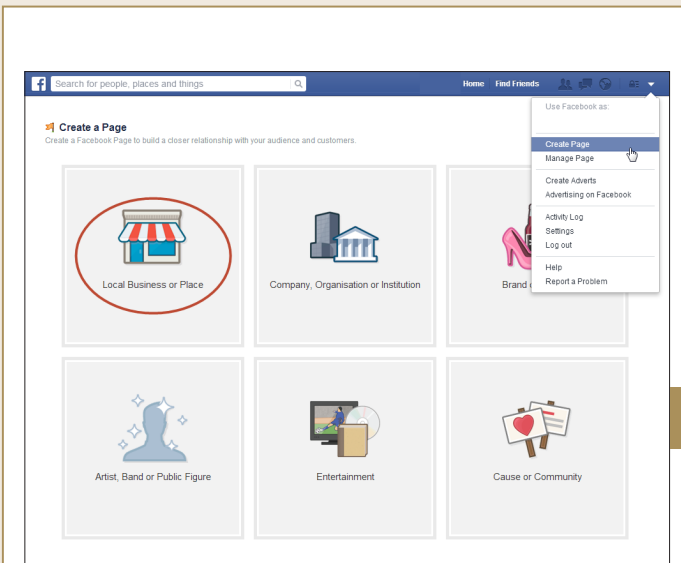


How to set up a Facebook Page

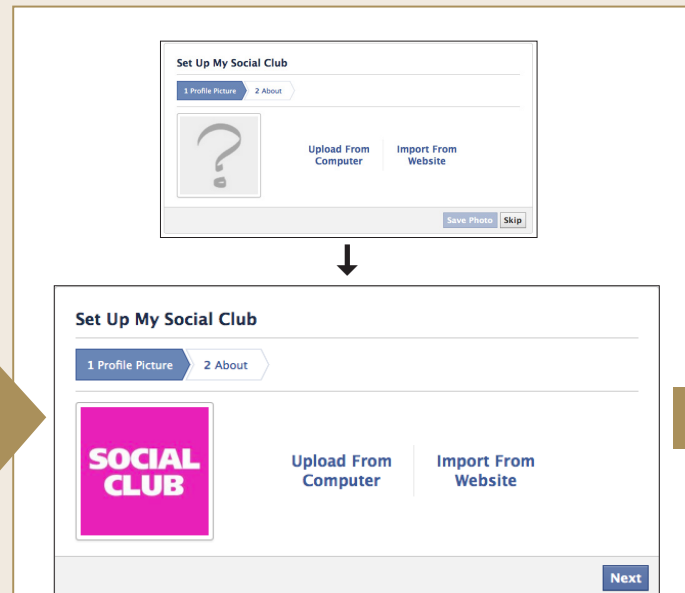
Facebook is an excellent way to generate word-of-mouth marketing about your fundraising with Entertainment™ Memberships. Plus, you can easily communicate your organisation's fundraising projects and widen your support base.

Below is a quick step-by-step guideline to creating a Facebook page, and tips on how to increase your followers and interact with your supporters.



1. Create a Facebook Page

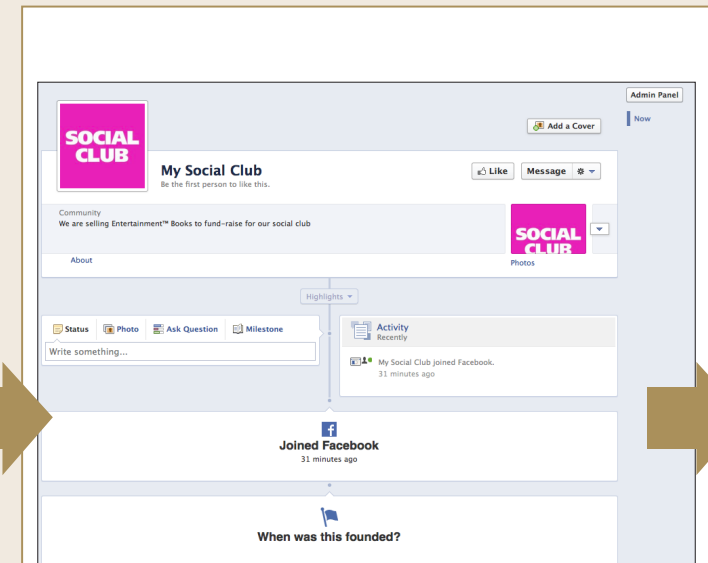
- Go to www.facebook.com
- Click on the arrow in the upper right corner, select a page, then create a business page.
- Login with your Facebook account. If you do not have one, you can set one up now.



2. Add an image and outline content

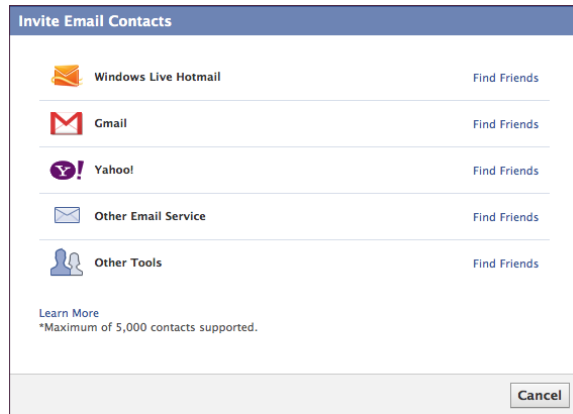
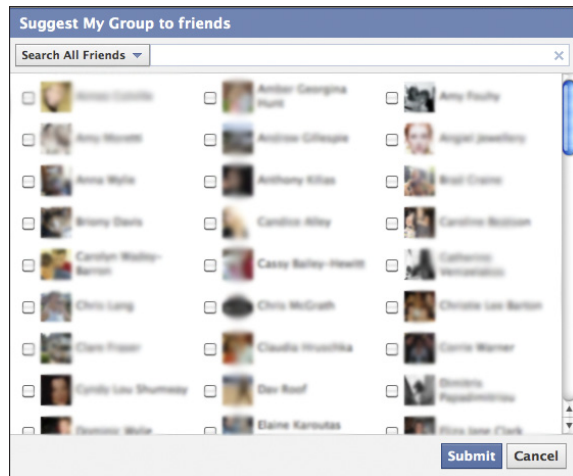
– Getting Started Page

- a) Upload a profile picture such as your organisation's logo
- b) Include a summary of your organisation
- c) Follow the numbered instructions on the Page to complete set-up. They are all optional.



3. Add more detail in the Info tab

- company/organisation overview
- mission
- products (if relevant)
- website address
- email address



4. Suggest friends

To get noticed on Facebook, you will need to have 'likes'. When somebody likes your Facebook page, they can see your posts, photos and can communicate with you via your 'wall'.

You can send invites from existing 'Facebook friends' or invite members from your email database.



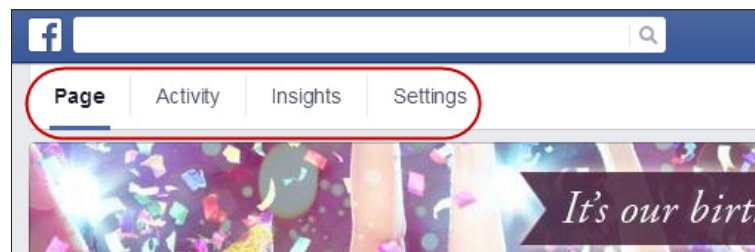
5. Upload a cover photo

This is a great place to showcase your cause or group. Choose a photo that best represents what you do. This will be the first thing visitors to your page will see, and can make quite an impact.

The best fit for this is 850px by 315px, however you can upload at any size to then scale and crop.

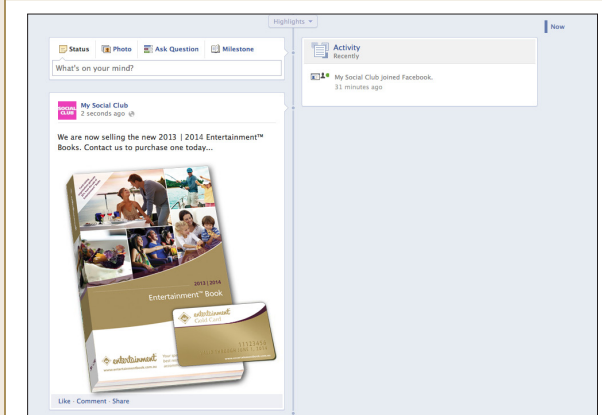
Make sure however, that your image doesn't breach any copyright rules, or contain 'advertising' content, because Facebook will remove this.

Visit http://www.facebook.com/page_guidelines.php for a full list of of Facebook guidelines.



6. Page Administration

This is a section that only you, and other admins to the page, can see. It's a guide to your account and shows you the activity, settings and insights of your page.



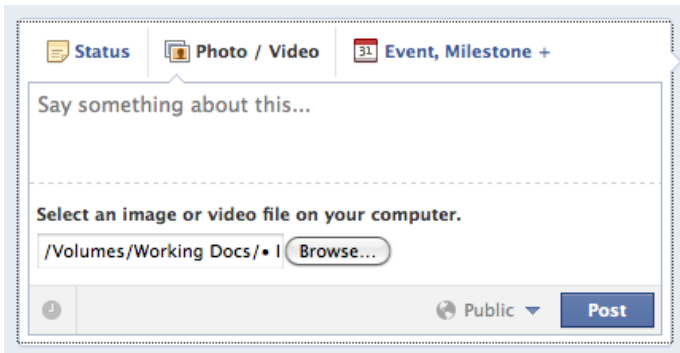
7. Post on your wall

Including a sales message on your Facebook or Twitter page is a great way to spread the word you are selling Memberships, and encourages your supporters to help by sharing posts to reach their friends also. When posting a message, include what you are fund-raising for, a link to the Flickrbook, and most importantly the link to your online order and payment page so customers can purchase Memberships easily and quickly.

You can spread a wall post out to fit the full width of the page. Just click on the star at the top right of the post and select highlight. You can also edit or delete the post here.

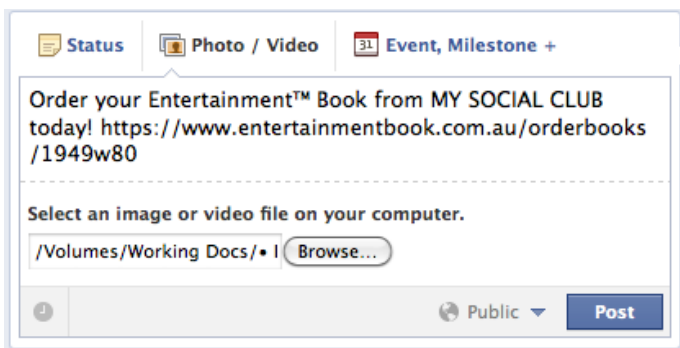


How to 'share' your payment page link on Facebook



Screenshot of the Facebook post creation interface. The top navigation bar includes 'Status', 'Photo / Video', and 'Event, Milestone +'. Below the navigation bar is a text input field with the placeholder 'Say something about this...'. Underneath is a section for selecting an image or video file, with a 'Browse...' button. At the bottom, there is a privacy dropdown set to 'Public' and a 'Post' button.

1. Select the image from the directory where you have saved it.

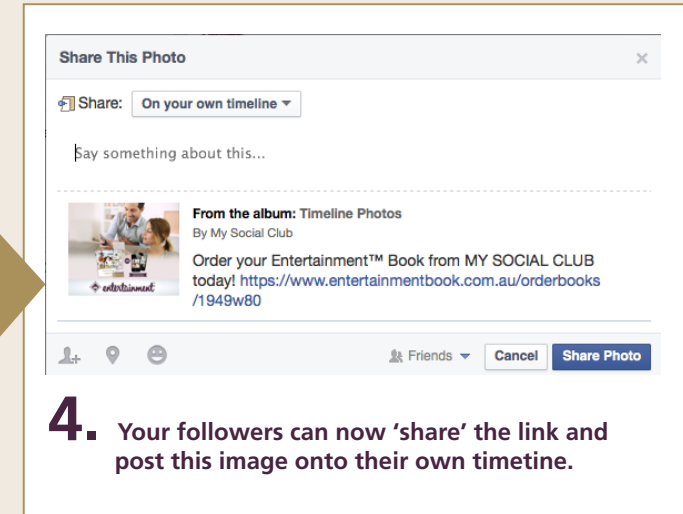


Screenshot of the Facebook post creation interface. The text input field now contains the message: 'Order your Entertainment™ Book from MY SOCIAL CLUB today! <https://www.entertainmentbook.com.au/orderbooks/1949w80>'. The 'Browse...' button is still visible below the text field.

2. Enter your sales message including group name and payment page link.



3. This is how your post will appear on your timeline and the newsfeed of your followers.



4. Your followers can now 'share' the link and post this image onto their own timeline.

How to set up a Twitter Page

Twitter is an information network made up of 140-character messages called Tweets. It's a way to discover the latest news ("what's happening") related to subjects, people and companies of interest.

Join Twitter today.

Full name

Email

Password

Username

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Profile

This information appears on your public profile, search results, and beyond.

Picture Book cover.jpg
Maximum size of 700k. JPG, GIF, PNG.
Need help uploading a profile image? [Learn more.](#)

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Website
Have a homepage or a blog? Put the address here.
[You can also add Twitter to your site here.](#)

Bio
About yourself in fewer than 160 characters.

Facebook
[Having trouble? Learn more.](#)



(Tip: make sure you include the full web address.)

Start tweeting

Simply type your message in the 'What's happening?' box shown above. Remember, you only have 140 characters, so you need to keep your message brief and drive people via links to more information on your website or Facebook page. Anyone following you will see you on their page and can respond to you.

1. Retweet, reply, react

Retweet messages you've found and like. (Tip: If you're a new user, others are more likely to find your messages if they are retweets or replies.)

2. Mention

You can reference others in your Tweets by including the prefix @ sign. For example, if you wanted to reference the Entertainment™ Book Page, you would write @entBookAu, and this will come up on any Followers' pages.

Remember you can also post links through your Tweets. For example if you have a Payment Page set up you can tweet the direct link, or post a link to the online Flick Book.

This will get you started but there are lots more features including adding photos or videos to your Tweets, or connecting to your Facebook, blog or website. There are great ideas on <http://support.twitter.com/groups/31-twitter-basics> to help you.

How to create an account:

1. Go to twitter.com, click the yellow button "Sign up for Twitter".
2. Search for Friends or companies, and follow them for their updates.

To follow the Entertainment™ Book click here: For Australia <http://twitter.com/#!/EntBookAU>
For NZ <http://twitter.com/#!/EntBookNZ>. Select the 'Follow' button.

Getting personal: Import contacts

Twitter can scan your email address book contacts in order to find anyone who is also using Twitter. Go to 'Find Friends' at the top left side of the Home page.

Setting up a hyperlink

You can set up a direct link to your Twitter Page from your website or through a link on your email signature.

You can embed the URL from your Twitter Page into the 'Like us on Twitter' button found on www.twitter.com. To do this, right click on the image and select 'insert hyperlink' (URL) of your Twitter Page.