

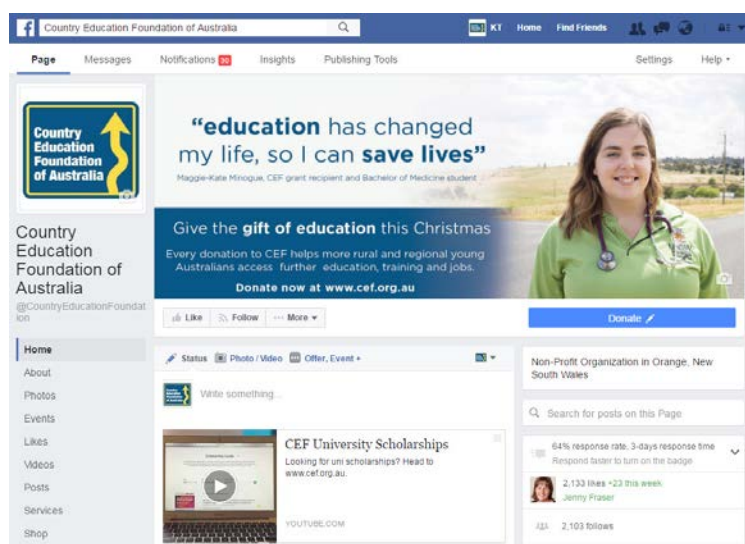


Starting a Facebook page for your local CEF

Social media is a great way for your local CEF to connect with students and supporters. Facebook is the most widely-used social media platform in the world. It's used by 15 million Australians to share updates, photos, videos, events and links

10 Steps to Create a Facebook page.

Your local CEF can be Facebook-ready in 15 minutes. Grab a cuppa and follow these easy steps:



1. You'll need a personal Facebook profile. If you don't have one, go to www.facebook.com to set one up.
2. Log in to your personal profile and click the arrow at the top-right and select **Create Page**.
3. Choose **Company, Organisation or Institution** as your Page Category (don't choose Cause or Community as it will limit your Facebook features).
4. Choose a **sub-category** for your page, such as Non-Profit Organisation, Education, etc...
5. Fill in your company name, eg, cefwalgett. Then click **Get Started**.

Use your Facebook page to:

- ★ Find and connect with new supporters who share your passion.
- ★ Engage your supporters and beneficiaries by creating opportunities for people to interact.
- ★ Inspire people to take action by spreading the word, attending events, volunteering or donating.

6. Add a Profile Picture: Upload a square version of your logo so people instantly recognise your brand when they go to your local CEF page. Email info@cef.org.au if you need a square CEF logo.

7. Add a Cover Photo: choose an image that shows people what your local CEF is about, eg, a picture of students being awarded their grants/scholarships.

8. Create a Username for Your Page: this will become your URL, so keep it simple. The CEF naming convention for CEF facebook pages is to use cef with your local foundation region name, eg, cefcowra, cefmacleayvalley.

9. Add a Short Description: try to sum up your local CEF in one sentence, eg, The Country Education Foundation of Nyngan provides grants, scholarships and mentoring to help rural and regional young people access further education, training and jobs.

10. Add to Favourites: create a quick link to your local CEF page by adding it to your favourites list. Congratulations, you're ready to start posting!