



# Arizona Association of Conservation Districts

*How to create a Facebook page*



# Why Facebook?

- General information for public, District Cooperators, Businesses, millions of users
- Easier, free, more convenient option than managing a website
- Inform people on their own time
- Share photos and videos
- Create groups



# Facebook Page Set Up

A screenshot of a Facebook page for the Arizona Association of Conservation Districts. The page features a profile picture with the organization's logo, a cover photo of a river flowing through a lush, green landscape, and a navigation menu on the left. The main content area shows a post creation interface with options for writing a post, photo album, or live video. A 'Contact Us' button is visible in the top right, and a chat notification for 'Our S' is at the bottom right.

**conservation**

Arizona Association of Conservation Districts  
@aacd1944

Home  
About  
Events  
Photos  
Jobs  
Videos  
Community  
Groups  
Reviews

Change Cover

Liked Following Share ...

Contact Us

Write a post... Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note ...

See More

Nonprofit Organization in Phoenix, Arizona

Our S' Chat (95)

Do you have a personal profile on Facebook?



❧ If no, sign up for Facebook here:

**[www.facebook.com](http://www.facebook.com)**

❧ You must have a personal profile to post as an organization

❧ Once your personal profile is created, you can proceed to the next step



# Don't Want Your Personal Page Affiliated with Your District Page?



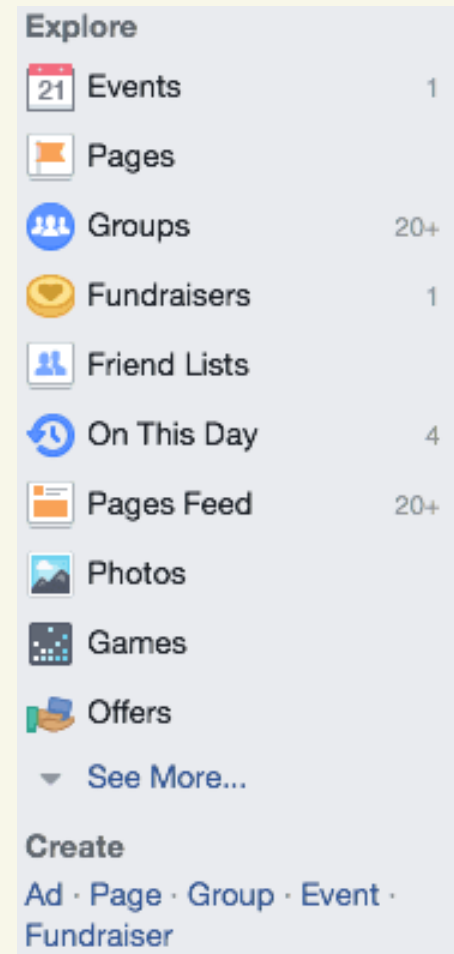
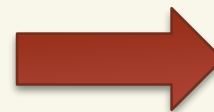
- ❧ You can make a personal district page with your name and information but a district email.
- ❧ From that personal page you can create your District page.
- ❧ NOTE: When you create a page from your personal account no one can see that you're the admin or that your personal account is associated with the page

# How Do I Set Up a Page?



1. Go to your personal FB profile.
2. Click “More” next to “Pages” on the left side of the page.

NOTE: If you don't have any existing pages, scroll to the bottom of FB and click the “Create a Page” link.



# How Do I Set Up a Page?



3. Click the “Create a Page” button.
4. Choose the “Company, Organization or Institution” option.





# Facebook Page Set Up



5. Select “Environmental Conservation Organization” from the drop-down menu.
6. Enter the name of your page, including address

**Community or Public Figure**

Pima NRCD

Environmental Conservation Organization ?

Street Address

City, State ZIP Code

Phone Number (Optional)

Dont show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

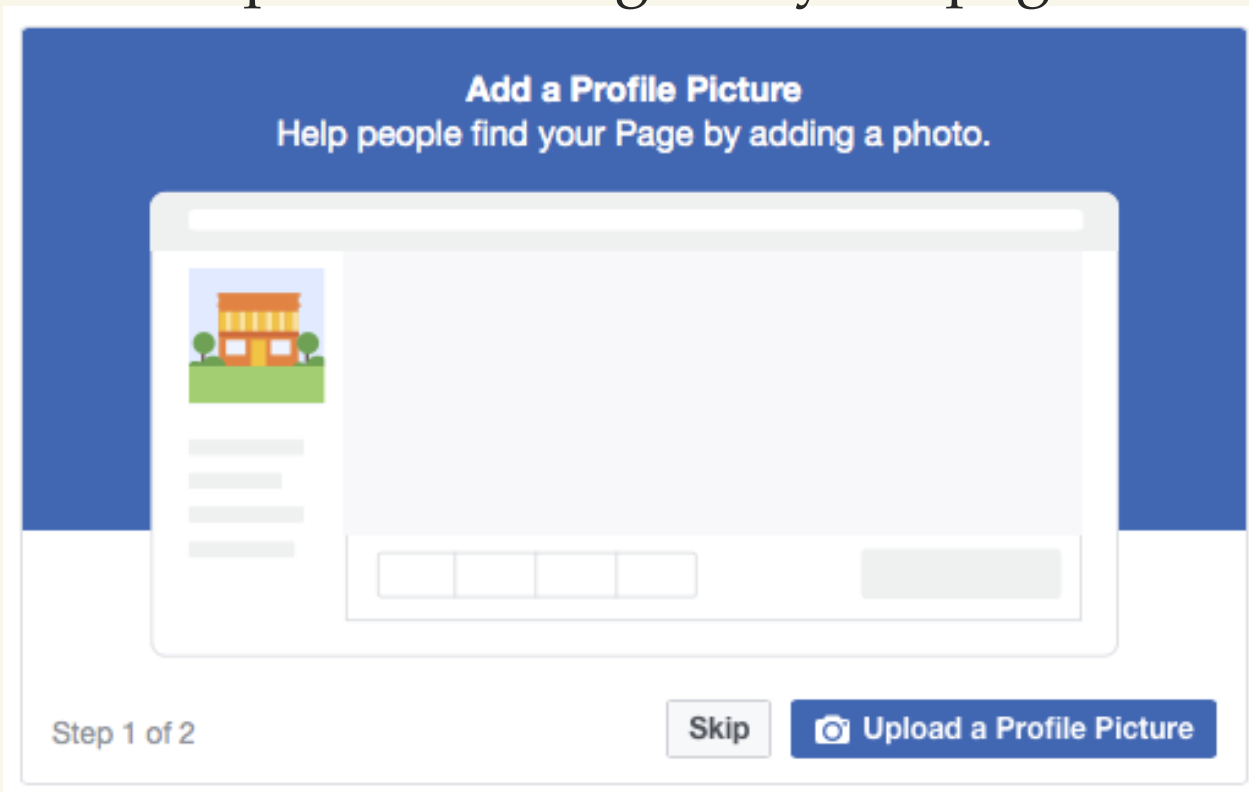
[Continue](#)



# Brand your Facebook Page with Photos



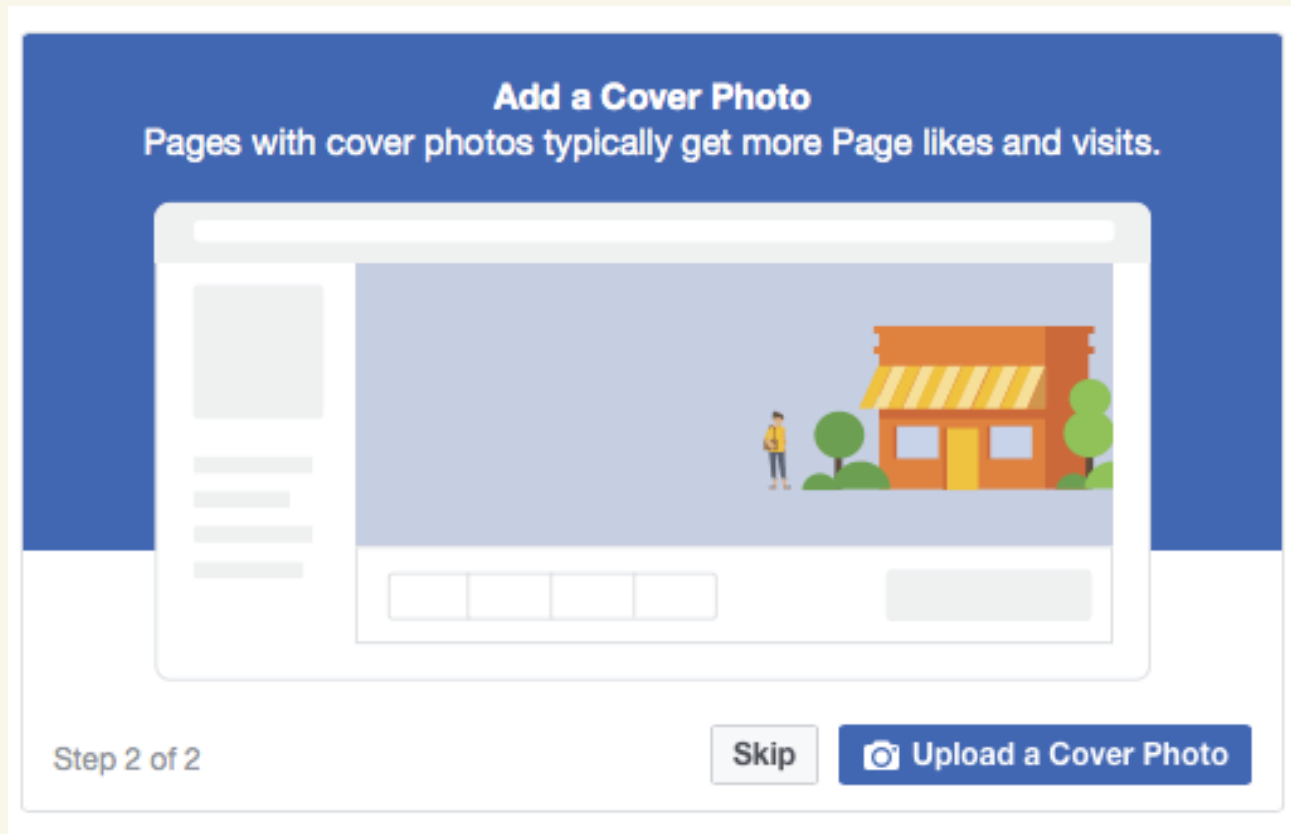
## 7. Upload an image for your page



# Brand your Facebook Page with Photos



8. Upload a Cover Photo for your page.





# Tell the World What You Do



9. Add a description and username, then browse all FB page tips

**Welcome to Your New Page**

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

**Add a Cover Photo**  
Cover photos help you express your Page's identity. Try changing your cover photo seasonally or when new things are happening with your business or organization.

**Add a Short Description**  
Your Page's short description helps people know what you're about, and it appears in search results when people look for you online.

**Create a Username for Your Page**  
When you create a username, it appears in custom URLs that help people find, remember and message your Page.

[See All Page Tips](#)

# Next Steps



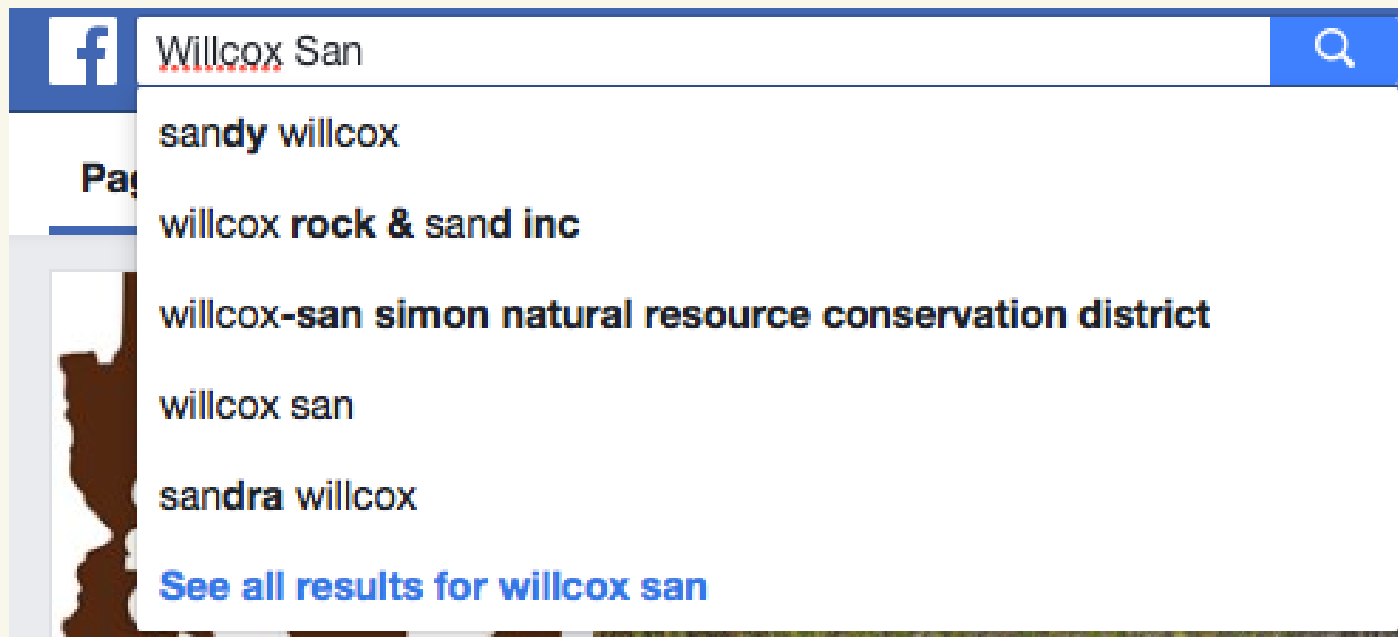
Publicize your page by:

- ❧ Putting the address of the page on your website, in your email signature, etc.
- ❧ Mentioning the FB page at meetings.
- ❧ Liking and commenting on related FB pages.

# Search for Friends and other Pages



☞ Type in the name of your friend or page you want to follow in the top left corner of your FB page





# “Like a Page” or “Add a Friend”



Click the “Like” button or “Add a Friend” to follow a page or person to see what they post

 **Pages** [See All](#)

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**Willcox-San Simon Natural Resource Conservation District** 

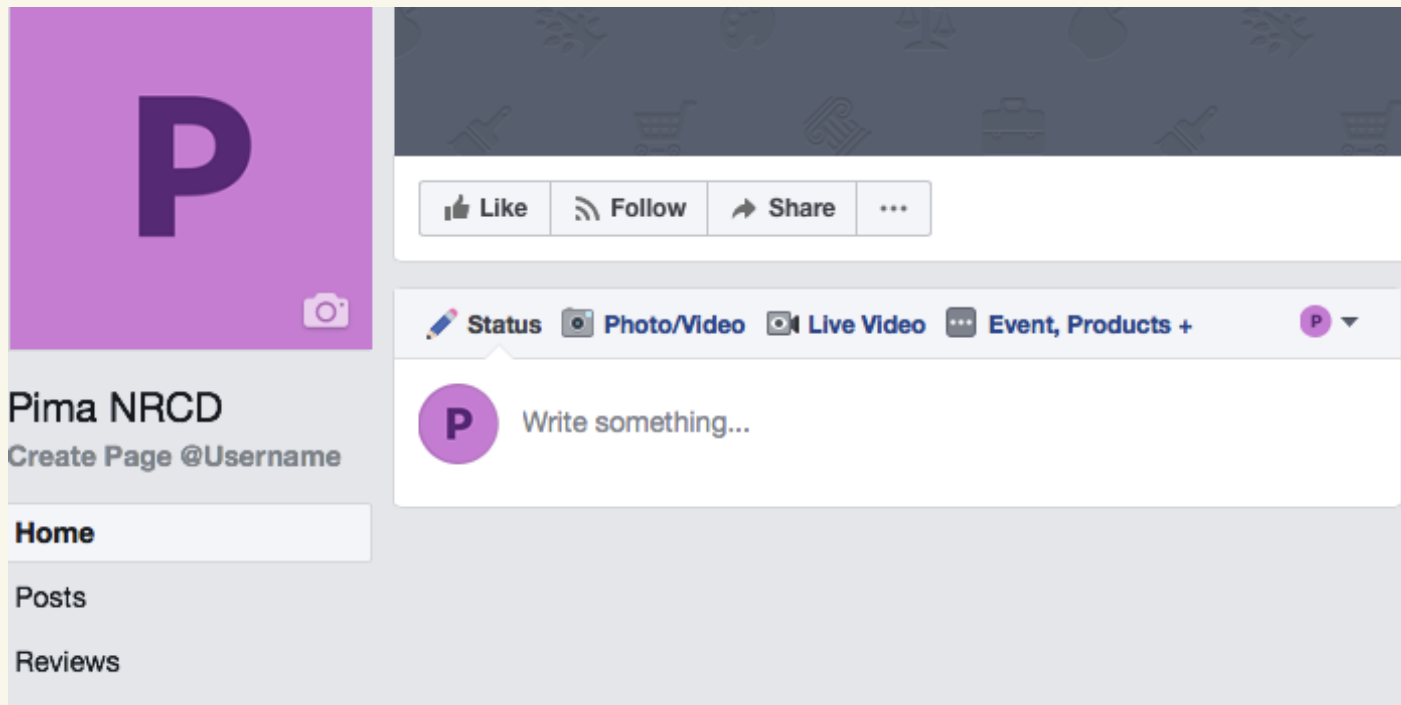
5.0 ★★★★★ (2)  
240 like this · [Willcox](#), Arizona · Public & Government Service  
 Deborah Smith and 7 other friends like this  
The [Willcox-San Simon](#) NRCD is a [district](#) that promotes [conservation](#) :



# Now You Are Ready to Post



10. Click on the “Write something” the “publish” to make your first post. Make it useful!



# Like, Comment, Share



**Arizona Beef**  
May 25 at 12:27pm · 🌐

A laugh for your Friday!

Why did the cow cross the ocean?  
**To get to the udder tide.**

LOL



ARIZONA BEEF COUNCIL


👍 Like    💬 Comment    ➦ Share    🌐





# “Liking”



 To “like” a photo click the Like button on the bottom left corner of the post



# Comment



☞ Add a comment to a post you like

☞ Press enter to post your comment



The screenshot shows a Facebook post from the Arizona Association of Conservation Districts, dated September 1, 2016. The post content includes a link to an August 2016 newsletter and a text snippet about the Arizona Conservation Partnership. Below the post, it shows 40 people reached, a 'Boost Post' button, and interaction options: Like, Comment, Share, and a dropdown menu. A comment by Jacqueline Haddad Phelps is visible, with 1 share. At the bottom, there is a comment input field with the placeholder text 'Write a comment...' and a 'Press Enter to post.' instruction. The input field also includes icons for emojis, photos, GIFs, and stickers.

# Share



☞ If you like a post and want to share with your friends click the share button on the bottom left corner of post



 **Arizona Association of Conservation Districts**  

September 1, 2016 · 

Check out our August Newsletter  
<http://eepurl.com/cb114z>

US10.CAMPAIGN-ARCHIVE2.COM

**August 2016 AACD Newsletter**

Arizona Conservation Partnership is on it's way with the first stop in Apache and Navajo County. Most of their planning process is complete and the restoration progress has begun in the Apache and Navajo County Natural Resource Conservation Districts. In the planning

 40 people reached 

 Like  Comment  Share 

 Jacqueline Haddad Phelps

1 Share

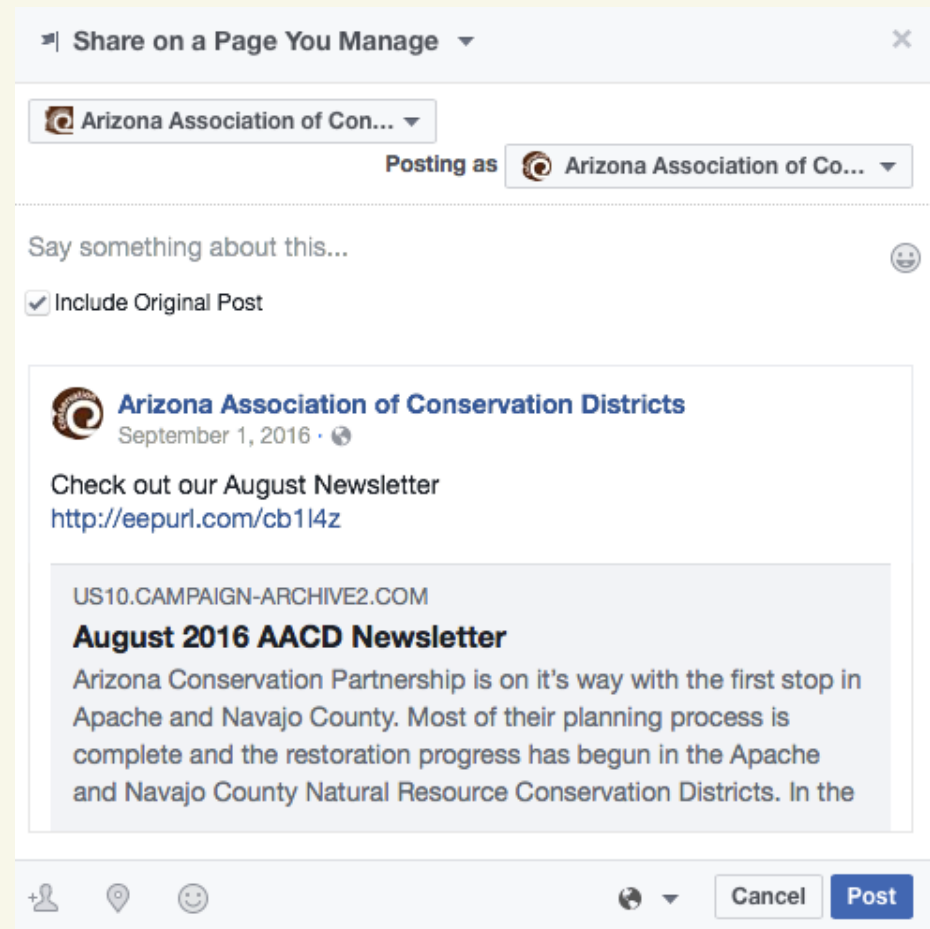
 Write a comment...    

Press Enter to post.

# Share



- ✎ Add a your thoughts on the post you share
- ✎ Click post to share with your friends



Share on a Page You Manage

Arizona Association of Con...  
Posting as Arizona Association of Co...

Say something about this...

Include Original Post

**Arizona Association of Conservation Districts**  
September 1, 2016 ·

Check out our August Newsletter  
<http://eepurl.com/cb114z>

US10.CAMPAIGN-ARCHIVE2.COM  
**August 2016 AACD Newsletter**  
Arizona Conservation Partnership is on it's way with the first step in Apache and Navajo County. Most of their planning process is complete and the restoration progress has begun in the Apache and Navajo County Natural Resource Conservation Districts. In the

Cancel Post

# Create a Group

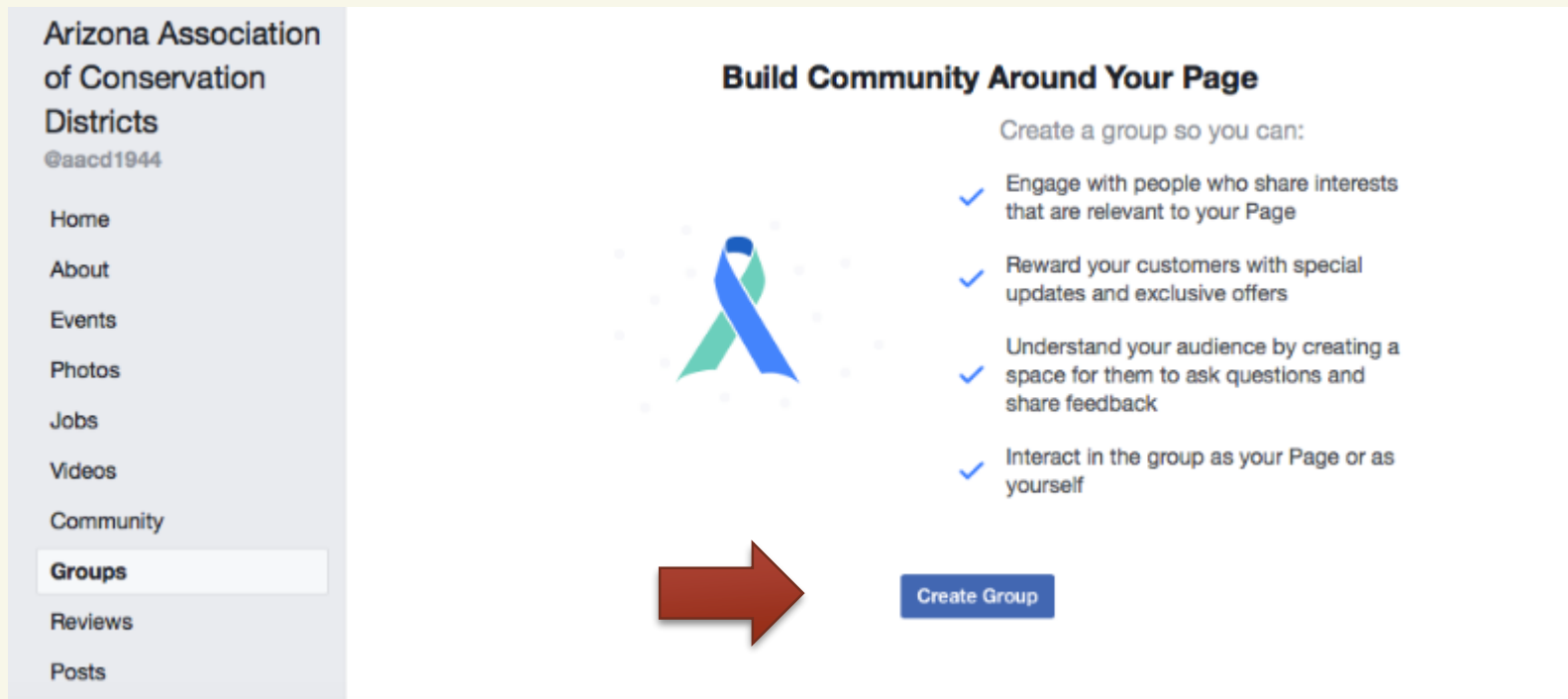


- ❧ Creating a closed group allows you to add District Supervisors, District Cooperators, local work group members.
- ❧ You can post meeting details, protect information, send mass emails, etc. to only the members in your group

# Create a Group



- Open FB from your personal account or page you manage and click “Group” on left side of page then “Create Group”



The screenshot shows the Facebook interface for the 'Arizona Association of Conservation Districts' page. On the left is a navigation menu with 'Groups' highlighted. The main content area is titled 'Build Community Around Your Page' and features a ribbon icon, a list of benefits for creating a group, and a 'Create Group' button. A red arrow points from the ribbon icon to the button.

**Arizona Association of Conservation Districts**  
@aacd1944

- Home
- About
- Events
- Photos
- Jobs
- Videos
- Community
- Groups**
- Reviews
- Posts

### Build Community Around Your Page

Create a group so you can:

- ✓ Engage with people who share interests that are relevant to your Page
- ✓ Reward your customers with special updates and exclusive offers
- ✓ Understand your audience by creating a space for them to ask questions and share feedback
- ✓ Interact in the group as your Page or as yourself

**Create Group**



# Name & Add Members to Your Group



- Name your group and add members by typing in their names.
- After you have your group named and members added click “Create”

The screenshot shows the 'Create New Group' dialog box on Facebook. At the top, it says 'Create New Group' with a close button. Below that is a preview of the group profile picture, which is the 'conservation' logo, and the group name 'Arizona Association of Conservation Districts'. A description reads: 'Create a Group for your Page to help your followers connect with each other.' The 'Name your group' section has a text input field containing 'Arizona Association of Conservation Districts Group'. The 'Add some people' section shows two tags: 'Arizona Association of Conservation Districts' and 'Brooke Nichole'. The 'Select privacy' section is highlighted with a blue border and shows 'Closed Group' selected, with a sub-description: 'Anyone can find the group and see who's in it. Only members can see posts.' A 'Learn more about groups privacy' link is visible. At the bottom right is a blue 'Create' button.



# Post to Your Group



Post in your group just like you would on your personal account or District page



**Arizona Association of Conservation Districts**



Just now · Add Topics

Next Executive Board meeting June 5th 7 am







# Need Help?



Contact Brooke Gladden at:

[aacdphelps@gmail.com](mailto:aacdphelps@gmail.com)

(520) 668-3348