



How to create an effective Facebook Page for your Association

1. Simply go to create a page on Facebook, which can be found at the bottom of the home page. If you cannot find the link simply [Click Here](#)
2. Click on 'Company, Organisation or Institution' located on the top row in the middle.
3. Choose your Category. Netball Queensland recommends that you select Non-Profit Organisation.
4. Type in your Association Name.
5. Agree to the terms and conditions
6. Click 'Get Started'
7. Upload a profile picture ie. Association Logo
8. Enter a Description about the Association, including contact details. It is also recommended that you place something along these lines in your description

Page Guidelines

We encourage the expression of opinions and open discussions on the **<Insert Association Name>** Facebook page, but also ask that you act respectfully and responsibly. Posts will be deleted from the **<Insert Association Name>** Facebook if they contain:

- Offensive, abusive, obscene, profane, hateful or racist content, links or images
 - Comments that threaten or defame any person or organisation
 - Solicitations and advertisements by other organisations or endorsements of other organisations
 - Multiple or repetitive posts by a single user
 - Repetitive posts copied and pasted or duplicated by single or multiple users
 - Anything else **<Insert Association Name>**deems inappropriate
- <Insert Association Name>**does not accept responsibility for the comments of fans on this page.

Thank you for observing these guidelines. If you have any questions or comments about this policy, please contact us via **<Insert Association email>**

9. Finalise your Facebook web address. You can then add this web address to your contact details, this will assist with future, current and past members finding you on Facebook.
10. You will then be asked about advertising. If you wish to advertise you will be asked to organise a payment method. If you do not wish to advertise then simply press skip
11. Press 'LIKE' this will start the ball rolling and show people that you are on Facebook as a 'PAGE'



12. You can now invite people to 'LIKE' the page.
13. Your 'PAGE' is now complete. Sit back and watch as people come to you for information

If you currently have a Facebook account as a 'PERSON and/or GROUP' advertise that you are moving over to a 'PAGE' and that you will be posting on there from a certain date onwards and shutting down your 'PERSON and/or GROUP' page.