



## EXAMPLE SOCIAL MEDIA MATERIALS

The following pages contain your guide to creating a Facebook page for your Souper Starz along with sample photos.

### CREATE A FACEBOOK PAGE FOR YOUR SOUPER STARZ EVENTS

NOTE: Facebook is continually updating their interface and instructions may vary. If you get stumped, Google, "How to set up a Facebook Business Page"

1. Log in to your personal Facebook account (this should be created by one of your committee members and others can be added as administrators). Type the term "Pages" into the search bar available on top of any Facebook screen and choose the "Facebook Pages" link in the search results. On the next screen, choose the "Create Page" icon in the top right corner of the screen.
2. Click on the "Business or Brand" button, located in the top row of page category icons.
3. Type COMMUNITY ORGANIZATION in the "Category" box
4. Type the name of your organization (SOUPER STARZ YOUR TOWN NAME) into the "Page Name" box.
5. Click on the blue "CONTINUE" link and review the rules for Facebook pages. The rules open in a new Internet browser screen. Return to the tab containing the "Create a Page" screen and check the box next to "I Agree to Facebook Page Terms." Click the blue "Get Started" button.
6. Use the steps provided to set up basic information for your new page, including an image and first status update. Click the blue "Edit Info" link at the top of your page, just beneath its name, to add a full description. Other info that may be added for an organization page includes an address, mission and date of founding.

### FACEBOOK PROFILE PICTURE

Your profile picture should be the Souper Starz logo with your town typed under. **See sample:** Profile picture optimal size: 360 x 360 pixels.



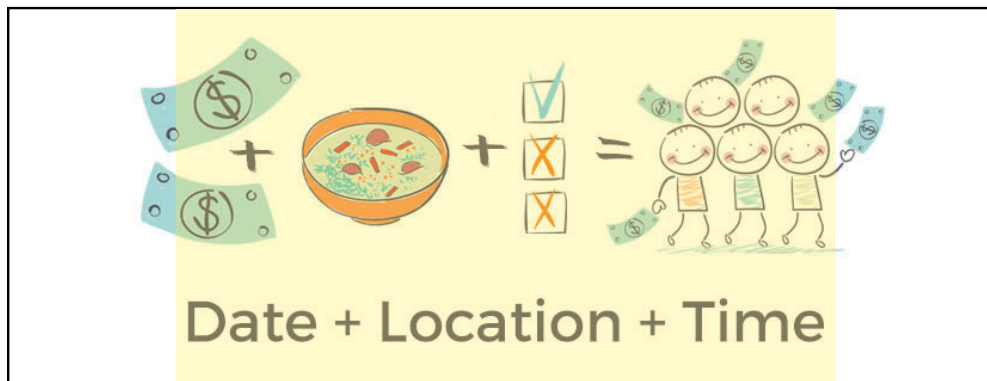


## FACEBOOK COVER PHOTO

Your profile picture should be the Souper Starz infographic with the Date, Location and Time of your next event. **See sample below:**

Cover photo optimal size: 828 x 315 pixels.

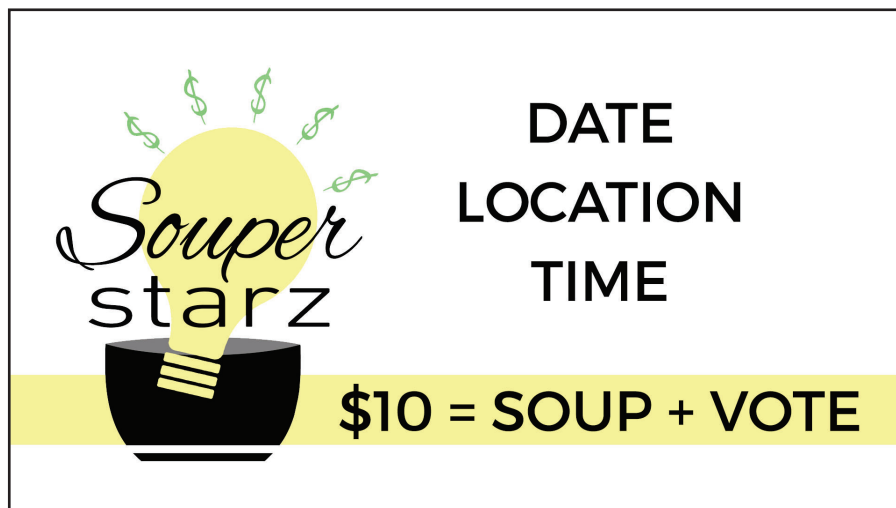
Best viewing area for all devices: 560 x 315 pixels - Make sure important information stays within these boundaries (the boundaries are indicated by the faded yellow rectangle - this is not part of the photo).



## FACEBOOK EVENT COVER

You should create an event on your Souper Starz page for each of your upcoming Souper Starz events. The event cover photo should be the logo with the **Date, Location and Time** of your next event with brief explanation. **See sample below:**

Event photo optimal size: 1920 x 1080 pixels.





## FACEBOOK POST PHOTO

You should post several times leading up to each event, both on the event pages as well as on your Facebook feed. Each post should give your viewers information about your upcoming event. Here are some ideas of what to post:

- Create a post asking for presenters - make sure to add a photo to the post to draw attention.
- Create a post engaging viewers about ideas in the community.
- Showcase each presenter for your upcoming event on separate posts. Post a photo of the presenter along with a very brief teaser about what they might be presenting on. **Sample:**



“Our first *town name* presenter is Jeff, presenting his idea to start a music program for the local Boys and Girls Club. Jeff will be providing guitar lessons to our community’s kids and will use the funding to purchase guitars and sheet music.”

Post photo optimal size:  
940 x 788 pixels.

- Once you have your entire lineup for your upcoming event, start getting the word out about date + location + time. **Sample:**

The graphic features a logo with a lightbulb and dollar signs, the text 'Souper starz', and event details: 'Date + Location + Time' and '\$10 = Soup + Vote'. At the bottom, there is a row of five small photos of diverse individuals.