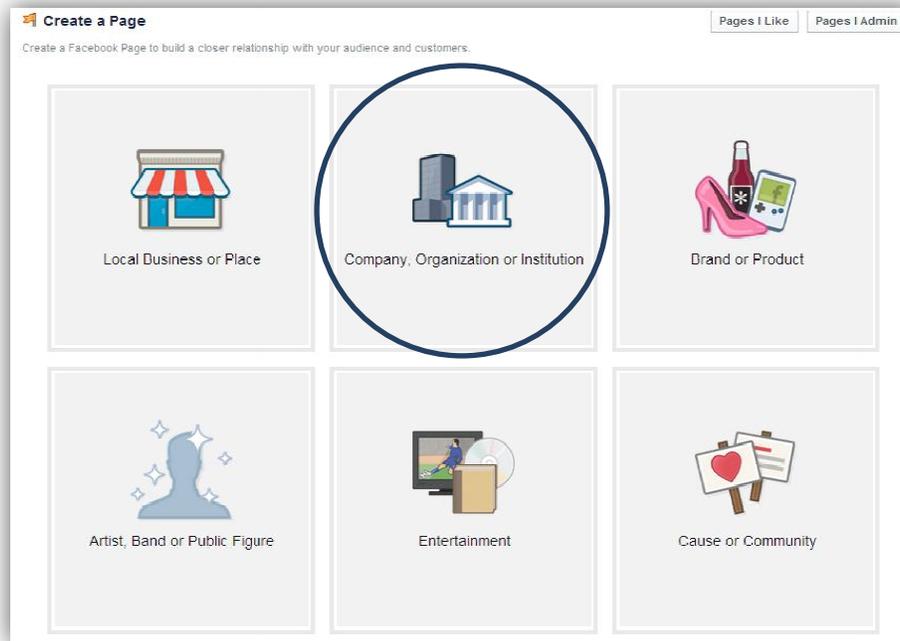
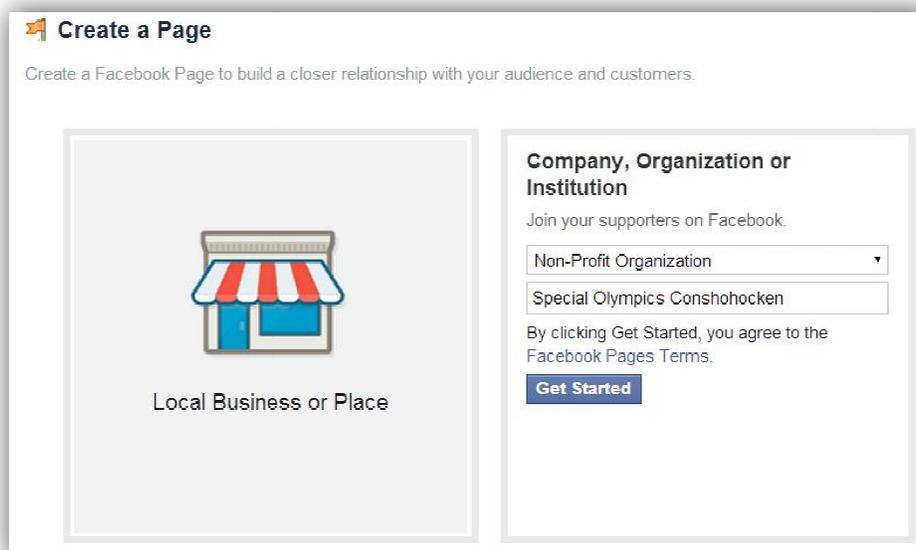


How to Create a Facebook Page

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.

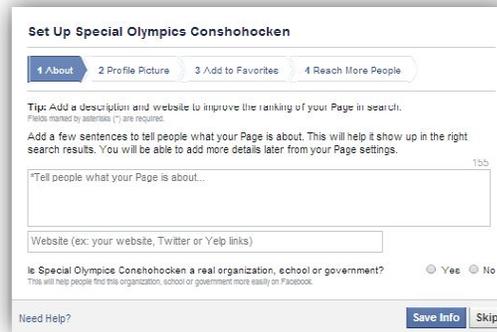


Step 2: Choose the sub-category 'Non-Profit Organization', select a name (for example: Special Olympics Conshohocken) and click 'Get Started'.



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.



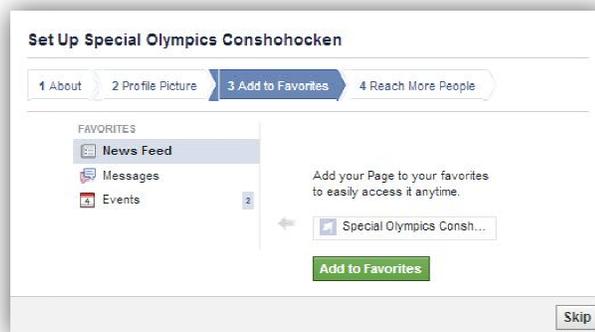
The screenshot shows the 'Set Up Special Olympics Conshohocken' page. At the top, there are four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. The 'About' step is active. Below the steps, there is a tip: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.' The main content area has a text box for 'Tell people what your Page is about...' with a 155 character limit, and a text box for 'Website (ex: your website, Twitter or Yelp links)'. At the bottom, there is a question: 'Is Special Olympics Conshohocken a real organization, school or government?' with radio buttons for 'Yes' and 'No'. There are also 'Need Help?', 'Save Info', and 'Skip' buttons.

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



The screenshot shows the 'Set Up Special Olympics Conshohocken' page. The 'Profile Picture' step is active. It features a placeholder image of a flag on a pole. To the right of the image are two buttons: 'Upload From Computer' and 'Import From Website'. At the bottom right, there are 'Save Photo' and 'Skip' buttons.

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

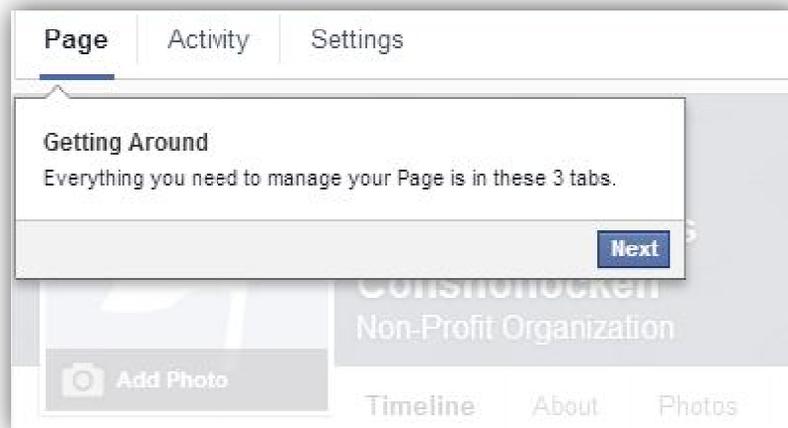


The screenshot shows the 'Set Up Special Olympics Conshohocken' page. The 'Add to Favorites' step is active. On the left, there is a 'FAVORITES' section with a list: 'News Feed', 'Messages', and 'Events'. On the right, there is a text box with the text 'Add your Page to your favorites to easily access it anytime.' and a button labeled 'Special Olympics Consh...'. Below the text box is a green 'Add to Favorites' button. At the bottom right, there is a 'Skip' button.

- 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>)

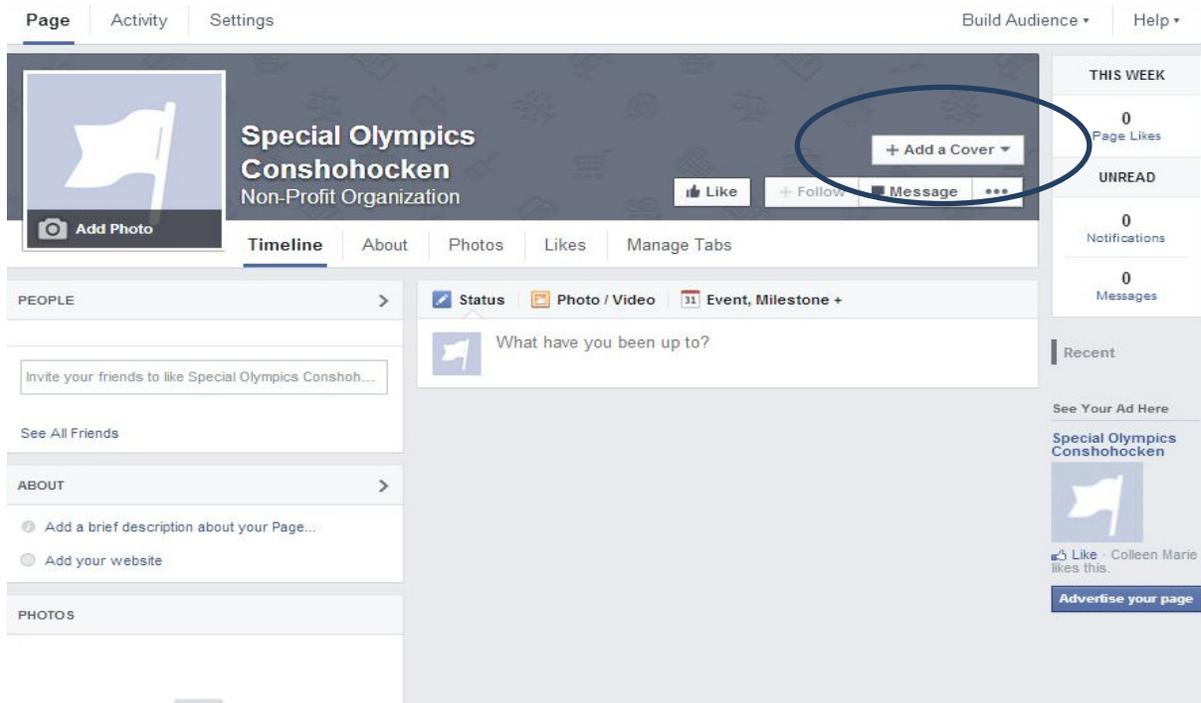
Step 4: Getting Around- Pages, Activity and Settings are the three main tabs you will use to manage your page.



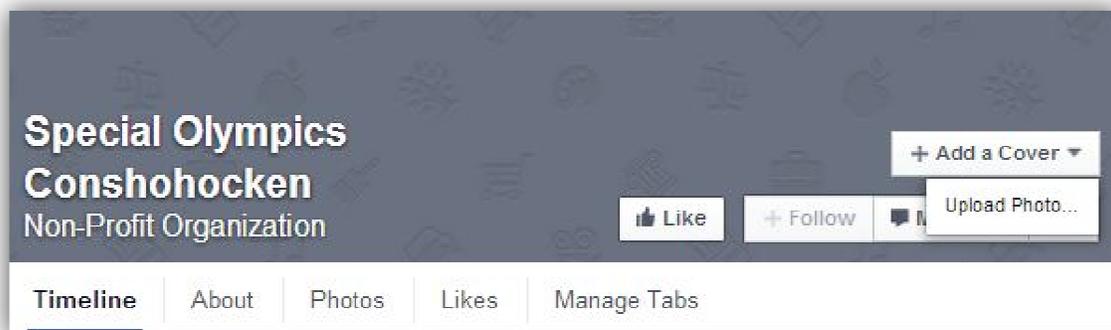
Step 5: Like your own page- Facebook prompts you to like your own Page, which is a good idea but it is not required.



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.

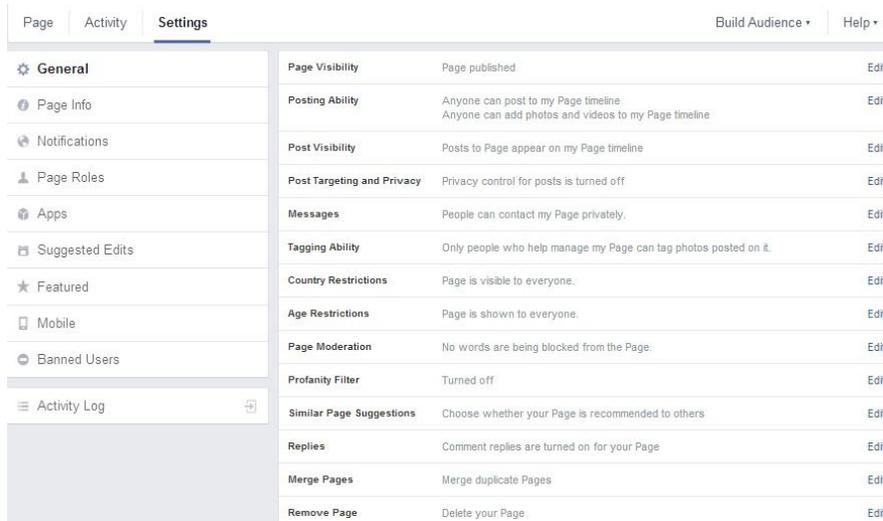


Once you have a cover photo that meets these guidelines, click the Add a Cover button and then select Upload Photo. Choose the photo from your computer, position it on your Page the way you want it to show and click Save Changes.



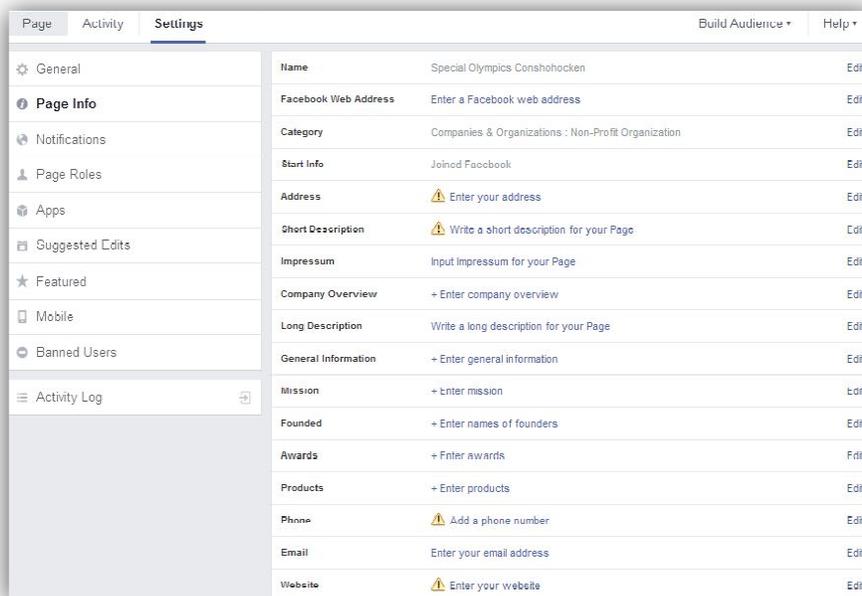
Step 7: Navigating the Settings tab

- 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.



Page	Activity	Settings	Build Audience	Help
General	Page Visibility	Page published		Edit
Page Info	Posting Ability	Anyone can post to my Page timeline. Anyone can add photos and videos to my Page timeline		Edit
Notifications	Post Visibility	Posts to Page appear on my Page timeline		Edit
Page Roles	Post Targeting and Privacy	Privacy control for posts is turned off		Edit
Apps	Messages	People can contact my Page privately.		Edit
Suggested Edits	Tagging Ability	Only people who help manage my Page can tag photos posted on it.		Edit
Featured	Country Restrictions	Page is visible to everyone.		Edit
Mobile	Age Restrictions	Page is shown to everyone.		Edit
Banned Users	Page Moderation	No words are being blocked from the Page.		Edit
Activity Log	Profanity Filter	Turned off		Edit
	Similar Page Suggestions	Choose whether your Page is recommended to others		Edit
	Replies	Comment replies are turned on for your Page		Edit
	Merge Pages	Merge duplicate Pages		Edit
	Remove Page	Delete your Page		Edit

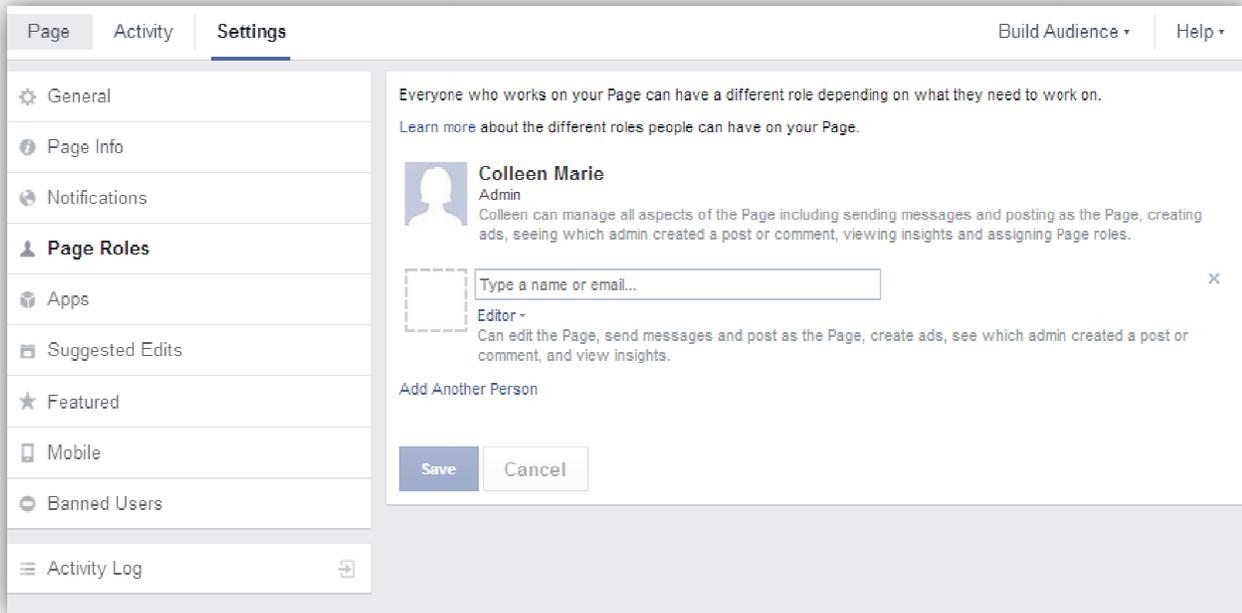
- 2) Page Info:** Click the 'Settings' tab at the top of your page and from there, select 'Page Info'. In this section you will be able to edit all of your page's information including the contact info, website URL as well as adding supplemental information to your About section.



Page	Activity	Settings	Build Audience	Help
General	Name	Special Olympics Conshohocken		Edit
Page Info	Facebook Web Address	Enter a Facebook web address		Edit
Notifications	Category	Companies & Organizations : Non-Profit Organization		Edit
Page Roles	Start Info	Joined Facebook		Edit
Apps	Address	⚠ Enter your address		Edit
Suggested Edits	Short Description	⚠ Write a short description for your Page		Edit
Featured	Impressum	Input Impressum for your Page		Edit
Mobile	Company Overview	+ Enter company overview		Edit
Banned Users	Long Description	Write a long description for your Page		Edit
Activity Log	General Information	+ Enter general information		Edit
	Mission	+ Enter mission		Edit
	Founded	+ Enter names of founders		Edit
	Awards	+ Enter awards		Edit
	Products	+ Enter products		Edit
	Phone	⚠ Add a phone number		Edit
	Email	Enter your email address		Edit
	Website	⚠ Enter your website		Edit

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.

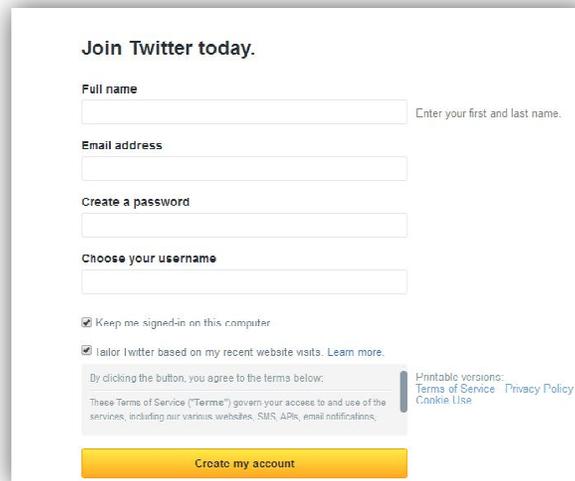


Step 8: Congratulations! Your new Page is ready to go out into the world of Facebook. Start posting, sharing, liking and engaging with other people and pages including [Special Olympics Pennsylvania](#) to grow your network!

How to Create a Twitter Page

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

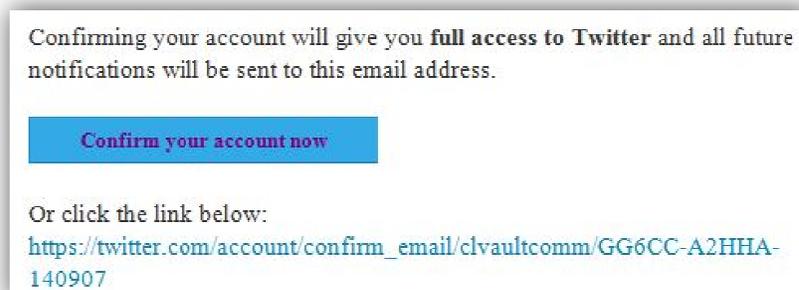
- 1) **Full Name:** Put the name of your chapter (max 20 characters)
- 2) **Email:** It's best to use a general address that your chapter uses
- 3) **Password:** Use a secure password but at the same time keep it simple for all members who will be using the account
- 4) **Username (Twitter handle):** 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.



The image shows a screenshot of the Twitter sign-up form. At the top, it says "Join Twitter today." Below this are four input fields: "Full name" (with a placeholder "Enter your first and last name."), "Email address", "Create a password", and "Choose your username". There are two checkboxes: "Keep me signed-in on this computer" and "Tailor Twitter based on my recent website visits. Learn more." Below the checkboxes is a small text box stating "By clicking the button, you agree to the terms below:" followed by a link to "These Terms of Service ('Terms') govern your access to and use of the services, including our various websites, SMS, APIs, email notifications." To the right of this text are links for "Printable versions:", "Terms of Service", "Privacy Policy", and "Cookie Use". At the bottom of the form is a yellow button labeled "Create my account".

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.

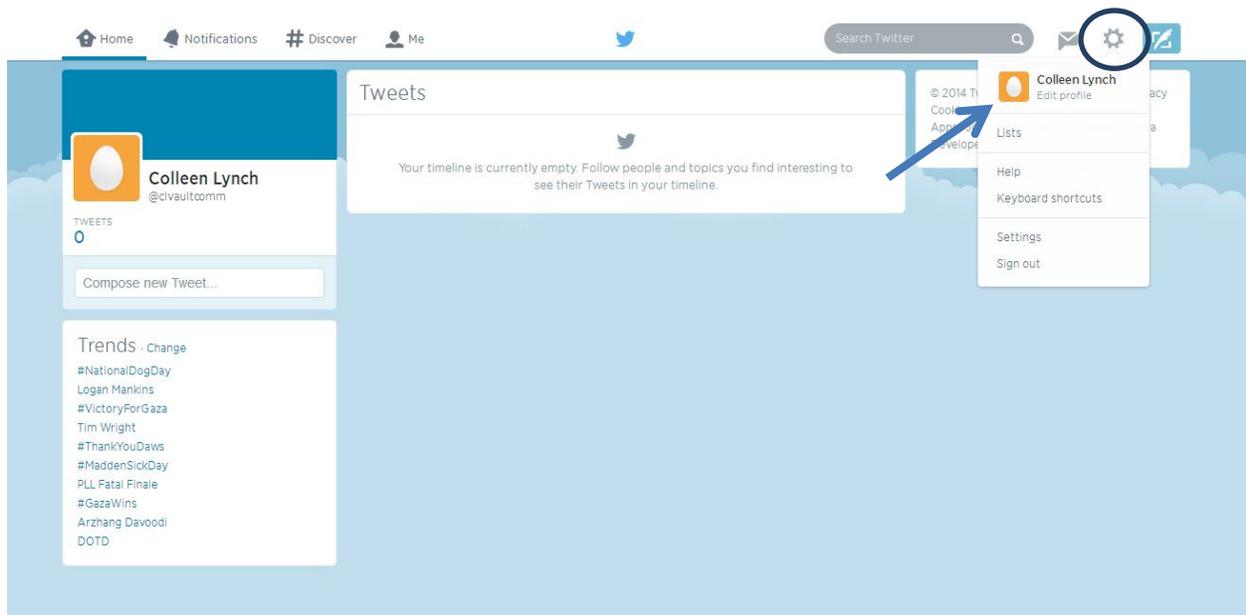


The image shows a screenshot of an email confirmation message. The text reads: "Confirming your account will give you **full access to Twitter** and all future notifications will be sent to this email address." Below this text is a blue button with the text "Confirm your account now". Underneath the button, it says "Or click the link below:" followed by the URL https://twitter.com/account/confirm_email/clvaultcomm/GG6CC-A2HHA-140907.

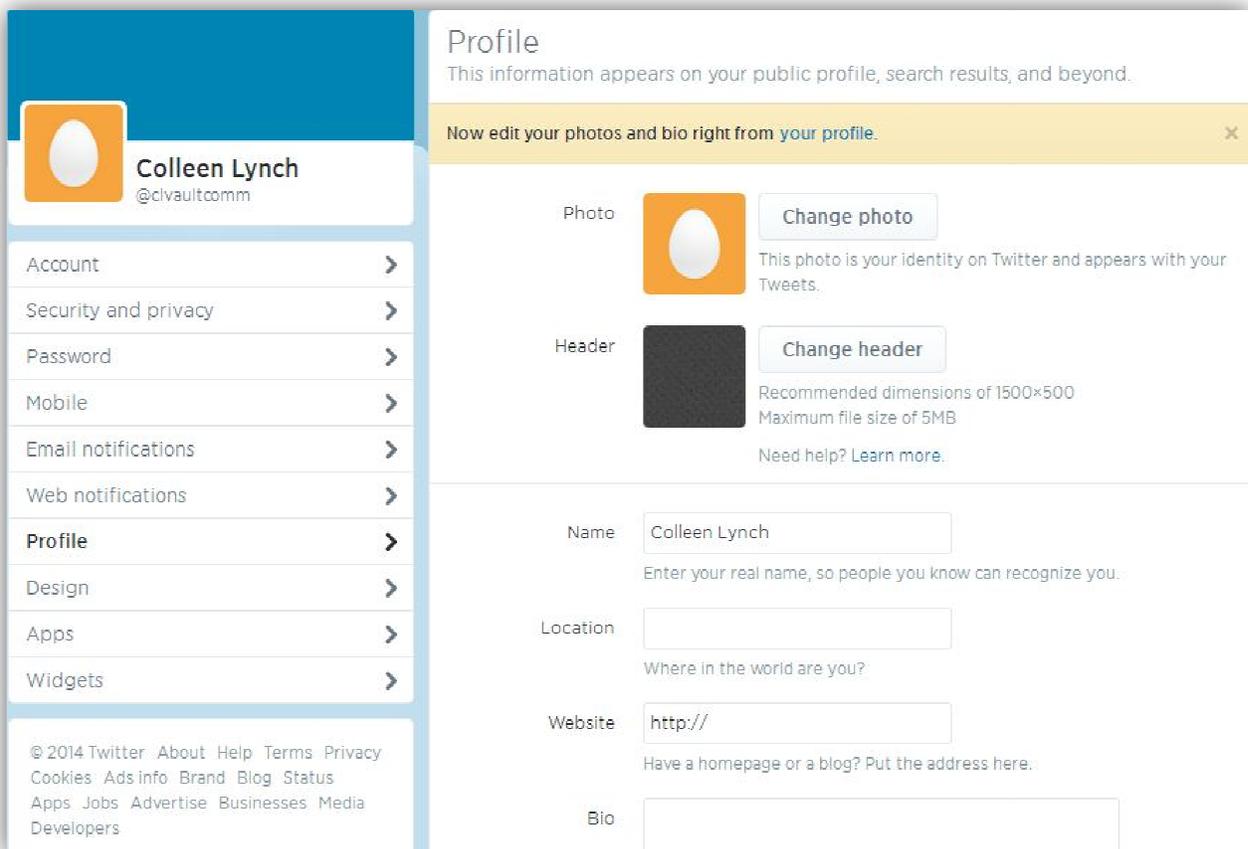
Step 3: Make your first connections Twitter will walk you through building your network and will provide you with some accounts that you might enjoy following. You can begin following different accounts including: @SpecialOlympiPA and @SpecialOlympics, as well as other local volunteers, newspapers and 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!