

## **Facebook Tips for PLS Libraries**

Facebook and other social media platforms are third-party platforms. Peace Library System staff do not have back-end access to any library Facebook pages, and we do not store account logins or passwords. These pages are the responsibility of the local library to maintain and update.

We have limited capacity to troubleshoot and problem solve when library staff run into issues with the Facebook platform. We will, however, direct library staff to help documentation where necessary, and we have some tips and advice that library staff may find useful.

### **Facebook Profiles vs Pages**

A **Facebook Profile** is your personal account on Facebook. It's where you tell people about yourself, add friends and share personal updates. When you first join Facebook, you start with a profile.

You must have a profile already to create a **Facebook Page** or help manage one. Pages are places on Facebook where businesses, brands, nonprofits, and organizations like libraries can connect with their fans or patrons.

To create a Facebook Profile, [click here](#).

To create a Facebook Page, [click here](#).

### **Facebook Pages vs. Groups**

A **Facebook Page** is a public profile that allows organisations to promote their services and activities. Pages are great for showcasing your content, and is a front-facing window to the Facebook world. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed, and they can comment on posts and share them with their friends.

A **Facebook Group** is a community-based feature that gathers people with the same interests to discuss topics and share their opinions. It is more like a forum or message board.

A Facebook Page is what you should create for your library's digital presence on Facebook. Do not create a group.

### **Facebook Page Admins**

When a user who is logged in to their Facebook Profile creates a Facebook Page, that profile automatically becomes the Page's "admin", which means they can change how the Page looks and publish content as the Page. Only an admin can assign roles and change others' roles.

It is crucial that continuity of access to the library Facebook page is maintained through staff turnover, so you must set up multiple admins for the Facebook page. Having more than one administrator on the account means that even if the usual staff person responsible for posting on Facebook goes on vacation,

takes sick leave, or leaves their position at the library, the library will never permanently lose access to the library Facebook Page.

We recommend that the library manager and at least one board member are admins on the library Facebook Page at all times.

Keep in mind that multiple people can be admins on a Page, but each of these people needs their own personal Facebook Profile.

To add new admins to a Facebook Page, visit your library's Facebook page and then press **Edit Page Info** in the upper right hand corner. Access the **Page Roles** section in the menu. Under the box that says **Assign a New Page Role**, enter the name or email address of the Facebook Profile you wish to add as an admin, and make sure that **Admin** is selected instead of Editor or Moderator.

### **How to Post to Your Facebook Page**

Open the Facebook Page for your library while you are logged in to a Facebook Profile which has been designated as a page admin.

Enter your text in the Write a Post section at the top of the page. If you want to add a photo or video, hit the button underneath the text box that says Photo/Video and browse your computer to find the file you wish to upload. Once you are finished with your post, select Share Now.

You can schedule posts ahead of time, and pin a post to the top of your Page so it's the first thing people will see.

### **How to Reply to Comments on Your Facebook Page**

If you're an admin, editor or moderator, you can reply to comments on your Page's posts publicly or in a private message. To reply to a comment publicly, go to the comment. Click Reply below the comment. Add your reply and press the Enter key.

### **How to Share Posts from Other Pages to Your Facebook Page**

We encourage libraries to follow other libraries and library-related organisations so you can stay up to date on what's new in the profession in your News Feed. Peace Library System regularly posts library- and reading-related content that you might want to share on your library's Facebook Page.

If you see an interesting or relevant post you want to share, below the post, click **Share** in the bottom right. Select **Share to a Page**.

This will bring up a box that says **Share on a Page You Manage**. Make sure your library's Facebook Page is selected in the drop-down menu, especially if you are an admin on multiple Facebook pages. If you wish to add a comment to the post you are a sharing, type it in the box that says **Say something about this**. Click **Post**.

### **How to Change Your Cover Photo on Your Facebook Page**

Open your Facebook Page. Click **Edit** in the bottom right of your Page's cover photo.

Click **Upload Photo** to upload a photo from your computer. You can also click **Choose From Photos** to use a photo you've already uploaded to your Page.

After choosing a photo, click the photo and drag it up or down to reposition it. Click **Save Changes**.

### **How to Perform Other Tasks on Facebook**

The Facebook Help Center provides step by step instructions for virtually all tasks you can perform on Facebook. Visit the page at <https://www.facebook.com/help> and simply perform a search for the task you require assistance with.