



Masonic Marketing Series

Social Media

Using a Facebook Page for Your Organization

Introduction

In today's increasingly digital world, social media is an essential tool for communicating. Social media platforms like Facebook allow us to share content with a large audience, network with our communities, and engage in conversations with people all over the world.

As Masons, we can use Facebook to connect with our Brothers and show the world what Freemasonry is really about.

However, it can be hard to know where to begin. Whether you have only used Facebook for your personal account or you are new to the platform altogether, managing a Facebook Page for your Masonic organization is a whole new project.

That's why we have compiled this list of Facebook tips and best practices for Masons. This e-book will help you set up a Facebook Page and learn how to use common features to better connect with the Masonic community.

WHAT IS FACEBOOK BEST USED FOR?

Of all social media platforms, Facebook is best for building an online community. As Masons, we can use Facebook to share events, announcements, inspirational stories, educational resources, and more.

Below are a few content ideas to get you started, but feel free to experiment with other types of Facebook posts. Test out your ideas and see what resonates with your Page followers:

- Announcements of upcoming Masonic events
- Photos and recaps of recent meetings or gatherings
- Fundraising initiatives
- Charitable efforts in local communities
- Spotlights on Brother Masons
- Stories of Brothers' accomplishments
- Masonic trivia and historical facts about Freemasonry
- Quotes from famous Freemasons

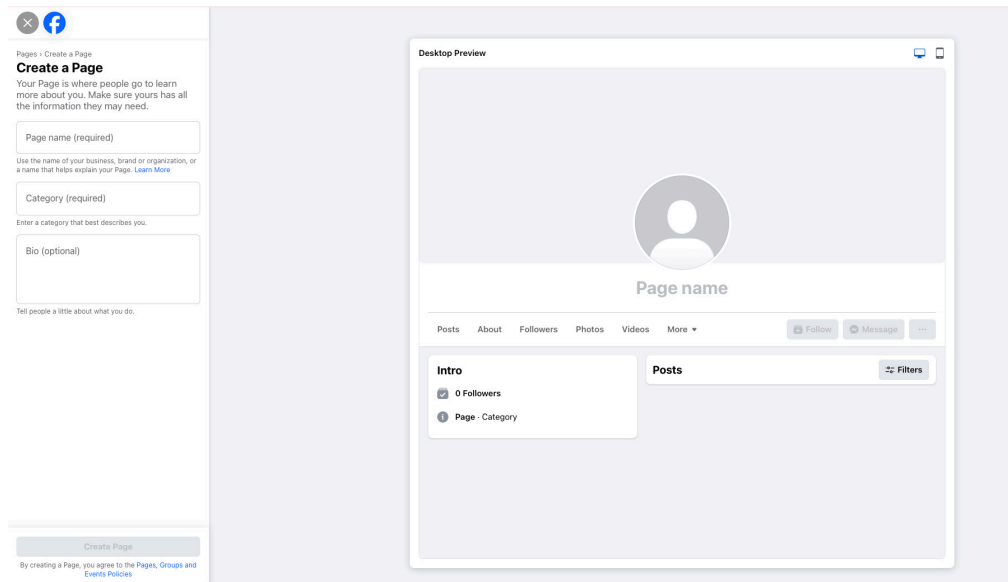
Facebook Pages

WHAT IS A FACEBOOK PAGE?

Everybody who signs up for a Facebook account gets a Facebook profile for his or her personal use. Your personal profile is meant for sharing updates about your personal life and connecting with family and friends.

When using Facebook for your Masonic organization, you need to set up a Facebook Page, which is the equivalent of a Facebook profile for businesses and organizations. Just as you do on your personal profile, you can post updates to a Page. Instead of adding friends, people can “like” your Page to see updates about your posts, photos, and videos in their news feeds.

If a Page already exists for your organization, ask the current Page admin to give you access to manage the Page. If your Masonic organization does not already have a Facebook Page, you can create one by clicking the “See More” button under your profile image on the left side of the Facebook homepage. Then, click “Pages”. From there, you click “Create Page” on the top left, and you’re prompted to begin set up. It should look like the below!



TIPS FOR SETTING UP YOUR FACEBOOK PAGE

Facebook offers many ways for you to customize your Page. We recommend starting with the basics:

- Add a profile photo and cover photo
 - Show off your Masonic logo or seal in your profile picture.
 - For the cover photo, you can feature photos of Brother Masons, Masonic buildings, or images to promote upcoming events. We recommend updating your cover photo regularly to keep your Page fresh and relevant. For example, you can highlight a photo from a recent event by making it your new cover photo.
 - Photo specifications: Profile photos should be 170 x 170 pixels. Cover photos should be 400 pixels wide x 150 pixels tall.
 - Looking for a photo to use? Check out our “*Not Just a Man. A Mason.*” campaign at www.notjustaman.org/facebook for free Masonic images that are already sized for Facebook.



UPDATE YOUR PAGE INFO

- Add basic information to your Page to tell people what your Masonic organization is all about. You can include a concise description of what you offer to current and prospective members. You should also include contact info and a link to your website so that people know where they can learn more.
- When creating your page, you will be prompted to fill out identifying information, like a page name, description, and more. You will also be prompted to add your profile and cover photos. Click through the steps you're given to successfully create your page!

The image shows four sequential screenshots of the Facebook page creation process:

- Step 2 of 5: Customize your Page** - Prompts the user to add a profile picture and a cover photo. It includes an "Add Action Button" option.
- Step 4 of 5: Build your Page audience** - Prompts the user to grow Testing 123 by inviting friends to connect with it. It includes an "Invite friends" button.
- Step 5 of 5: Stay informed about your Page** - Prompts the user to turn on page notifications and marketing & promotional emails about their page.
- Step 1 of 5: Finish setting up your Page** - Prompts the user to add more details to help people connect with you, including website, phone number, email, location, and hours.

- After you've successfully set up your page, you will be sent to the live page. There, you can continue to finetune your profile – click “About” to do so!

The image shows the Facebook page for "Testing 123" with 0 likes and 0 followers. The "About" section is active, displaying a list of sections to edit or view:

- Contact and basic info
- Privacy and legal info
- Work and education
- Places lived
- Page transparency
- About you (Write some details about yourself)
- Name pronunciation (Add a name pronunciation)
- Other names (Add a nickname, a birth name...)

Posting

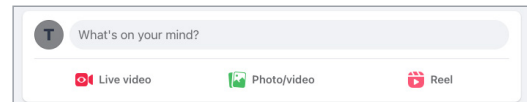
Posting regularly on Facebook is the best way to keep your followers up to date and inspired. You can post stories, quotes, photos, videos, events, and more. We recommend posting a variety content things to keep your Page interesting and your users engaged.

How often should you post? We recommend posting at least three times-per-week, but no more than once-per-day. This frequency gives you the best chance of having your posts appear in your followers' news feeds.

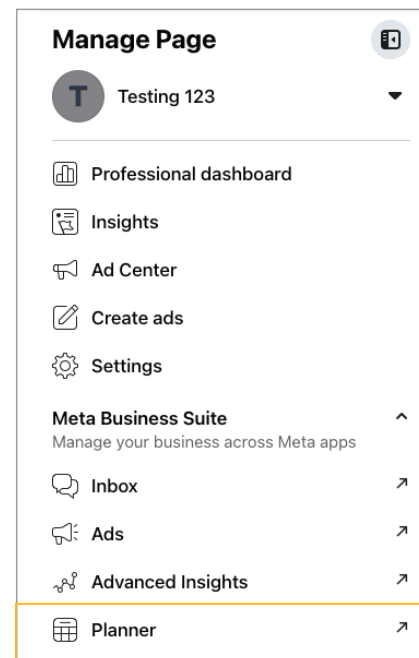
Typically, the best time to post to Facebook is during the afternoon between 1:00 p.m. and 5:00 p.m., but the best way to truly find the right times for your audience is to experiment with varied times and monitor how well your posts perform. Each audience is unique, so find what works for you.

HOW TO CREATE A FACEBOOK POST:

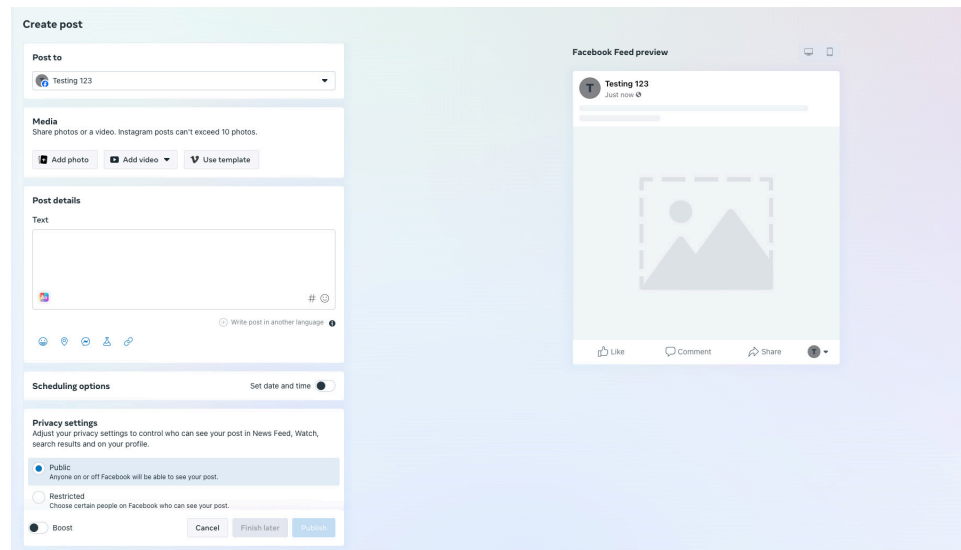
- On the right of your page underneath the cover photo, you'll see a bar that reads *"What's on your mind?"* To publish a new post immediately, click here.



- To share the post immediately, click the blue *"Share Now"* button.
- To schedule a post to be published on a later date or time, you'll need to publish your posts in Meta Business Suite. To do this, click *"Planner"* under Meta Business Suite in the menu to the left of your page.



- Once in Meta Business Suite, click “*Create a Post*” at the top right of the page. You’ll then be prompted to add text, photos, and videos but also see a preview of what your post will look like on users’ desktop and mobile feeds.



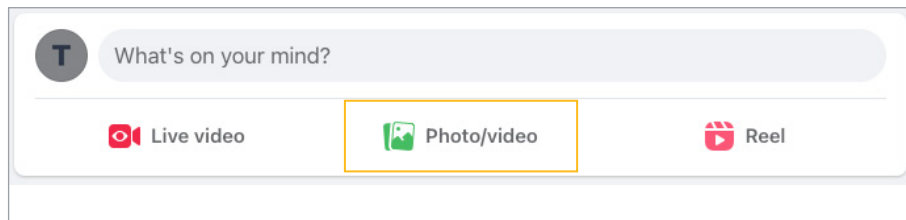
- You can also schedule a post to be published at a later date by selecting “*Set date and time*” next to “*Schedule*”.



Photos

We recommend including images in your Facebook posts as a way to visually tell your stories. Images are extremely easy to add to Facebook and are far more likely to capture viewers' attention than plain-text posts. (Videos are even better, so if you have compelling videos, you should use them!)

You can insert images into a post by clicking "*Photo/Video*" and selecting image files from your computer. You can also drag an image file directly into the post box.



You can "*tag*" individuals who like your Page in photos after the photos have been published. This means that the individual can see that you've added a photo of him or her on Facebook, and your audience can also see and visit that individual's profile. Click on the photo, click "*Tag Photo*" at the bottom of the screen, and type the person's name to tag him or her.

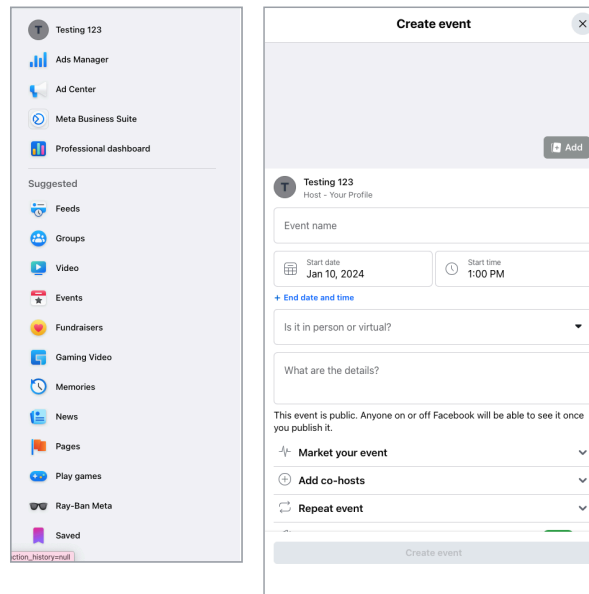


Creating a photo album is an easy way to feature a group of related images (i.e., photos from an event). Albums can also help you organize your photos in a way that makes it easy to access them in the future. Here's how to create an album:

1. In the bar underneath your profile photo, click "*Photos*"
2. From there, click "*Albums*"
3. Then, click the plus button above "*Create Album*"

Events

Creating a Facebook event listing is a great way to spread the word about an upcoming event. You can use this function for monthly meetings, charity events and fundraisers, degree dates, family gatherings, reunions, large-scale meetings, and training sessions. It's also a great way to keep an eye on RSVPs so that you know who is attending your event.



This is an example of a Facebook event page. It tells the audience what the event is, where and when it will take place, and who is hosting the event. You can include all important details about the event and post in the days leading up to the event with any relevant updates for guests.

HOW TO CREATE A FACEBOOK EVENT:

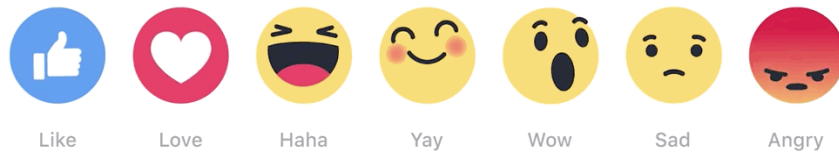
1. Go to your Facebook feed. On the left, click “*See More*” underneath your Page name.
2. Click “*Events*”
3. Click the blue “*Create Event*” button on the left.
4. Add a catchy event photo, title, location, and description. Make sure to note the date and time of the event, too. All of these are important details about why people should come to your event, and where and when it's taking place.
5. When you create your event, it will show up on your Page feed, but you'll want to make sure to keep promoting it regularly in the weeks or months leading up to the event. You can simply copy the URL of the event page and paste it into a new post on your Facebook Page.

You may also want to keep attendees updated and excited about the event in the days leading up to it. You can post a message or photo on the event page, and attendees will receive a notification about it.

Likes, Comments, and Shares

Facebook users can engage easily with the content you post in a variety of ways. Maintaining engagement is key to retaining and growing your audience, and getting users to take action, whether that be signing up to be a member or attending an event.

Users can “*react*” to your post, choosing to simply “*like*” what you published, or respond with a more specific emotion: Love, Haha, Wow, Sad, or Angry.



Users can also comment on your post. Comments may be as simple as someone saying he or she enjoyed your post. Or a user could ask a specific question about what you posted. Users can also “*tag*” their friends in a comment if they want that friend to see your post. Users and Page admins can react to others’ comments with reactions (Like, Love, Haha, Wow, Sad, or Angry) or directly reply to a comment by clicking “*Reply*.”

Users can also share posts from your Page with their friends by clicking the “*Share*” button. This is a great way to extend the reach of your content because more people will see what you’re posting.

It’s important to monitor all of this activity by checking notifications and messages regularly. You can do so by clicking “*Notifications*” at the top of your Page. When you regularly check notifications, you can see if your followers are enjoying and engaging with what you’re posting. You can see which posts perform better and which aren’t as popular.

It’s also important to review your notifications for anything that needs a response. It is essential to respond to comments and direct message inquiries within a timely manner. This ensures strong customer service, while also showing your audience that there is a real human behind the Page.

Private Messages

Facebook makes it easy for individuals to ask Pages questions via private messages. This means that no one else can see the conversation. At the right side of your Page is a “*Send Message*” button. A user may reach out to you with a specific inquiry. It is important to respond to these messages promptly, as these people may be potential new members, or they may be members with concerns that need to be addressed immediately. You can access all direct messages you’ve received by clicking “*Inbox*” at the top of your Facebook Page, and then clicking “*Messenger*” on the left.

Boosted Posts

WHAT IS A BOOSTED FACEBOOK POST?

Boosting a Facebook post means that you’re paying Facebook to extend the reach of your content. You can boost a post that’s already been published on your Page or boost a post right away, the moment it goes live.

WHY WOULD I WANT TO BOOST MY POSTS?

Just because you post something on Facebook doesn’t mean that people will see it. Why don’t all Masons see what you post on Facebook? Well, there are two reasons:

- They don’t “*like*” your Facebook Page, so the content you post isn’t featured in their news feed.
- Even if they do “*like*” your Page, they may not see everything you post. Due to the amount of content being published, Facebook has made updates to its platform so that users are more likely to see things that Facebook believes they will enjoy and engage with. Unfortunately, this means that not all content is visible by all of your followers, even if it’s great content!

Boosted Facebook posts address both of these concerns. Boosting a post helps you to:

- Reach a larger audience, even among your followers
- Get more people to like, comment, share, and click on your content
- Reach new people who are likely interested, but who don’t currently follow your Page

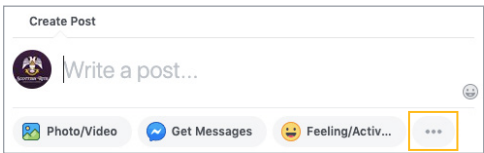
THREE VARIABLES

You can control how big a reach your post gets by setting the following parameters: audience, budget, and duration. We explain how to adjust each of these in our step-by-step guide below.

- **Audience** - Who do you want to see your boosted post? You can select demographics like age, gender, location, and interests.
- **Budget** - How much do you want to pay? You can control your spend with budgets as low as \$1/day.
- **Duration** - How long do you want your post to be boosted? You can run your ad for as long as you'd like—a single day, a week, or until you manually turn it off.

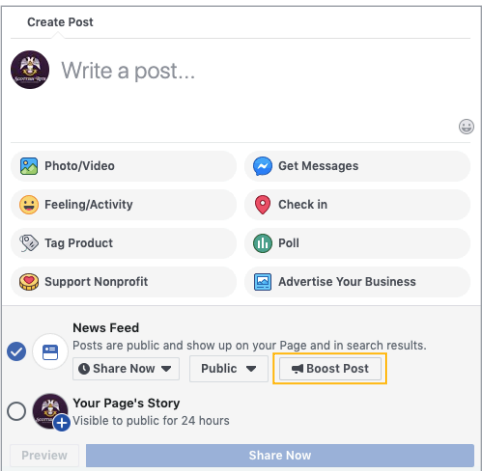
STEP 1 - SELECT A POST TO BOOST

You can either boost a new post from the outset or an existing post that has already been published.



NEW POST:

Boosting a new post right away will help to ensure that it reaches a wider audience immediately. To do this, draft your post and then click the [...] to reveal the Boost Post button.



EXISTING POST:

Sometimes, you may notice that a post's engagement is lower than you'd like. Or you may want a high-performing post to be distributed to new people who don't already like your Page. In either case, you can choose to boost the post to get better results.



To boost a post after it has been published, find the post that you want to boost and click the blue [Boost Post] button.

STEP 2 - TARGET YOUR AUDIENCE

After clicking the Boost Post button, choose your target audience. Targeting your audience is an excellent way to share your post with those who are the most likely to be interested in your specific content.

You can target only people who currently like your Page, or even target their friends. Sometimes you may want to target a specific demographic based on age, location, gender, or interests, which allows you to reach people who don't already like your Page.

AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In United States: Massachusetts

Age 18 - 65+

☐ People who like your Page

☐ People in your local area

Create New Audience

Edit Audience

Make sure to save your edits once you're done.

Gender

All Men Women

Age

18 - 65+

Locations

United States

Massachusetts

Add locations

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions Browse

Exclude People

Select “People you choose through targeting” and click “Edit.” From there, you can define your audience however you'd like. You can add or remove locations, set an age range, and even include people who are interested in specific topics or pages.

STEP 3 - SET A BOOST DURATION AND BUDGET

Once you've defined your target audience, decide how long you want your post to run—a day, a week, two weeks, or until a specified date in the future. Keep in mind that if you're boosting a post about an event or specific recruitment period, you'll only want to boost it during the time you're accepting sign-ups.

Next, select a budget. The minimum is \$1 per day, but the more you spend, the more people your post will reach.

DURATION AND BUDGET

Duration

Days 10

End date Aug 24, 2019

Total budget

\$37.00 USD

Estimated People Reached

330 - 940 people per day of 2,900,000

Refine your audience or add budget to reach more of the people that matter to you.

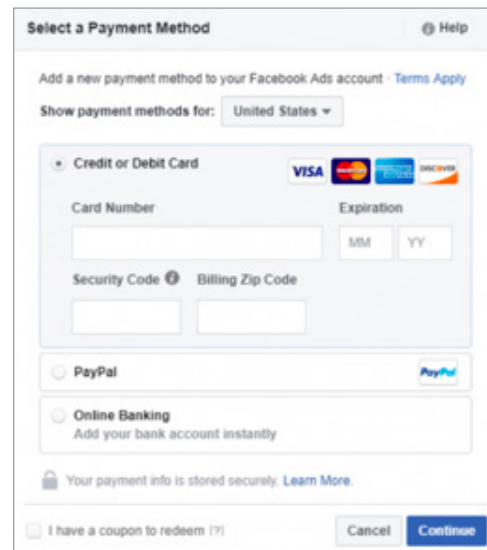
You will spend \$3.70 per day. This ad will run for 10 days, ending on Aug 24, 2019.

You can experiment with different amounts on different posts to see what works best.

STEP 4 - PAY AND FINISH!

To pay for the boosted post, you can use a credit card, debit card, or PayPal account, or you can pay directly from your bank account.

You won't be charged right away. As your boosted post runs, the costs will accrue and you will be charged later. Facebook will charge you when you reach your billing threshold or on your monthly bill date, whichever comes first. So don't be surprised if you see multiple charges or if the charges go through after your boosted posts have stopped running.



YOU'RE DONE!

Once you select your payment method, you're done! Note that Facebook reviews all boosted posts, so it may take a while before you see yours published. You can check the status of your boosted posts at any time by looking at the Delivery column of your Ads Manager.

Be sure to keep an eye on how your boosted post is performing—you can find this in the "Insights" tab at the top of your Facebook Page. Here, you'll see a list of all of your posts (including boosted ones) and how many reactions, comments, shares, and clicks they have each received.

Try experimenting with different boosted post parameters—audience, duration, and budget—and see if any works particularly well for your posts.

Conclusion

We hope that this introduction to Facebook helps you get started in the world of social media. If you follow these simple tips and tricks, you will be well on your way to creating a Facebook Page that brings Brothers together and shares the light of Freemasonry.