

Simple Social Media Step-by-Step Guide

1. Facebook Page vs Personal Profile

What is a Personal Profile?

- Used for individuals (friends, family, personal use)
- Has friends (not followers)
- Not suitable for organisations

What is a Facebook Page?

- Used for organisations, ministries, and groups like FGB
- People “Like” or “Follow” the Page
- Designed for public communication

2. Page Admin(s) (Who Can Manage the Page)

What is an Admin(s)? An Admin is someone who has full control of the Page.

What an Admin(s) can do:

- Create and delete posts, manage messages and comments
- Change Page settings

How to set Admins (simple steps):

- Click Settings, select Page Roles / Page Access
- Click Add New Admin
- Enter the person’s name or email
- Choose Admin role and click confirm

3. Growing Your Page (Getting People to Follow)

- Invite friends to like the Page
- Share Page posts to your personal profile
- Ask members to follow the Page
- Post regularly so people stay engaged

4. What to Post

Text Posts – Announcements, Encouragement, Updates

Photos – Meetings, Events, Group gatherings

Videos - Short testimonies, Testimonies, Highlights from events

Events - Regular meeting information, Conferences, Special gatherings

Simple Rule: ➡ Mix different types of posts to keep people engaged.

5. Setting Up & Promoting Events

How to create an event:

1. Click **Events - Create Event**
2. Add: Event name, Date & time, Location, Description
3. Click **Publish**

Best practice for events:

- Make the title clear & include dates, times and location
- Add a short description of what will happen
- Use images to attract attention

Sharing events:

- Share to your Page followers
- Share into local community groups to reach people in your area

6. Posting to Local Community Groups

Why this matters:

- Helps more people see your events
- Reaches people outside your Page followers and existing members

How to post:

1. Create your post or event
2. Click **Share** and Select **Groups**

3. Choose relevant local groups & click post

Important notes:

- Some groups may require approval, and some groups may not allow promotional posts

7. Going Live (Facebook Live)

What is Facebook Live? - Broadcasting video in real time

How to go live:

1. Click **Live Video**
2. Allow camera and microphone access
3. Add a title & Click **Go Live**

Videoring Tips (For Live and General Video's):

- ✓ Film in portrait (vertical) format for Facebook and social media
- ✓ Avoid bright lights behind what you are filming
- ✓ Keep camera steady (use tripod if possible)
- ✓ Test audio & make sure you can hear clearly
- ✓ Ask permission before filming individuals

Important notes:

- Some accounts may need a minimum number of followers (this can vary), you can always record a video and upload later if you can't do live.
- Always test your sound and internet first

8. Creating Short Follow-Up Videos (3 Minutes or Less)

Why short videos matter:

- People tend to watch video's for 30 seconds to 1 minute so capturing people's attention quickly and getting through to people matters
- Short videos are one of the best ways to promote future events
- They help people experience the atmosphere and encouragement from the event
- They are easy to watch and share on social media
- Videos can be uploaded to your local chapter Facebook Page and shared with the main FGB Page

What type of videos work best:

- Short testimonies from attendees
- Highlights from speakers or worship
- Quick event compilations showing different moments
- Encouragement clips inviting people to the next gathering

Simple structure for a good video:

1. Short introduction
2. Main testimony or highlight
3. Invitation to the next event

Example closing: "We'd love to see you at our next event, follow our Page for updates."

How to upload the video:

1. Click Create Post and Upload your video
2. Add a short description and event details
3. Tag FGB UK & Ireland if appropriate and Click Publish

Basic Troubleshooting

Problem: Can't log in - Check email and password, Use "Forgot Password" option

Problem: Post not showing - Refresh the page, Check internet connection

Problem: Video won't upload - Check file size, Try Wi-Fi instead of mobile data

Problem: No access to Page - Ask an Admin to confirm your role

Simple rule: ➡ If in doubt try logging out and back in.

If you have an Instagram page you can also link these for further reach.