Facebook is used by more than 2 billion people around the world. It can be an effective tool in reaching out to members, potential members and worker advocates in your community. A public facing Facebook page is one way to share the activities of your local and engage with important stakeholders. Check out the steps below on how to create a Facebook page.

1. Log into your personal Facebook account.
2. In the top tool bar select the downward triangle.
3. Select ‘Create Page.’
4. Select the page type that best suits your local. We recommend you select ‘Community or Public Figure.’
5. Enter a page name. **We recommend the name of your local.**
6. Enter a category. **We recommend ‘Labor Union.’**
7. Upload a profile picture or click ‘skip.’
8. Upload a cover photo or click ‘skip.’
9. **Your page is now created!** Follow the onscreen prompts to add details and content to your page.

*Remember: Do NOT set up or access any social media account using your government email address.*