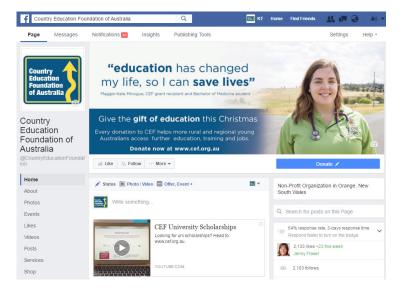


Starting a Facebook page for your local CEF

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 <u>www.facebook.com</u> to set up.

2. Log in to your personal profile and click create at the top-right and select **Create Page**.

3. Select **Busness or Brand** as your Page Category (<u>don't cuse Community</u> or public figure as it will limit your Facebook page 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**.



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. To access your square CEF logo Email <u>info@cef.org.au</u>.

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!

Country Education Foundation of Australia

1300 652 144

The information contained in this factsheet is intended to provide general information only and does not take into account your personal situation. Where appropriate, please seek additional advice from a legal professional.