



ASSOCIATION FOR VASCULAR ACCESS

Protect the Patient · Educate the Clinician · Save the Line

HOW TO CREATE A NETWORK FACEBOOK PAGE

Network Facebook pages are intended to be used to post Network news and events, AVA news and events and other educational opportunities as they relate.

*All Facebook pages created on behalf of or in the name of an AVA Network agree to follow these guidelines. **NOTE: Facebook GROUPS for Networks are not approved by AVA. Please follow these guidelines to create a Facebook PAGE.***

AVA reserves the right to censor content as it deems appropriate.

ASSOCIATION FOR VASCULAR ACCESS

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TO CREATE A NETWORK FACEBOOK PAGE,

- You must have a Facebook account to create a Page; the Page is created as its own entity, but you use your personal Facebook login to start the process.
Facebook GROUPS for Networks are not approved by AVA
- Go to [FACEBOOK.COM/PAGES/CREATION](https://www.facebook.com/pages/creation) from your personal account
- Select a Page category (Company, Organization or Institution is recommended)
- Choose a category (AVA suggests Education) and write your network name (e.g. STARVAN, AzVAN)
- Click “Get Started” and follow the on-screen instructions

UPLOAD NETWORK LOGO AND ADD COVER

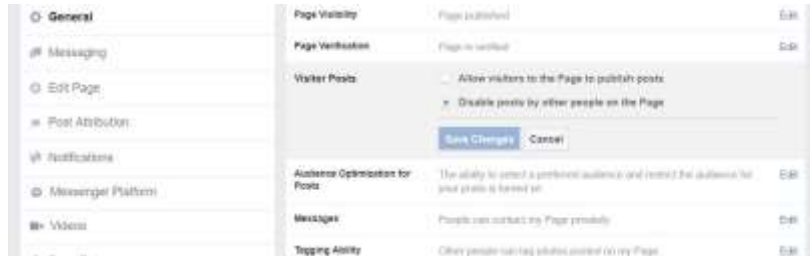
- To add a Profile Picture, click “Upload Profile Picture”
- Follow the on-screen instructions to upload your logo to Facebook – it will help you frame your logo properly
- To add a Cover Photo, click “Upload a Cover Photo”
- Follow the on-screen instructions to upload a cover photo to Facebook (e.g. a picture from a network meeting or another vascular access-related image)
- You can always come back and adjust these photos later; simply click the camera icon on the photo and select where you want to upload a new one from
- Facebook will then prompt you to invite friends to “like” your page or ask if you want to publish your first post

READ THE PAGE TIPS FACEBOOK PROVIDES

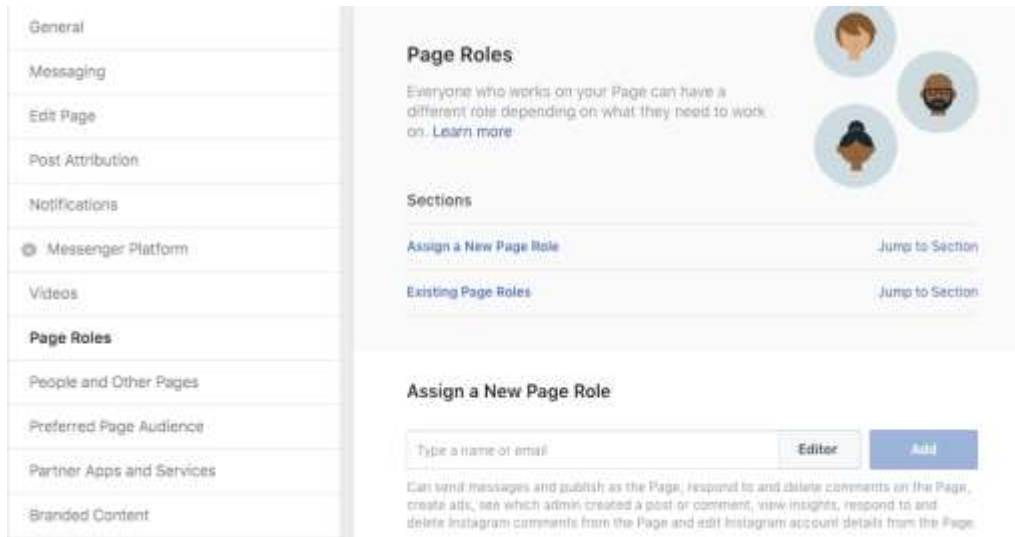
- You will see a Welcome message underneath your cover photo, asking you to try a series of tips to help your page be more successful
- Select “See All Page Tips” and follow them – invite your Facebook friends, create an easy to remember username (the name of your network works well), etc.
- More tips will present themselves (via pop-up) on the page periodically
- You can edit your Page’s information (location, website, email address, etc.) at any time by clicking the three dots located directly under the Cover Photo

FURTHER MANAGE PAGE UNDER SETTINGS

- Click **Settings** on the top right to find much more in-depth details for your page
- **Do not allow others to post on your page.** Click edit next to “**Visitor Posts**” and select “Disable posts by other people on the Page”.



- **Add Page Admins:** the person who created the Page is automatically an Admin. Select the **Page Roles** tab under Settings to add additional admins.



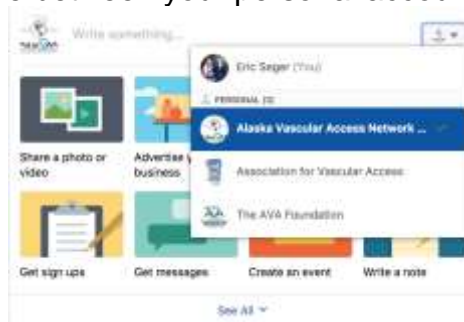
In the box, type the name or email address of the person you wish to add and select their role. Click Add. Networks are required to maintain a **minimum of 2 admins** at all times.

SHARING AN UPDATE FROM THE NETWORK

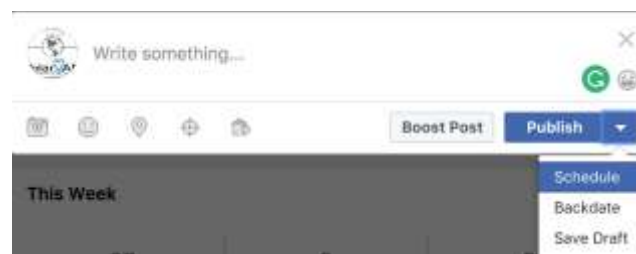
- As your Network Facebook Page's Admin, it is your responsibility to share updates to those who "like" your page
- To do so, visit the status bar on the front of your Page; it will say "Write something..." as it waits for you to provide an update



- **IMPORTANT:** For the message to come from the Network Page, the person typing it **MUST** act as the Page and not from their personal account
- In the top-right hand corner of the status bar, you will see an arrow pointing down. Click that to toggle between your personal account or act as an admin



- Click in the status bar to type your message, share a photo or video and more
- Click "Publish" to make the update live
- You can select the down arrow next to the word "Publish" to save a post as a draft, schedule one for the future, or backdate it:



PROMOTE YOUR PAGE

- If you are Facebook friends with members of your network, invite them to "like" your newly created network Page
- Promote your network Page at meetings, in emails and on your website
- Encourage Network members to "like" your page
- **NOTE:** It usually takes 2-3 days for your Page to show up in search results on Facebook