

UNWLA Policies and Procedures

Part 4: Social Media

Section 2: Creating a Facebook Page at the Branch or Regional Council Level

Overview:

When deciding to create a Facebook page for your Branch or Regional Council, consider that computer literacy is a necessary skill for the person who will create and administer the page. The primary person who will create and manage your page is called the Facebook administrator. You may select another individual to fill in for the Facebook administrator to ensure coverage in the event the primary administrator is unavailable. Each should have good computer skills.

Once you have selected a Facebook administrator for your Regional Council or Branch, you should notify the UNWLA Social Media Chair at socialmedia@unwla.org who will provide your administrator with any additional guidelines or assistance you may need. The UNWLA Social Media Chair will also provide the administrator with the UNWLA logo to be used as the Profile Picture for the Branch or Regional Council Page.

Please remember that your Facebook page is public and represents our organization. The posts should reflect official Branch or Regional Council functions, events and UNWLA initiatives. Posts can also be shared from the UNWLA National Facebook page: <https://www.facebook.com/unwla/>. Community events can be shared as well.

Creating a Facebook Page:

1. Go to: <https://www.facebook.com/pages/create>
2. **Create a Page Name** for your Regional Council or Branch. The name must include the words **UNWLA** to make it easier to search. Please use the following format:

UNWLA, [name of Regional Council, e.g. New Jersey] Regional Council
or for a Branch

UNWLA, Branch XX [City] – Ukrainian National Women’s League of America

3. **Category:** Enter “Non-Profit” from the drop-down menu.

4. **Add a Profile Picture**

The profile picture consists of our UNWLA logo, as shown below:



The logo should be unadorned, with no other words or designs around it. Everyone on file as a Regional Council or Branch Facebook administrator will receive the official logo when they register with the UNWLA National Facebook Administrator.

5. Add a Cover Photo

The cover (or background) photo can be a photo of your Branch or Regional Council or some similar photo, i.e., a photo of all members of the branch or a photo of the officers of a Regional Council.

6. Your assigned administrator or Admin has the responsibility to post updates to the Page and ensure it stays current.
7. The Admin should always reach out to the UNWLA Social Media Chair with any questions.