



Facebook Toolkit

March 2020



Facebook facts

1. Every second there are 20,000 people on Facebook.
2. On average there are 486,183 users a minute accessing Facebook from their mobile
3. 79% of all users are accessing Facebook from their mobile
4. There are 745 million daily mobile users
5. Facebook is adding 7,246 people every 15 minutes or 8 per second
6. Every 15 minutes there are over 49 million posts. To be precise 49,433,000 or 3 million posts per minute
7. People share 1.3 million pieces of content on Facebook every minute of every day
8. Users spend 21 minutes per day on average on Facebook

What is a Facebook Profile?

Plain and simple, a Facebook Profile is a personal account on Facebook. When you sign up for Facebook you get a Profile. This is a place where you can add friends and family members, communicate on a personal level, and share photos, videos, and life updates. Everyone who joins Facebook gets a Profile, and you can only ever have one under your name.

What is a Facebook Page?

A Facebook Page is a business account that represents a company or organisation. A Facebook Page allows businesses and organisations to promote themselves to followers who have engaged with their page by "liking" the Page.

Why is a Facebook Page right for ClubSport networks and Sports Councils?

Setting up a Page is quick and easy. In just a few clicks, you can create a Page for your ClubSport network or Sports Council and start connecting with people. Facebook Pages are free, they help people find you on Facebook and in web searches.

With a Facebook Page, you can easily show people what you are about, by:

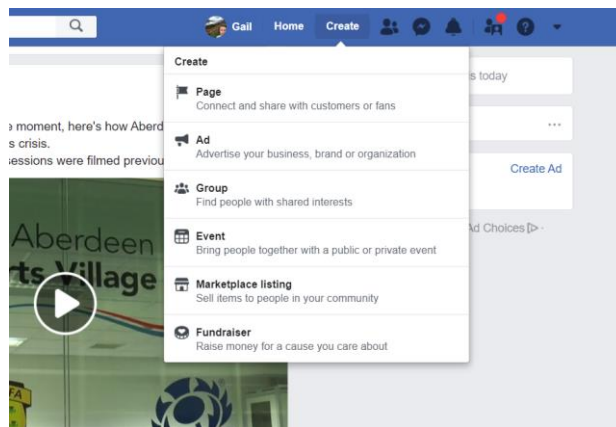
- Listing details – such as events, meeting dates and contact information
- Adding photos, videos and images
- Posting updates to let people know your most recent news and developments
- Sharing information
- Promoting local activity
- Creating links with other ClubSport networks and Sports Councils across Scotland
- Link with members and clubs in your area and other relevant organisations

How To Create A Facebook Page

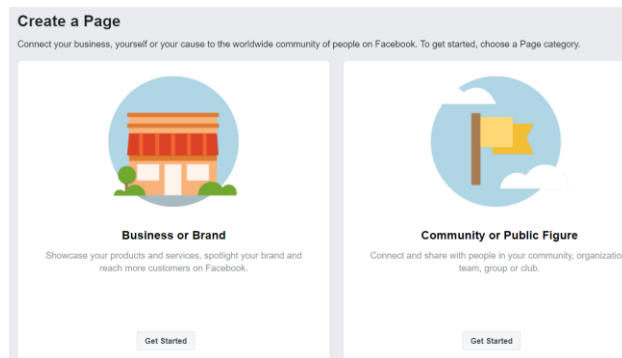
To create a Page you need to log in to your personal Facebook account. If you are not on Facebook yet you will need to create a Facebook profile first.

Create a Page from your personal account – none of your personal information will be shared on the Facebook Page you create.

- Click CREATE in the blue banner at the top of the page



- Click the Page option



- Click on Business or Community depending on what type of Page you want to create – we would recommend you set up a Business or Brand page.

Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

Page name

Category



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

[Continue](#)

- Click Continue once you have entered your Page Name and Category
- Follow the Next Steps and On Screen Instructions to create your Page
- Add a description
- Add your website address and contact details
- Add a profile picture
- Click Save and your Page is ready to go

Now you've created a Page, you're the administrator and can control the content and settings on your Page with your Page Admin Tools. You can add people to help manage your Page in Settings.

General	Page Visibility	Page published	Edit
Page Info	Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Messaging	Post and Story Sharing	Post sharing to Stories is On	Edit
Templates and Tabs	Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Event Ticketing	Messages	People can contact my Page privately	Edit
Notifications	Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Advanced Messaging	Others Tagging this Page	People and other Pages can tag my Page.	Edit
Facebook Badges	Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Page Roles	Country Restrictions	Page is visible to everyone.	Edit
People and Other Pages	Age Restrictions	Page is shown to everyone.	Edit
Preferred Page Audience	Page Moderation	No words are being blocked from the Page.	Edit
Authorizations	Profanity Filter	Turned off	Edit

For more information see: https://www.facebook.com/help/135275340210354?hc_location=ufi

Facebook Top Tips

- Use your Facebook page to give an idea of what your ClubSport/Sports Council is about
- “Like” your members pages
- “Like” relevant organisations pages – your Local Authority and Leisure Trust have Facebook pages, “like” Sports Governing Bodies pages, “like” other partners and community groups you work with. Pages are easy to find – type their name in the Search box in the blue banner at the top of your Page.



- Post updates on a regular basis
- Post about events, fundraisers, meetings, workshops and other activities
- Include media rich content – use pictures and videos
- Ask people to ‘Like’ and ‘Share’ your content so others can also find out about your ClubSport/Sports Council
- Use Facebook as a tool for communication
- Don’t forget to tell people you are on Facebook

