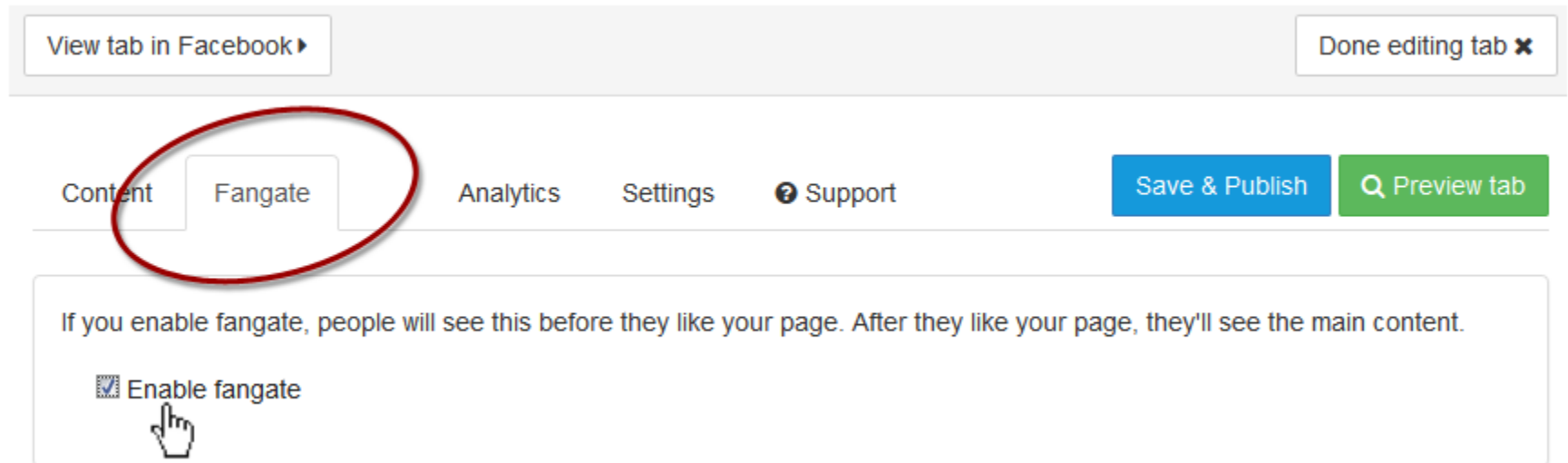
1. Add another page/tab to your Brand Page like we did in the previous section for Forms.

This time of course you will choose “third tab” as we already have two.

2. Give the button a suitable image and rename it to something that draws people in.



3. Visit the tab so we can edit it.
4. Select the **Fangate** link and then check the **Enable fangate** checkbox.



5. A new editing box will open up underneath. Only people who have NOT *Liked* your page will see this content. The idea here is to be compelling so people stampede to *click* the **Like** button. There is even a basic WYSIWYG editor which makes our job easier. Why

they couldn't have added one to the main content section I don't know !!!? Part of the upgrade I guess.

Message for your visitors:

The screenshot shows a Facebook page message editor. At the top, there's a toolbar with various formatting options. Below the toolbar, the text "Like our page to get regular updates!" is displayed. A red arrow points to a second, tilted version of the same editor below it. This second editor contains the following text:

Like this page to receive a FREE personalized half-hour training session

Now, maybe you can't take me up on this offer. But as a fan I promise to bring you the latest info on health, fitness and longevity. I regularly go to conferences by the world's leading experts in diet and exercise. I'll share with you their insights as well as my own. The good, bad and ugly from my own workouts and meals plus those of my clients.

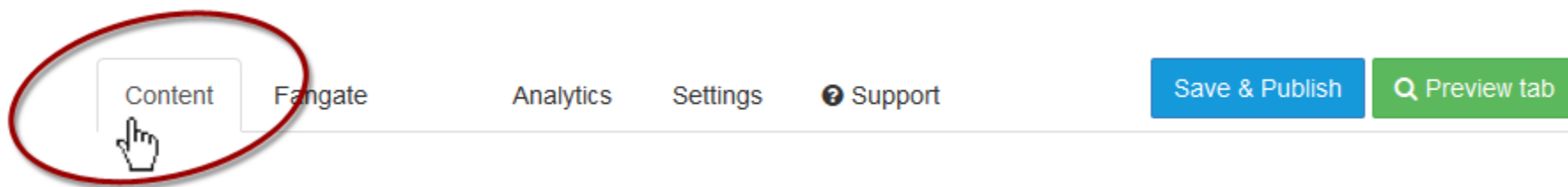
So, if like me you want to live to be 100, age disgracefully and laughing all the way then **like** this page now.

Fans get ...

1. The secrets to easy and sustainable weight loss
2. An immune boosting plan that virtually eliminates cancer
3. The truth about getting fit no personal trainer will tell you
4. How to avoid scams legally perpetrated by big food companies
5. Someone who's on your side when friends are sabotaging your health goals

6. Once you've got that done click **Save & Publish**. If you have already *Liked* your own Page it's a bit tricky to see how this will look like. You'll have to view it through the account of a friend or spouse who hasn't liked the page yet. But we're not done yet.

7. Click on the **Content** tab near the top. We still need to add what people will see *after* they click the Like button.



As covered previously, the **Content** editing box only accepts raw code or HTML. So far we have only learned how to use it to display formatted text.

However, this time I want to show an image of a gift voucher. This is important so that visitors feel they get an instant reward in return for clicking my Like button.

If you used any of the techniques discussed at the end of this manual, you might have discovered you can't simply paste an image from a document into a web page, or from one web page to another.

The web simply does not work that way.

There's no way around it. We have to dabble in a bit of code. But don't hit the panic button yet. I promise to make it as painless as possible.

Insert Images Using HTML

To display an image on a web page it must first be **up-loaded** to the web. Technically it can reside on any website. All we need to know is its actual web address. Then we can use a reference to that address to display it on our website or Facebook page.

Note, linking to images in other people's websites is called **Hot Linking** and can get you into trouble with its owner. It chews up their bandwidth. Better to download it and upload a copy to your own site – if it's copyright free of course.

However, Facebook throws us another challenge. If the image is not hosted using an encrypted protocol, then a visitor will see a warning about the Page containing not secure content. That is, if the image address does not begin with https..., Facebook shows the warning. The 's' stands for 'secure'.

The easiest way to prevent this is to upload the image to Facebook and find its address there. Everything on Facebook is secure/encrypted.

Let's do so now.

1. Create an image that you want to display on your page. In my case I've created a Gift Voucher. Facebook "crunches" all images down to a maximum width of 960 pixels so there is no point making images any larger than that. However, the pages/tabs only display content up to 800 wide so that really is our limit.

800 pixels will give you an image that goes full width of the page. Anything smaller than that is fine. Anything bigger requires more coding magic to display properly so avoid it for now.

2. Click on the button for the **Photos** tab of your Facebook Page.

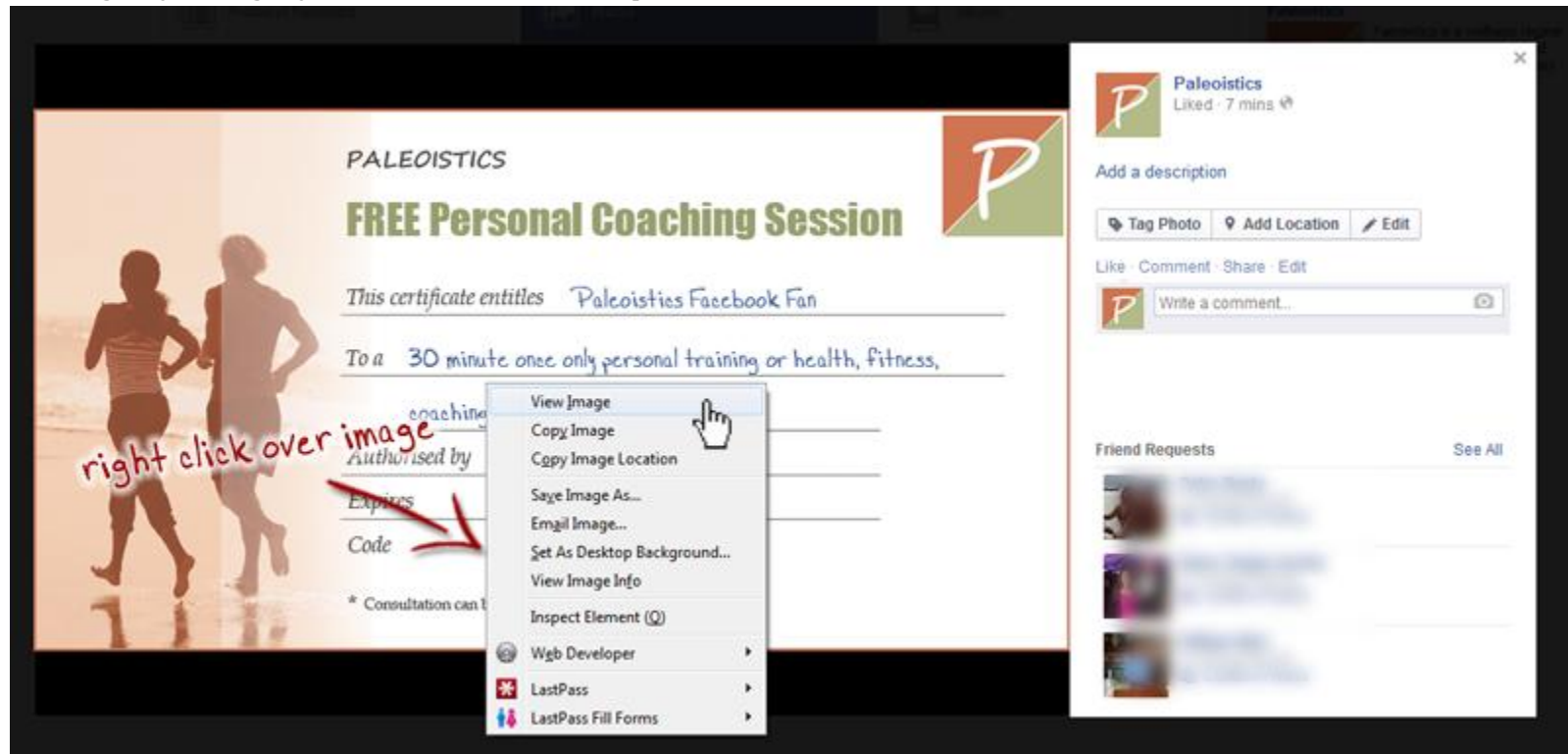


3. Click on **Add Photos** near the top right.

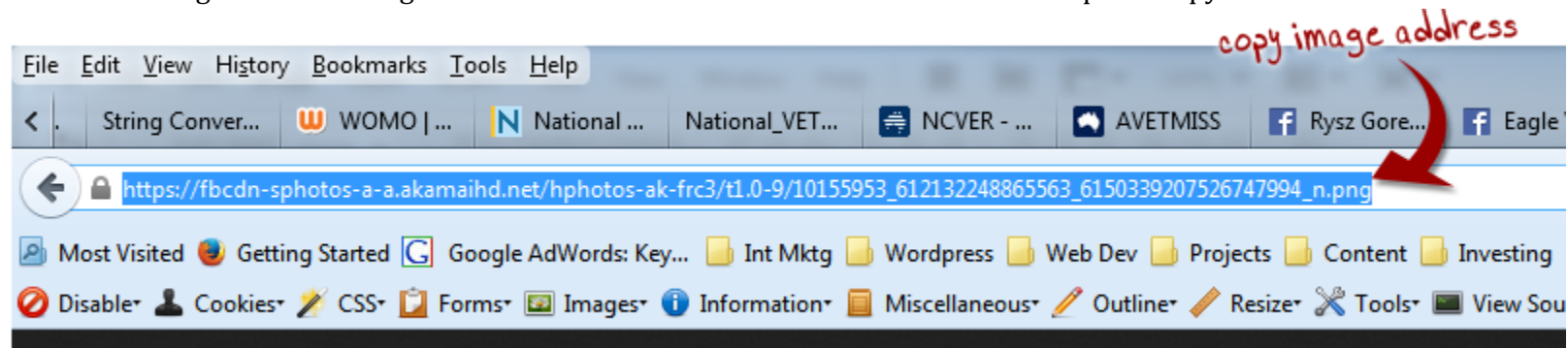


4. Find the picture on your computer and upload it. Add any descriptive info if you want. Over time you'll accumulate many photos. It's probably a good idea to organize them into albums from the get go. I'll create one called *Miscellaneous* for admin stuff.
5. When uploading is complete click the **Post Photos** button (bottom right).
6. You should be inside the album. Click on the thumbnail of the photo. This makes the screen go dark and opens the photo up for tagging and other stuff. However, we are not looking at the actual image, just Facebook's representation of it. We need to go one step further.

7. Right click over the image. Then choose **View Image** from the menu that pops up. I am using Firefox browser in this example. The wording may be slightly different in Windows Explorer or Chrome.



8. I'm now looking at the raw image on the web. Go to the browser address bar at the top and copy the address.

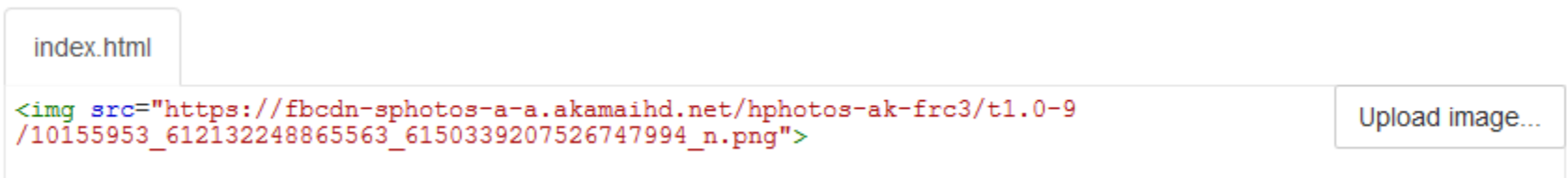



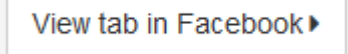
9. We can now use this in our apps content section. Go back to the **Content** tab, opened up ready for editing. Type in the following code:



Don't be fooled by the **Upload image** link. It's a tease to get you to upgrade to their \$29 a month plan. You won't need it with all the tricks I show you in this manual.

10. Now, between the two red double-quote marks paste in the image web address from Step-8. Your address/URL will be different than the one shown in this screenshot.



11. Click  and then . If all goes well you should see your image.

12. Of course, much can be done to improve the result. To get you started I'll give you some more code that includes a headline and a paragraph of text that could go after the image. For anything more elaborate please look at **HTML Cheat for Non-Geeks** at the end of the manual.

```
<h1>FREE Gift Voucher</h1>
<p align="center"></p>
<p>Thank you for liking our page. To redeem your gift voucher please introduce
yourself via Facebook email and quote the voucher code. I look forward to meeting you.
Warm regards, Nik Peran.</p>
```

The result ...

Paleoistics

NikHomeFind Friends

PaleoisticsFree Gift

✓ Liked

FREE Gift Voucher



PALEOISTICS

FREE Personal Coaching Session

This certificate entitles Paleoistics Facebook Fan

To a 30 minute once only personal training or health, fitness,
coaching session to the value of \$45

Authorised by Nik Peran

Expires 31st December, 2014

Code FBL

* Consultation can be in-person, via phone or Facebook chat

Thank you for liking our page. To redeem your gift voucher please introduce yourself via Facebook email and quote the voucher code. I look forward to meeting you. Warm regards, Nik Peran.

HOW TO REORDER THE APPS BUTTONS

We have now added quite a number of apps. In fact, more than can be displayed when the Page first loads.

One problem with that is our Like Gate (see app #4) is buried behind a link. Most casual visitors won't get to see it.

Fortunately we can reorder the apps buttons. To encourage people to *Like* our page we want to make sure that they see our offer.

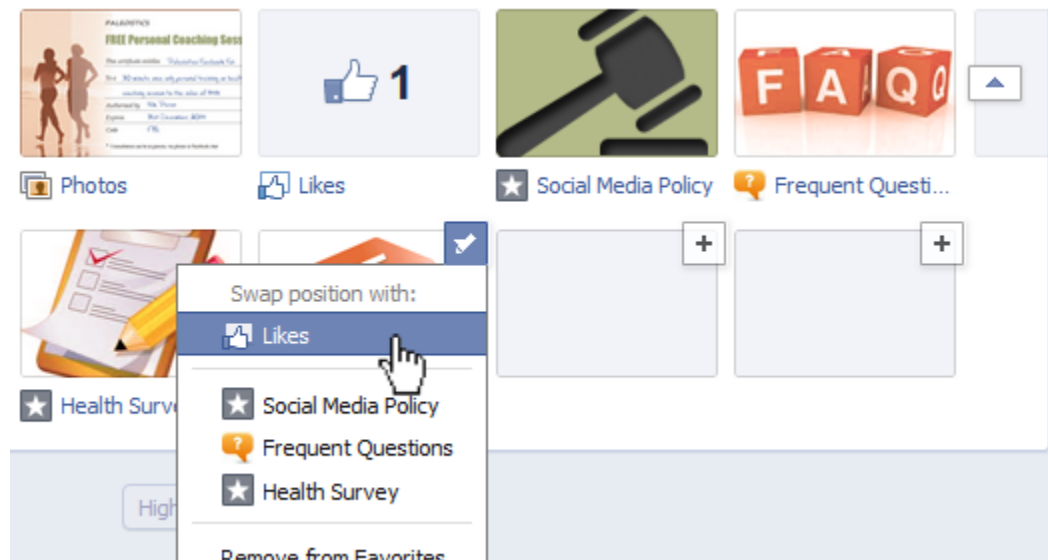
The only button we can't change is the Photos app. This one will always appear first and always shows the most recent photo.

1. Click the drop down arrow so that all the apps buttons are revealed.
2. Hover over the image linked to our Fangate until the little pencil icon appears.

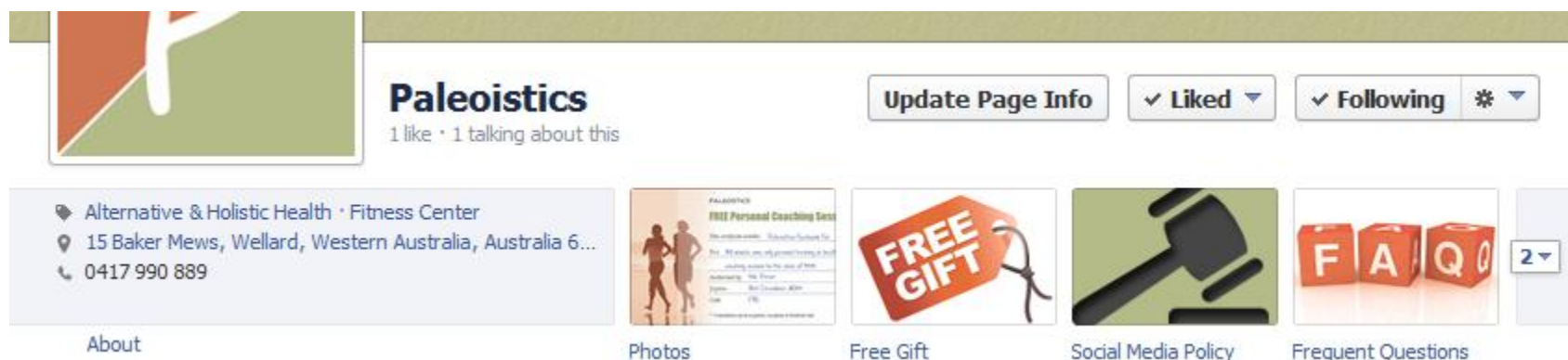


ClubsOnline – Social Media: Facebook Applications

- Click the pencil. By selecting one of the other apps I can make the new button take its place. I only have one “like” at the moment and I did that myself. Sad, I know. Anyway, I’m not keen to promote this fact to newcomers. So I will swap it with the Likes button.



- That's better. When I refresh the page, my Free Gift app appears in the top row of buttons.



HTML CHEAT FOR NON-GEEKS

HTML is an acronym that stands for Hypertext Markup Language. It's a fancy name for a set of instructions that tells web browsers how to behave. Without HTML the web would look very boring. No colours or fancy fonts etc. It's not difficult to learn but does take some practice.

If you are in a hurry or not very "techie" I'll show you some shortcuts to get the job done.

These methods can be used whenever there is no WYSIWYG (*What You See Is What You Get*) editor. That way you can still produce attractive web pages without any coding experience.

Say we want to produce some text like in the following image.



Here is one way to go about it ...

Method #1 Comfy Page

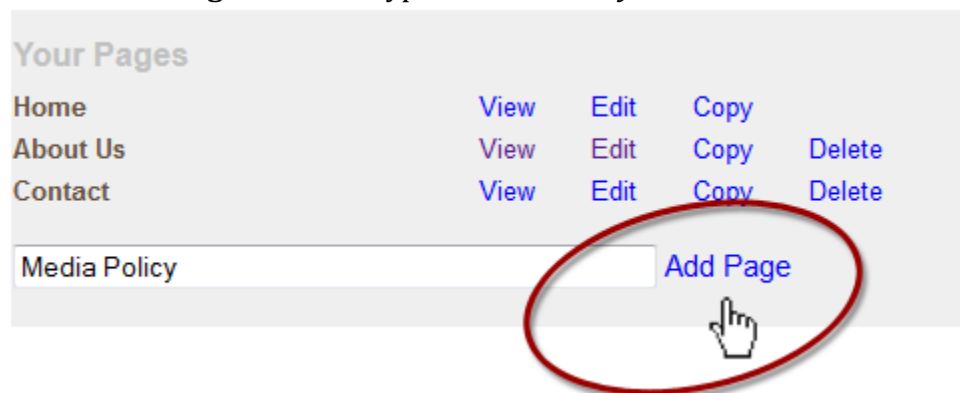
Here I assume that you already have a club website using Comfy Page – the web publishing system provided by the Department of Sport & Rec WA. If not, you can get a free one by registering at Clubs Online, <http://clubsonline.dsr.wa.gov.au/>.

1. Log in as administrator as if you were going to edit your website.

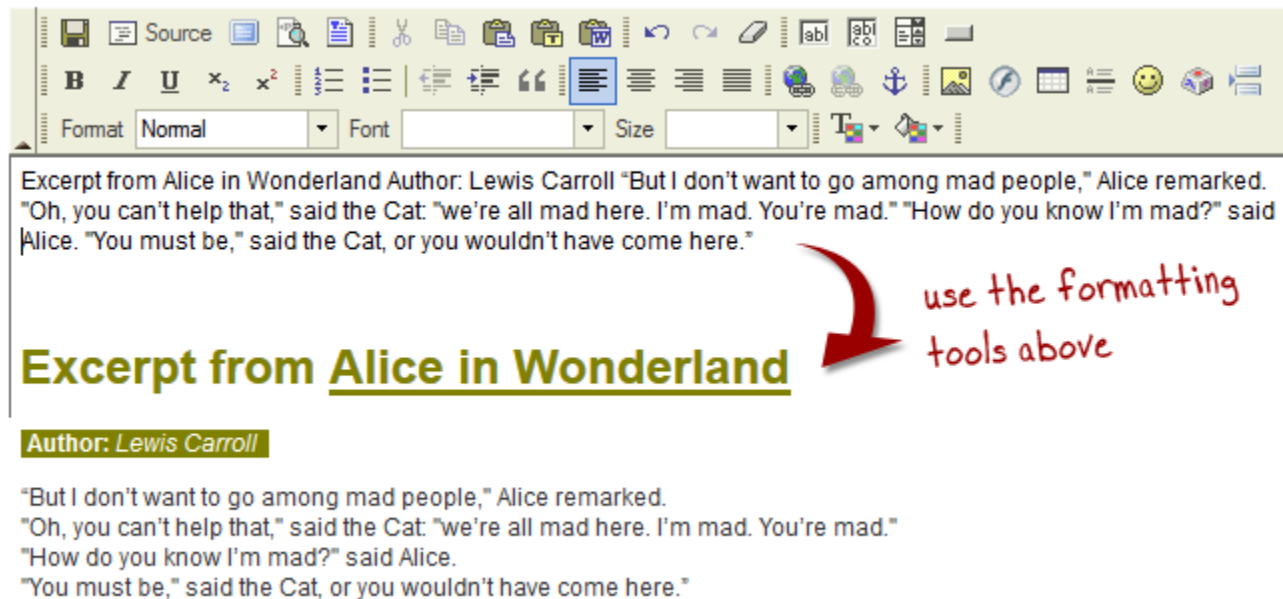
- Click on the **Site Manager** link in the footer or the **Spanner** icon at the top left.



- Go to the **Your Pages** section. Type in *Media Policy* or a title for whatever content it is you want to create. Hit the **Add Page** button.



4. The page should open up ready for editing. Type in the text for your *social media policy* or whatever. Use the editing tools to make it look pretty. I'll continue with the quote from above as it takes up less space.



Excerpt from Alice in Wonderland Author: Lewis Carroll "But I don't want to go among mad people," Alice remarked. "Oh, you can't help that," said the Cat: "we're all mad here. I'm mad. You're mad." "How do you know I'm mad?" said Alice. "You must be," said the Cat, or you wouldn't have come here."

Excerpt from Alice in Wonderland

Author: Lewis Carroll

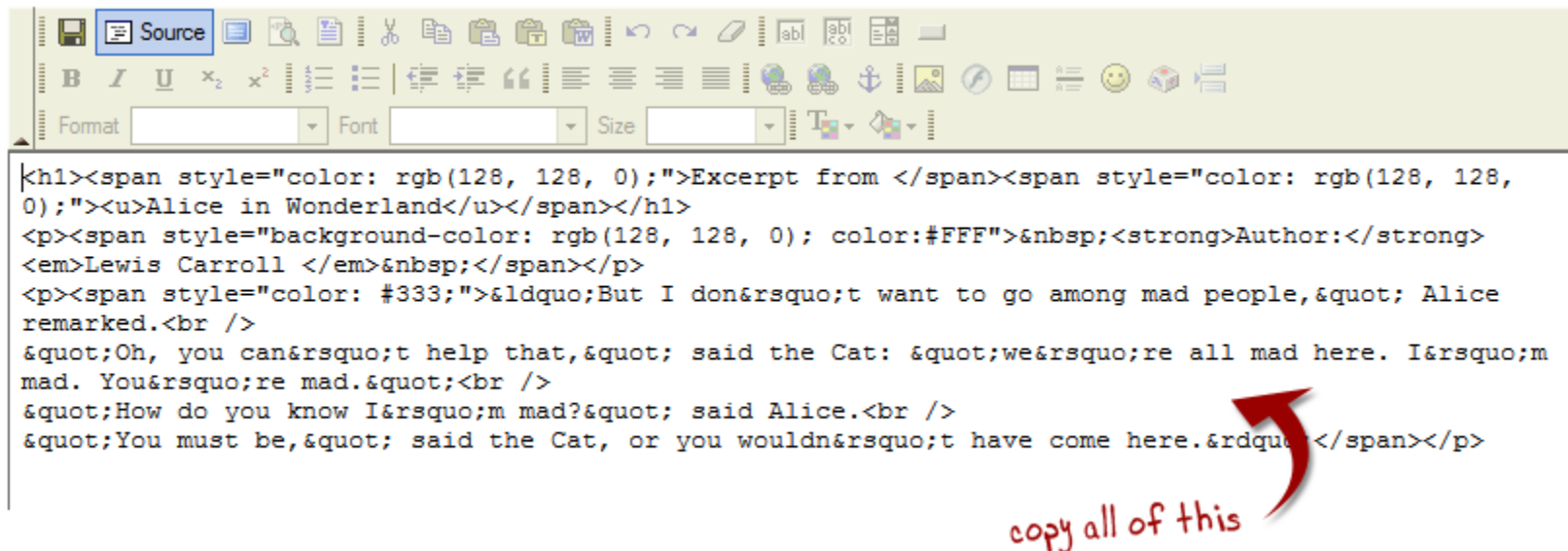
"But I don't want to go among mad people," Alice remarked.
 "Oh, you can't help that," said the Cat: "we're all mad here. I'm mad. You're mad."
 "How do you know I'm mad?" said Alice.
 "You must be," said the Cat, or you wouldn't have come here."

use the formatting tools above

5. Now click on the Source button in the top row of icons.



- This reveals the web code produced by your handiwork. Select all of this and copy it. CTRL + C on the keyboard.



```
<h1><span style="color: rgb(128, 128, 0);">Excerpt from </span><span style="color: rgb(128, 128, 0);"><u>Alice in Wonderland</u></span></h1>
<p><span style="background-color: rgb(128, 128, 0); color: #FFF">&nbsp;<strong>Author:</strong>
<em>Lewis Carroll </em>&nbsp;</span></p>
<p><span style="color: #333;">&ldquo;But I don&rsquo;t want to go among mad people,&quot; Alice
remarked.<br />
&quot;Oh, you can&rsquo;t help that,&quot; said the Cat: &quot;we&rsquo;re all mad here. I&rsquo;m
mad. You&rsquo;re mad.&quot;<br />
&quot;How do you know I&rsquo;m mad?&quot; said Alice.<br />
&quot;You must be,&quot; said the Cat, or you wouldn&rsquo;t have come here.&rdquo;</span></p>
```

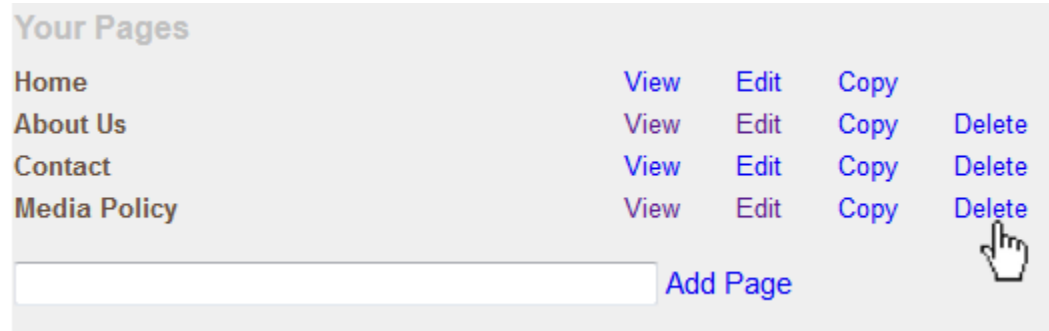
- This can now be pasted into any text box requiring HTML code – such as a Facebook custom tab.

Sometimes formatting will change due to the influence of external style sheets in another environment. This can be tricky to modify without expert knowledge. In these instances just focus on the structure and intent of your message rather than what it looks like. Otherwise you could waste hours getting nowhere.

Another tip is to keep both environments open in separate windows/tabs. That way you can switch quickly back and forth between the two as you tweak the work.

All of this seems very convoluted but it actually took me longer to explain than it will take for you to do.

8. When you are finished just delete the page from Comfy Page if you no longer need it.

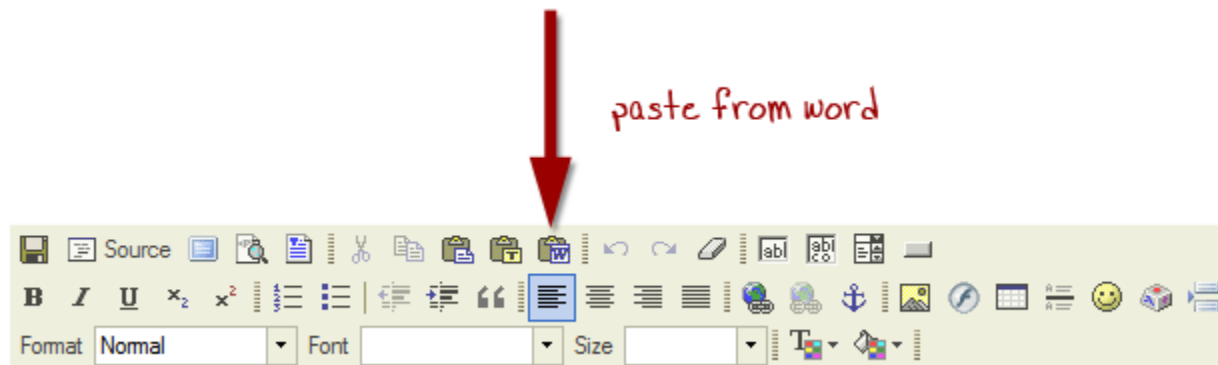


Method #2 Microsoft Word

If you don't have access to Comfy Page or have stuff ready to go in **MS Word** you can also produce HTML using this method.

Personally I'm not a fan of using MS Word for web pages. The code it produces contains a lot of useless markup. But for you it's more important to achieve your goals with whatever resources you have available.

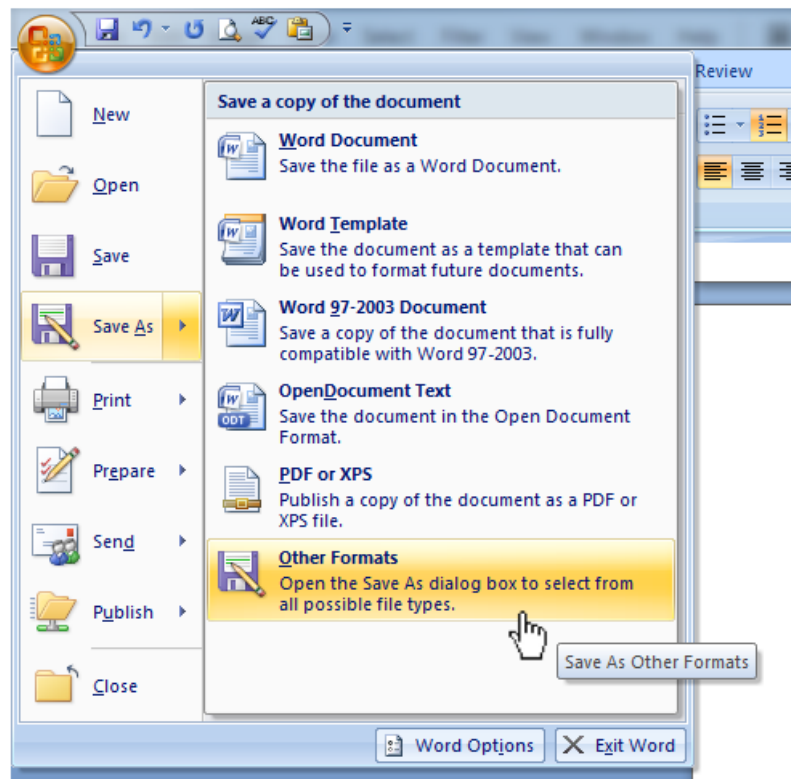
If you participated in our live training you will recall that it's actually possible to clean up this code using the Comfy Page editor. Just **Copy** the text in Word and *paste* using the **Paste From Word** function.



Now, how to do it just using Word ...

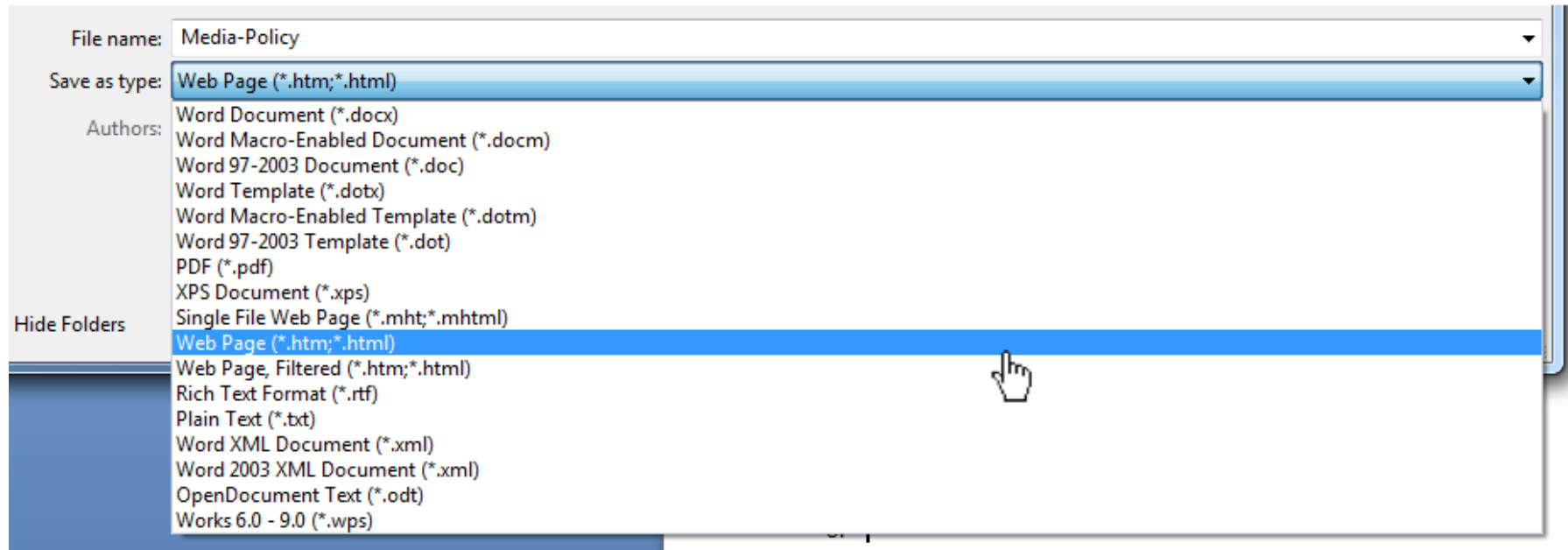
1. Open up the document or create a new one with the content you want.

2. Click on Save As and choose Other Formats. This may look different depending on which version of Word you are using.



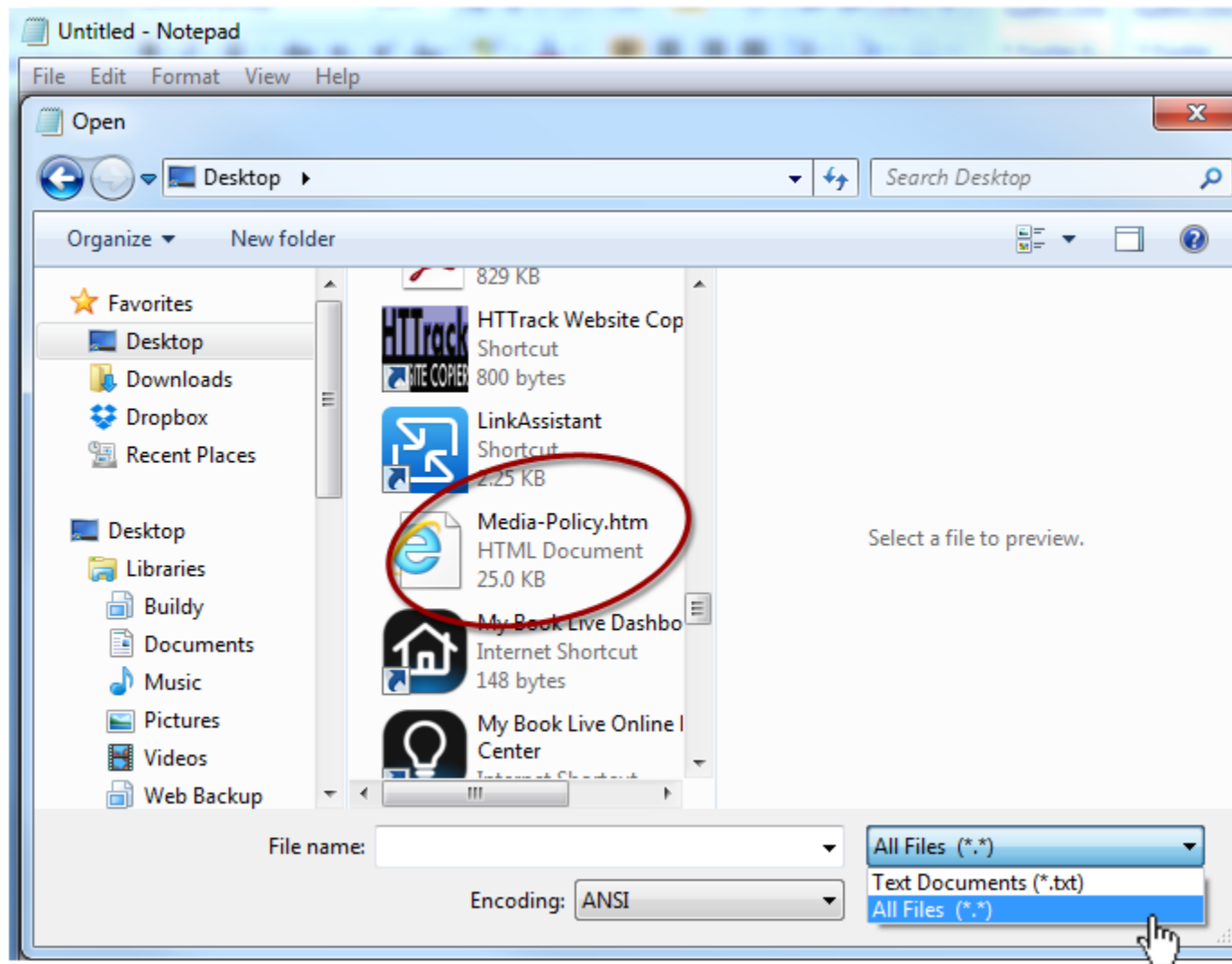
3. Choose a suitable location where the file will be easy to find. I'll just save mine to the **Desktop**.

4. Give the file a name and select **Web Page** under **Save as type**:



5. Now *close* the file.
6. Open up **Notepad**. You will find it under **Accessories** in the **Start Menu**.
7. Go to **File > Open**.

8. Select **All Files** and then locate the file. Click **Open**.



9. Scroll to the very bottom. Select and **Copy** everything **between** but not including the <body> tags.

```

Media-Policy.htm - Notepad
File Edit Format View Help
<o:shapedefaults v:ext="edit" spidmax="2050"/>
</xml><![endif]><!--[if gte mso 9]><xml>
<o:shapelayout v:ext="edit">
<o:ldmap v:ext="edit" data="1"/>
</o:shapelayout></xml><![endif]>
</head>

<body lang=EN-AU style='tab-interval:36.0pt'>

<div class=wordSection1>

<p class=MsoNormal style='mso-margin-top-alt:auto;mso-margin-bottom-alt:auto;
line-height:normal;mso-outline-level:1'><b><span style='font-size:24.0pt;
font-family:"Times New Roman",serif;mso-fareast-font-family:"Times New Roman";
color:olive;mso-font-kerining:18.0pt;mso-fareast-language:EN-AU'>Excerpt from <u>Alice
in wonderland</u></span></b><b><span style='font-size:24.0pt;font-family:"Times New
Roman",serif;
mso-fareast-font-family:"Times New Roman";mso-font-kerining:18.0pt;mso-fareast-language:
EN-AU'><o:p></o:p></span></b></p>

<p class=MsoNormal style='mso-margin-top-alt:auto;mso-margin-bottom-alt:auto;
line-height:normal'><span style='font-size:12.0pt;font-family:"Times New Roman",serif;
mso-fareast-font-family:"Times New Roman";color:white;background:olive;
mso-fareast-language:EN-AU'>&nbsp;</span><b><span style='font-size:12.0pt;
font-family:"Times New Roman",serif;mso-fareast-font-family:"Times New Roman";
color:white;mso-fareast-language:EN-AU'>Author:</span></b><span
style='font-size:12.0pt;font-family:"Times New Roman",serif;mso-fareast-font-family:
"Times New Roman";color:white;background:olive;mso-fareast-language:EN-AU'> </span><i><span
style='font-size:12.0pt;font-family:"Times New Roman",serif;mso-fareast-font-family:
"Times New Roman";color:white;mso-fareast-language:EN-AU'>Lewis Carroll </span></i><span
style='font-size:12.0pt;font-family:"Times New Roman",serif;mso-fareast-font-family:
"Times New Roman";color:white;background:olive;mso-fareast-language:EN-AU'>&nbsp;</span><span
style='font-size:12.0pt;font-family:"Times New Roman",serif;mso-fareast-font-family:
"Times New Roman";mso-fareast-language:EN-AU'><o:p></o:p></span></p>

<p class=MsoNormal style='mso-margin-top-alt:auto;mso-margin-bottom-alt:auto;
line-height:normal'><span style='font-size:12.0pt;font-family:"Times New Roman",serif;
mso-fareast-font-family:"Times New Roman";color:#333333;mso-fareast-language:
EN-AU'>"But I don't want to go among mad people,&quot; Alice remarked.<br>
&quot;oh, you can't help that,&quot; said the cat: &quot;we're all mad here.
I'm mad. You're mad.&quot;<br>
&quot;How do you know I'm mad?&quot; said Alice.<br>
&quot;You must be,&quot; said the Cat, or you wouldn't have come here."</span><span
style='font-size:12.0pt;font-family:"Times New Roman",serif;mso-fareast-font-family:
"Times New Roman";mso-fareast-language:EN-AU'><o:p></o:p></span></p>

<p class=MsoNormal><o:p>&nbsp;</o:p></p>

</div>

</body>
</html>

```

10. You don't need to know what it all means. I don't. Microsoft has its own way of doing things. Just go back to Facebook and paste it where the code is needed. The result might not be perfect but should get you pretty close.

LAST WORDS

I hope you have learned something of value in these pages. If so, the greatest show of appreciation you could share is simply to *Like* the Paleoistics page at <https://www.facebook.com/paleoistics>.

For sporting clubs in particular, you may find something that will give you the edge in your athletic endeavours. For anyone else, who wouldn't want to live to be a happy, healthy 100?

The main criteria for choosing the apps I did was that they were **free**. This was to give new clubs with little funding a chance to get in the game quickly.

But if money is no object, you may want to look further afield. With paid apps you get many advantages including WYSIWYG editors, more options, support, reporting and statistics. With paid apps you can build even more elaborate Fan Pages than the one we have now. However, you may want to wait until your fan base (Likes count) is large enough to justify the expense.

A good developer that I've seen recommended in many places is **Shortstack**. <http://www.shortstack.com/>. A click on their Features tab makes my mouth drool. But at \$25/month for the basic plan, their pricing is definitely aimed at the power user.

You can get by with less cost by *googling* "XXX Facebook app" and see what comes up. This approach is more frustration prone due to the trial and error factor in finding something that works well. But you may get lucky. That's how I found the apps I shared with you.

If you find a really good one please let me know.

It would blow my hair back to learn something new from you.

Warmest regards,

Nik Peran

Web developer and self confessed fitness nut.