<u>How to Create a Facebook Page</u>

Step 1: To create a Facebook page, login in Facebook and go to
https://www.facebook.com/pages/create and choose Company, Organization or Institution.
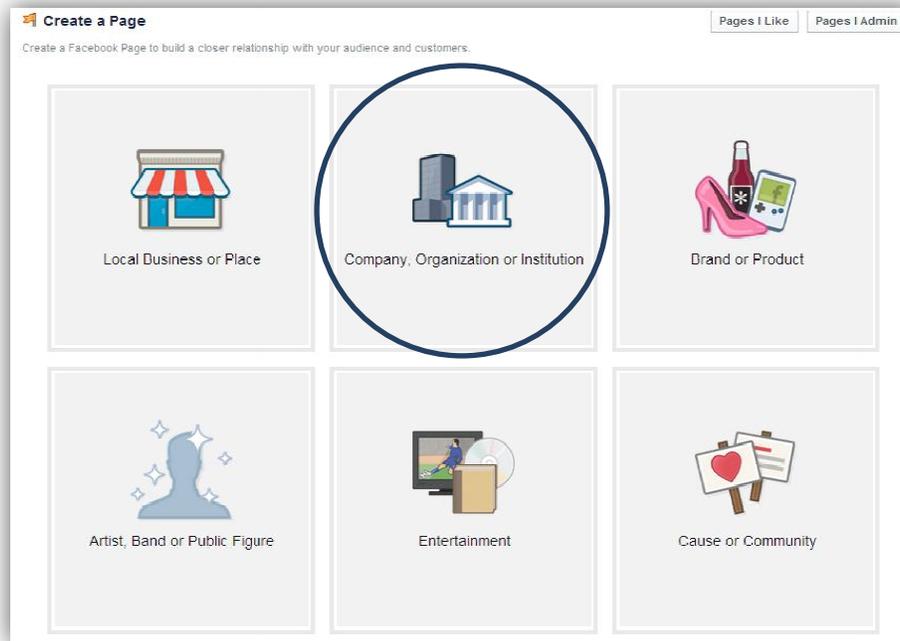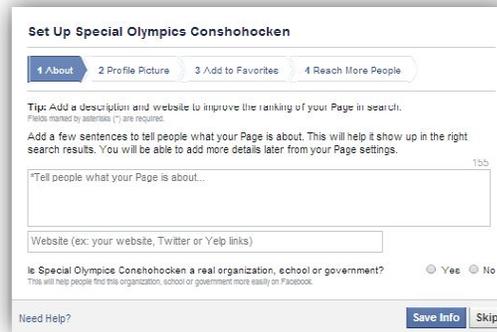

Step 2: Choose the sub-category 'Non-Profit Organization', select a name (for example: Special Olympics Conshohocken) and click 'Get Started'.
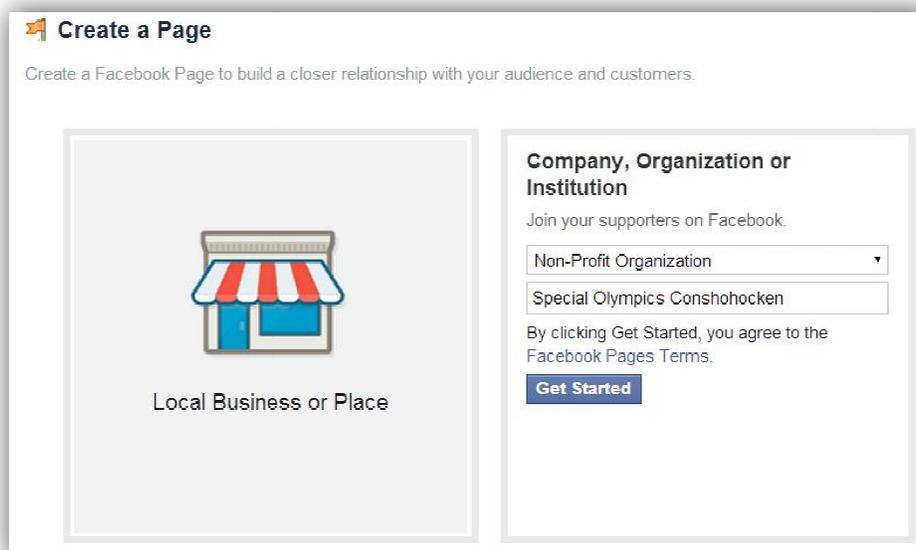
Step 3: Follow four quick steps including:

1) **About-** Add a few sentences to tell people what your organization is about and a link to your website to improve the ranking of your Page in search.
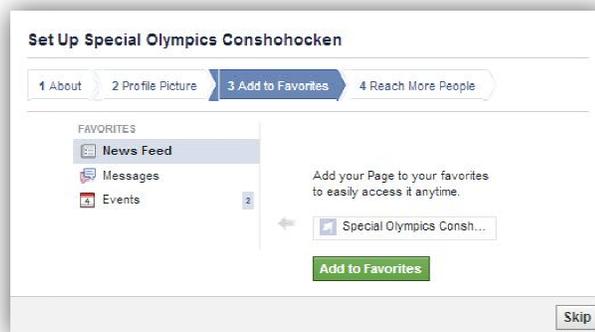

2) **Profile Picture-** Make your page unique by uploading a picture from your computer or importing one from your website.

3) **Add to Favorites-** Add your Page to your favorites to easily access it anytime.

4) **Reach More People-** Skip this step for now.

Quick Tip: You can also pick your vanity URL at this time. Keep in mind, this is the URL you want to give people so they know where to follow you (For example: https://www.facebook.com/specialolympicspa)

Step 4: Getting Around- Pages, Activity and Settings are the three main tabs you will use to manage your page.
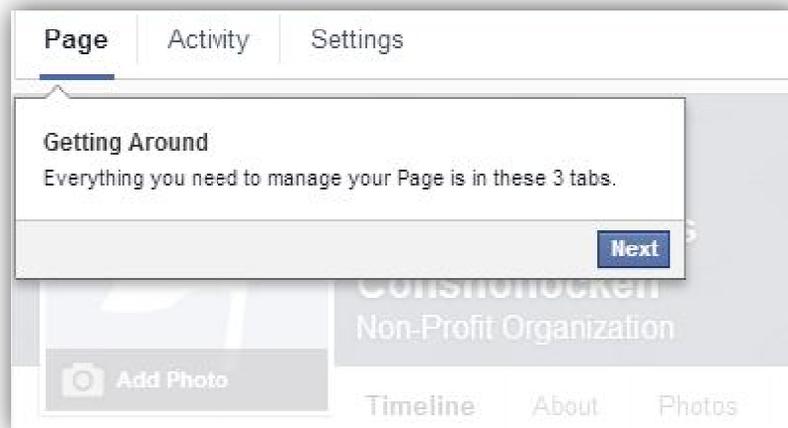

Step 5: Like your own page- Facebook prompts you to like your own Page, which is a good idea but it is not required.

Step 6: Add a cover photo Facebook then takes you to your main page. From here, you can add a custom cover photo. Your cover photo has to be a minimum of 399 pixels wide (most standard photos are fine) and works best if it is sized to 851x315. If you do use a standard photo, you will be able to position it to fit in the space, but some area of the photo at the top or bottom will be hidden.
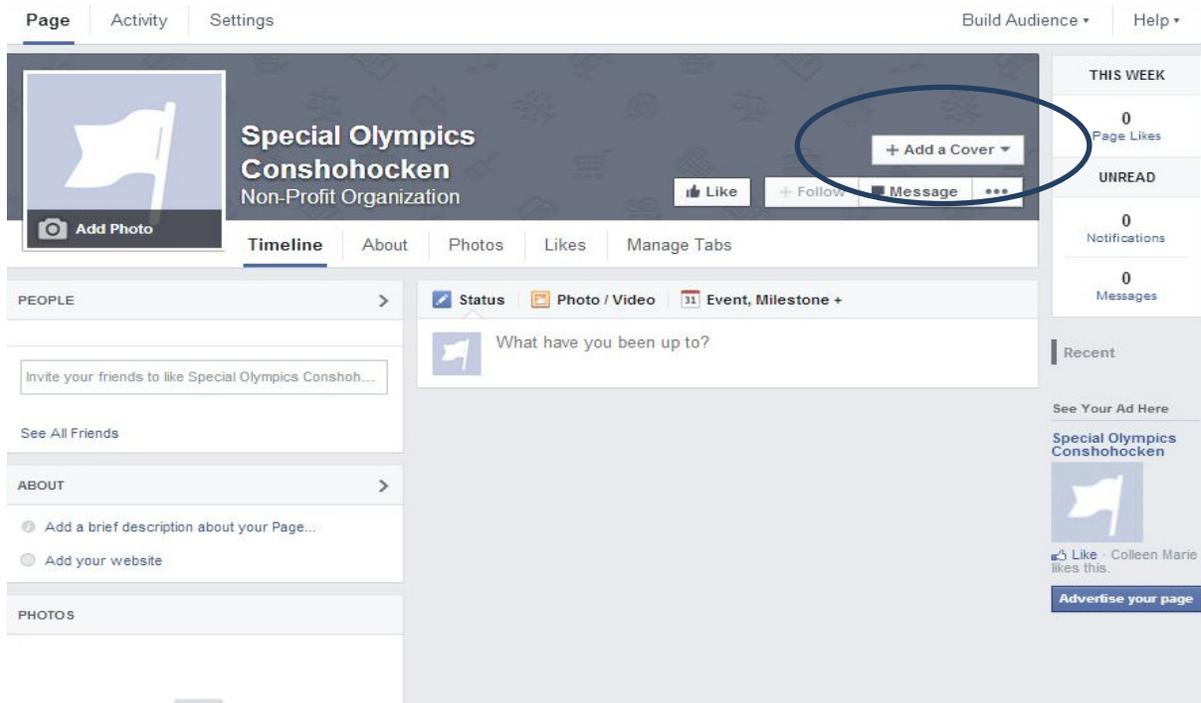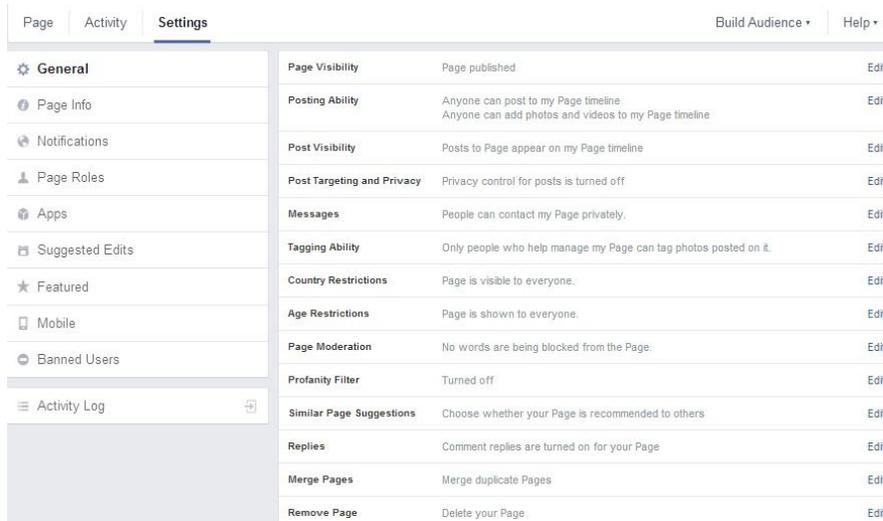

Once you have a cover photo that meets these guidelines, click the Add a Cover button and then select Upload Photo. Choose the photo from your computer, position it on your Page the way you want it to show and click Save Changes.
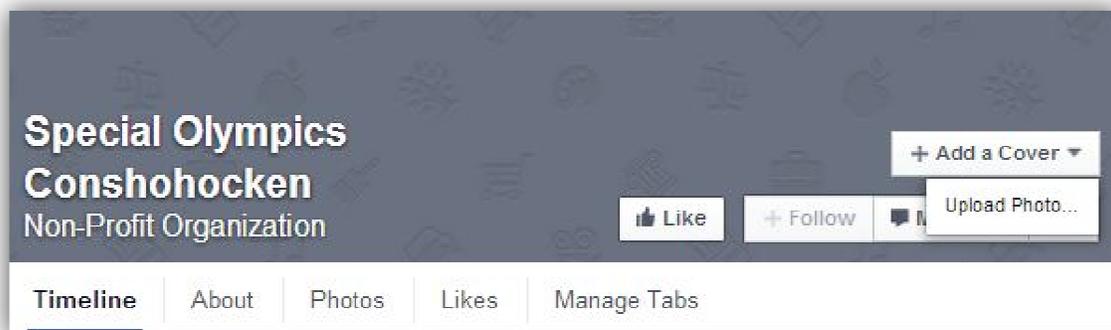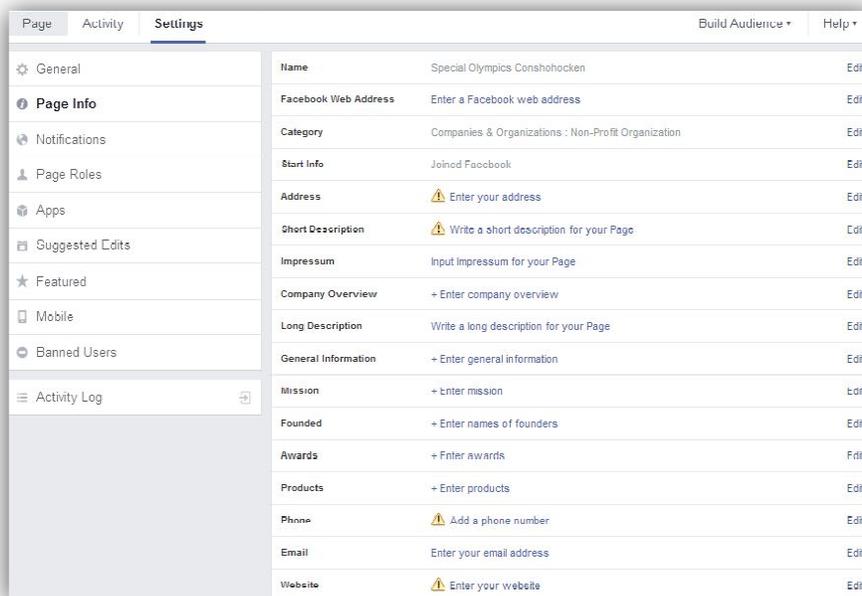
Step 7: Navigating the Settings tab

1) **General** Click the 'Settings' tab at the top of your page and it will bring you to the General settings. In this section, you will be able to manage your permissions and privacy settings for your page.


2) **Page Info:** Click the 'Settings' tab at the top of your page and from there, select 'Page Info'. In this section you will be able to edit all of your page's information including the contact info, website URL as well as adding supplemental information to your About section.

Quick Tip: This section very important because it allows you to highlight all of the good things about your organization and include appropriate contact and website information.

3) **Set up Administrative Roles** Everyone who works on your Page can have a different role depending on what they need to work on. In your settings tab, under 'Page Roles', you will be able to add administrators, editors, moderators and more.
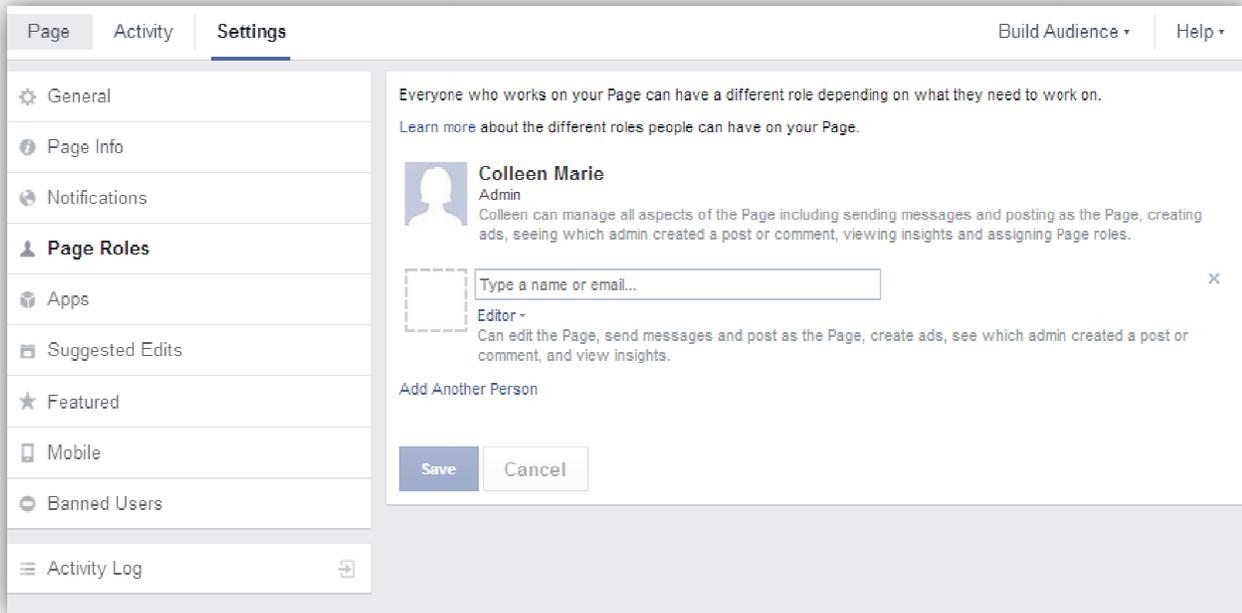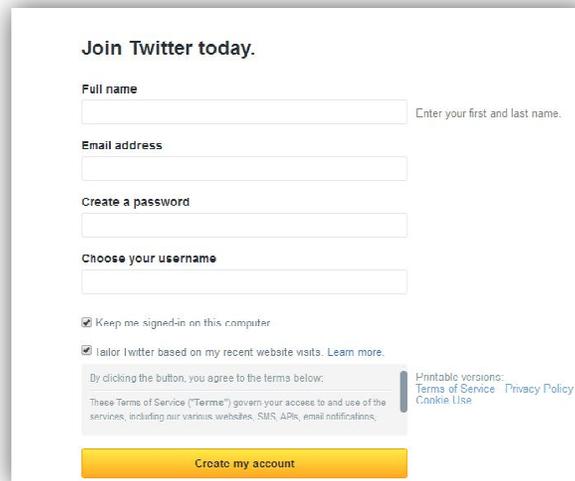

Step 8: Congratulations! Your new Page is ready to go out into the world of Facebook. Start posting, sharing, liking and engaging with other people and pages including Special Olympics Pennsylvania to grow your network!

How to Create a Twitter Page

Step 1: Sign Up Visit https://twitter.com/signup and fill in the information on the screen including:

1) **Full Name:** Put the name of your chapter (max 20 characters)
2) **Email:** It's best to use a general address that your chapter uses
3) **Password:** Use a secure password but at the same time keep it simple for all members who will be using the account
4) **Username (Twitter handle):** You will be given a few suggestions but make sure you use something that is easy to remember. The username can only be 15 characters long.

After you the form is completed, click the yellow 'Create my account' button.

Step 2: Confirm Your Account Before you can get started personalizing your chapter's profile, you'll need to confirm your account. Twitter will send you an email to the address you provided, and that email will include a link that verifies your account. Click on that link or button to activate the account.
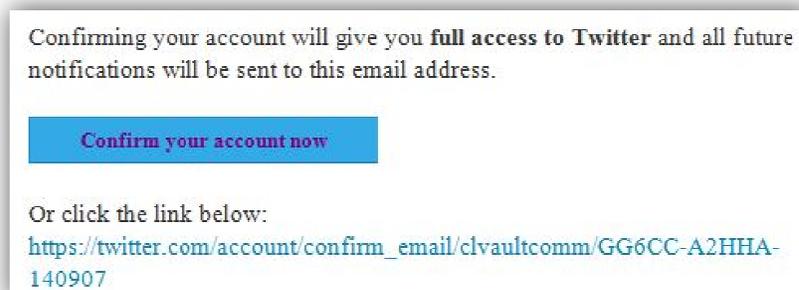
Step 3: Make your first connections Twitter will walk you through building your network and will provide you with some accounts that you might enjoy following. You can begin following different accounts including: @SpecialOlympiPA and @SpecialOlympics, as well as other local volunteers, newspapers and organizations.

Step 4 Editing Your Profile Add Profile Details Next, you'll want to add some individuality to your account. Look to the top right of your homepage and select the Settings button. A drop down menu will appear, click the first option to 'Edit profile'.
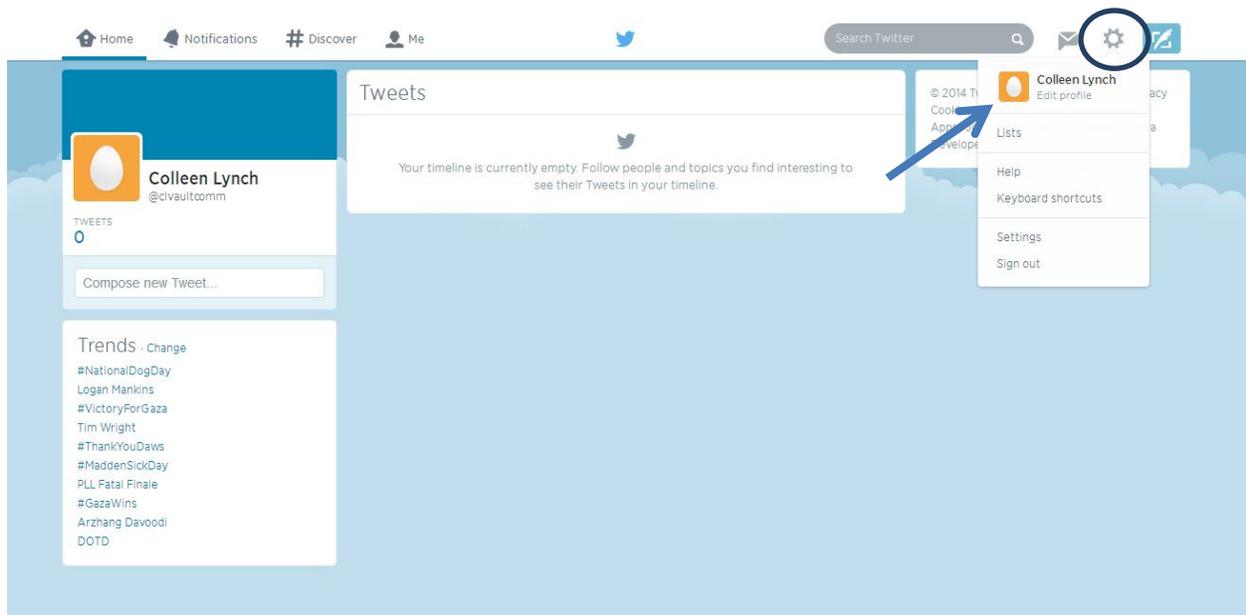
1) **Adding Profile Picture and Header** In this section you will be able to upload two different photos to your profile. The profile photo (smaller image) should be something clear and distinguishable, such as your chapter's logo. The header photo (larger image) has more room for expression, so pick something visually striking. Twitter provides recommended sizes for the best results.
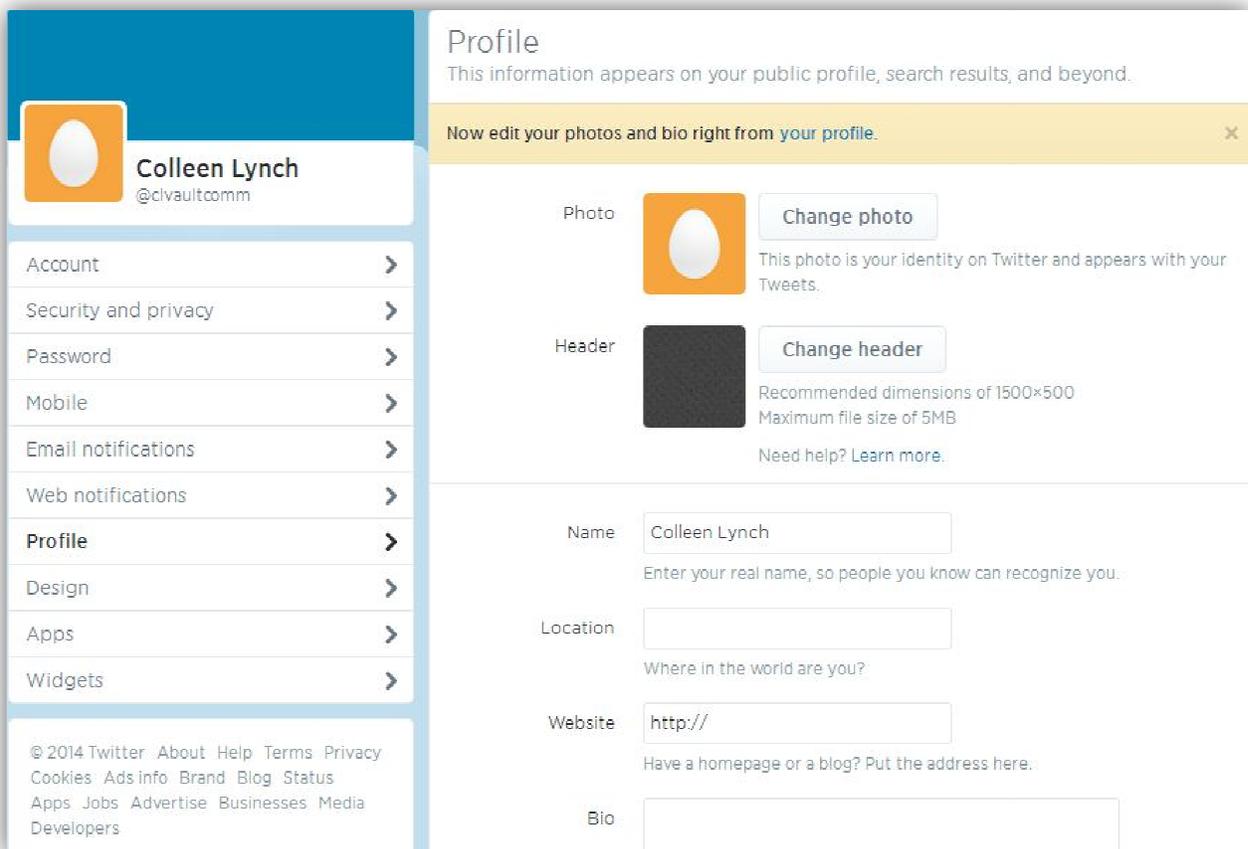
2) **Profile Information** This screen also lets you update the basic information that appears in your bio, which appears on the left side of the screen below your profile photo. You can update the full name that you initially provided when creating the account. You can also add your location, website, and 140-character bio.

Step 5: Congratulations! Everything is ready, and now you're all set to start tweeting! Remember, each tweet can only be 140 characters long, so keep your tweets short and sweet!