

# Facebook – the Basics

Facebook is an essential tool in getting the word out about Elders Climate Action. Here are a few useful tips to share ECA with your friends and family on Facebook. The more our Facebook page is visited, LIKED, and SHARED, the more people we will reach. In order to be seen, we need you!

To get started Sign up on Facebook.com, set up your profile and find your friends and family. Once you are set up, find Elders Climate Action (use search bar) and LIKE our page.



**Like pages on Facebook.** You can search for Elders Climate Action and more using the Facebook search bar. Click the “LIKE” button to receive updates on your newsfeed when they are posted to the ECA page. Once you click the “LIKE” button it will change to say “LIKED” and you will see ECA postings in your newsfeed

## Getting started with Posting and Sharing

The image consists of two screenshots of the Facebook interface, illustrating the steps to post and share content.

**Top Screenshot: Personal Profile**  
This screenshot shows a user's personal profile page. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Jen'. Below the navigation bar, there are three main sections: 'Update Status', 'Add Photos/Video', and 'Create Photo Album'. A large red arrow points to the 'Update Status' section, which contains a text input field with the placeholder 'What's on your mind?'. To the right of the input field are buttons for 'Friends' and 'Post'. The left sidebar shows the user's profile information, including 'Jen Chandler', 'Edit Profile', and a list of 'FAVORITES' (News Feed, Messages, Events) and 'PAGES' (Elders Climate Action, Northpoint Expedi..., Mountain Artists G..., Prescott's 4th Frida..., Pages Feed, Like Pages, Create Page, Create Ad). The right sidebar shows 'TRENDING' topics and a 'SPONSORED' advertisement for socks.

**Bottom Screenshot: Elders Climate Action Page**  
This screenshot shows the Facebook page for 'Elders Climate Action'. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Jen'. Below the navigation bar, there are four main sections: 'Page', 'Messages', 'Notifications', and 'Insights'. The 'Page' section is active, showing the page's cover photo, name, and a 'Sign Up' button. A large red arrow points to the 'Write something...' text input field in the 'Status' section, which is highlighted with a red star. Below the input field are buttons for 'Photo / Video', 'Offer, Event +', 'Boost Post', and 'Publish'. The left sidebar shows the page's profile information, including '607 likes +3 this week', '665 post reach this week', and a 'Boost Your Page for \$5' button. The right sidebar shows the page's 'THIS WEEK' statistics, including '665 Post Reach' and '87 Post Engagement'. The main content area shows a post from 'Elders Climate Action' shared by 'Hazel Chandler' with the text 'Another record breaking year. Take a look. Ask your friends to like this page and join Elders Climate Action. The voice of elders brings the power of the largest voting block. Check out [www.eldersclimateaction.org](http://www.eldersclimateaction.org)'.

**Share what's on your mind.** To make a post, click the field at the top of your own

Newsfeed or Profile, or on a friend's/organization's page. Type **what you want to share**. When you are ready to post, click the blue Post button. (On an Organization's page click the blue Publish button)

Click the Privacy button next to the Post button to choose who can see your post.

Typing in a "@" symbol followed by a friend's name will bring up the option to tag that person in your post. They will receive a notification that you've tagged them in your post.



Add a location to your post by clicking the Pin icon at the bottom of the post box.

The screenshot shows a Facebook interface. At the top are navigation tabs: Page, Messages, Notifications (17), Insights, Publishing Tools, Settings, and Help. The main content area displays a post from 'Elders Climate Action' published on December 13 at 2:39am. The post text says 'Have you checked this out? Share it with your friends' and features a link to 'ECA Newsletter Dec. 2015' with a preview image of a tree and the text 'Have you checked this out? Share it with your friends'. Below the link is a 'Boost Post' button. The post shows '56 people reached' and '1 share'. At the bottom of the post is a comment box with the placeholder text 'Write a comment...'. A large red arrow points to this comment box. On the left side of the post, there is a section 'LIKED BY THIS PAGE' showing profiles of NRDC and US Climate Action Network (USCAN). On the right side, there is a 'Promote' dropdown menu and a 'THIS WEEK' summary showing 665 Post Reach, 87 Post Engagement, 0 Sign Up, and 0 Website Clicks. At the bottom of the page, there is a footer with links for English (US), Privacy, Terms, Cookies, Advertising, Ad Choices, and More, along with the Facebook copyright notice for 2015.

**Comment on a friend's post.** In your newsfeed, you will see a list of your friends' posts and posts from pages you have Liked. Under each post is a box with your profile picture and a text field that says "Write a comment". Click the field to add your comment or photo. You can tag other users in your comment just like you would a regular post.

**"LIKE" or "SHARE"** a post to show that you think it is a good post worthy of being seen. Posts that get Liked or Shared end up at the top of your friends' newsfeeds more often, and can help posts spread across Facebook.

**Share a link to another site.** You can link to material all over the web by using your status update. Paste the URL for the site you want to link to and you will see a preview appear below the text field. You can then delete the link and the preview link will remain. You can link just about anything, including YouTube videos, blog articles, images, and more.

