Creating Facebook Page for your CSB/SJU Department or Office

Introduction

This document is intended to provide a general framework for members of the CSB/SJU community interested in creating a Facebook page on behalf of their department or office. It is intended to walk through the technical basics and frame a few general best practices for CSB/SJU Facebook page creation and maintenance. It covers creating an account for your department’s Facebook page, steps to customize that page, and basic information about maintaining that page.

Any questions or comments regarding this document or updates and changes to Facebook page functionality should be directed to CSB/SJU Social Media Specialist Tiffany Clements tclements@csbsju.edu (320) 363-5908.

Create Page Account

Request creation of a generic email address from IT Services (i.e. officename@csbsju.edu). Using a generic departmental email address will allow your department to easily transfer page management from semester to semester and keep the department’s page at a distance from its administrators’ personal pages.

With that generic email address and access to its associated inbox, go to http://www.facebook.com/. Select the Create a Page option, located below the green Sign Up button.

Select Company, Organization or Institution on the next page. For departments and offices, select University as the first category. When naming your page, please pay attention to the CSB/SJU style guides available for your reference here: https://sharepoint.csbsju.edu/cms/Pages/editorial_policy.aspx. Specifically, please note the preferred institutional style for CSB/SJU includes all capital letters and a forward slash.

Review and agree to Facebook Pages terms, and select Get Started.

Complete the Create a Facebook Account interface, using the general email address created for your department by IT Services.

Customize Page

Once you’ve created an account for your page, you can add a profile picture, about text, and choose a custom Facebook URL.

Profile Picture

As a matter of practice, CSB/SJU recommends using your office or departments logo for a Facebook profile picture. Nevertheless, exceptions should be considered. It is important to think about how the
photo will be rendered in various sizes. Often text-intensive logos will become illegible when shrunk to a small icon size.

For more about standard sizing and use of Facebook images, see here: http://www.dreamgrow.com/facebook-cheat-sheet-sizes-and-dimensions/.

**About**

Use this section to include a description about your department or office. Descriptions longer than 170 characters not appear in their entirety on your page's landing page.

Make use of this section to include links to your office or department's webpage or other social networking sites.

You will be able to modify this text at any time upon completion of the page, so don't spend too much time worrying about its thoroughness.

**Facebook Web Address**

This section allows you to create a direct link to the Facebook page you are creating for your office or department. Once this link is created, it cannot be changed so choose something appropriate.

Facebook requires custom addresses only make use of alpha numeric characters (A-Z, a-z, 0-9) and periods. When referencing CSB/SJU, please plan on using CSBSJU. Further, please avoid overly long or complicated names. Long and complicated names make it difficult for users to remember the address. Further, they are more difficult to include on promotional materials.

**Manage Page**

After completing the initial page set-up, you are now set to manage your page. If you are unfamiliar with the features available to you as a page manager, walk through the automated tutorial. It has suggestions for key consideratons and tips for improving your page's appearance, searchability and overall quality.