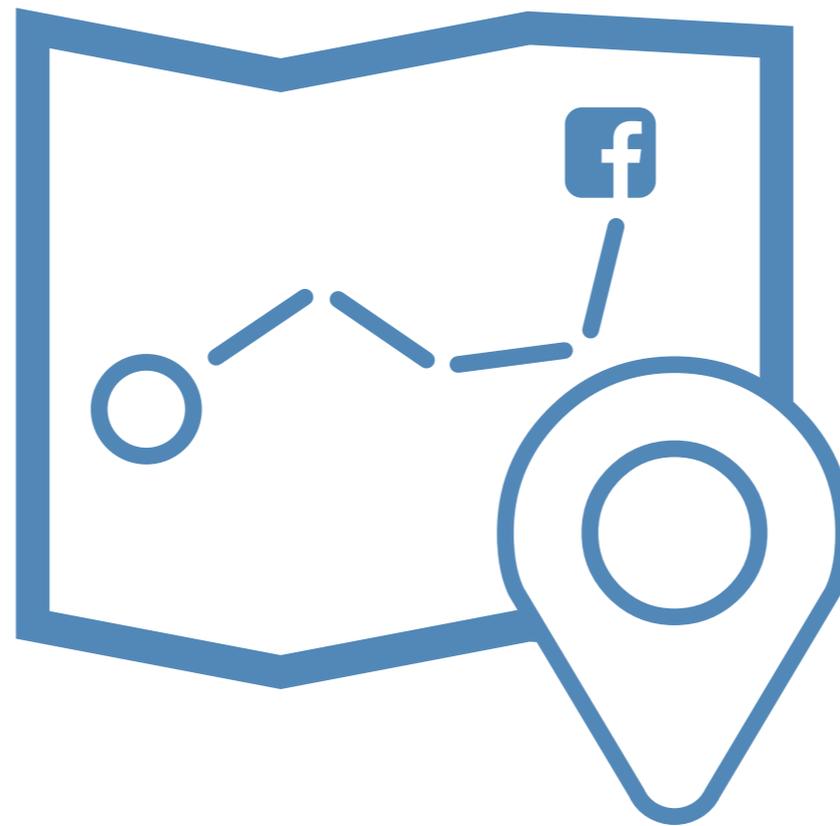


Facebook Platform Guide

Admin Roadmap



Today's Lesson

- ① *Review Platform Interface*
- ② *Account Administrators*
- ③ *Page/ Profile/ Account Settings*

Your Club Profile Page

PROFILE PHOTO

Leave no doubt for the user by using your club logo as your business profile photo. This is the most recognizable image of your club and you can save those beautiful images of the club grounds for your cover photo.

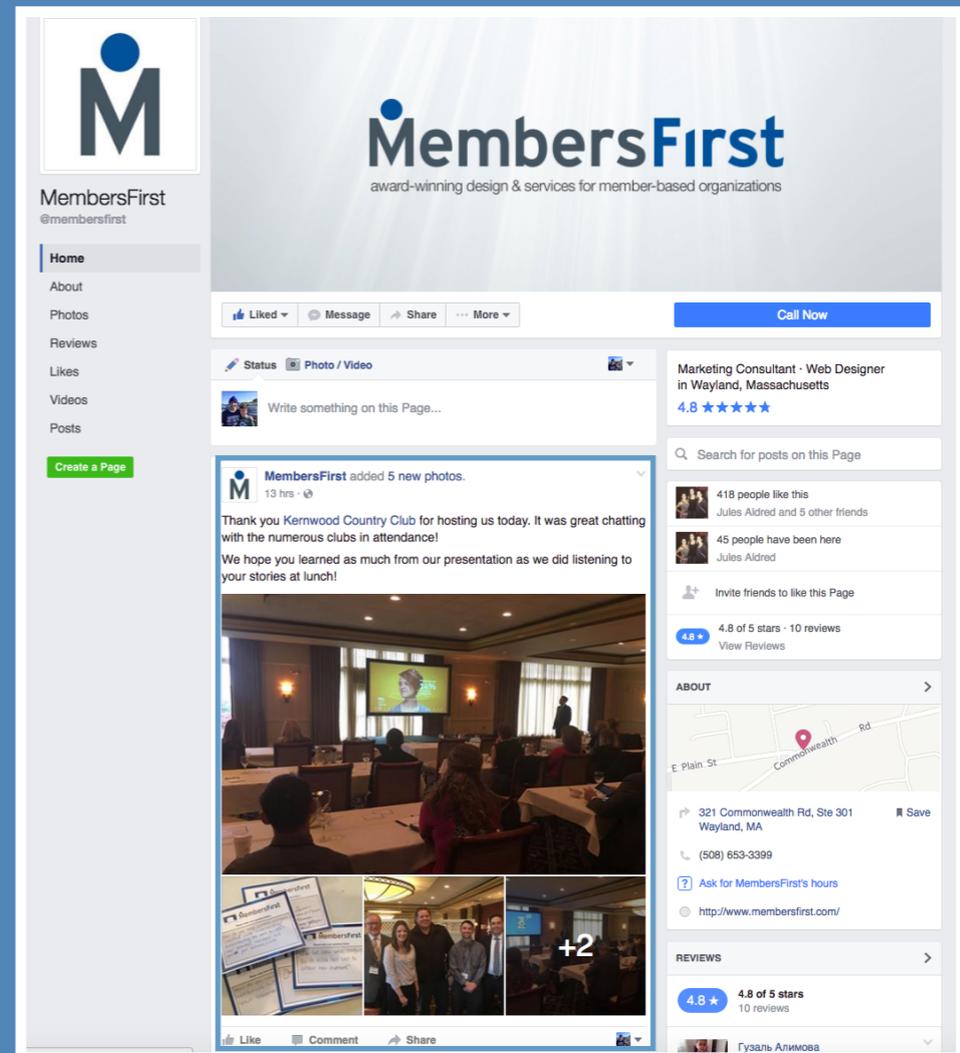
COVER PHOTO

Your chance to get creative. Show off an incredible image of your club or bring attention to your call to action button.

PROFILE PHOTO



COVER PHOTO



CALL TO ACTION



FACEBOOK POST HIGHLIGHTED ABOVE

Your Club Profile Page



CALL TO ACTION BUTTON

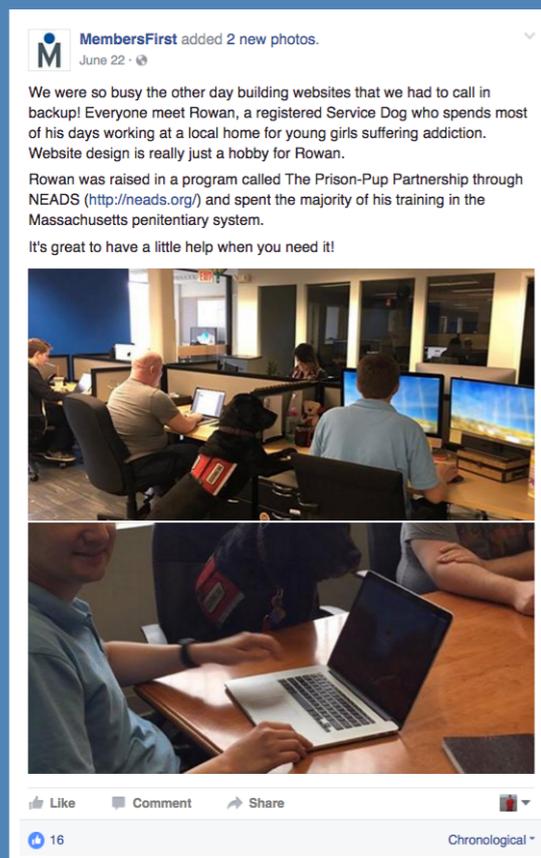
A great way to send users to your site or encourage them to get in touch with someone at your club. There are a number of different options for your CTA button, so be sure to choose one that makes the most sense for your club and your goals.

YOUR POSTS

Your own personal feed of past Facebook posts. You can scroll through all of your previous posts and even “Boost” a post that is performing particularly well. This will allow your post to appear at the top of users’ news feeds as a Sponsored Post.

PAGE INFO

Shows more details like your Long Description, Category and Subcategory, Recommended Attire, Specialties, Etc.



CALL TO ACTION

YOUR POSTS

Your Club Profile Page

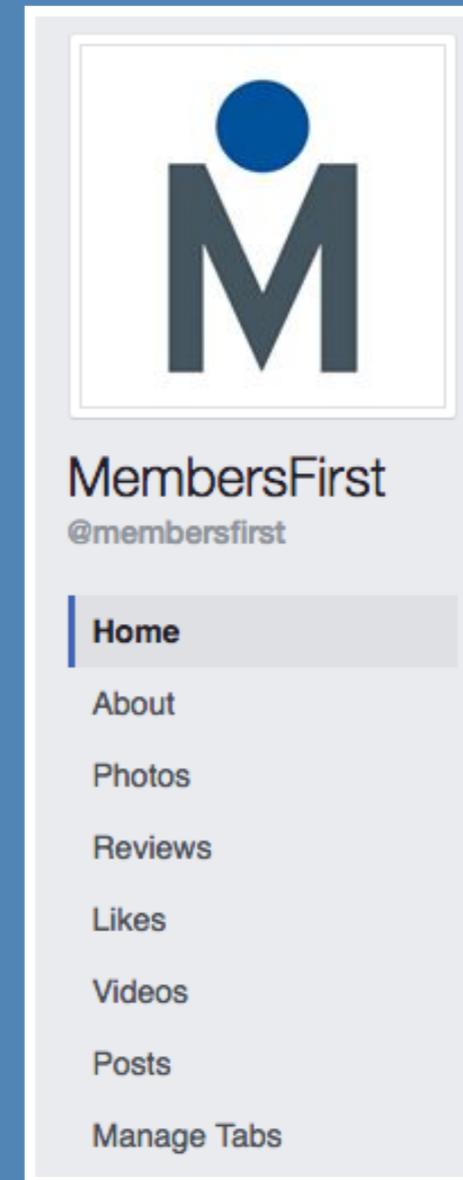
ABOUT

The Overview displays all of the more general information about your club: location (with a google map image), a short bio, hours, phone number and website.

PHOTOS

View your existing photos or add a new one by clicking the [Add Photos](#) button or the empty photo space in the top left of the photo collage.

To create an entire album, click on [Albums](#) on the right side of the page and once again, you can either create an album by clicking [Add Photos](#) or the empty square in the album collage.



Pages Feed

What are other clubs and brands up to?

Your Pages Feed is home to your Facebook news feed. What is this you ask? This is where the most recent and interesting activity of the people and pages you follow is displayed.

When you go to your profile, along the righthand side of the screen you will see the option to [See Pages Feed](#) click on that to be brought to the feed.

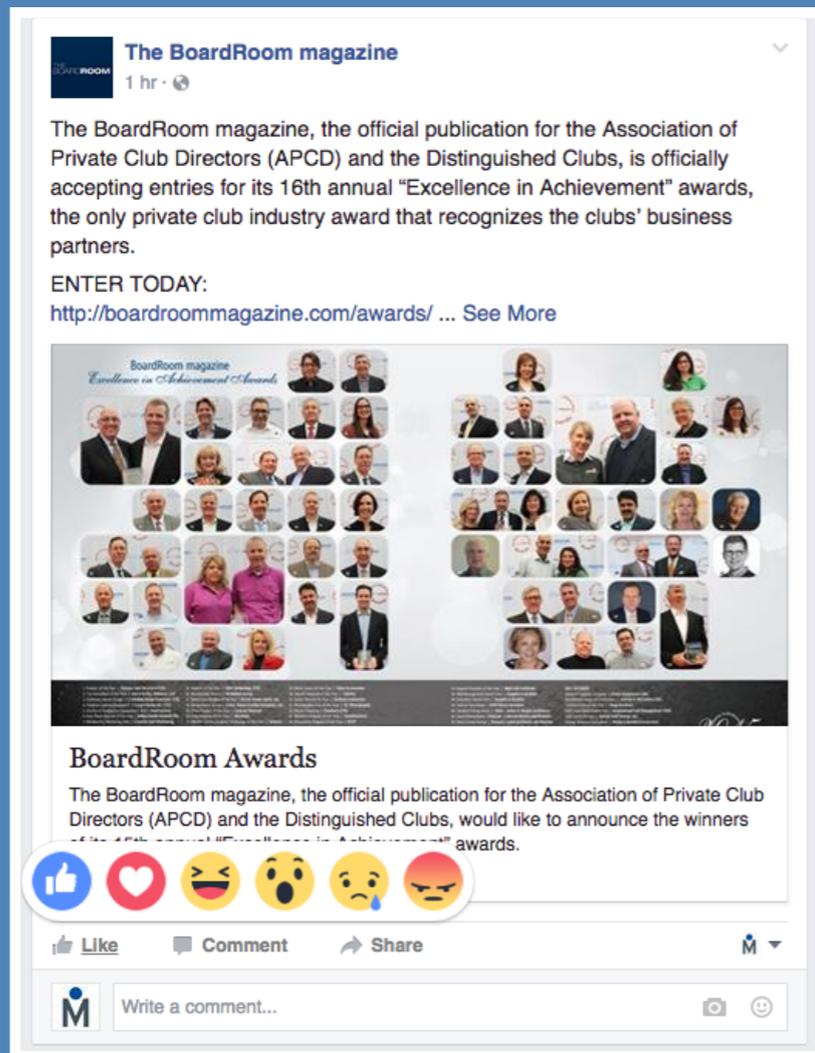
At the top of the page, there is green button labeled [Like Other Pages](#). Click on this to search for and [Like](#) other businesses so that they are added to your Pages Feed. On the left-hand side, you can explore all of the pages that you liked.

LIKE OTHER PAGES



The screenshot displays the Facebook Pages Feed interface. On the left, a vertical list titled "LIKED BY THIS PAGE" shows various golf-related pages: PGA WEST Golf Resort & Club, CMAA, Performance Fitness, New England PGA, Traditions Club, The BoardRoom magazine, PREFERRED CLUB, MacGregor Downs Country Club, Worthington Country Club, and New England Club Managers Ass... At the top right of the feed area, there is a green button labeled "Like Other Pages" and a "Pages Feed" header with a sub-header "See posts from other Pages that MembersFirst likes". The main feed shows a post from "The BoardRoom magazine" (1 hr) featuring a grid of award winners and the text "BoardRoom Awards". Below it is a post from "Oahu Country Club" (25 mins) with a photo of a palm tree and the text "Well at least with all this rain the course is mighty green! Rain, rain go away, let the golfers come out and play! #OahuCountryClub #Paradise #Golf #Hawaii". At the bottom, there are language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and a footer with "Privacy · Terms · Advertising · Ad Choices · Cookies · More" and "Facebook © 2016".

Don't Be Shy, Be Social



LIKE POSTS WITH REACTIONS

Interacting with your Pages Feed

Underneath each news item, you will see 3 options for interacting with the post.

- Like
- Comment
- Share

The **Like Button** feature has been enhanced with Reaction Buttons. Now, if you hover over the Like Button, you will be presented with different reactions and emotions other than just a plain old **Like**.



Private Messages

Be responsive – it's important

Navigate to this screen in the top navigation to view your private messages.

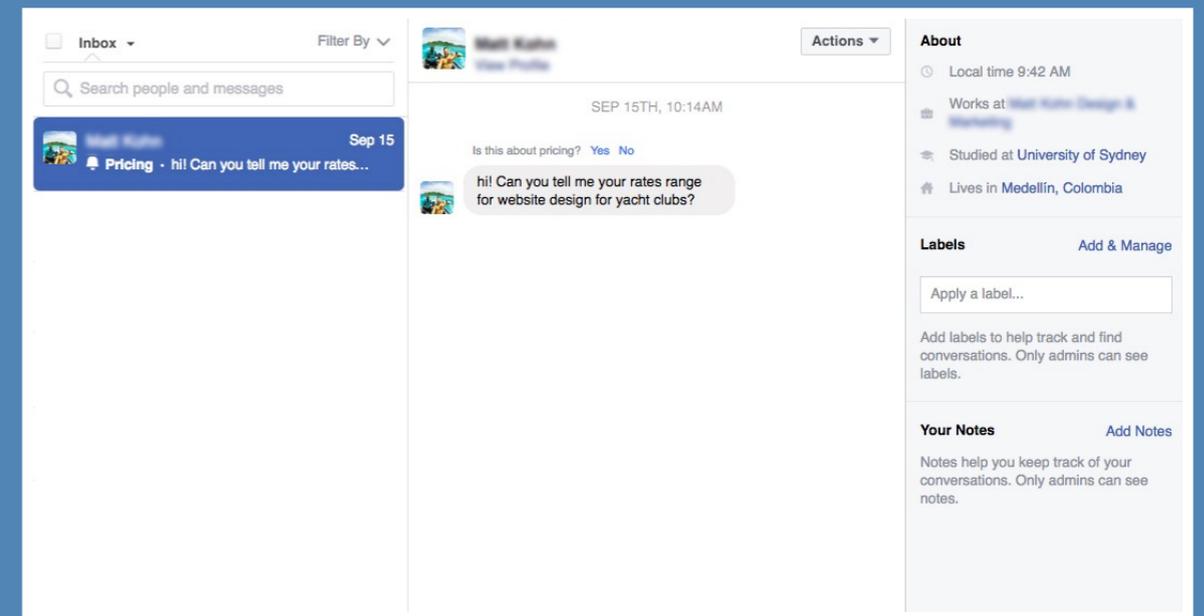
As you toggle between message threads, you'll notice that the private message feature also works as a CRM in a way. Information regarding the person messaging you appears on the right side of the screen.

You can utilize this information to respond in a more informed way.

NOTE:

Be sure to respond to private messages in a timely manner as this can earn you a [Responsiveness Badge](#), which further improves your page's credibility.

** *Responsive badge shown below in green*



Notifications

Hey! You're popular!

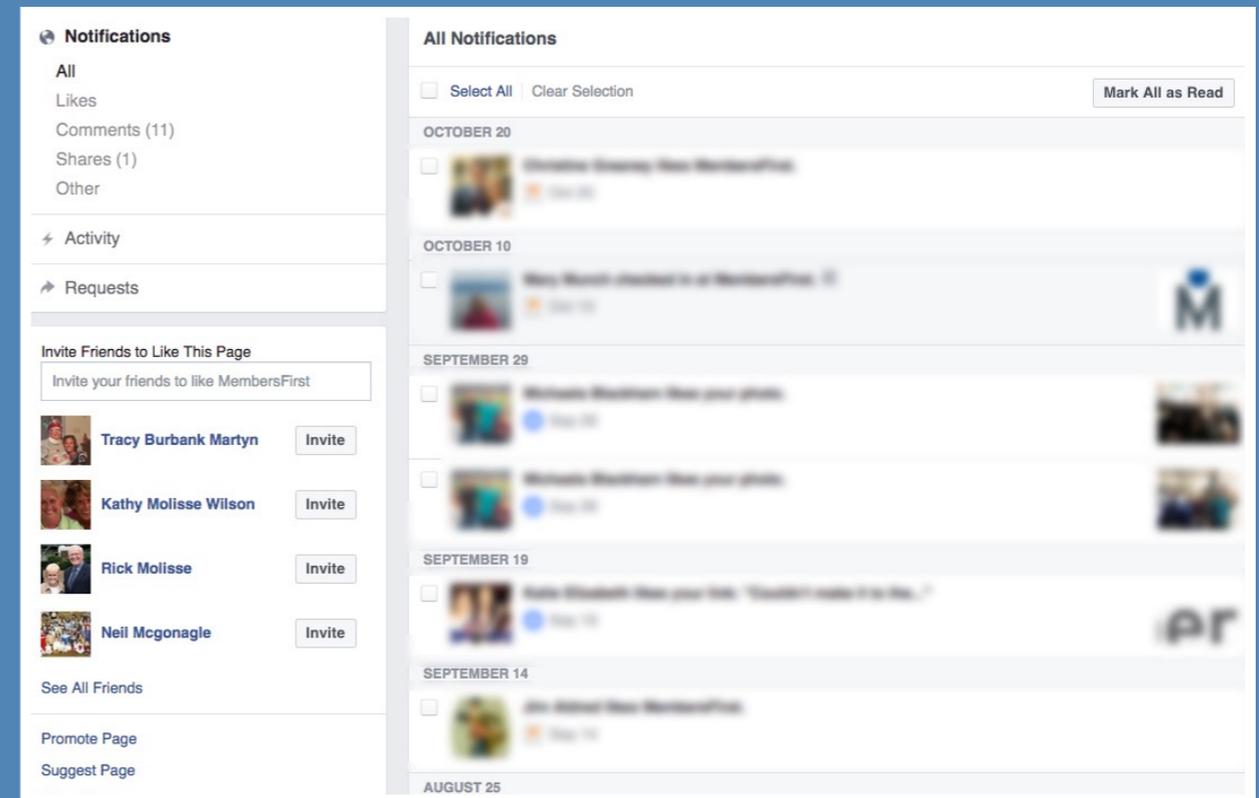
When you navigate to the Navigations tab, in the top navigation, you can sort incoming notifications by type:

- Like
- Comment
- Share

However, you can also dive deeper by expanding that menu in the upper left corner by clicking into [Activity](#) or [Requests](#).

Inside [Activity](#) you will also see [Reviews](#), [Check-Ins](#) and [Mentions](#).

As a private club, [Reviews](#) and [Check-Ins](#) will likely be your most frequent notifications.



Publishing Tools

SCHEDULED POSTS HIGHLIGHTED BELOW



The screenshot shows the Facebook Publishing Tools interface. On the left-hand navigation menu, the 'Posts' section is expanded, and 'Scheduled Posts' is highlighted with a blue border. Below this, there are sections for 'Drafts', 'Expiring Posts', 'Videos', 'Lead Ads Forms', and 'Canvas'. The main content area displays a table of 'Published Posts' with columns for 'Posts', 'Reach', 'Clicks/Actions', and 'Published'. The table contains several rows of posts with their respective reach and click data.

Posts	Reach	Clicks/Actions	Published
<input type="checkbox"/> Couldn't make it to the #PCMAconference? You can s...	25	2	Sep 19, 2016 at 1:30pm HubSpot
<input type="checkbox"/> Good luck Lefty! Would be nice to see Phil go back to b...	69	2	Jul 28, 2016 at 10:28am Trevor Coughlan
<input type="checkbox"/> Sean had way too much fun with Snapchat and Pokem...	419	67	Jul 18, 2016 at 8:08am Trevor Coughlan
<input type="checkbox"/> We were so busy the other day building websites that ...	227	48	Jun 22, 2016 at 3:10pm Trevor Coughlan
<input type="checkbox"/> Awesome group last week in Florida! A big thanks to th...	320	19	Apr 25, 2016 at 2:04pm Trevor Coughlan
<input type="checkbox"/> Dawn Taylor enjoying her time at Santa Ana Country Cl...	413	29	Apr 15, 2016 at 8:20am Cobalt Jim
<input type="checkbox"/> Our Design & Project teams implementing a well-desig...	283	31	Mar 24, 2016 at 2:14pm Cobalt Jim

Let's be proactive!

Scheduling posts is an easy way to make your page successful. You can find this option where you would create a post normally. However, you can also do so in the Publishing Tools view.

In the left-hand navigation, click into **Scheduled Posts** and then click the blue **Create** button in the upper right.

You can now plan a post for later on in the week (or months from now) so you don't forget!

You will also see a detailed list of your most recent posts along with a snippet of insights for each individual post.

Page Roles

Build your team

Completing this step allows you to add multiple people as administrators of your Facebook page. To add someone, the person you wish to add as an admin must currently like the page.

Once they have liked the Facebook page, go to Settings, Page Roles and then Specify an Email Address using the email address that the user has attached to their personal Facebook account.

They should receive a notification informing them of their newly granted permissions.

NOTE:

Sometimes this takes a couple of tries. Facebook sometimes isn't perfect.

PAGE ROLES HIGHLIGHTED BELOW



The screenshot shows the Facebook Page Roles settings for the 'MembersFirst' page. The left sidebar contains a list of settings: General, Messaging, Post Attribution, Notifications, Page Roles (highlighted with a blue border), People and Other Pages, Preferred Page Audience, Apps, Instagram Ads, Featured, Crossposting, Page Support Inbox, and Place Tips. Below these is an 'Activity Log' link. The main content area is titled 'PAGE ROLES HIGHLIGHTED BELOW' and contains the following information:

- General:** Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more.](#)
- Add Person:** A search box with the placeholder text 'Type a name or email...'. Below it, a role is assigned: **Editor** - Can edit the Page, send messages and publish as the Page, create ads, see which admin created a post or comment, and view insights. A '+ Add Another Person' link is also present.
- Page Owner:** Admins of the MembersFirst business can manage roles and other permissions on this Page. The page logo 'MembersFirst' is shown.
- Admins:** Admins can manage all aspects of the Page including sending messages and publishing as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles. A list of six admins is shown, each with a profile picture, name, and role: Victoria Burns (Employee of MembersFirst, Admin), Trevor Coughlan (Admin), Ricky Wilson (Employee of MembersFirst, Admin), Hilary Scott (Employee of MembersFirst, Admin), Kevin Kopanon (Admin), and Ryan Maione (Admin).

Page Roles

A WHO'S WHO of Page Roles

Let this chart help you understand page roles and permissions.



	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓

Business Page Verification



Too legit to quit!

Prove to everybody that you're the real deal and verify your page. You can do so by answering an automated phone call from Facebook that presents you with a 4 digit verification code.

Or you can upload any of the following documents to verify your page:

- Business utility or phone bill
- Business license
- Business tax file
- Certificate of formation
- Articles of incorporation

Remember, this is all done in your settings in the **General** tab.

Optimization Checklist

Put yourself on the Facebook map!

All of those settings in the General tab can be quite overwhelming. Use our free MembersFirst Facebook Profile Optimization Checklist to go through the more important settings and ensure no stone is left unturned.

Now people will find you easily and know they have found the right page. This is a vital step in having a well developed social media presence and directly impacts your club's search rankings.

[View Our Facebook Profile Optimization Checklist](#)



Resources

*You're off to a great start!
Here are just a few **extra** resources*

- [Boost Your Response Time](#)
- [What Are Place Tips?](#)
- [Understanding Page Roles](#)

