

How to set up an ADH Facebook page



IMPORTANT: These instructions are accurate as of August 2012. Facebook frequently changes its website, so these instructions may not match your experience.

Please contact Health Communications & Marketing at 501-661-2186 if you have questions or need assistance.



1. Go to www.facebook.com
2. Enter information in the boxes under 'sign up.'
 - Do not use any employee's name.
 - You can create a first name similar to 'Adhsevier' and a last name similar to 'Lhu.'
 - Select a gender
 - Select a birthday (any will do as long as it's older than 15.)
 - Use password in accordance with ADH social media policy.
 - Click the green 'sign up' button at the bottom.



Email or Phone Password

Keep me logged in [Forgot your password?](#)

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

Why do I need to provide my birthday?

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

1. Click 'Skip this step' at the bottom of the screen.
2. Continue to click 'skip this step' until no longer available.
3. Check the shared email account to confirm the Facebook account.

Are your friends already on Facebook?
Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook. See how it works.

 **Yahoo!**

Your Email:

[Find Friends](#)

 **Windows Live Hotmail** [Find Friends](#)

 **AOL** [Find Friends](#)

 **Other Email Service** [Find Friends](#)

[Skip this step](#)

1. Click 'Create a Page' located on the left hand side of the screen.

Mydesk Adh

FAVORITES

- f Welcome**
- News Feed
- Messages
- 27 Events
- Find Friends

FRIENDS

- Close Friends
- Family

PAGES

- Create a Page...**

APPS

- App Center
- Photos
- Music
- Notes
- Links
- Pokes

Friends on Chat

f Welcome to Facebook, Mydesk.

1 Search your email for friends already on Facebook

People on Facebook find an average of 20 friends and family using the Facebook Friend Finder. Have you found all of your friends? Try it.

Find Friends

2 Upload a profile picture

Upload a Photo
From your computer

OR

Take a Photo
With your webcam

3 Find people you know

Search by name or look for classmates and coworkers.;

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1. Click on the 'Company, Organization or Institution' box
2. Click on 'Choose Category'
3. Select 'Government Organization' from the drop-down menu.
4. Name the page.

For Health Units: use 'county name' Health Unit as the name (example: Stone County Health Unit) for Health Units. For Hometown Health Coalitions: use 'county name' Hometown Health. Programs example: Stamp Out Smoking.

5. Click 'Get started.'

Sign Up

Connect and share with the people in your life.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place



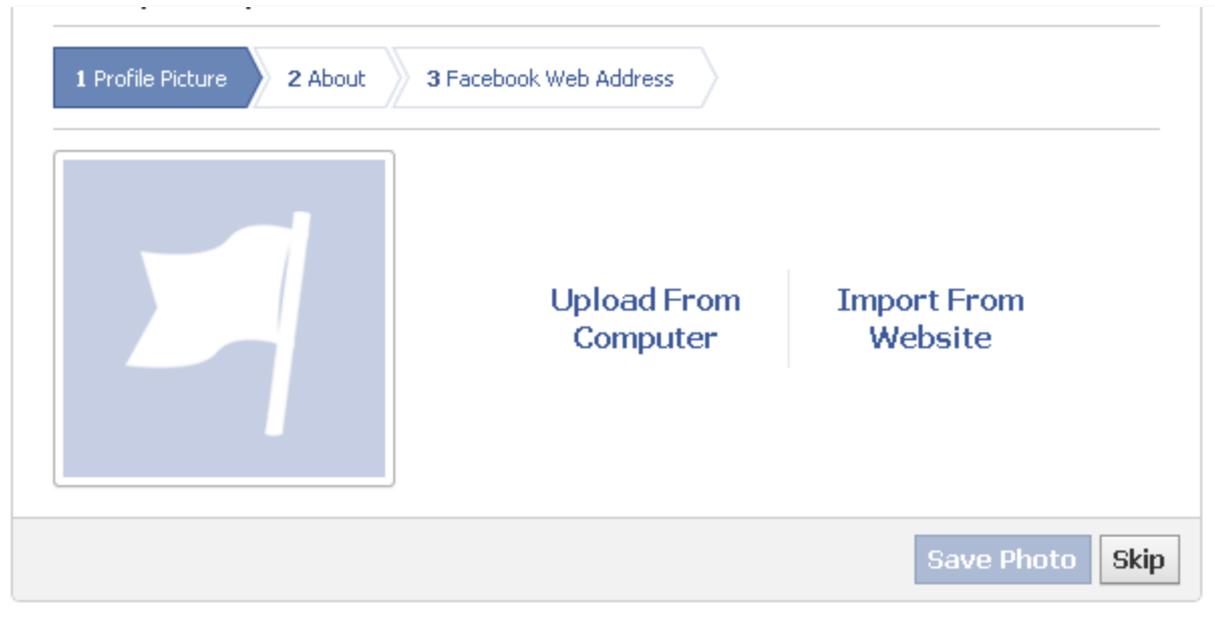
Company, Organization or Institution



Brand or Product



1. Select 'Upload from computer' to select a profile picture for the Facebook page (*LHUs: this should be an exterior shot of the building or ADH logo. HHIs may use coalition photo. Programs should use program logo.*)
2. Click 'Next.'
3. Add basic information about the organization.
4. Click 'Next.'
5. Select a Facebook web address for the page (i.e. Polkcohealthunit) (*This feature is not necessary at initial set up and can be set at a later time.*)



The screenshot displays a three-step progress bar at the top: '1 Profile Picture' (highlighted in blue), '2 About', and '3 Facebook Web Address'. Below the progress bar is a large square placeholder for a profile picture, currently showing a white flag icon on a blue background. To the right of the placeholder are two options: 'Upload From Computer' and 'Import From Website'. At the bottom right, there are two buttons: 'Save Photo' (highlighted in blue) and 'Skip'.

1. Click 'Edit Page' in the upper right hand corner.
2. Select 'Update Info' from the drop down menu.

facebook Settings Logout

Admin Panel Edit Page ▾ Build Audience ▾ Help ▾ Hide

Notifications See All Messages See All

You have no new notifications
Share something on your Page

No new messages.
When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

+ Create A Page

- You may continue to add information about the Health Unit, HHI, or Program here. Be sure to include hours of operation, website, phone contacts and location.
- Selections on the left will allow you to edit settings and update information.
- Be sure to click 'Save Changes' at the bottom.
- Click 'View Page' at the top right hand corner.

Basic Information

Category: Companies & Organizations Government Organization [?]

Official Page: Pick a topic [?]

Username: Create a username for this page? [Learn more.](#)

Name:

Start Date: [+ Add year](#) [?]

Start Type: Select Start Type:

Address:

City/Town:

Postal Code:

Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

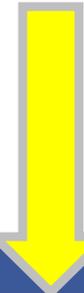
Hours: or [Always open](#) or [No hours available](#)

About:

Description:

General Information:

- Learn more about Facebook pages by clicking 'Learning Video' located under the 'Help' tab in the upper right hand corner. (See *screen shot below*)
- Click 'Exit' to end the video.



facebook

Admin Panel

Edit Page ▾ Build Audience ▾ Help ▾ Hide

Notifications [See All](#) Messages [See All](#)

You have no new notifications

Share something on your Page

message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

Visit Help Center

Pages Product Guide

Learning Video

Send Feedback

Required: Add the ADH comment policy to the page.

Note: this process is complicated. Please contact Health Communications & Marketing if you need assistance.

1. To add the comment policy visit this link: <http://apps.facebook.com/iframehost/?ref=ts>
2. Click 'Install Page Tab'
3. Click on 'Choose Facebook Pages' and select your page from the drop down menu.
4. Click 'Add Page Tab.'



1. Click 'Authorize the Tab Application.'
2. On the drop down menu under 'Who can see posts this app makes for you on your Facebook timeline' click 'Everyone.'
3. Click 'Go to App' in upper right hand corner.



1. Click 'Change Tab Image.' Use a JPEG of the ADH Logo.
2. In the 'Enter the HTML for your page' box located at the bottom of the screen, copy and paste the **ADH Comment Policy** from the ADH Social Media Policy document.

The screenshot displays the Facebook 'Tab Settings' interface. At the top, the title 'Tab Settings' is followed by icons for a page, a lock, and a play button. Below this, the 'Enable Timeline 810px Wide Mode (New!)' section features radio buttons for 'Enable' and 'Disable', with 'Disable' selected. A note below states: 'If you are using a custom Facebook app you created, you also need to complete these instructions to enable 810px mode.' The 'Tab Image (New!):' section is titled 'Change Tab Image for new Page Layout (111px wide by 74px tall)'. The 'Page Tab Share Settings (New!)' section contains a preview card for 'Local Health Unit' with a map image, the text 'Visit Local Health Unit', and an 'Edit' link. Below the card, the 'Shareable Tab URL' is 'http://statictab.com/y2vixdx' and there is an unchecked checkbox for 'Show Share button at top of Tab'. The 'Page Source:' section at the bottom has radio buttons for 'URL', 'Redirect', 'Image', and 'HTML', with 'HTML' selected. Below this is a text input field labeled 'Enter the HTML for your page' and a link for 'Editor | Source'. A yellow arrow points down to the 'Tab Image' section, and another yellow arrow points left to the 'Enter the HTML for your page' field.

Tab Settings   

Enable Timeline 810px Wide Mode (New!): Enable Disable

If you are using a custom Facebook app you created, you also need to complete these instructions to enable 810px mode.

Tab Image (New!): Change Tab Image for new Page Layout (111px wide by 74px tall)

Page Tab Share Settings (New!)

 **Local Health Unit** Edit
Visit Local Health Unit

Shareable Tab URL: <http://statictab.com/y2vixdx> Show Share button at top of Tab

Page Source: URL Redirect Image HTML

Enter the HTML for your page Editor | [Source](#)

1

1. Scroll down to the end of the page. (see screen shot below)
2. Under 'Tab Name' enter 'Comment Policy'
3. Click 'Save Settings' in the lower right.

Non-Fan Page Source: Off URL Image HTML
Fan-gating is turned off. Fans and Non-fans will see your tab content.

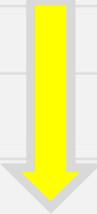
Friend-Gate : Off Default HTML
Friend-gate is turned off. Visitor's friends do not need to be fans to access your content.

Form-Gate: Off HTML
Form-gate is turned off. Visitors do not complete an input form to access your content.

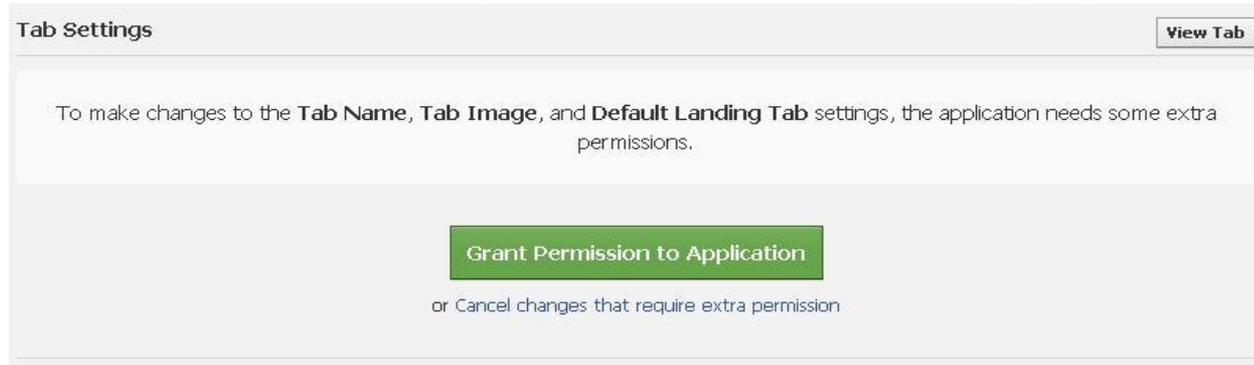
Tab Icon: Instructions for using your own tab icon.

Tab Name: 

Install Another Tab: 



1. Click 'Grant Permission to Application.'
2. Click 'Allow' on the next screen.
3. The Comment Policy should be added to the page.



1. After you log in to the Facebook account, be sure to switch to the Page.
2. Select 'Use Facebook as' on the drop down menu. (See screenshot below.)
3. This will enable you to post as the Page.

The screenshot shows a Facebook profile page for 'Mydesk Adh'. The top navigation bar includes a search bar, a profile picture, and links for 'Mydesk Adh', 'Find Friends', and 'Home'. A dropdown menu is open from the 'Home' link, showing options: 'Use Facebook as:', 'Mydeskadh', 'Advertising', 'Account Settings', 'Privacy Settings', 'Log Out', 'Help', and 'Feedback'. A yellow arrow points to the 'Use Facebook as:' option. Below the navigation bar, there is a 'Mydesk, Your Friends Are Waiting' banner with a 'Find Friends' button. The main content area features a status update section with options for 'Update Status', 'Add Photo / Video', and 'Ask Question'. The status text reads 'What's on your mind?'. Below the status input, there is a privacy setting dropdown set to 'Public' and a 'Post' button. At the bottom, a message states 'There are no more posts to show right now.' with a 'SORT' dropdown menu.

Final Steps

1. Notify your supervisor, social media liaison, and Health Communications & Marketing once the Facebook page is created.
 2. Once approved, you may begin sharing information for the public.
- Be sure to 'like' the ADH Facebook page: www.facebook.com/arhealthdept and all other ADH Facebook pages (local health units, programs, etc.—these can be found in the 'Like' box on the ADH Facebook page).