

Facebook

RWTO/OERO WORKSHOP



GROUP PAGES

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Types of Facebook Pages

Facebook Profile Pages

- A personal page represents a singular social media user
- Used to share updates about the user's personal life
- Used to connect with friends and family.
- A Facebook Profile is what users create for their personal needs

Facebook Pages

- is what is created when a business or some other organization needs a presence on Facebook.
- Looks the same as a personal page but is used for a different purpose
- is like a **profile page** but only **public**, so everyone on Facebook can view it. It enables businesses, public figures, and other organizations to build a presence on the platform.

Facebook Group Pages

- stands **more as a forum**
- It's purpose is more of a discussion platform and communication space for people with similar interests

Facebook Business Pages- Now known as “Meta Business Suite”

- is a free web page that companies can build on Facebook to expand their internet presence



Facebook

Facebook Profile Page

- ❖ A **Facebook Profile** is what users create for their personal needs
- ❖ Profile is for **people**
- ❖ you can share information about yourself, such as your **interests, photos, videos, current city and hometown.**

Facebook Pages

- ❖ **Facebook Page** is what is created when a **business** or some other organization needs a presence on Facebook.
- ❖ A Page is for **companies**
- ❖ where **artists, public figures, businesses, brands, organizations and non-profits** can connect with their fans or customers.
- ❖ A Facebook page may incorporate the following:
 - ❖ **Company/organization overview**
 - ❖ **Contact info**
 - ❖ **Press releases**
 - ❖ **Twitter updates**
 - ❖ **Company news and status updates**
 - ❖ **Customer comments/interaction**
- ❖ Facebook Page, you can run **Facebook Ads**
- ❖ One-way communication vehicle where the **brand speaks to a group of people.**

Facebook Group Pages

- ❖ **You must have a profile to create a group or help manage one**
- ❖ Group Page stands more as a **forum**. It's purpose is more of a discussion platform and **communication space for people with similar interests**
- ❖ Is a place for group communication, letting people share their **common interests and express their opinions.**
- ❖ Groups let people come together around a common cause, issue, or activity to organize, express objectives, discuss issues, post photos, and share related content
- ❖ [Groups](#) are a place to communicate about **shared interests** with certain people
- ❖ [customize the group's privacy settings](#) depending on **who you want to be able to join and see the group**
- ❖ When you join a group on Facebook, you start seeing content from **that group in your News Feed.**
- ❖ Communities are being built within Facebook Groups.

Facebook Business Pages

- ❖ A **Facebook Business** page represents a business or brand and showcases the services it provides.
- ❖ A **free web page** that companies/organizations can build on Facebook to expand their internet presence
- ❖ Facebook business page can send and receive messages, post updates, get notifications, and like, comment and share other Facebook users' and pages' content.



Facebook Business Pages Now known as “Meta Business Suite”

Simply put, a **Facebook Business page represents a business or brand and showcases the services it provides**. On the other hand, a Personal page represents a singular social media user and is used to share updates about the user's personal life and to connect with friends and family.

A Business page typically has **a list of tabs underneath the profile picture that include additional information about the business**, including About, Services, Reviews, Photos, Videos, and more. A Business page also gives you the option to Like or Follow the page, **A Personal page does not include these tabs**.

The app, Facebook Business Suite, **combines access to the business's key updates and priorities**, and offers a way to draft and schedule feed posts for both Facebook and Instagram, view insights and create ads. ... Once logged into Facebook, the Business Suite can be accessed on the desktop at business.facebook.com

Meta Business Suite lets you manage all of your connected accounts across Facebook and Instagram in one place. It offers a variety of tools that makes it easier to manage your business presence for free.

Conclusions and tips. Switch to Business Suite when **you are using the Pages Manager App**. Start using Business Suite and get used to it. If you are looking for an easy-to-use, on-the-go solution to **crosspost content and quickly reply to messages and comments**, Business Suite is your new best friend.



Samples of Types of Pages

Sample of a Profile Page

<https://www.facebook.com/inniaudi>

<https://www.facebook.com/patti.white.94>

Sample of a Facebook Page (for Business)

[Tony Blaks Bread](#)

[Sweet Gestures](#)

Sample of a Group Page

[Neighborhood Group Page](#)

Sample of A Business Page

View as an Administrator

[NCWCF Parish](#)

View as a Visitor to Business Page

[NCWCF Parish](#)

Provincial Facebook Guidelines

All Branch Facebook Pages must :

- ❖ follow the Provincial Facebook Guidelines which can be found in the **“Policies and Procedures Manual”**
- ❖ Article X I. Communications/Social Media

Polices and Procedures Manual October 2021

Provincial Facebook Guidelines

“Policies and Procedures Manual”

Article X I. Communications/Social Media

4.SOCIAL MEDIA

Social media are interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests and other forms of expression via virtual communities and networks.

a. Content of Social Media

Content of Social Media may include:

- i. Information about the organization and its goals, benefits, and activities,
- ii. Current events, activities and news from members as approved by the administrators,
- iii. Public service announcements for members (e.g., notices of school reunions).

Provincial Facebook Guidelines

b. Posting of Social Media Content

- i. All content will reflect human rights regulations.
- ii. Political, religious, and social content will not be posted.
- iii. Paid advertising will not be accepted.
- iv. The Social Media administrators have final authorization regarding what is posted on any RWTO/OERO Social Media account.

c. Social Media Administrators

- i. A minimum of two administrators is required.
- ii. One of the administrators should be part of the Communications Team.

d. Social Media accounts are sanctioned by RWTO/OERO and are identified by the RWTO/OERO logo.

***e. All Branches shall follow RWTO/OERO Social Media Policy guidelines.
(added May 2021)***

What Is A Facebook Group?

Facebook Groups are something entirely different from pages. While Business Pages are essentially profile pages maintained and updated by the administrators, **Facebook Groups are maintained by the community.**

The administrators can set up a Group to have **open membership to the public, membership upon approval, or membership by invitation only.**

Once someone becomes a member of that group, they can start posting to that group. Posts will show up in members' news feeds. This means members can share resources, events, ideas, and questions with each other.

Group administrators' role is to moderate the members' posts and to enforce the rules as needed, not just to create content.

Difference Between Profile Page and A Facebook Page.

Facebook Group Pages

Facebook groups let users **connect with like-minded people** on the platform. They were made to build connections beyond your circle of friends and have become a safe space that enables users to interact and engage with people who share their tastes.

A Facebook group however can be **both public and private**. You can choose to ask questions to members before you allow them access to the group, letting you choose the people you allow to be a part of the discussion.

The visibility of groups is often what determines how the group is setup and used.

- As a page Admin or member, people can see your personal Facebook Profile. You cannot be hidden from members.
- **Public Groups:** Public groups are searchable and all content is publicly visible. If you choose this privacy setting, you should expect to monitor your join requests.
- **Private Groups:** Private groups are searchable and anyone can request to join them, but only members can see their content

[The Difference Between a Profile and Group Page](#)

Facebook



Facebook Group Page

Members can create a room if group admins allow. Room creators can choose to make the room open to the whole group, or to make the room open only to members who receive an invite. They can also approve members who request to join the room.

First off, on groups - Facebook says that **both group admins and members will be able to create dedicated group Rooms from the Groups composer**, in which they'll be able to host video chats of up to 50 people at a time. Though there are some additional control options for Group rooms

Facebook Group Page

How do I invite new members to a Facebook group?

There are a few ways new members can be invited to join a Facebook group:

- **Invite from the group:** Admins and members can invite their Facebook friends to join a group by selecting **Invite** from the group.
- **Invite with email:** Admins can use email to invite anyone to join their group, whether or not they're Facebook friends.
- **Invite with link (only available for private hidden groups):** If the group is a private hidden group, admins and members can use a link to invite anyone to join their group, whether or not they're Facebook friends, if the admins allow.

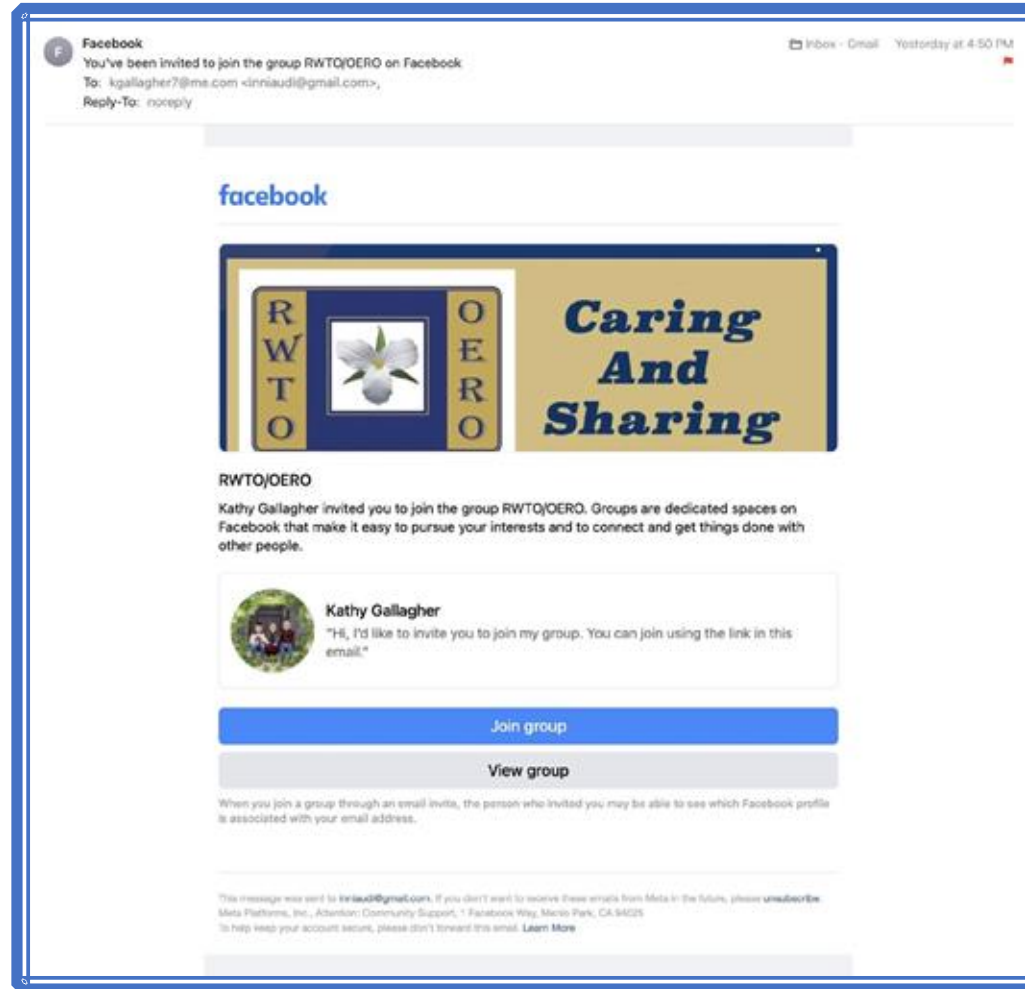
Once someone is invited to join a group, they'll be able to preview the group before deciding if they'd like to join the group, unless they were invited to the group by email or invited to a private hidden group with a link. If someone is previewing the group, they won't be included in the total member count.

There is no way to access a group without a Facebook Profile Account

Facebook

Facebook Group Page

Invitation via Email



Let's Create A Facebook Group Page

What do you need to have ready to create a Group Page:

1. A Group Name
2. Privacy Settings- Public or Private

	Public	Private
Who can see what members post, comment and share in the group?	Anyone, on or off Facebook	Current Members
Who can see the list of members in the group?	People on Facebook	Current Members
Who can see who the admins and moderators are?	People on Facebook	People on Facebook

1. A cover photo
2. A description of your group (About)
3. Have 2 administrators to maintain the Group Page

Key Tips

- Use your group's description to explain what your group is about.
- Upload a cover photo that represents your group's topic and style.
- Invite a trusted friend to join your group.
- Make a post in the group to welcome members and show them the kind of posts they can share.
- Write your group's rules to help members know what is and is not allowed.

Let's Create A Facebook Group Page

1. Tap in the top right grid of Facebook.
2. Tap Create Group.
3. Enter your group name.
4. Select the privacy option. If you selected private, select whether to make your group visible or hidden.
5. Tap Create.
6. Add people to your group. (Friend's Name on Facebook or Email address)
 - from the sidebar on the left side of your news feed. Click the **"Invite By Email" link in the upper right part of the page.**
 - Enter the email addresses of the people you want to add to the group.
 - Separate each email address with a comma.
7. Once you create your group, you personalize it by uploading a cover photo and adding a description.
8. You can update the group by changing the group description and making an announcement.



How To Create a Facebook Group
Page

How To Delete A Facebook Group Page

1. Go to the group you want to delete, and click “Members.”
2. Click beside each person's name, and select “Remove from Group.”
3. Once you've removed everyone else in the group, choose “Leave Group” next to your name.
4. Click “Leave and Delete”.
5. And voila! Your Facebook Group is gone.