



# Social Media In Agriculture

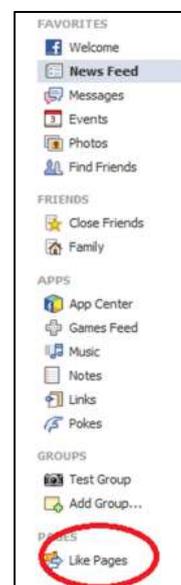


## FACT SHEET

### Facebook – Create a Page

Facebook pages are for businesses, organizations and brands to share their stories and connect with people. Pages can be customised by adding apps, posting stories, hosting events and more. People who like your page will get updates in their news feeds.

1. From your main Facebook page, you will see on the left side of the screen, a Favourites menu (pictured here).
2. Under Pages, select “Like Pages”.
3. You will see a list of suggested pages, generally based on pages which your Facebook friends have liked.
4. Click on the green “+ Create Page” button
5. Choose the type of page which best fits your group:
  - a. Local Business or Place,
  - b. Company, Organisation or Institution,
  - c. Brand or Product,
  - d. Artist, Band or Public Figure,
  - e. Entertainment, or
  - f. Cause or Community.
6. **Note:** In this example, we have used Local Business or Place. Different information will be requested depending on the type of page you choose
7. Choose the category which you think best represents your group. Enter the Business or Place Name, and contact details, then click on “I agree to Facebook Page terms”
8. You are now ready to set up your page. The next screen you will see is Step One – Profile Picture. You can upload an image from your computer, or import from a website.
9. The next screen you will see is Step Two – About. In this section, you enter a description of your business or group, and you can also add a link to another website (eg your group/business’ website).
10. Select Yes or No to indicate “Will this Page represent a real establishment, business or venue?”, then click “Save Info”
11. The next screen you will see is Step Three – Enable Ads. If you choose to enable ads, you will need to enter a funding source (eg credit card) to pay for the ads. Enabling ads should be done only if you’ve done some research, and are confident that it would be beneficial for your group. You can skip this step, and do it later, or not at all.
12. On the top, right-hand side of the page, you will see “Invite Friends” (below), then a list of your friends. You can select as many of these as you like, and they will receive an invitation to like your page.



For further information about Ag Ex and to get involved  
go to the Ag Excellence Alliance website [www.agex.org.au](http://www.agex.org.au)



CARING  
FOR  
OUR  
COUNTRY

13. Additionally, you can build your audience by inviting your email contacts, and sharing the page on your wall. Click on “Build Audience” at the top of the page.
14. As the creator of the page, you are a Manager of the page. You can add other Managers by clicking “Edit Page”, then “Admin Roles”, and selecting someone who has liked the page.
15. **Hint:** While you are in the process of creating your page, click “Edit Page”, then “Admin Roles”, and tick “Unpublish page (only admins can see this page)”. This will ensure that no one is able to see the page while you are working on it. Remember to “untick” this when you’re ready to share your page with the world!
16. **Hint:** “Edit Page” at the top of the screen, will take you to a new menu, in which you can make changes such as:
  - a. Changing the name, description or contact details of the page,
  - b. Changing the profile picture,
  - c. Changing or adding new admin roles, and
  - d. Adding different apps to your page.
17. Once you have more than 30 likes on your page, you will have access to insights about your activity. This includes a list of people like your page, and more detailed information about your audience, including age, gender, location, languages.
18. Up the top of the page, you will see “You are posting, commenting and liking as (your page name). Change to (your name)”. This is telling you that if you comment on the page, it will show as the page itself making the comment. If you want to change this so you personally are making the comment, click on the hyperlink which is “Change to (your name)”.