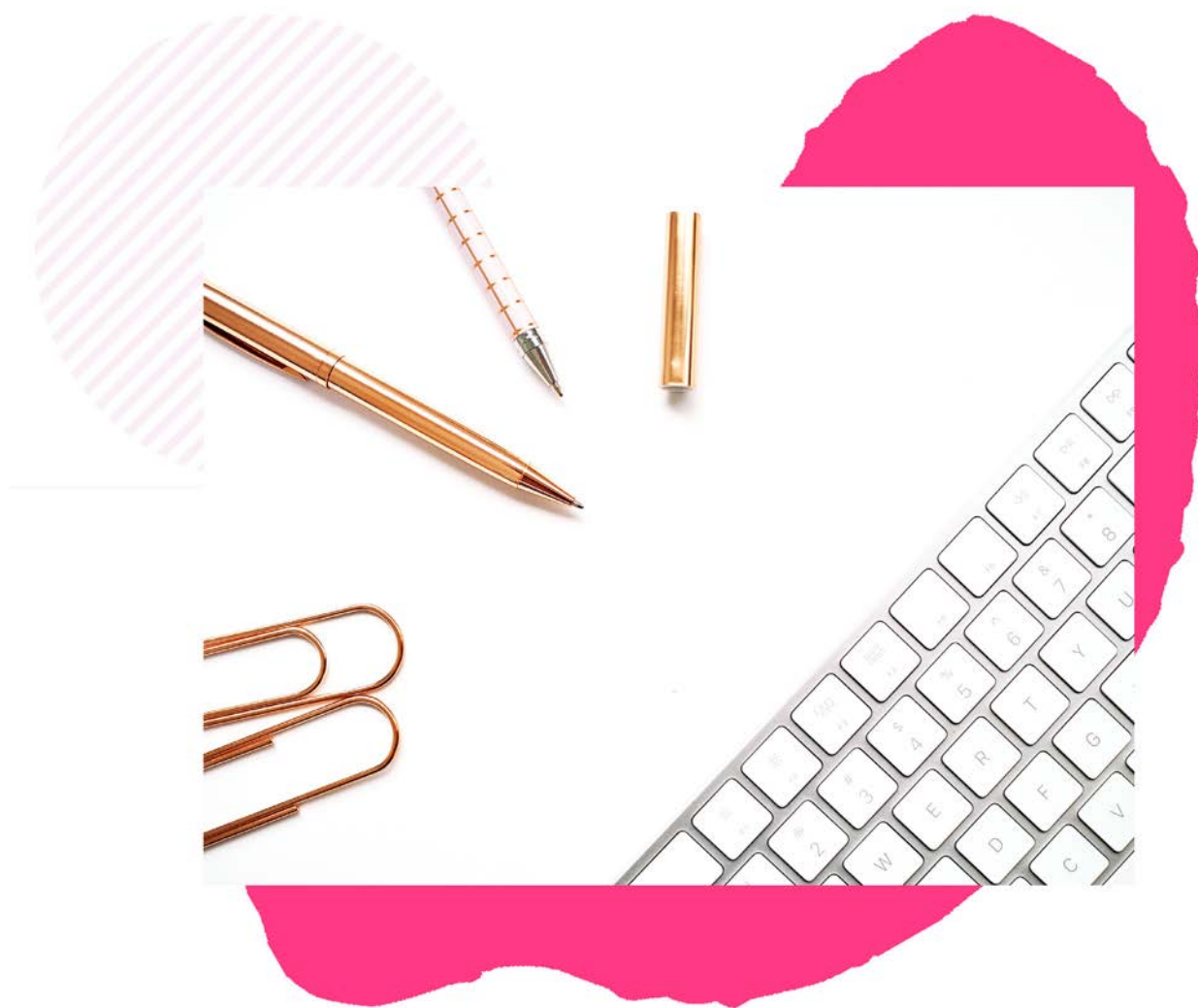




SHARING STORIES ON FACEBOOK



Presented by Kim Maslin
Digital Technologies Educator

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I: http://instagram.com/kim_maslin

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WHY SHARE YOUR STORIES ON FACEBOOK?

- Raise awareness
- Increase participation
- Connect with new audiences
- Cross-promotion & collaboration
- Deliver outcomes
- Funding body requirements
- This is where people are...

56% of
Australians
use the
internet more
than 10 times
a day

Facebook is the #1 social media site used by Australians across all ages, genders and locations

89% of
Australians
use
Facebook

YOUR FACEBOOK PRESENCE

Facebook Profile:

Your personal account on Facebook

Facebook Page:

Your business/organisation's presence on Facebook

You need a Facebook Profile to be the "Admin" of a Page

Facebook Group:

You can participate within groups as either your profile or Page

Your Profile or Page can manage a Group

FACEBOOK PAGE	FACEBOOK GROUP
<ul style="list-style-type: none"> • A "must have" for businesses, artists, organisations • Managed by Facebook Profile ("Admin") • Can have more than one Admin • All posts are published <i>as the page</i> • Posts can be shared by others • People can follow your Page to receive updates in their Newsfeed • People can contact your Page privately and directly 	<ul style="list-style-type: none"> • A smaller, "online community" of people with similar interests (or location) • Sharing Page posts to groups to increase exposure • Managing a group to foster greater community or coordination

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FACEBOOK PAGE INTERFACE

Note - in late 2020, Facebook introduced a relatively significant update to Facebook Pages. You may have noticed a change in layout:

Your Facebook Admin menu.
Only visible to Page Admins
"Home" is what you see now

Your Facebook Page menu - that your audience sees. Great way to display key services, products or info.

Click to visit Business Suite - to schedule content and/or post to Instagram at the same time

Click to create a post (that you want to publish instantly - not schedule)

Your Page feed - all posts you've shared, with newest at the top. This is what your audience sees when they visit your Page.

Post Insights - a good way to review success of a post ... how many people the post reached (number of people who saw it) and engaged (likes, comments, shares, photo clicks, link clicks)

Page Info that you create for audience to read. Click on blue "pens" to edit info quickly

Switch who you interact with. I.e. you can like, comment or share a post as your Page, or switch to personal account or another Page you are admin for

Manage Page

- Home
- Manage Shop
- Ad Center
- Inbox
- Events
- Resources & Tools
- Notifications
- Insights
- Publishing Tools
- Page Quality
- Edit Page Info

TECH SMARTER, NOT HARDER

kim maslin
Digital Technologies Educator

- * 1:1 Technology Coaching
- * Digital Marketing Training
- * Design Services
- * Author of "The Tweeting Galah"

Kim Maslin - Digital Technologies Educator
@kimmaslineducator · Community

Insights
Last 28 days : Oct 15 - Nov 11

- People Reached: 52,082 (+5772%)
- Post Engagements: 969 (+402%)
- Page Likes: 5 (+150%)

About

- Enter location
- Insta: @kim_maslin
- Kim Maslin is a West Australian educator who is passionate about digital technologies and developing healthy life-long learning habits.
- GET IN TOUCH
- E: kim@kimmaslin.com
- I: https://instagram.com/kim_maslin
- W: www.kimmaslin.com
- 615 people like this
- 682 people follow this
- http://www.kimmaslin.com/

Create Post

- Photo/Video
- Get Messages
- Feeling/Activity

Kim Maslin - Digital Technologies Educator
November 10 at 5:53 PM

"Sharing your story on Facebook" - a free community workshop I'm delivering this Friday at [Esperance Community Arts](#) as part of the Digital Creation Hub Project

Digital Creation Hub
ESPERANCE

COMMUNITY WORKSHOP
SHARING YOUR STORY ON FACEBOOK

Learn how to share video and photo content to Facebook Pages and Groups. In this hands-on workshop, participants will learn how to share their artwork and stories with practical tips and strategies. This workshop is designed to help regional artists and community organisations increase their online exposure, to assist in the growth of their arts business, funding opportunities, develop networking opportunities and tell their story.

Date: Friday, 13th November 2020
Time: 10:00am - 12:00pm
Venue: Esperance Community Arts Space
Cost: Free, but bookings essential!
Facilitator: Kim Maslin, Digital Technologies Educator
A recording of this workshop will be made available online

For more information or to register for workshop please visit [www.esperancecommunityarts.org.au](#) or contact SCA on 9072 1158 or [esperancecommunityarts@esperancecommunityarts.org.au](#)

503 People Reached
30 Engagements

15 Likes
1 Share

Like Comment Share

Comment as Kim Maslin - Digital Techno...

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CREATING CONTENT

The quickest way to publish a post to your Page is to:

1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Click on grey Create Post button
4. A Create Post window will appear -

Type your post message here.
You can copy and paste URLs here if you want to link to an external website

You can tag other Pages by typing the @ symbol, followed by their Page name. It has worked if highlighted in blue

The screenshot shows the Facebook 'Create Post' interface. At the top, it says 'Create Post' with a close button. Below that is the user's profile picture and name 'Kim Maslin - Digital Technologies Educator', followed by a 'Public' audience selector. The main text area contains 'This is a test post' with a smiley face emoji. Below the text, there's a tag for 'Esperance Community Arts Facebook Page' which is highlighted in blue. Underneath the text is a photo input area with a 'See suggested product tags' button. At the bottom, there are three buttons: 'Add to Your Post', 'Boost Post', and 'Post'. The 'Post' button is highlighted in blue.

Click on smiley face to select emojis to add to your post

Click on green photo icon to select a photo(s) from your computer to add to your post

Click Post and the post will be shared to your Page.

Note you cannot schedule a post from here. You need to use the Business Suite. Boost Post feature is where you pay Facebook to promote your post to your followers (or to new people defined by location, age, interest etc). It can be an effective way to increase exposure but should be used with caution.

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SCHEDULE CONTENT

To schedule content to be published at a later date:

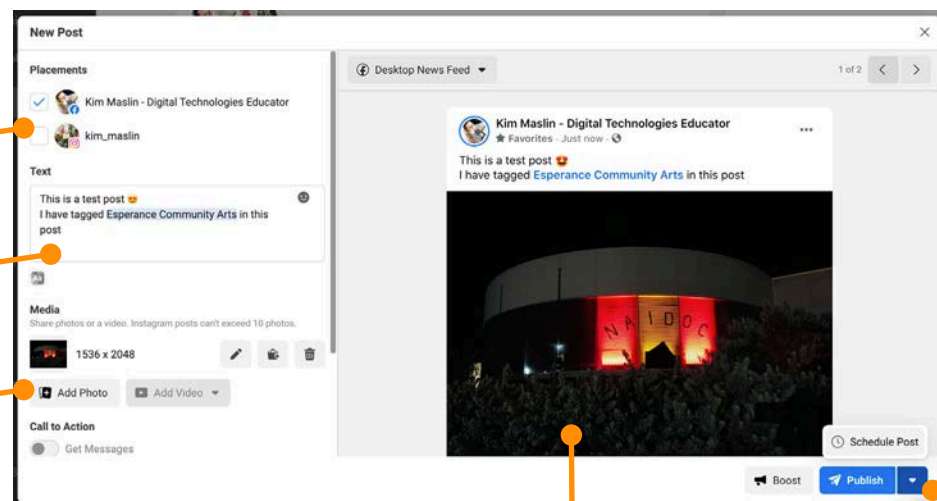
1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Click on Go to Business Suite button
4. Facebook Business Suite will load
5. Click on blue Create Post button
6. New post window will appear:

Make sure Facebook placement option is ticked.

(You can also tick to post to Instagram)

Type out post text

Add photo or video

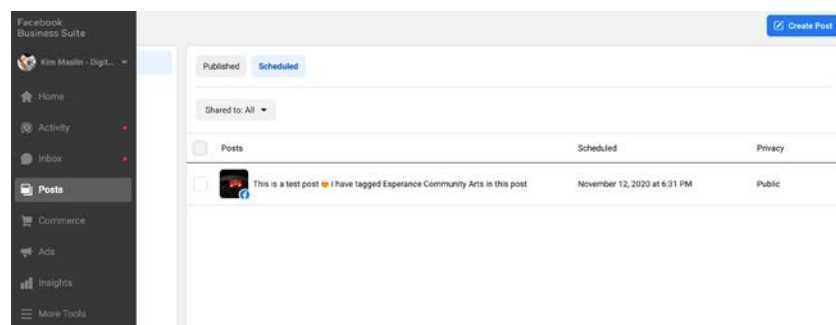


Preview of post

Click drop down arrow and select Schedule post. Select Date and click Schedule

Once scheduled, you can view a list of scheduled posts:

1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Click on Go to Business Suite button
4. Facebook Business Suite will load
5. Click Posts from left-hand menu
6. Click Scheduled button
7. View list of scheduled posts
8. Click on a post to view preview. Click on three dots to delete post or reschedule



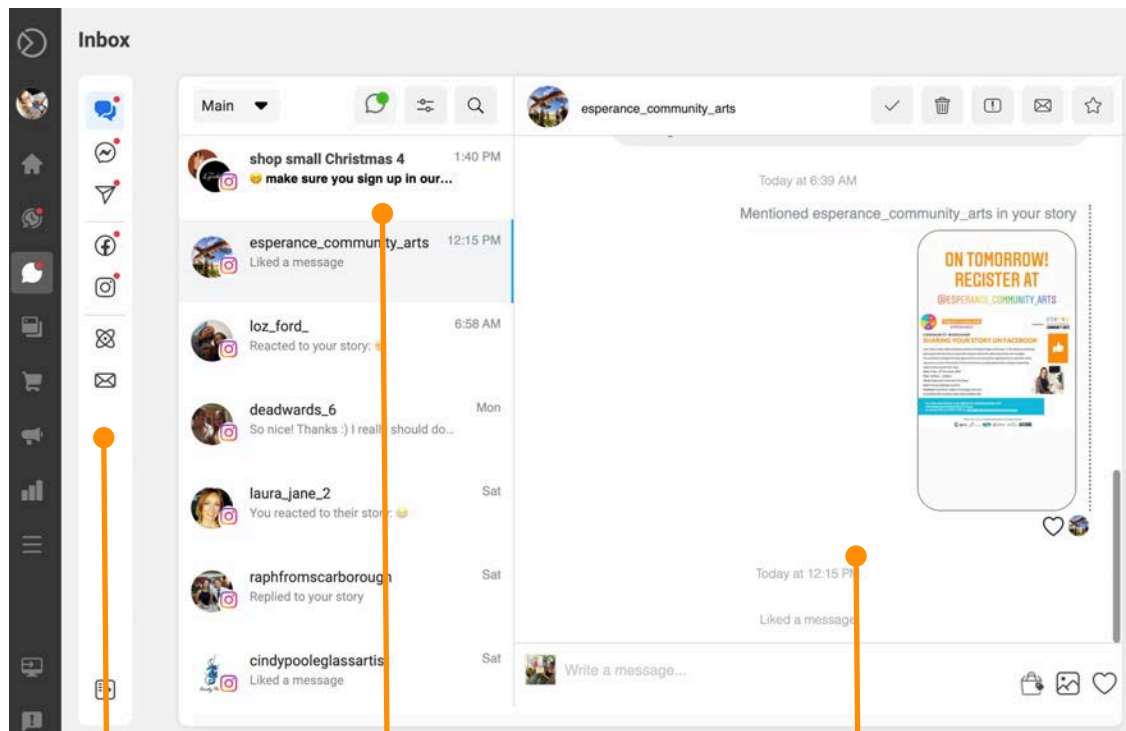
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INBOX

You can now manage (view, respond, delete) all direct Facebook messages and Instagram messages from your Inbox. You can also view and respond to post comments within Inbox:

1. Open Facebook
2. Select your Page name from the left-hand menu (or search for it in Search bar)
3. Select Inbox from the "Manage Page" menu on left-hand side
4. You will be taken to Inbox (located within the new Facebook Business Suite)



Select which
inbox to view
(i.e. all messages,
only Facebook
direct messages
etc)

Messages in bold
are unread
Click on message
to read and
respond

Here is where
you can read and
respond

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NOTES

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