Managing a Facebook Page

Here is what your page looks like as a manager. The top part in the red box is what insights you can see as a manager.

Posts are the individual posts that you create as the page. “Total Reach” indicates how many total people have seen your post. “Paid Reach” is how many people have seen your post after you have paid to get it noticed by people who don’t like your page. “Promotion” is how you can pay to get your post seen by more people who don’t like your page.
Posts

Find the box below the main info of the page, just above the page’s posts:

A status is usually straight text. You may also want to include a link. To do so, just copy and paste (or type in) the link URL into the box and a link preview will show up. The link preview is in the red box. All of the information here is pulled from the page you are linking to. But, you can always edit that information by clicking on it. The parts you are able to edit are the title (where it says “Continuing Education through University of Wisconsin-Madison Continuing Studies”), the description (where it says “UW-Madison Continuing Studies provides noncredit and credit continuing....”) and the image (this can be changed by selecting through the photos already pulled from the website by using the arrows below the description text. Or, you can upload an image—right below the image—and use a photo off your computer). Once your post looks like you want it to, go ahead and click the “post” button at the bottom right-hand corner of the box.
Scheduling posts

To schedule a post, click the little clock icon on the bottom left-hand corner of the post you have already created.

This option panel will show up. Simply select the date you want the post to be posted on, and a specific time if you like. Then hit the schedule button.

To revisit schedule posts, go to the “edit page” menu at the very top of your page.
Then select “use activity log”

All of your scheduled posts will appear at the top of this page
To edit scheduled posts, hover your mouse in the top right corner of the post (where the red circle is). Click on the little drop down arrow that appears.

From here, you can reschedule your post to a different date and time, edit the post, publish the post right now, or delete the post.
Please note that you can only edit the information shown in the red box. That means you cannot edit the link preview title, description or image.

Photos

To post photos or video to your page, find the same box where you created a post, but select the “photo/video” tab at the top.

From there you can upload your photos into an album or upload them to the “timeline photos” album by not creating a photo album. I suggest that if you are uploading multiple photos from an event or specific class, create a photo album just for those photos. If it is just one photo for a status update, then select “upload photos/video.”

Upload Photos/Video
This option will prompt you to select a photo or video to upload to Facebook. Once you have uploaded the file, you can add additional photos, and/or write a message about the photo. This will appear like a status does, only there will be a main image along with the text. You will notice that the clock icon is still in the bottom left-hand corner, meaning you can also schedule this post.

Offers, Events and Milestones

To create an event, find that same post box, and select the “offer, event +” tab. You have the option of creating an offer, event or milestone. Each option should create a new box that allows you to fill in information to create each different “special” post.
**Offer**

Here is what the offer dialogue box looks like. Put in your information and you are all set.

![Offer Dialogue Box]

**Event**

This is what the dialogue box looks like when you select “event” as an option. Just fill in the information for the event!

![Event Dialogue Box]
**Milestone**

Here is the milestone dialogue box. You can edit where it says “Milestone” at the top to fit the name of whatever milestone you wish to share with your page likes. Enter in the information and share the milestone.