



*is pleased to present AT NO COST:*  
***Facebook Pages for Nonprofit Organizations***

**When: Wednesday, August 17<sup>th</sup>, 2011  
2:00 – 4:00pm**

**Where: HSB, Door 3, 2<sup>nd</sup> Floor, Conf. Rm. A  
5303 S Cedar St, Lansing, MI**

Join us for a thorough walkthrough of the creation, customization, and utilization of a Facebook Page for nonprofit organizations. Sergio Ruiz, Communications Coordinator for the *Power of We Consortium*, will give an in-depth presentation on how to effectively use Facebook for your nonprofit organization's needs. Topics covered in the workshop will include:

- The benefits of a Facebook Page vs. a Facebook Group and explanations of terms and recent changes.
- Maximizing participation through page settings and usage tactics.
- Why you should use the "Use Facebook as..." option.
- Customizing your page – from simple branding techniques to advanced HTML incorporation.
- Understanding the information provided about your page – notifications to insights.
- How to expand your organization's Facebook network and interact or feature other organizations.
- Using apps to enhance your page's attraction and link to external sources.
- Where to find great resources to build your Facebook skills.

Please feel free to bring your personal computers.

**Registration begins at 1:30pm; advance registration is requested. Please send separate registrations for each participant to [powerofweconsortium@ingham.org](mailto:powerofweconsortium@ingham.org)**

<b>August 17<sup>th</sup> Workshop</b>	<b>Facebook Pages for Nonprofit Organizations</b>
Last Name	
First Name	
Title	
Organization	
Phone Number	
Email Address	