



CNH | KEY CLUB

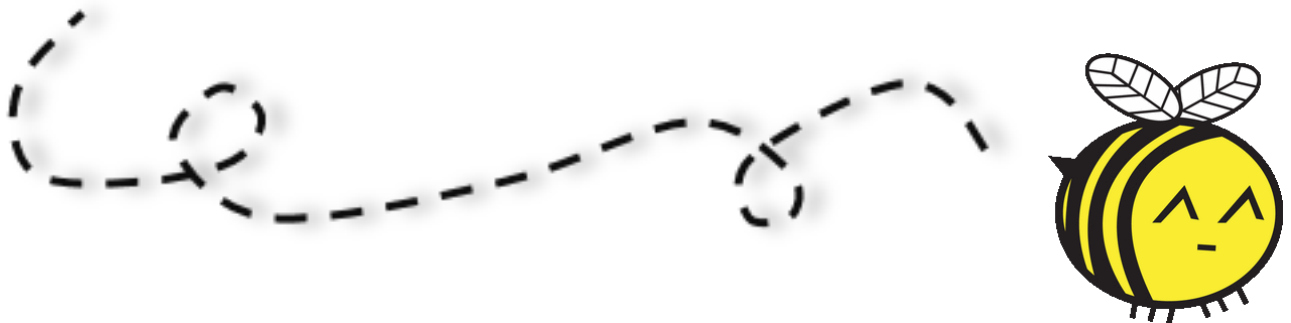
# The KEY to a Facebook Page



**Save Paper! Don't Print This!**

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## Purpose of a Facebook Page

The purpose of having a Facebook page is to inform, update, and promote Key Club news. In a poll, 62 out of 100 Key Club members use Facebook. This is an opportunity for your club to share information online.

## Benefits

1. Share news and ideas with a large range audience at your convenience
2. Inspire members with photos, videos, and quotes
3. Promote Key Club and spread the spirit of service
4. Recruit new members
5. Create a library of files and photos for your club's archive

## Policies

***Do not make a Facebook Profile for your club/division. it's against Facebook policies to make a Facebook user a non-profit organization.***

**Remember to follow your school's rules. You cannot create a Facebook page if your school or education district does not permit it.**

**In Key Club, social media can only be used for announcements and promotions. No Key Club business can be conducted on Facebook.**

## How to Start

### Permission

Be sure to ask your advisor first. Look over your school rules and restrictions. Some public schools do not allow social media interaction and some do. Making sure your Facebook page is appropriate to your school will reduce the chance of your page being taken down. Email your principal or ask your Student Activity Coordinator for your school's rules.

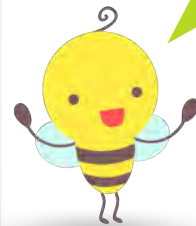
## Set up Goals

Ask yourself, what do you want to accomplish with your Facebook Page? How often will you post on this page? Who is in charge of posting things on this page? These questions will help you with being consistent on your page.

### Example of Goals:

“By the end of the school year, the Facebook page will have pictures from every service project.”

“Every month, the page will be updated 3 times with club news, photos, and inspirational quotes.”



Make  
S.M.A.R.T goals.  
Click [here](#) to learn  
more

## Appoint a Marketing Director or Create a Committee

To be sure someone is responsible for managing a site, it is suggested to appoint a member or create a committee for social media. The following are suggestions for a position or a committee:

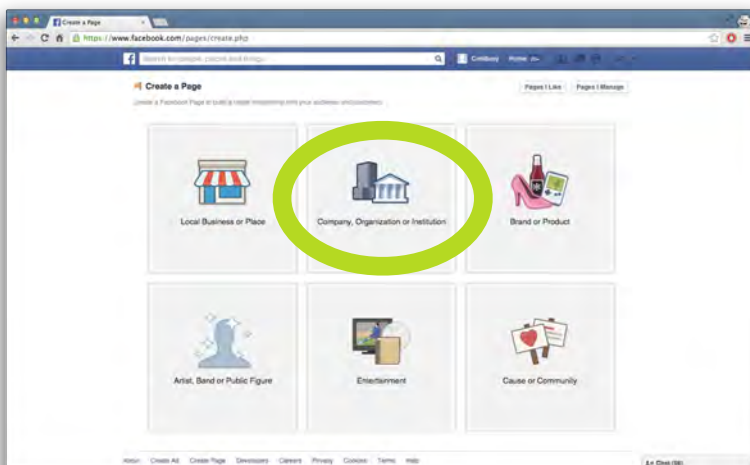
- Vice President of Communications
- Club Technology Editor
- Marketing Committee

## Creation on Facebook

Go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php) to start a Facebook Page.

Be sure your Facebook page is:

- Appropriate page name
- Appropriate profile picture
- Advisor is an admin of the page



### Step 1:

Select *Company, Organization or Institution*

You will be representing your school and Key Club.

- ✓ Choose a category
- Aerospace/Defense
- Automobiles and Parts
- Bank/Financial Institution
- Biotechnology
- Cause
- Chemicals
- Church/Religious Organization
- Community Organization
- Company
- Computers/Technology
- Consulting/Business Services
- Education
- Energy/Utility
- Engineering/Construction
- Farming/Agriculture
- Food/Beverages
- Government Organization
- Health/Beauty
- Health/Medical/Pharmaceuticals
- Industrials
- Insurance Company
- Internet/Software
- Legal/Law
- Media/News/Publishing
- Middle School
- Mining/Materials
- Non-Governmental Organization (NGO)
- Non-Profit Organization
- Organization
- Political Organization
- Political Party
- Retail and Consumer Merchandise
- School**
- Small Business
- Telecommunication
- Transport/Freight
- Travel/Leisure
- University

**Step 2:**  
When selecting a category, choose *school*.

**Company, Organization or Institution**  
Join your supporters on Facebook.

School

[Club Name] Key Club

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

**Get Started**

**Step 3:**  
Type your club name, (eg. Sacramento High School Key Club)

**Set Up Club Name Key Club**

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search. (Links marked by asterisks (\*) are hidden.)

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

This is an example of a Key Club page.

<http://www.cnkeyclub.org>

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/clubnamekeyclub>

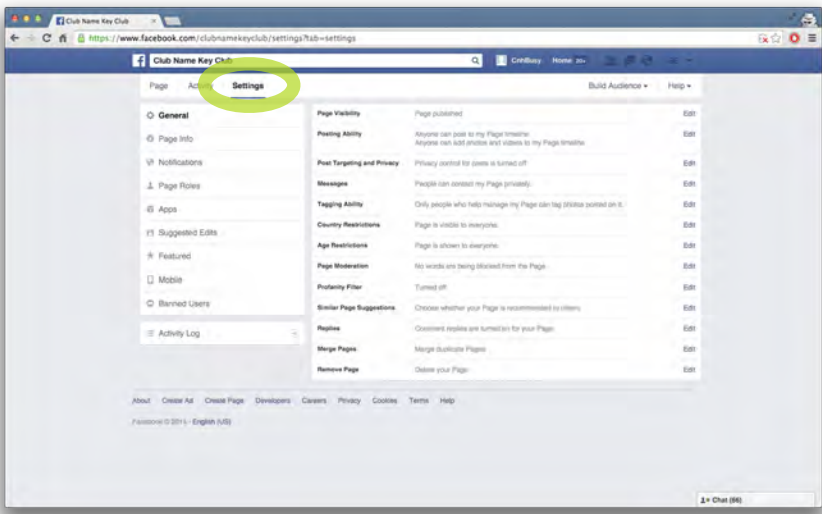
Is Club Name Key Club a real organization, school or government?  Yes  No

Will Club Name Key Club be the authorized and official representation of this organization, school or government on Facebook?  Yes  No

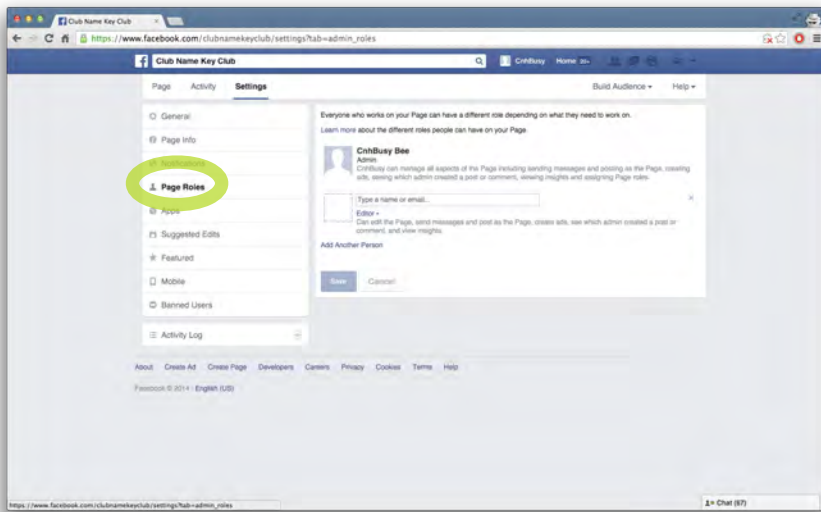
Need Help? **Save Info** **Skip**

**Step 4:**  
Add a short description of your club. Be sure to double-check it for spelling and grammar. You can add a link if your club has a website. When creating the web address, be sure to make it short and simple. **You will not be able to change this later.** You can check yes to the last two questions.

# Settings

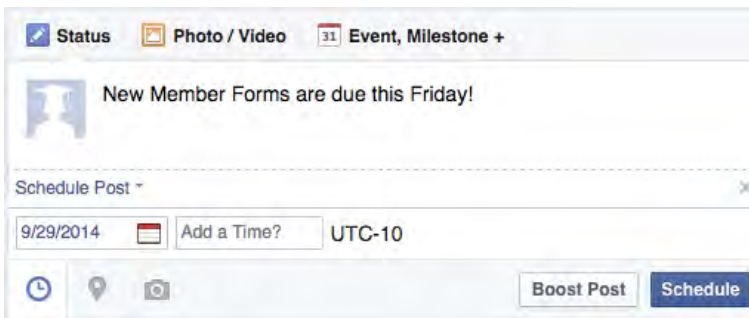


**Settings**  
You can access the page settings by clicking on the top left tab on the page. Here, you will find the privacy setting, filtering, notifications, etc.



**Page Roles**  
 Be sure to add your advisor as an admin to the page. He/She will have full control of the page.

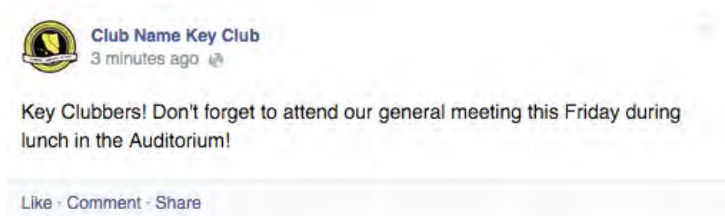
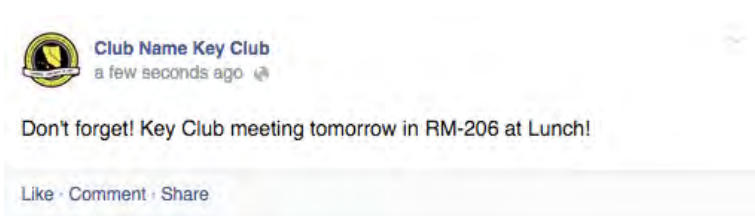
## How to Create a Post



You must go to the Facebook page to make a post. You can post photos, videos, events, links, or a simple status. Schedule your posts by clicking on the clock icon.

## Ideas for Posts

### Announce Meeting Times

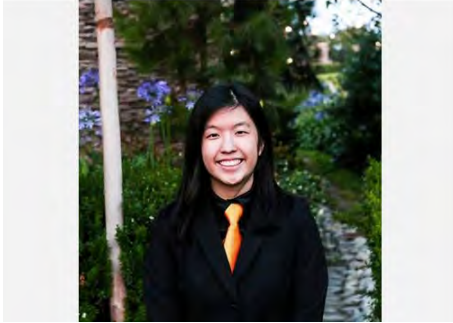


# Member Recognition

Spotlight members, have members of the month, congratulate members who accomplish something in or outside of Key Club

**Club Name Key Club**  
2 seconds ago

Congratulations to Ashley Chen for being our Member of the month! She is a senior and her favorite project is Feeding the Hungry. Ashley has been a member for the past three years and she was a past Vice President!



**Club Name Key Club**  
2 seconds ago

Shout-out to our winning football team and our outstanding athletes, Keith, Devin, and Sam!

Like · Comment · Share

**Club Name Key Club**  
2 seconds ago

Congratulations to our outstanding member, Ashley Chen for winning first place at the District Science Fair!



# Post Photos from Projects

This can help on the long run if your club decides to enter the Year-in-Review Contest

**Club Name Key Club**  
2 seconds ago

Thanks to the members that came out this past weekend, we completely revamped the local church's garden!



Like · Comment · Share

**Club Name Key Club**  
2 seconds ago

Weekend Recap! We cleaned our school's gym this past weekend!



Like · Comment · Share

# Share news form the District and International Level

**Club Name Key Club** shared a link.  
2 seconds ago

Check out this year's District goals!

<http://www.cnhkeyclub.org/projects/district-projects>

- Service** - Complete 5 projects per month
- Leadership** - Every member is a leader
- Family** - Save 5 families from Maternal Neonatal Teta
- Financial** - \$500,000 for Project Eliminate by 2015

et's Celebrate **Service, Leadership, and Family**

**District Projects**  
[www.cnhkeyclub.org](http://www.cnhkeyclub.org)

District Projects CNH Clubs Service - Complete 5 projects per month Leadership - Every member is a leader Family - Save 5 families from Maternal Neonatal Tetanus \$500,000 for Project Eliminate by 2015 Let's Celebrate Service, Leadership, and Family! What is a "District Project?" A specific proj...

Like · Comment · Share

**Club Name Key Club** shared a link.  
2 seconds ago

Check out this month's District Newsletter

[http://www.cnhkeyclub.org/downloads/Newsletters/CNH\\_NEWS\\_09\\_1415.pdf](http://www.cnhkeyclub.org/downloads/Newsletters/CNH_NEWS_09_1415.pdf)

[www.cnhkeyclub.org](http://www.cnhkeyclub.org)  
cnhkeyclub.org

Like · Comment · Share

## Announce members' birthdays



Boost Post

## Tips

### Always Use Images

Research has proven that a user is more willing to click on a post if there is an image. Always add a photo or a video to your post for attract more members. If you add a link to your post, it will automatically generate an image form the link.



### Have a Captivating Cover Photo

Use a group photo, yearbook club picture, or have someone design a cover photo. The dimension is 851px by 315px. If you don't have a nice cover photo, you can download the CNH Key Club photo [here](#).





## BEE Safe!!

- All personal information (such as your address and phone number) should not be open to the public. Keep all personal settings private! (You don't want any creepers!)
- DO NOT engage in any online contact with people you do not know. Only be in contact with people you have met with in a live setting. Check out the Technology SafeKEY guide here: [<http://tinyurl.com/TechnologySafeKEY>]

## What is Inappropriate?

- Making hurtful comments to or about another person.
- Posting something to intentionally hurt or embarrass an individual. (Don't post anything without that individual's permission!)
- Sending anonymous hate messages.
- Remember, as a KEY LEADER, these actions are NOT APPROPRIATE or aligned with Key Club core values and should never be tolerated.

## Reference

Learn about [Technology SafeKEY](#), CNH Key Club's Project to eliminate cyberbullying  
Click [here](#) to view the CNH Key Club's Facebook Page (must log in)

