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."

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:

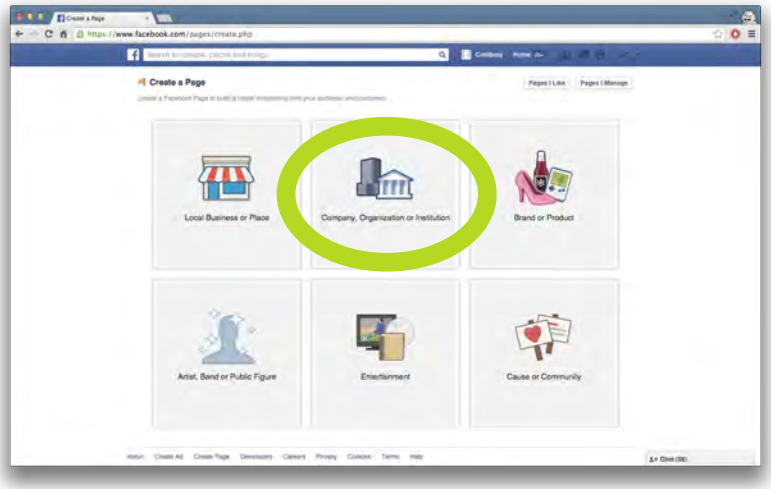
- Vice President of Communications
- Club Technology Editor
- Marketing Committee

Creation on Facebook

Go to www.facebook.com/pages/create.php to start a Facebook Page.

Be sure your Facebook page is:

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

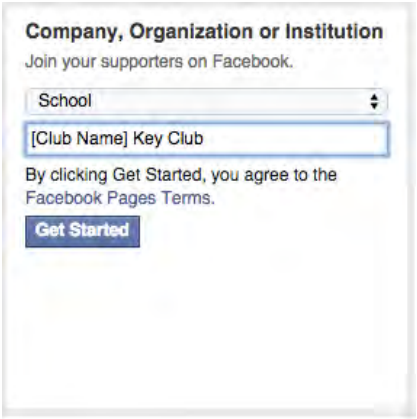


Step 1:

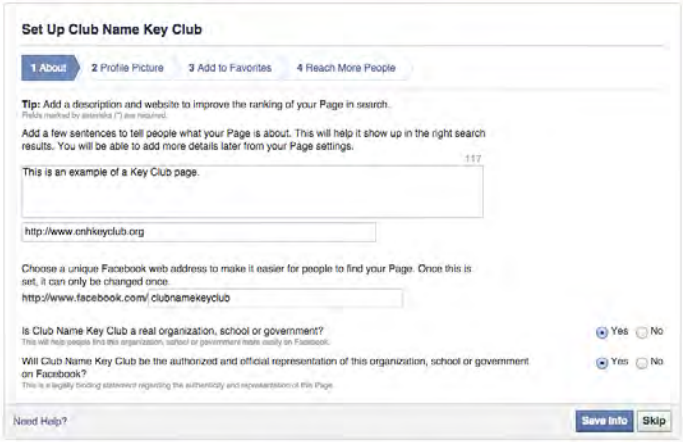
Select *Company, Organization or Institution*

You will be representing your school and Key Club.

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

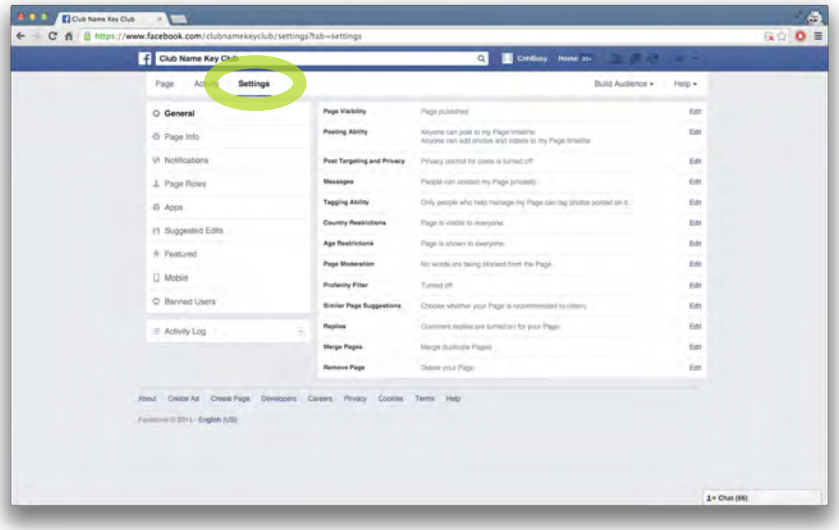


Step 3:
Type your club name, (eg. Sacramento High School Key Club)

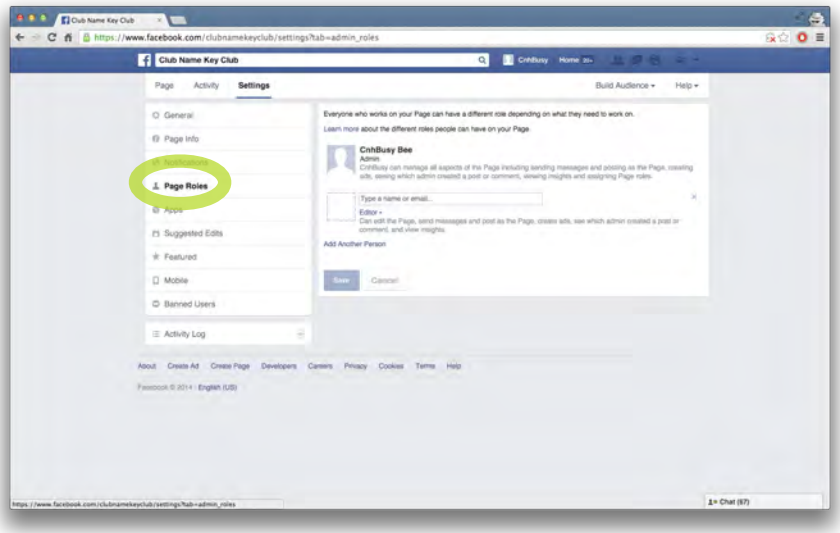


Step 4:
Add a short description of your club. Be sure to double-check it for spelling and grammar. You can add a link if your club has a website.
When creating the web address, be sure to make it short and simple. **You will not be able to change this later.** You can check yes to the last two questions.

Settings

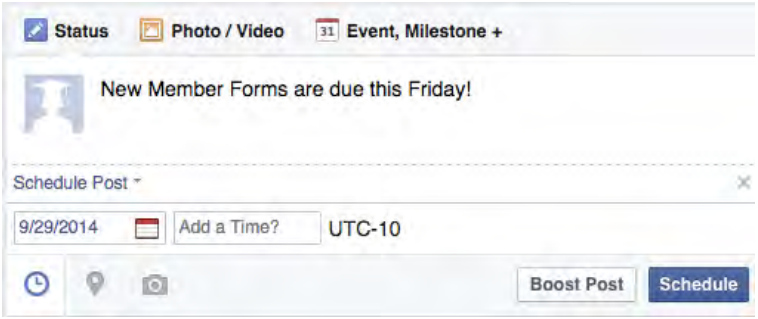


Settings
You can access the page settings by clicking on the top left tab on the page. Here, you will find the privacy setting, filtering, notifications, etc.



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

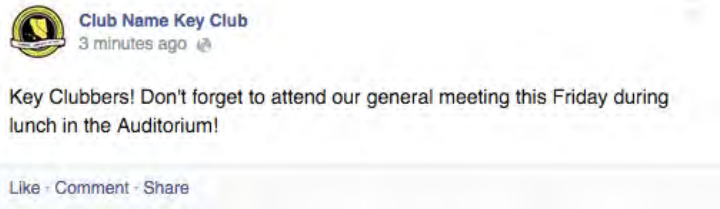
How to Create a Post



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.

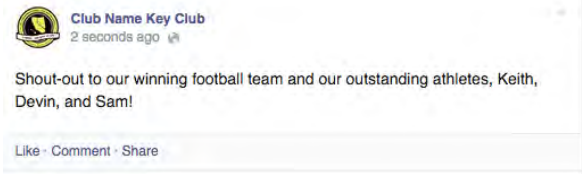
Ideas for Posts

Announce Meeting Times



Member Recognition

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

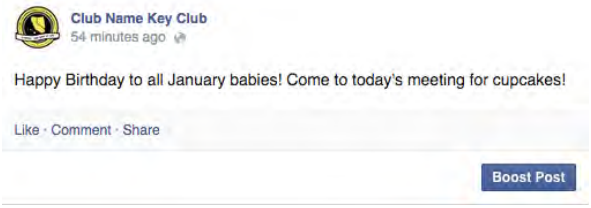


Post Photos from Projects

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

Share news form the District and International Level

Announce members' birthdays



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)