



# FACEBOOK BASICS

Facebook is one of the most popular social networking sites. It offers a great way to connect with friends, family, fellow Elks and prospective donors. This guide will teach you everything you need to know about using 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.

1. Go to [facebook.com](https://facebook.com).
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.



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



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



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



**Groups:** Places for group communication where people can share common interests and come together around those interests. You can join all kinds of groups on Facebook, like the ENF Fundraising Chair Facebook group.



**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 correctly!

- **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.

### TIP

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?

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