



FACEBOOK PAGE SETUP

A Facebook Profile is the individual page you set up for yourself. Setting up a Facebook Page is something you do for a separate purpose, in this case, your adoption! Here are the steps to setting it up and some tips to optimize it.

1. Go to <http://www.Facebook.com/pages/create> (you need to be logged into your Facebook page already)
2. Choose the type of page, choose Cause or Community now (we will change it later)
3. Fill out the required information as best you can or skip for now. Name your page something that conveys your message: *Our Adoption Journey: Todd & Amanda* or *Baby Dreams: Help Faye Adopt*.
4. Once your page is created, go to **About**, and edit the **Category**. Choose **Websites & Blogs** and **Personal Website**.
5. In the **Short Description** field, enter a short description with contact info, such as “We are hoping for an open adoption! Open to a newborn of any gender or race. Contact via FB message or call xxx-xxx-xxxx.”
6. In the **Long Description** field, enter a longer description. You may use your entire Dear Birth Mother letter if you wish.
7. In the **Website** field, enter the URL of your website.
8. Begin to personalize it and have fun!

Tips for Optimizing Your Facebook Page

- Make a custom **Cover Image** that conveys your message:





- Make your photo on the page a warm photo of you, consider your professional photo on your profile.



- Add other photos and descriptions – make it easy, start with the photos of your profile.
- Scan the pages of your profile too!
- Invite your friends and family to like your page.
- Upload a video straight to Facebook. Even if you have one on YouTube, upload it (or another one!) to Facebook – it can be simple and from your phone.
- Ensure that all of your contact information is on the site and that it is correct. This cannot be underestimated!
- If you don't have Facebook Messenger installed on your phone, do it now. This is a way that birth mothers can contact you directly from Facebook.
- Do not make this page private. You want the privacy settings to be wide open – remember this is a page you want people to find.
- Begin “Liking” other pages, especially those of organizations/places that you are familiar with and may be familiar with you. For instance local churches, restaurants, hospitals, and other organizations. Participate and interact with them.
- Join area groups that are of interest to you, especially where locals chat. (Here in our area, Nevada County Peeps is a big community group. Remember, it's about getting people to learn about your plans and wondering who you are, so they click to learn.) It is wise to avoid controversial topics and discussions though.
- Graphics and video are two of the most important aspects of Facebook today. Learn how to make adoption memes – basically photos with words on them. Or, go find other people's on Pinterest, save them to your desktop, and upload to Facebook. These are important things that will pique peoples' interest.
- Post at least once a week, even if it is an adoption photo you got somewhere else. You want anyone that finds your page to not think it is inactive or old.
- Stay positive! Remember, this is a tool to try to connect with women considering adoption. It isn't a place to share negative things, adoption scams, or bemoaning the wait to adopt. This is an excited, ready and waiting place!