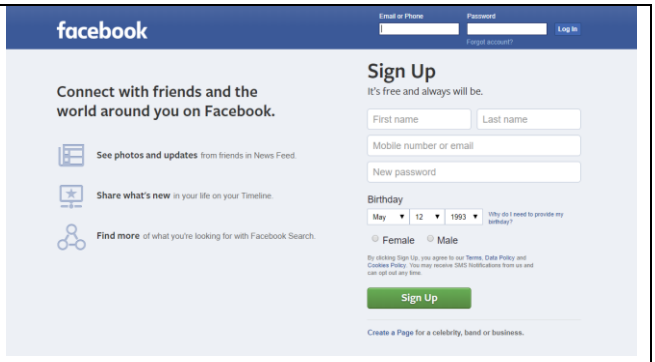
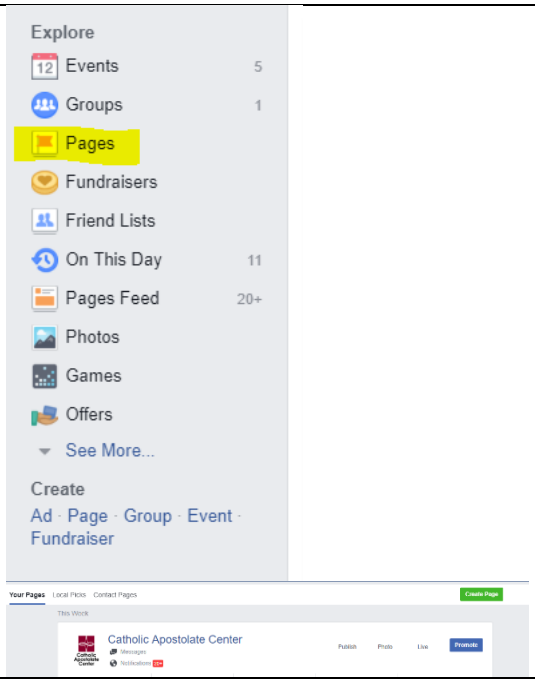
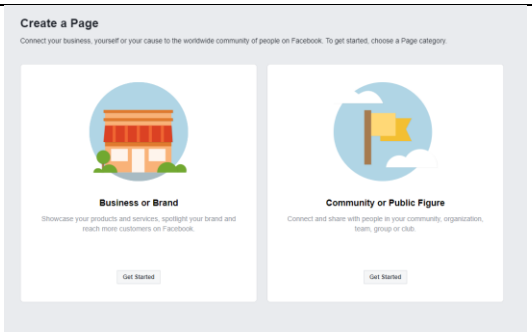
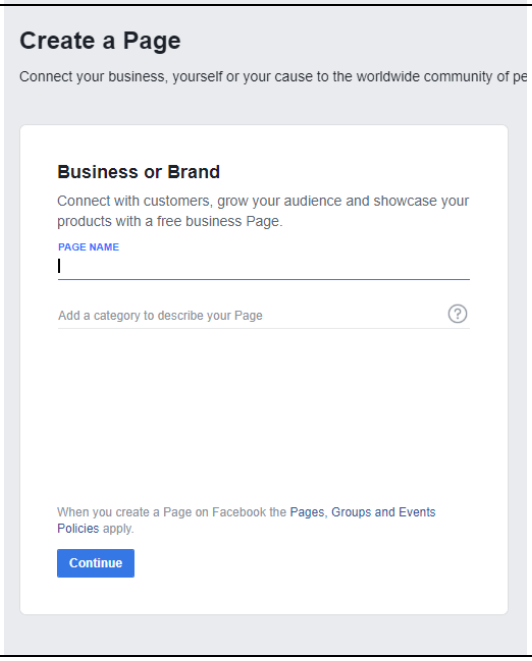
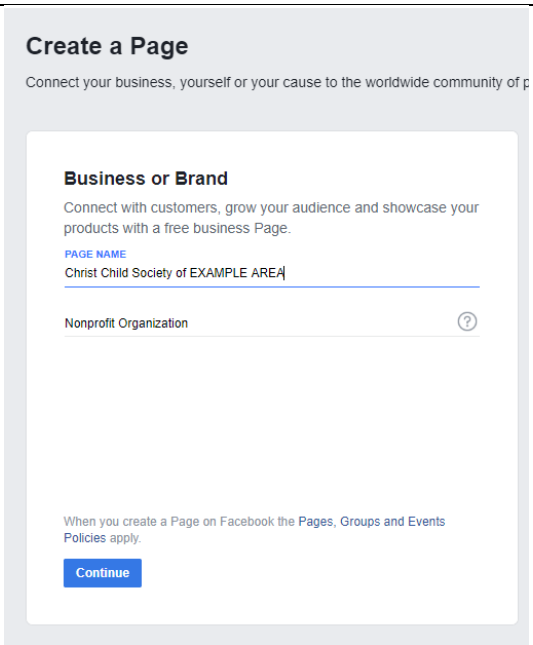
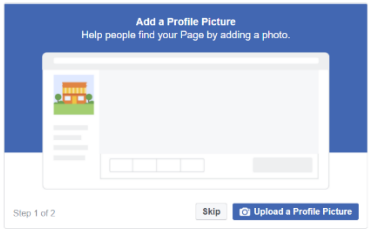
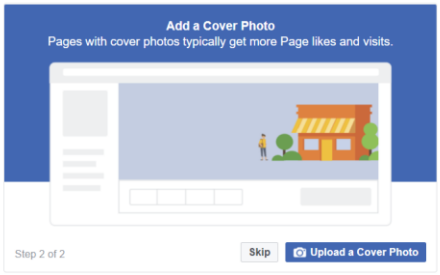
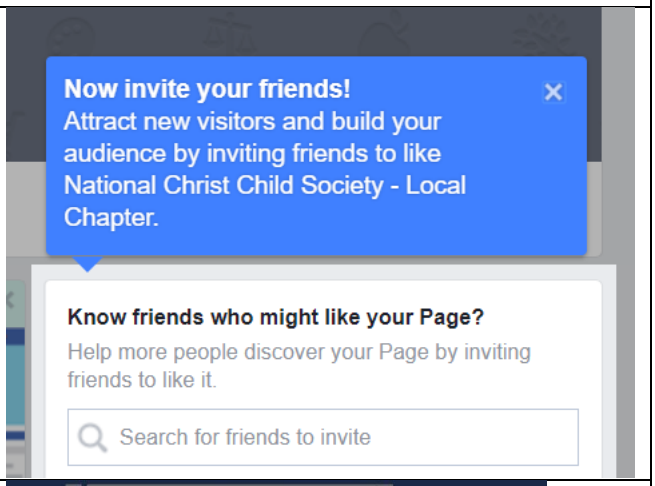
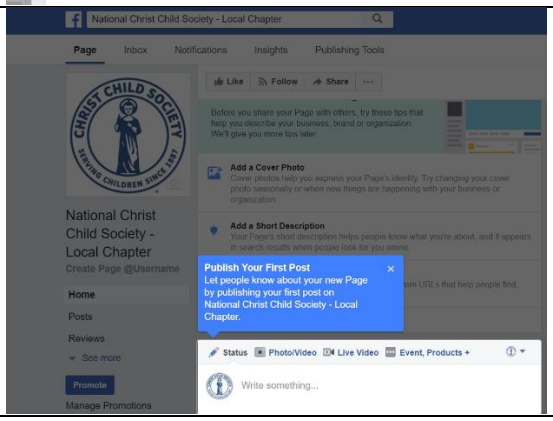
NATIONAL CHRIST CHILD SOCIETY
WHERE LOVE LEADS TO ACTION

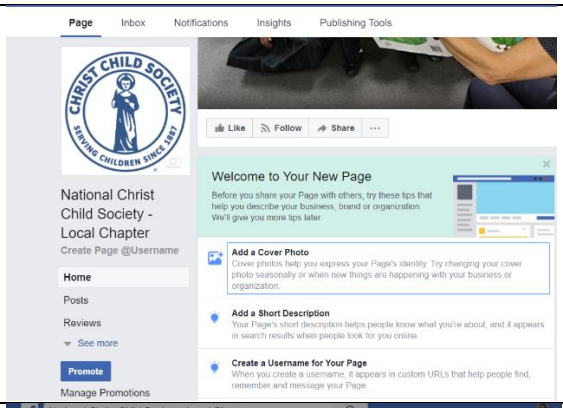
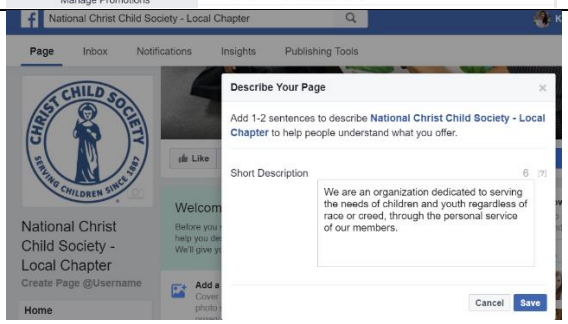
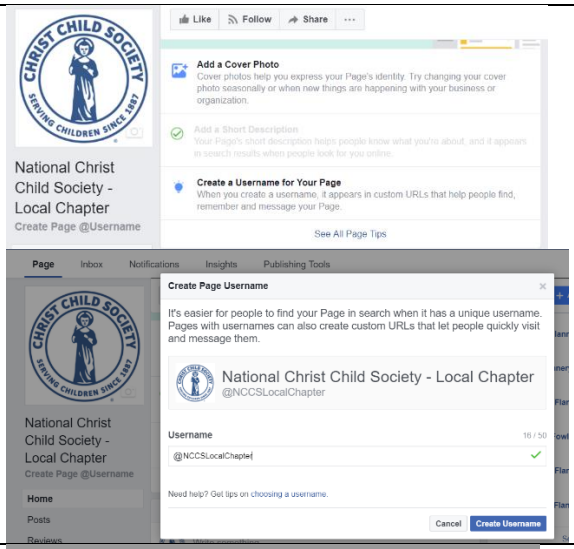
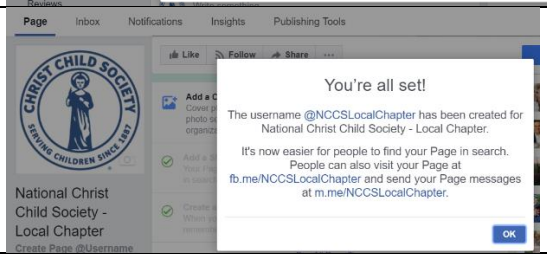
How to Create a Christ Child Chapter Facebook Page

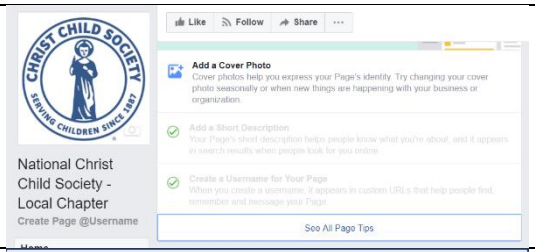
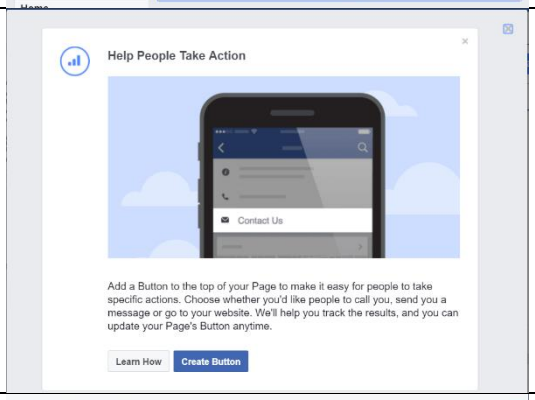
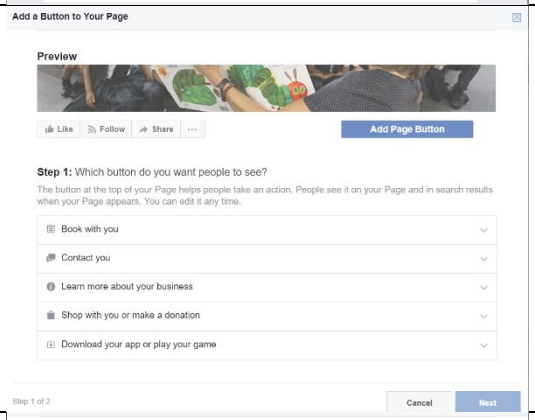
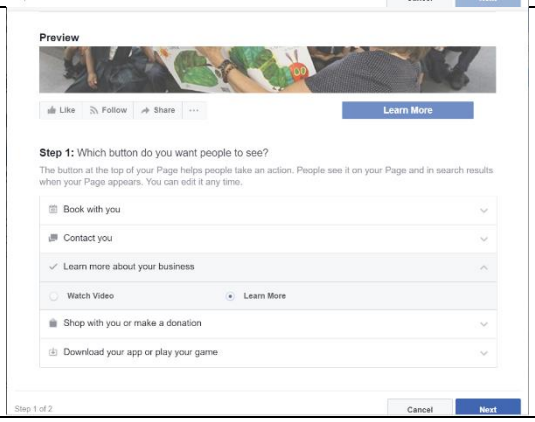
1.	Begin by logging into your personal Facebook account. Your Chapter Page will be separate from your personal account, but will be managed from the same login. None of your personal information will be visible on the Chapter Page account unless you choose to add it. You can also have multiple Admins on your Facebook Chapter page if you will have multiple people posting to the account. We recommend at least 2 trusted chapter members to have flexibility with posting and monitoring comments. Click here for more information on Admin roles and settings, and to find out how to assign a role to another chapter member.	
2.	Once you're logged into your personal account, visit: https://www.facebook.com/pages/creation/?ref_type=registration_form to begin the process of creating your Chapter Page. To get to this link, you can also click on the Pages button on the left-hand column of your home page. From there, click "Create a New Page" on the top right-hand corner.	

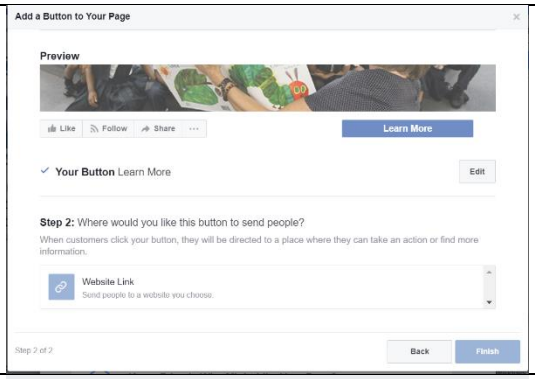
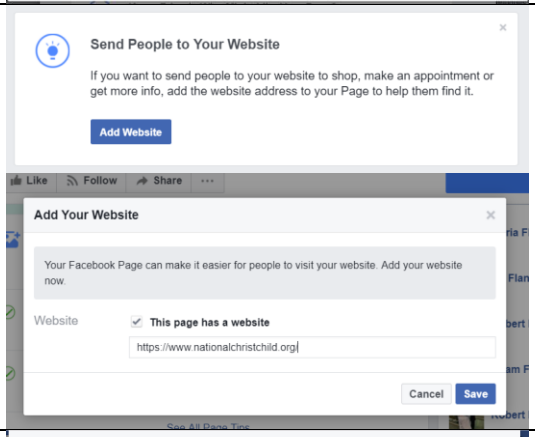
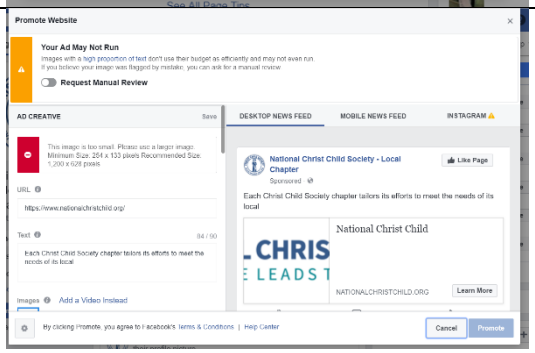
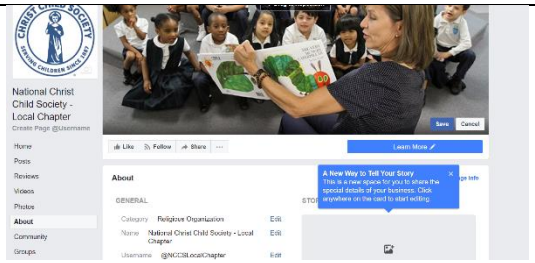
2a	Click “Business or Brand” to get started.	
3.	After selecting “Business or Brand,” type in your Page Name. We suggest: Christ Child Society of – Followed by your Local Chapter. Example: Christ Child Society of Detroit	

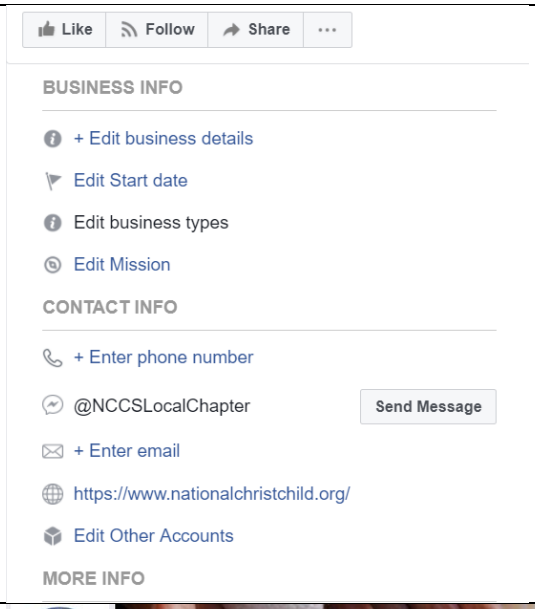
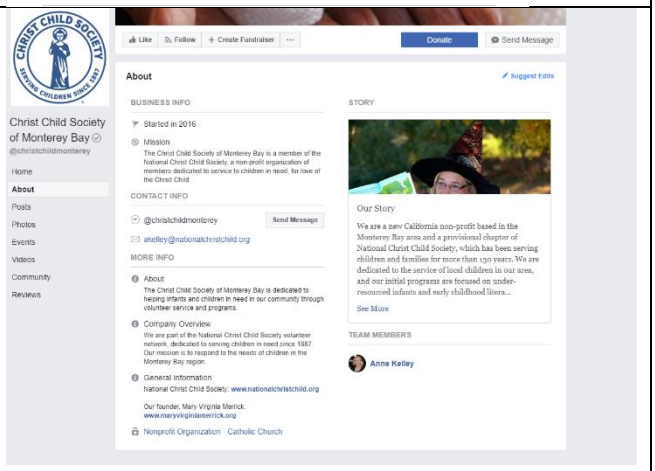
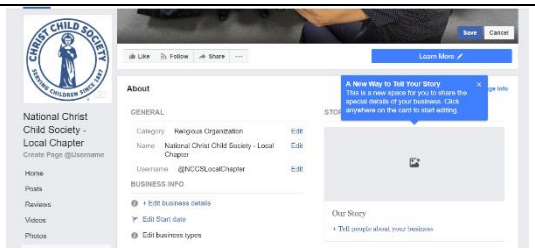
3a	After typing in your page name, type in your category as "Nonprofit Organization."	
4.	Add a Profile Picture. Upload the CCS Promotional Seal to keep things uniform and consistent across the web.	
4a	Add a Cover Photo – this can come from the NCCS Photo Library or from your local chapter's photos. Make sure the photo is crisp, clear, and compelling. It should show who we are as an organization.	

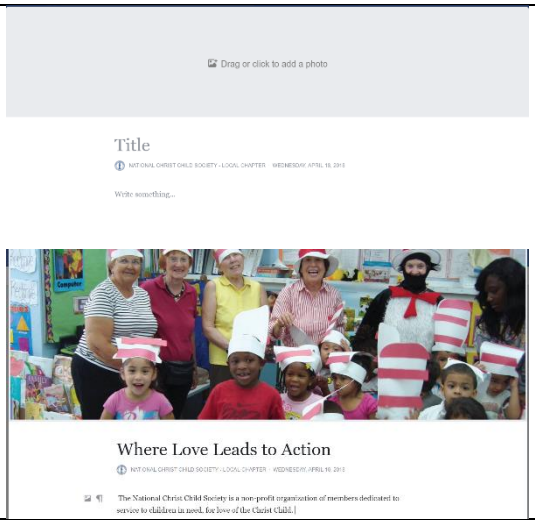
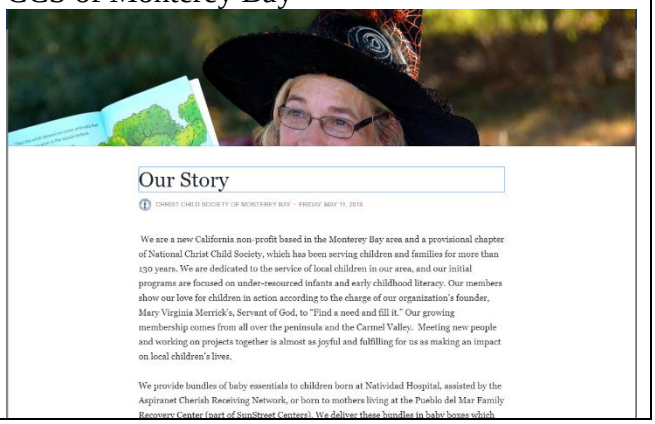
4b	Your Facebook Cover Photo is what your audience first sees when visiting your chapter page. We have included a photo of the appropriate photo dimensions for your Cover Photo, along with a compelling example of one from the Monterey Bay Chapter. If you need help creating a banner with your CCS logo to overlay on your cover photo, please contact the NCCS office for assistance.	
5.	Facebook will now encourage you to invite friends. If you are friends with other volunteers, members, or chapters, invite them to like your page. You can also skip this step and come back to it later. As a side note, be sure to follow and like other chapter pages, the NCCS page, the MVM page, or any partner pages – this will ensure their information appears on your newsfeed and will help in collaboration/increasing your engagement.	
6.	Facebook will then invite you to create your first post. Before doing so, make sure to add important information about NCCS and your local chapter.	

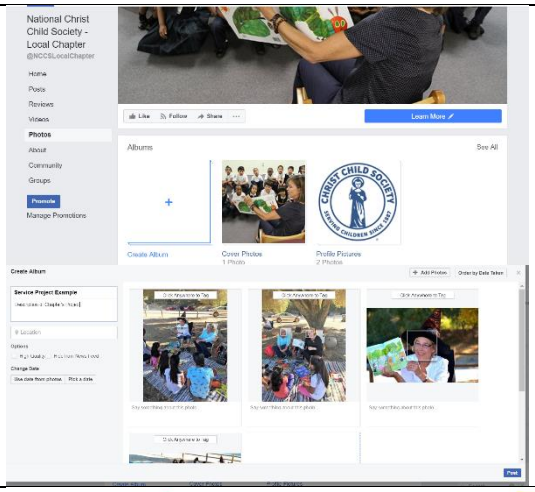
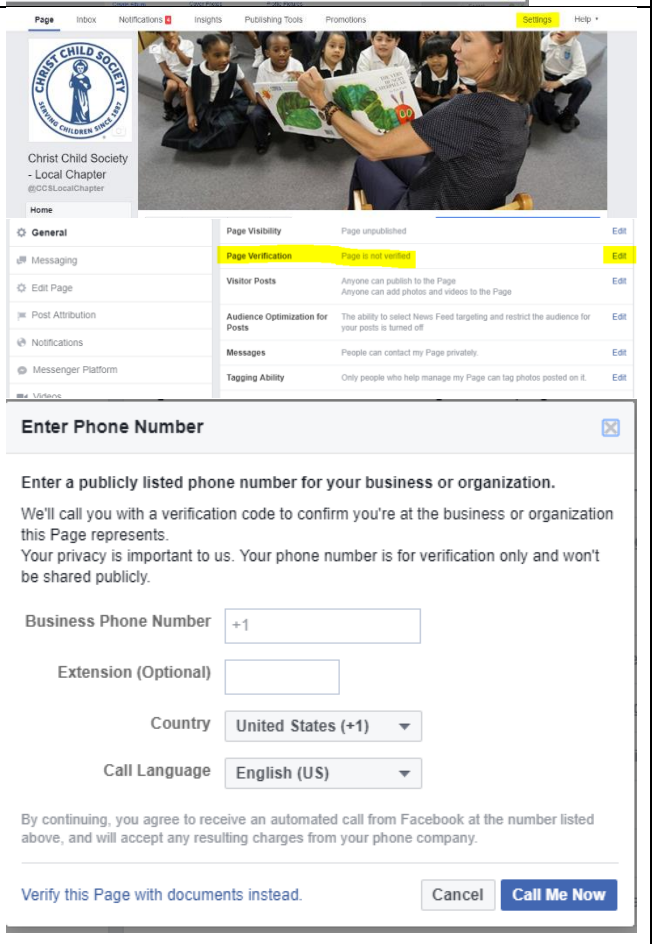
7.	On your page, Facebook will include some tips for moving forward. Click the "Add a Short Description" link to continue.	
7a	For your description, we suggest you type in and save our mission statement: "We are an organization dedicated to serving the needs of children and youth, regardless of race or creed, through the personal service of our members." You can also use your chapter mission statement or another short description about your chapter's work.	
7b	Next, create a username. This can be CCS followed by your local chapter location or ChristChild followed by your location. Example: @CCSAtlanta or @ChristChildBoca	
8.	You'll receive a pop-up letting you know you're all set. Click "ok" to continue.	

9.	Click on “See All Page Tips” to continue setting up your page. Scroll down the list to see tips to help make your Facebook Page more successful.	
10.	Under Page Tips, you will see Help People Take Action – Create a Button. Facebook gives you specific options listed below. We recommend setting up the “Contact Us” button in order to ensure individuals can easily e-mail your chapter and learn more.	
10a	You can also add the “Shop with you or **make a donation**” as a call to action. This button should be linked to your website and should be used only if you have a secure method of receiving online donations on your site already. Please do not filter donations through your Facebook page.	
10b	If you click on the “Learn More” option, Facebook will include a “Learn More” button on your page. Click next to continue.	

10c	From there, you can include where the "Learn more" button will send your audience. This can be the NCCS website (nationalchristchild.org) or your own chapter's website, if you have one.	
10d	Send people to your website – add NCCS website if you do not have a chapter website or add your own local chapter's website if you do have one.	
11.	Promote Your Page – From here, Facebook gives you the opportunity to start promoting your page by paying a certain dollar amount each day. It enables you to target a specific audience, craft and share a specific message, and call your audience to action. This is not required, but something your chapter can consider using as a tool for getting your page out there and recruiting volunteers down the road.	
12.	Continue adding more information about your chapter in the "About" section on the left hand side of your Facebook Home page. Here you can enter any applicable and relevant information from your chapter, such as: your business details, your mission, phone number, e-mail address, etc.	

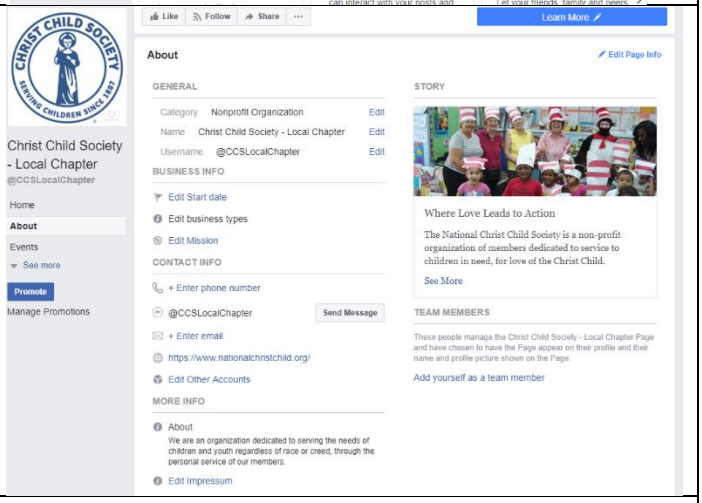
		
12a	Example Chapter Page: CCS of Monterey Bay	
13.	Add Your Story (Optional) – Facebook now gives you the opportunity to "add your story." They define this as "a new space for you to share the special details of your business." This is a great opportunity to tell your audience more about the work you do in your community and is a great place to get more exposure, especially if you do not have your own website yet. Click anywhere on the card to start editing.	

	From here, you can add a cover photo for your story, title, and tell more people about your chapter. From Facebook: "Now you have a dedicated space to share what's most important to you. Not sure where to start? You can tell your story, create a list, add favorite photos, feature your team and more."	
13a	Example Chapter Pages: CCS of Pasadena and CCS of Monterey Bay	CCS of Pasadena  CCS of Monterey Bay 

14.	Add Photos or Videos – If your chapter has photos or videos from a previous event, upload them to your photos or videos tab. For photos, it might be helpful to create an album or two of some previous events to show the work your chapter is doing. Click create album. Upload photos from your event. Add details about the work you're doing.	
15.	After finishing your chapter page, it's important to Verify your status as a Nonprofit Organization. To verify your Page: -Click Settings at the top of your Page. -From General, click Page Verification. -Click Verify this Page. -Enter a publicly listed phone number for your business, your country and language. If your chapter does not have a publicly listed business phone number, follow the steps above and click on Verify this Page with documents instead at the bottom left of the window that appears, then upload a picture of an official document showing your business's name and address or your chapter's Articles of Incorporation. -Click Call Me Now to allow Facebook to call you with a verification code. -Enter the 4-digit verification code and click Continue.	

16.	You're all set! Now it's time to create compelling posts and maintain your page regularly.	

If your chapter already has a Facebook page but it is not considered a "Non-profit Organization" or has different labels, you can edit it to reflect what is mentioned above.

1.	Click the About Section of your Facebook Page	
2.	Edit any of the sections you would like to change. This can include: the category, your name, your username, contact information, your mission, etc.	
3.	Save your changes and you're all set!	

Also, if you already have a Facebook page, but have not been maintaining it regularly, you have the option to "backdate" posts. This enables you to share posts "in the past" so that you can fill your page with regular content when people go to view it. Below is information on scheduling posts, backdating posts, and saving drafts.

	Go to your page and begin to create a post as normal. After you have filled in your content (text, photos, video, etc.) click the arrow next to the Publish button and choose from one of the three options: Schedule, Backdate, or Save Draft.	