## HOW TO CREATE A FACEBOOK PAGE

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.** 

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Invite your friends to like this Pa
43,772 people like this
42,905 people follow this

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- **1** Log into your personal Facebook account.
  - In the top tool bar select the downward triangle.
- 3 Select 'Create Page.'

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- 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.

## AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES, AFL-CIO