

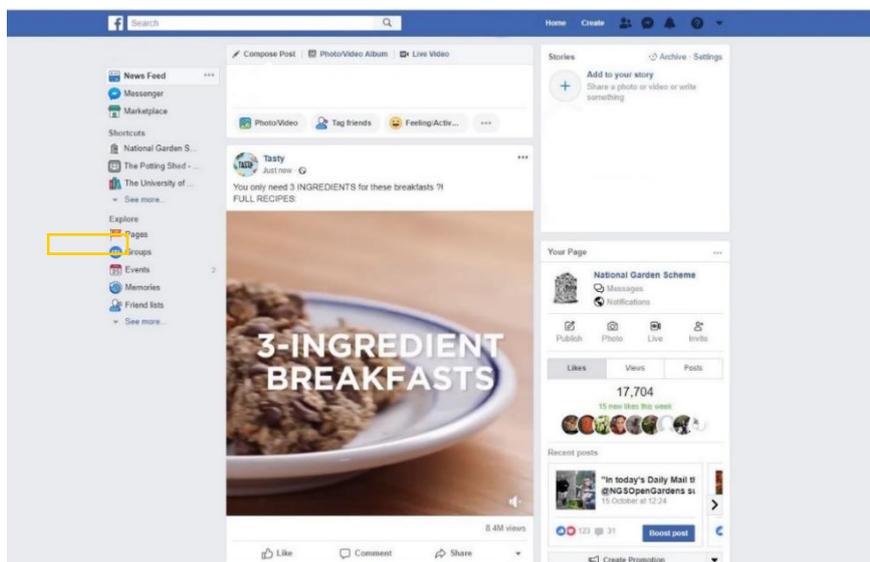
Please note: A step-by-step video of how to set up a Facebook page is now available in the Resource Centre

How to set up a regional National Garden Scheme Facebook page

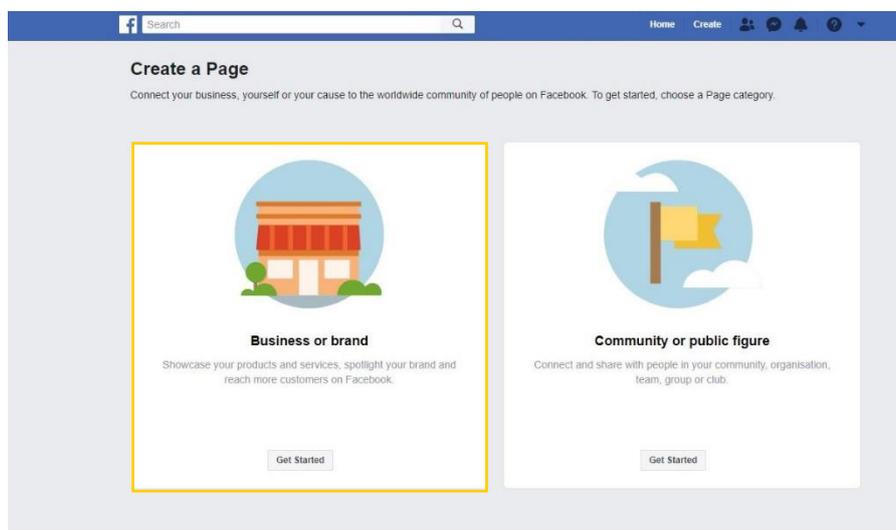
1. To create your regional National Garden Scheme page, you will need to have your own personal Facebook account. To create a Facebook account, visit www.facebook.com and follow the steps on the page.

If you already have a Facebook account, log in as normal.

2. Once you have logged into your account, you will arrive at your homepage. Navigate to the list on the left-hand side of your timeline and select 'Pages'.



3. You will then be presented with these two options, select Business or Brand



4. On the next page, you will find a form.

- First, name your new Facebook page.

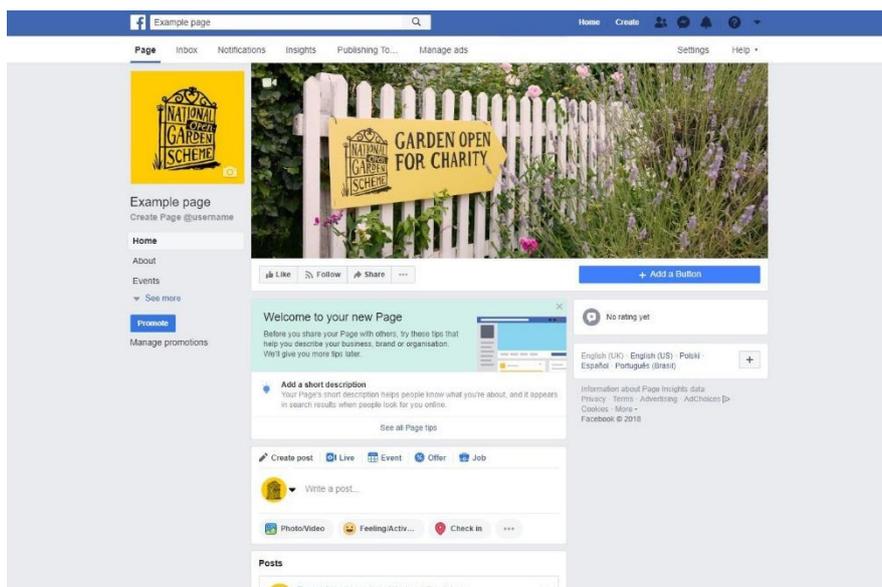
N.B: As an organisation we are moving away from referring to ourselves as 'NGS', and therefore would encourage naming your page as follows: [County name] National Garden Scheme, for example *Cornwall National Garden Scheme*.

- For category, type in Charity Organisation and select from the drop-down menu.
- Make sure to tick the box to keep your personal address private.

By finishing this step, you have created your Facebook page.

5. Next, upload your profile and cover photo.

- A National Garden Scheme profile picture is available for download from the Resource Centre.
- For a cover photo, use a high-resolution image of one of your gardens, or visit our Resource Centre to find the latest campaign banner.



6. Now that your Facebook page has been published, you'll need to adjust some of the settings. To do so, select the Settings option at the top of the right-hand of your screen.

From the list on the left-hand side, select Page Info and use the below information to populate the form:

- Description: Great gardens, great cake.
- Phone number: If you would like to provide details of the Hatchlands' phone number, tick 'Has a phone number' and insert 01483 211535.
- Website: Tick 'has a website' and insert www.ngs.org.uk

- Email: If you would like to provide details of the Hatchlands' email address, tick 'Has an email address' and insert Hello@ngs.org.uk.
- Open hours: Select 'Open for selected hours'

Company overview: Opening beautiful gardens for charity in [county name]. The National Garden Scheme gives visitors unique access to exceptional private gardens in England and Wales, and raises impressive amounts of money for nursing and health charities through admissions, teas and cake.

Admin roles

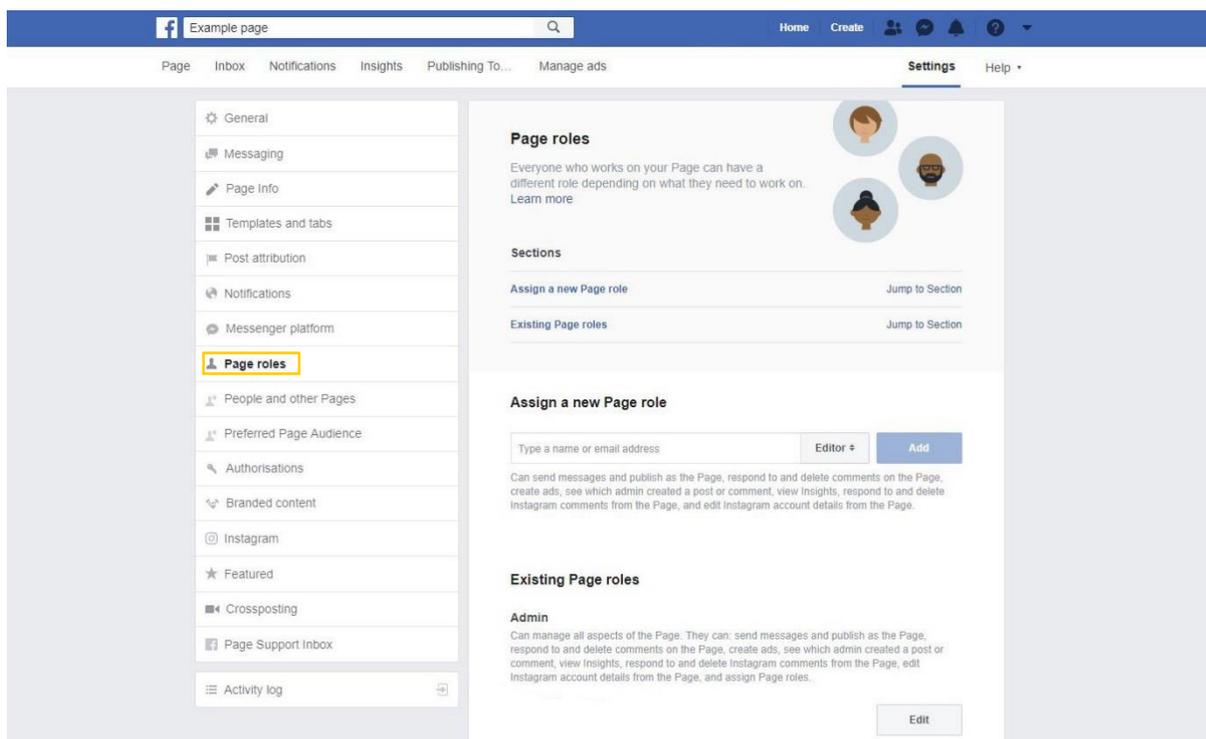
An admin role allows a Facebook user to manage all aspects of a Facebook page. They can; send messages and publish as the Page, respond to and delete comments on the Page, see which admin created a post or comment, view Insights, and assign Page roles.

For your regional National Garden Scheme page we recommend having at least two admin roles assigned amongst your team.

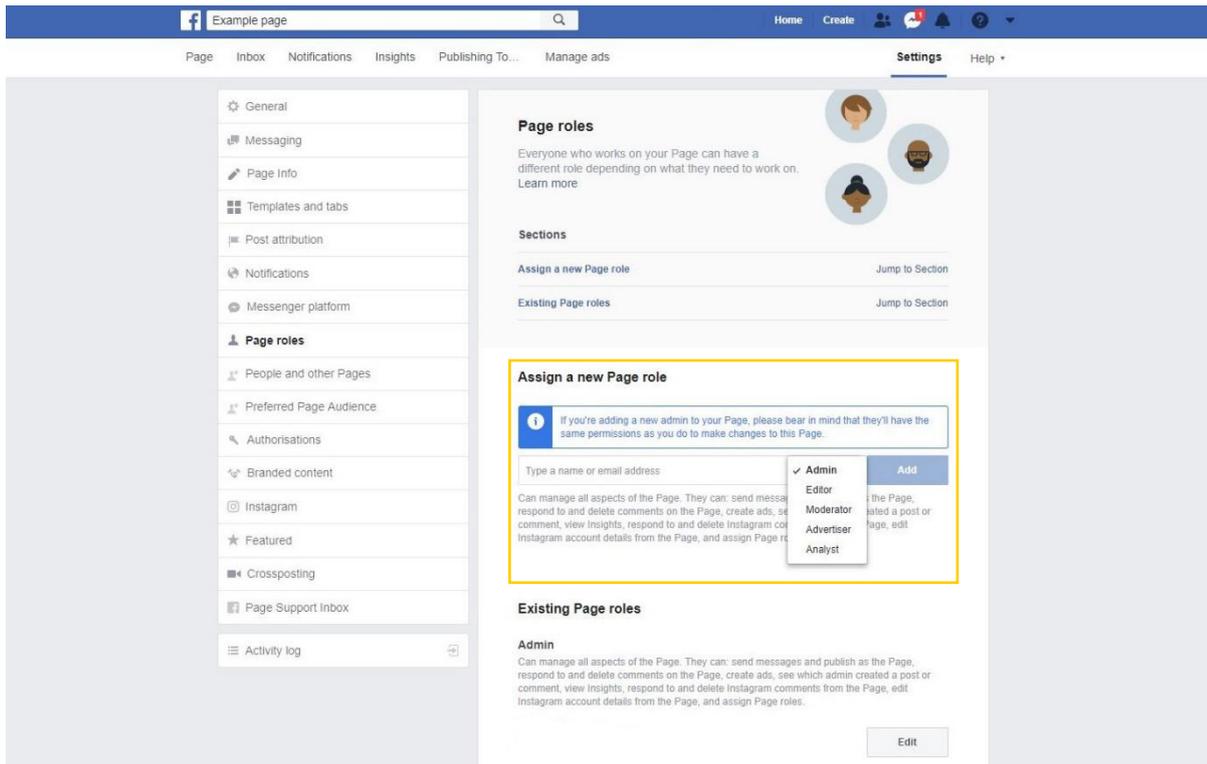
How to assign an admin role

N.B: For a county team member to be added as an admin to your Facebook page, they will need their own Facebook profile.

1. In your page Settings, select Page Roles from the list on the left-hand side



2. Type the name of the county team member into 'Assign a new page role'. In the role selector, chose 'Admin' and then press Add.



Facebook glossary

- Cover photo

The large image that appears at the top of your Facebook page. This can only be seen by those directly visiting your page.

- Facebook friend

Someone you can connect with via your personal Facebook profile.

- Facebook page

A Facebook page is for organisations. On a Facebook page, organisations can share their latest news and updates, promote events and engage with Facebook users who follow them.

- Facebook profile

A Facebook profile is a personal account on Facebook. When you join Facebook, you will automatically have a profile. With your profile you can connect with other Facebook users, see their posts in your news feed, and share your own personal photographs and thoughts.

- Insights

Provides metrics about your Facebook page and includes data on how many Facebook users visit your page a month, who your followers are and how your content is performing.

- Page like

'Liking' a Facebook page subscribes a Facebook user to that page's content. A page like is often a sign of support for the organisation, or for the content they publish.

- Pin to top

A post which can be 'pinned' to top of your profile. When a Facebook user visits your page, this is the first piece of content they will see. Usually reserved for news stories or important announcements.

- Profile photo

The image that represents your page. For an organisation's Facebook page, this is often their logo.

- Timeline

Combines content across your Facebook community into one feed. Will show posts from both Facebook friends and Facebook pages.

Frequently asked questions

Do I need a Facebook account to run a Facebook page?

Yes. You can only manage a Facebook page through your personal profile. This is an anonymous role, and no one visiting the page will have access to your personal information.

Do I need an email address to use Facebook?

Yes. To set up a Facebook profile you will need an email address. This email address will be used to verify your account, and to reset your password should you forget it. It is therefore important to use your primary email address.

Can more than one person have admin access to our regional page?

Yes. The Communications team at Hatchlands encourage at least two people in your regional team to have admin access to your Facebook page. Please refer to the 2019 Social Media Guidelines to find out more.

Where can I find my regional National Garden Scheme Facebook page?

When you log into your Facebook, there will be a shortcut to your page in the list on the left-hand side of your timeline.

Is Facebook valuable to my regional digital communications?

Absolutely! Facebook is a social media platform that gives you the opportunity to share engaging content and eye-catching photography. With many of our beneficiaries and county teams using Facebook, this is also a great platform to keep up to date with recent news and updates and provides you with the opportunity to promote your regional events and garden openings.

For content ideas, read the 'Creating content for social media' document in the Volunteer Resource Pack.