Setting up a Facebook Business Page

A Facebook business page can be an easy way to start connecting with people locally who may be interested in hiring your party kit.

An example local party kit page can be seen here: https://www.facebook.com/partykitwinchester

1. How to set up your Page?

It is easier to set up a Facebook Page from a Desktop computer. Although it can be done via mobile, not all features are available on the iPhone app.

You will need to have decided the name of your kit, what you're going to offer in the kit and how you will operate it.

Anyone with a Facebook account can create a Page or help manage one.

To create a Page:

1. You will need a personal Facebook account (this allows you to set up and manage the page, but visitors to the page won't be able to see your personal account details)
2. Go to https://www.facebook.com/pages/create
3. Click to choose a Page type.
4. Fill out the required information.
5. Click Continue and follow the on-screen instructions.

It's a good idea to make a second person you trust an Admin of your page in case you ever get locked out of your own Facebook account.

2. What information should be published on your Page?

Does the content on your Facebook Page answer the questions that potential customers may have?

- What area does your kit cover?
  - Is that near me?
- What is included in the kit?
  - What does it look like?
  - What are the items in the kit made of? *(can be important to note for children with allergies to materials like silicone)*
- What if I have a different number of people attending the party from the pre-set kit sizes?
  - Can I add / remove items?
- How much does it cost to hire the kit?
  - Do I have to pay a deposit?
- How / when can I make payment?
  - Can I pay by cash? Online? PayPal?
  - Do I pay ahead of my hire or when I collect the kit?
- How do I know if the kit is available for hire on my party date?
- What's the best way to contact you?
- Do I have to collect the kit from you or do you offer delivery?
- How long can I have the kit for?
  - Do I just have it for the day of the party or longer?
- Do I have to wash the kit when I collect it and/or prior to return?
- What happens if an item gets lost or broken?

This information can be included in the 'About' tab, in a pinned post or on a custom tab - just make it easy to find.

You could also add a 'Services' tab. There is a guide here…
https://www.facebook.com/help/www/761929797270214?

Note: if you want to remove a tab this can only be done via the desktop website or Android app. This feature is NOT available via the iPhone app.

3. Adding Profile and Cover Images

The profile image should ideally be a logo with your party kit name. This should be a square image which is at least 170 x 170 pixels in size, although the larger the better.

If you need to create a logo for your party kit, Canva is a great online tool. A free account option is available. There's a template here:
https://www.canva.com/design/DADsVSlXLYc/DGY3FTavADz4B_VGaN-y2Q/view?utm_content=DADsVSlXLYc&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

For help with Canva: https://www.canva.com/help/

For the cover image, this should be at least 820 x 312 pixels, or any larger 16:9 aspect ratio

There are some premade cover images available to download in the Members Area of the Party Kit Network website:

https://www.partykitnetwork.org/members
Use password: Z4r0Wast3P4rty

4. Including photos on your Page

You should publish some photos on your kit on your Facebook page - what's in the box and what it looks like when set up. Please do NOT use photos from the Party Kit Network website or from another party kit without asking first.

You can add photos via posts and the photo album feature.

If you'd like to include other generic party photos, look for royalty-free images. Websites like Unsplash, Pexels, PixelBay and Free Images are a good source where you can use the images without paying or crediting the owner (note, the 'iStock' photos will be paid for).

Please do NOT use any other photos you do not own the permissions to or include children which you do not have consent to use. This includes photos set to you by any hirers of your party kit.

5. How to get a shorter Page URL?

When you first create a Facebook page it will be assigned a long URL, something like...
facebook.com/party-kit-network-2337788389781963

To get a sorter, easier to remember url, like facebook.com/partykitnetwork you need to assign a 'Username' to your Facebook Page.

If you already have a username, this will appear below your Page name (it will be shown with an @ symbol).

To create a username for your Page (when using the Desktop website):
1. Click the About tab on the left side of your Page
2. In the 'General' section click the link 'Create Page @Username'
3. Enter a username
4. If the username is available, click Create Username

If the username you want is already taken or not approved, you'll need to choose a different one.

If you get a message to say that your page can't yet have a username name try:
1. adding as much information to the About section as possible
2. adding a second person as an Admin
3. getting more page likes (I found that the username feature became available after 20-ish likes)

6. How to manage your Page?

Once your Facebook Page is set up, you can manage posts, comments and message via the Facebook Business Suite.
- On a desktop computer this can be accessed via https://business.facebook.com/
- For iPhone there is an app - iTunes App Store
- For Android there is an app - Google Play Store

7. What to post

So now you have a Facebook page, what should you post?

Setting Boundaries

Before you start to post content, consider how much you want to share about yourself with your audience. People do relate best to other people and this is just as true on social media. Posts about the story behind your party kit, any other sustainable living changes you've made or local climate crisis action you've got involved with will all help your local audience engage with your Facebook page. But you should consider setting some boundaries on how much about your personal life you want to share. For example, I occasionally mention my son, but I never share his name or details about his school or things I think he might find embarrassing in later life.

Post Ideas and Social Calendar

There are some ideas and a calendar of relevant events over on our Trello board:
https://trello.com/b/WQZ21kIb/social-media-calendar

Making Posts Accessible

To ensure that your posts are accessible, there's a great guide from Alexis at Social Media For Humans
https://drive.google.com/file/d/14hhc87Ma82URo5w6brXSfoQfJtjd0X8C/view?usp=sharing

Scheduling Posts

The Facebook Business Suite allows you to schedule posts. This is the quickest way to ensure regular content without having to keep coming back to your Page to manage posts.

Remember that due to the way Facebook's news feeds work, those who follow your Page will not see everything you post so there is no such thing as posting about the same topic too many times!

More help scheduling posts:
https://www.facebook.com/business/help/942827662903020?id=916550222172854

Format of Posts

Consider having a bit of footer text which you include on all your posts. This should be the best way to book your kit, which could be your kit's email address for example. This means that if a post is shared and viewed by people not already following your Page they can still easily see a way to contact you to arrange a hire.

Competitions

Running competitions can be a great way to increase the audience of your Page and collaborate with other local businesses. Facebook does have strict rules so be careful to follow these. There is a useful guide here: https://www.shortstack.com/blog/facebook-competition-rules/

8. Where to get more help with Facebook?

You can find more help in this guide from Facebook here…
https://www.facebook.com/help/282489752085908?helpref=popular_topics&hc_location=ufi

And here…
https://www.facebook.com/business/help/1968057156746246?id=939256796236247&hc_location=ufi

Or ask other party kit owners by posting in the Party Kit Network Facebook group