



# Minnesota Women of Today

## How to Facebook Guide: Schedule Posts and Create Events

**Do you have a Chapter Facebook Page?**  
**Are you looking for ways to increase visibility and community recognition?**  
**MNWT is here to support your local promotions.**

### How to Use the Promotions Packet




Every three months you will receive a Facebook promotions packet for your chapter. Follow the simple directions and you will have a dynamic Facebook account with only 20 minutes worth of effort every three months.

- ❖ Included in this packet are thirteen weeks of posts.
  - Each week is broken up into three days (Sunday, Wednesday and Friday).
    - It is highly recommended you schedule all three months of posts at one time.
    - This is the most efficient way to manage your Facebook page, as it allows for seamless posting without the concern of missing a post and at the same time saves hours of work over the course of the three months.
      - Each day has a date next to it to make scheduling the posts that much easier, no need to look at a calendar!

### How to Schedule Facebook Posts

Scheduling posts on Facebook has many advantages:

- ❖ Save time
- ❖ Post regularly
- ❖ Connect and engage with people
- ❖ Increase your social media engagement


- **On a Desktop-** using a laptop is the easiest way to schedule posts on Facebook.
  - From your News Feed, click  **Pages** in the left menu.
  - Go to your Page.
  - Click **Publishing Tools** in the left column.
  - Click  **Create Post** in the top.
  - Create your post.
  - Click  and select **Schedule Post**.
  - Select the date and time when you want the post to publish and click Schedule, then click **Schedule Post**.
- **On a Mobile Device-** The standard Facebook app does not allow you to schedule posts. If you Facebook on your phone, you can schedule posts using the Facebook Business Suite App. This process takes much longer. If you would like support using the app, please contact the Marketing Team ([mkvp@mnwt.org](mailto:mkvp@mnwt.org)).
  - **Install Facebook Business Suite on your phone or tablet (according to [wikiHow](#))**
    - **iPhone/Pad:** Visit <https://apps.apple.com/us/app/facebook-pages-manager/id514643583> to download the app, or search for “Facebook Business Suite” in the App Store.
    - **Android:** Go to <https://play.google.com/store/apps/details?id=com.facebook.pages.app> in your mobile web browser to download Facebook Business Suite, or search for it in the Google Play Store.
  - **Open Facebook Business Suite.**
    - It’s the grayish-blue icon with a white stylized circle inside. If you’re not already signed in, follow the on-screen instructions to log in with the Facebook account you use to manage the Page.
  - **Open the Page on which you want to schedule a post.**
    - Business Suite will automatically open to your Page. If you have more than one Page and need to switch to another to schedule the post, tap your profile icon at the top-left corner and select that Page now.
  - **Tap Publish.**
    - It’s the gray button near the top-left corner of the screen.
  - **Compose the post you want to schedule.**

- Type the post as you'd like it to appear in the "Write Something..." field.
      - You can also add photos, tag your location, choose a feeling/activity, or any of the other options from the bottom menu.
  - **Tap Next when you're finished.**
    - It's at the top-right corner.
      - A preview of your post will appear, along with some scheduling options.
  - **Select Schedule for later.**
    - It's under "Scheduling Options" at the top of the screen.
  - **Select a date and time.**
    - Select the time and date on which you want the post to appear on your news feed.
      - Make sure to choose either **AM** or **PM** as needed.
      - The soonest you can schedule a post is in 20 minutes from now. The latest is 75 days from now.
      - The date and time you select are in your own time zone.
  - **Tap Set Date or Done.**
    - The option name varies depending on your version of the app.
  - **Tap Schedule to save and schedule the post.**
    - It's at the top-right corner.
    - The post is now scheduled to appear on your Page's news feed at the selected date and time.
    - After scheduling your post, you'll be taken to the Posts & Stories screen.
      - To see your scheduled post, tap the drop-down menu at the upper-left corner and select **Scheduled**.
  - **Edit a scheduled post (optional).**
    - If you decided you want to edit the post, publish it immediately or cancel publishing, you can do any of these things.
    - Here's how:
      - If you left the Posts & Stories screen, tap the second icon on the bottom (two overlapping windows) to return now.
      - On the **Posts** tab, select **Scheduled** from the drop-down menu.
      - Tap the three dots to the right of the scheduled post.
        - Select **Edit** if you want to change the contents
        - **Reschedule Post** to schedule it for a different time
        - **Publish Post** to publish it now
        - **Delete Post** to delete its contents

### How to Create Events

Take the time to add your chapter events to Facebook; chapter meetings, membership socials, and public service projects. Looking ahead, you want your events to be listed on Facebook at least three months before they happen.

- **On a Desktop. (According to [wikiHow](#))**
  - **Open [Facebook](#).**
    - This will open your Facebook News Feed if you're already logged into Facebook.
      - If you aren't logged in, enter your email address (or phone number) and password in the top-right side of the page, then click **Log in**.
  - **Click [Events](#).**
    - It's next to a calendar icon on the left side of the News Feed page.
  - **Click [+ Create Event](#).**
    - This blue button is on the left side of the screen. A drop-down menu will appear.
    - **Select an event type.**
      - Click one of the following in the drop-down menu:
        - **Create Private Event** - Creates an event that only people who are invited can see.
        - **Create Public Event** - Creates an event open to all people, regardless of whether or not they have Facebook accounts.
  - **Upload a photo for your event.**
    - Click **Upload Photo or Video** to open a window with your computer's files in it, then select a photo or video and click **Open** at the bottom of the window.
  - **Add a name for the event.**
    - In the "Event Name" text field, type in the name that you want to use for your event. The name should be descriptive but concise (e.g., "(Your Chapter) Birthday Social").
  - **Enter a location.**

- Type the address or general area in which the event will occur into the "Location" text field.
      - Can leave this blank if it is a zoom event.
  - **Add a start and end time.**
    - You'll do this in the "Start" and "End" sections, respectively.
      - If you're creating a private event, you'll only have the "Start" section here, though you can click the **+ End Time** link to add an end time.
  - **Type in a description.**
    - Enter a description of the event in the "Description" text box.
      - This is a good place to add information about rules, goals, the event's itinerary, and so on.
  - Click **Create** or **Create Private Event**.
    - It's a blue button in the bottom-right corner of the window.
      - Doing so will publish your event, after which point you can invite friends by clicking **Invite**, selecting **Choose Friends**, and selecting friends.
- **On a Mobile Device.**
  - Open Facebook.
    - Tap the Facebook app icon, which resembles a white "f" on a dark-blue background. This will open your News Feed page if you're logged in.
    - If you aren't logged in, enter your email address and password before continuing.
  - Tap 
    - It's in either the bottom-right corner of the screen (iPhone) or the top-right corner of the screen (Android).
      - Doing this opens a menu.
  - Tap **Events**
    - You'll find a calendar-shaped option near the top of the menu.
  - Tap **Create (iPhone)** or **+**.
    - iPhone tap Create in the top-right corner of the screen.
    - Android tap the blue plus sign in the bottom-right of the screen
      - This will bring up a menu at the bottom of the screen.
  - **Select an event type.**
    - iPhone select an event type from the menu.
    - Android tap the event type at the top of the page.
    - Select one of the following options:
      - **Create Private Event** - Makes a Facebook-only event that only invited people can access.
      - **Create Public Event** - Makes a public event that anyone can access, including people who don't have Facebook accounts.
      - **Create Group Event** - Allows you to select a group that you own as the invitee base. This will lock the event to anyone that is not in the group that you select.
  - **Enter a name for the event.**
    - Tap the "Event title" text field at the top of the screen, then type in the title that you want to use.
  - **Upload photos for the event.**
    - Tap the camera or photos icon to the right of the event's name, then select photos from your phone.
  - **Add a time for the event.**
    - Tap the current time (it will say "Today at [time]"), then select a date and time and tap **OK**.
  - **Add a location.**
    - Tap the "Location" field, type in a location's name, and then tap the location itself. This will assign an address to the event.
  - **Add a description.**
    - Tap the "More info" field, then type in any information that will help inform people who are coming to your event. This is a good place to add things like house rules, expectations, and an itinerary.
  - Tap **Create**.
    - This is a blue button at the bottom of the screen. Doing so will publish your event.

### **Elevating Your Facebook Page to the Next Level**

You have three posts a day and all of your events scheduled for the next three months. Now What? This is where you can get creative. When you are at chapter functions, take photos and post them to your Facebook page. Add a cute heading. Make it fun and keep it positive.

- **Hash Tags:** Hash tags increases the searchability of your page. Use simple, short words or phrases, along with a chapter hash tag and #MNWT at the end of every post. To learn more about hash tags please reference the presentation [What the #?](#) on the [MNWT](#) website.
- **Photos:** Photos are very important because images grab people’s attention. Our brains reply quicker to pictures and color then to plain text. You can use either an image, preview image with link or a video. Here is a great article that explains more about the importance of images, “[Why Images Are So Important To Social Media.](#)”
- **Connect with your community:** Make sure you are following your community’s’ specific Facebook pages.
  - Community Bulletin Boards, Local Library, the City itself, Police/Fire Department, Community Organizations, Schools, etc.
  - While doing socials or events in the community make sure to tag the city in your post. @(city name).
  - Like and share pertain Facebook post to your page from your local community pages.
  - Have weekly themes for each day and schedule three months of post for each day.
    - Example
      - **Inspirational Sundays**- posts are inspirational and calm.
      - **Motivational Mondays**- post motivational images and quotes
      - **Tasty Tuesdays**-share members favorite recipes or ask your followers for theirs (can then do a Facebook live event where you try the recipes that your follower shared with you).
      - **Wellness Wednesday**- post information pertaining to health and wellness.
      - **Throwback Thursday and Thankful Thursday**- you can post past pictures to show followers what your chapter is all about. Ask members to share their favorite members. During November you could do Thankful Thursday and do post about how you are thankful for your members and your community.
      - **Calls to Action Fridays**- these posts inspire action and interaction.
      - **Community Saturdays**-highlight a business, restaurant, organization in your community. Go there and see if you can do an interview with them. This might strike up a partnership!

### **How to Increase Visibility of Your Facebook Page**

Facebook is special in many ways. If your page is not in continuous use, it disappears from general view. Here are three easy steps to get your information in front of the largest audience.

- First, have your members and friends like your chapter’s posts.
- Second, have your members and friends comment on your chapter’s posts.
- Third, have your members and friends share your chapter’s posts. The more people that like, comment and share your posts, the greater your visibility.

### **What NOT to Post on Your Facebook Page**

If you have not read the [Minnesota Women of Today Social Media Guidelines](#), please refer to that for a full list of guidelines. To get you started are three quick FYIs

- Do not post chapter business on your public Facebook page. Committee Work and Offline Conversations should stay offline.
- Do not post people last names or personal information such as phone numbers and addresses without their permission.
- Do not post photos of children without a release waver from the parent or guardian. Many chapters will post photos of their member’s children with permission from the member or only take photos of the backs of children avoiding their faces (front and/or side).

### **Facebook Page Image**

Now is the time to look over the information on your Facebook page. Is it up to date? Are the links and contact information accurate? Who are your pages administrators? Who can create posts? Are the featured photos current/relevant?

- **Profile Photo:** Your profile photo should be your chapter logo. Your logo is your visual community image. When people see it, they should know they are looking at your communities Women of Today information. Use it on social media, in print and other chapter marketing materials for a consistent and unified chapter image. If you do not have a chapter logo, use the MNWT logo.
- **Cover Photo:** Update your cover photo every three months to keep things modernized and crisp. Consider doing this when you are scheduling your posts.
- **Page Info:**
  - (Name) Anytown Women of Today
  - (Description) Keep it short and to the point.
    - Example: Anytown Women of Today is part of the Minnesota Women of Today and United States Women of Today organizations, a non-profit organization dedicated to the betterment of our community.
  - (Categories) Nonprofit Organization

- (Additional Information) Share who you are and what you do.
  - Example: We volunteer our time, raise funds for charities, and provide informational seminars that are open to the public. Our members choose the projects they want to participate in, given their interest and time availability. Members can be as involved as they want to be. We are also interested in bettering ourselves and having fun. We have speakers attend our meetings, challenge ourselves to improve our communication skills, gather to develop new talents and plan social events. The wide range of opportunities that Women of Today offers is one of the elements that make it unique. There is something for every woman and new ideas are always welcome!
- Page Roles:
  - (Admin) Manage all aspects of Page.
    - You will want a minimum of two members listed as Admins. (example board members)
  - (Editor) Can post on the Page as your chapter.
    - This is optional.
      - You may want to include your Programming VP, Membership VP (if they aren't admins) and LPMS as editors to help post events and photos from their areas.
  - **Special Consideration:** It is highly requested that all chapters add "ED Mnwt" as an administrator to your chapter Facebook Page. MNWT does not and will not edit or post to chapter pages. The sole purpose of adding ED Mnwt as a page Administrator is to support a chapter if they are locked out of or unable to access their page due to membership turnover or other unforeseeable events.