



Social Media User Guide

Advertising events is key for increasing engagement. Social media is a useful way to advertise events, as it is free and reaches a wide audience, particularly young families. This guide will teach you how to use Facebook and Twitter to advertise Children of Light Festival Events within your parishes.

facebook

Step 1: Setting up your page

1. If you are logged in to Facebook already, visit facebook.com/pages/create to begin.
2. You will be asked to give your page a name, a category and a description detailing what your organisation is about. These are important elements as you can enter search terms which will help people find your page.
3. Once you press the “create page” button at the bottom of the screen, you will also be given the option to upload a profile picture and cover photo. Make these a logo, or something that represents your church.

Page information

Page name (required) ✓
Sample Page

Use the name of your business, brand or organisation, or a name that explains what the Page is about. [Learn more](#)

Category (required) ✓
[Religious organisation](#) ×
[Church](#) ×

Choose a category that describes what type of business, organisation or topic the Page represents. You can add up to three.

Description
This page is a sample for the Diocese of York Children of Light Festival|

Write about what your business does, the services that you provide or the purpose of the Page.

Once you have created your page, you can easily add other members of your church as admins:



1. Visit your page and scroll down to the 'Settings' option in the left-hand menu.
2. Once in Settings, click the menu option: 'Page Roles'.
3. Under the header, 'Assign a new Page role', type the name of the person you want to assign as admin (you need to be friends with the person for them to appear at the top of the list).
4. In the drop-down menu to the right of the name box, select 'Admin'.
5. Click 'Add'.

Assign a new Page role

i If you're adding a new admin to your Page, please bear in mind that they'll have the same permissions as you do to make changes to this Page.

 Admin ↕ Add

Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights and assign Page roles. If an Instagram account is connected to the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.

Step 2: Creating Posts

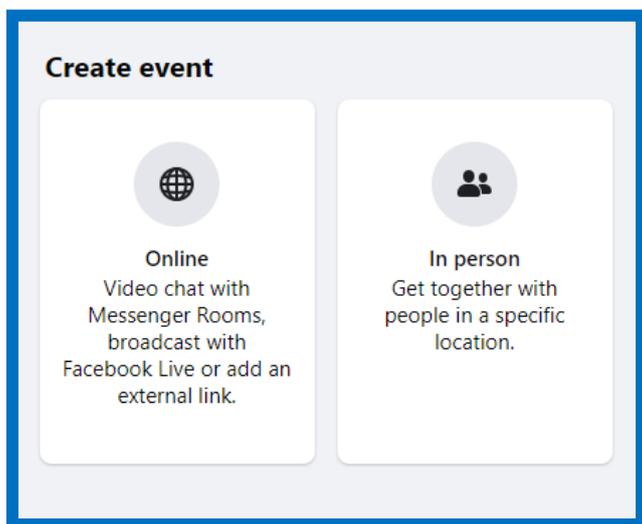
Creating a post is as simple as visiting your page and clicking the 'Create Post' button at the top of your feed. You will be presented with a text box and different buttons which allow you to add different features to your post.

Creating a good post:

- If possible, always use a picture. Using a colourful picture makes your post eye-catching.
- Limit your text to 300 characters or less. This makes your post easier to read and eliminates waffle.
- If posting a link to a website, it is better to post it without an image. This makes the link appear as a large clickable area.
- Avoid using emojis or special characters, as this makes your post less accessible.
- Always put important information about an event in the text of a post, even if it is also in the picture, as this makes your post accessible to screen-reading software.

If you want to advertise an event, you can create a separate page to organise this event on.

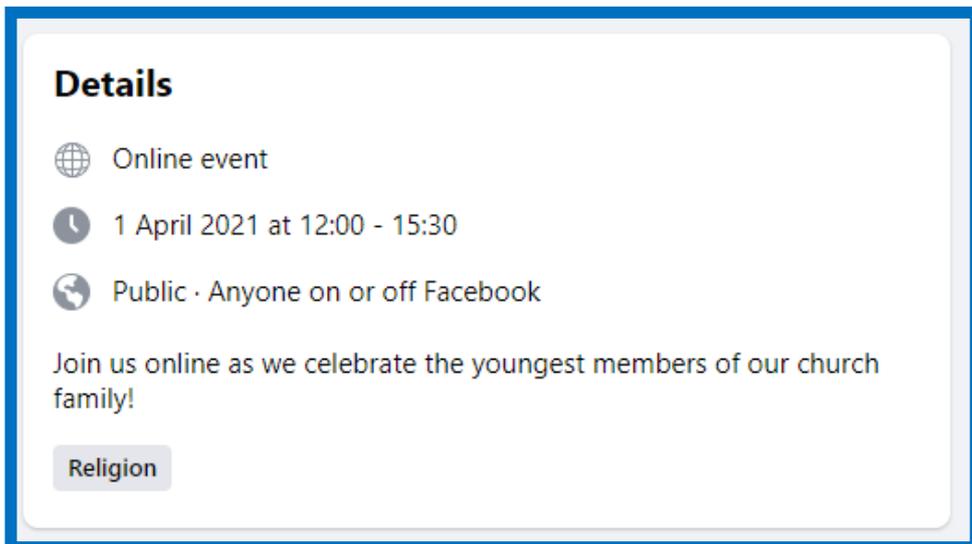
1. Below the 'Create Post' box, there is a 'Create' ribbon. Click the 'Event' button.
2. You will be asked if your event is online or in person.
3. Once you have chosen your event type, you will be asked what type of event it is. Click 'General'.
4. Once on the Event Details page, the process is similar to creating your initial page. Enter the event name, timings, and a description of the event.
5. You will also be given the option to add a location – this helps the post reach people in your local area specifically, even if the event is online.



If you are doing an online event:

- You will be asked to put a link to your event on your page. This can be a Facebook live, or you can leave instructions to ask members to message your page to receive a Zoom link.
- Do not post a Zoom link directly to your public event page. This may encourage hackers to join your meeting.

Once you have done these steps, you will be offered the opportunity to change your cover photo. Underneath this, there is a link labelled 'Page Settings'. Clicking this will allow you to add co-hosts in the same manner as you added admins to your page. It will also allow you to switch on your inbox to receive messages about an event. This is necessary if you are conducting a Zoom event.

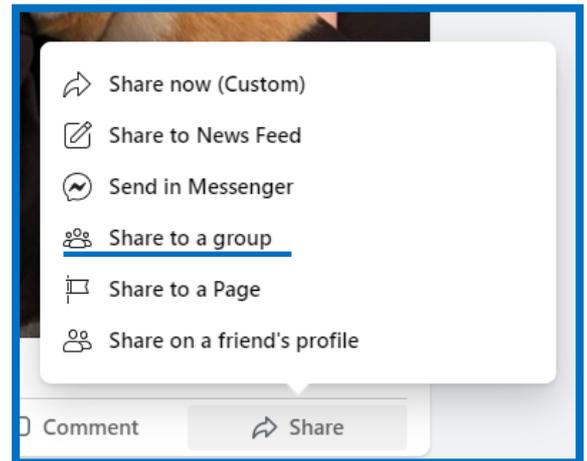


Step 3: Facebook Groups

'What's On?' groups are a really effective way to advertise your event to people in your area specifically. You can join these groups as your individual Facebook account, then share posts and events from your page into these groups.



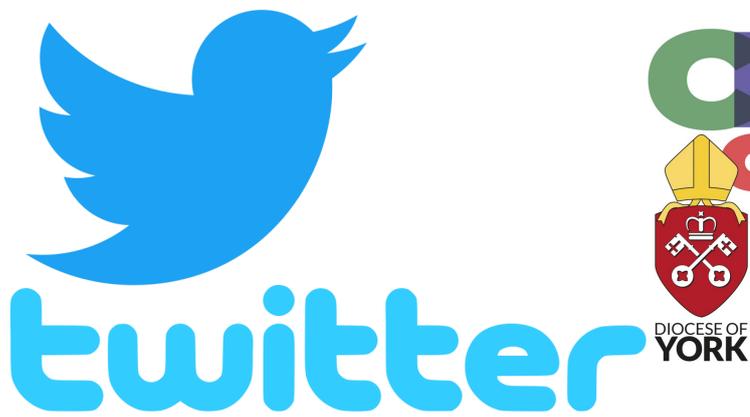
1. Find a group in your area. This document contains a list of some of the groups in the North Yorkshire and East Riding area, but you can also find groups by searching "What's On [your local area]"
2. Request to join – you may have to answer a question to prove you are a real person. You will receive a notification once your join request has been accepted.
3. Visit your page and click 'Share' underneath the post you wish to share. A menu will appear – click "Share to a group".
4. Select the group you wish to share to. You will be given the option to add text to your post. This is very useful to tell the group members who the intended audience for the post is.



TIP – interacting with posts and posting frequently to a group or page will boost your profile so the posts you make will appear at the

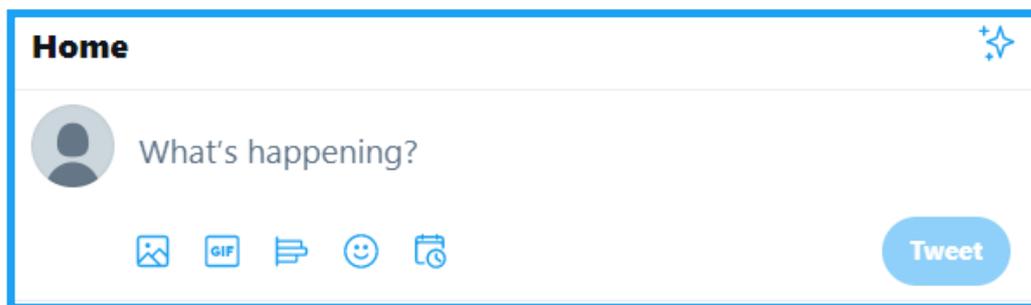
What's On? Facebook groups

- [Beverley, East Riding of Yorkshire](#)
- [Whitby](#)
- [East Yorkshire](#)
- [York \(Children's events only\)](#)
- [Guisborough](#)
- [Yorkshire Wolds and York](#)
- [Hull & East Riding](#)
- [North Yorkshire](#)
- [Scarborough](#)
- [Thirsk, Northallerton, Ripon & beyond](#)



Twitter differs from Facebook, but is in many ways more simple. On Twitter, you do not use groups to target your post to a specific audience, instead using hashtags.

Creating your post



1. Click the 'What's Happening?' box
2. Write the details of your event or resource which you are advertising – be as concise as possible, because Twitter has a 280 word limit
3. You can add an image – make this image something with extra information about the event.
4. You can add alternative text for your image – this makes it accessible for vision-impaired individuals. If you have added an image with text, be sure to add the text into the alt text box.
5. Add alt text by clicking 'Add Description' underneath your image



Using Hashtags



- Hashtags allow users to enter specific search terms and find tweets under the same tag.
- Using the right hashtags in your post will allow your post to reach larger groups of specific intended audiences
- Try using terms such as #WhatsOnWhitby, #YorkEvents, #Scarborough in order to reach people in your local area
- Tags such as #Prayer, #KidsEvents, #FamilyFun will help reach your intended demographic
- You can't put spaces between words in hashtags—remember to capitalise each word in order to make the hashtags screen-reader friendly.
- Hashtags count towards your character limit, so make sure you choose your tags carefully

Tips

- Much like Facebook, the more you act and interact on Twitter, the more visibility your posts will get. If you are advertising an event, try to post a few times with different tags each time.
- If you are promoting an event which exists on your Facebook page, you can link to it in your tweets
- You can put a website and contact email address into your Twitter biography. Try adding your Facebook page as your website if you don't have a church or parish website on which you advertise
- Following accounts which are relevant to your cause (e.g. @churchofengland) will help Twitter categorise your tweets



Sample Page

@SamplePage16

Sample page for CoL Festival

📍 York, UK 🌐 children-of-light.uk 📅 Joined March 2021