Facebook is one of the most popular social networking sites. This guide will teach you how to use Facebook effectively, and as a stand-up Elk.

CREATING YOUR ACCOUNT
If you don't have a Facebook account, it's not too late! Signing up is as simple as 1, 2, 3.
2. Type your first name, last name, phone number or email, password, birthday, and gender into the form.
3. Click "Sign Up."

NAVIGATION
Now that you have an account, let's cover the basics.

Timeline: Your timeline can be viewed from your profile and is a virtual log of all of your engagement.

Profile: You can upload a profile picture, a cover photo, and other photos to your page. You can update your information by clicking "About."

Groups: Places where people who share common interests can come together around those interests. You can join all kinds of groups on Facebook.

News Feed: Curated posts from friends, family, people/pages you follow. Facebook automatically opens to your News Feed.

Pages: Similar to personal profiles, pages are for brands, organizations, businesses, and causes. You can "Like" pages, like the Elks National Foundation’s page, to have their content appear on your Timeline.

POSTING ON FACEBOOK
Facebook posts have many uses, from sharing life updates to funny quizzes to helpful articles. Here are some of the different types of posts to help you choose how to engage!

- Feeling or Activity Posts share what you’re doing and how you’re feeling, giving your friends a little insight into your life!
- Check Ins allow you to share places you’ve visited with your followers.
- Polls let your friends give their opinion on certain topics.
- Support Nonprofit lets you share a nonprofit donate button, which your friends can click to support the organization.
- Ask for Recommendations allows you to ask your friends for recommendations for restaurants, doctors, etc.

You can share other people’s posts to your timeline by clicking the “Share” button! Many websites have also made it easy to share articles and more; clicking the Facebook icon on an article will redirect you to Facebook with a pre-made post!

GRAND LODGE GUIDELINES
Before you start posting about the Elks or the Elks National Foundation on your Facebook or your Lodge’s Facebook, it is important to read through the Grand Lodge’s Social Media Guidelines.

Not only do the guidelines explain how to represent the Elks with the values the Order stands for, but they also offer many helpful tips for creating your posts!

Questions?
Contact the ENF Communications Department at 773/755-4764 or cathleend@elks.org