Facebook Cheat Sheet

The Main Freecycle Facebook Page: https://www.facebook.com/freecycle
1. These instructions are based on using the new Facebook user interface.
2. **Left-hand menu**: Check these sections every time you come to Facebook:
    a. **Inbox**: Check Inbox first for messages and comments that need to be replied to, Both FB and Instagram messages appear here.
    b. **Notifications**: Check Notifications for anything that needs to be reported to TL for action.
    c. **Insights**: Click on Insights link to review performance of recent posts before you decide on a new post.
3. **Creator Studio:** Use Creator Studio to create all posts. Don't use Create Post on the main page unless you want it to be posted immediately (which we almost NEVER want to do).
    a. **Content Library**: This is the only section we currently use. Menu across the top of the page, each tab has filters to narrow down the view.
        i. All posts and All Published tabs: show published and unpublished posts and some stats.
        ii. **Scheduled**: This is our most important tab. Review what is already scheduled.
            1. Posts should be scheduled every other day, unless you're posting for a specific significant day.
            2. If there's another post scheduled for a significant day, reschedule that one for an open day. Note the date you will use for your new post.
            3. Your new post should be a different kind or topic from the one before.
        iii. **Drafts**
            1. If you have a post that needs to be approved by the TL, you'll save it to Drafts and the TL will schedule it when approved.
        iv. **Create Post** (blue button at top-left of the page)
            1. Plan what your post will look like and what text and hashtags will be used **before starting the Create Post process**. Create the graphics in Canva or download the photo from Unsplash first before proceeding.
            2. Click the Create Post button and select Create Post from the drop-down. The familiar Create Post form opens on the right side of the screen.
            3. Type the post text and add #freecycle and any other appropriate hashtags. If you are reposting someone else's post or referring to a website, add the URL below the text and hashtags. If you are referring to a Freecycle web page, use the appropriate bit.ly URL (see Team wiki for the list).
            4. If you are using a photo, click Share a Photo and upload the photo from your device.
            5. Check spelling and make sure it looks good. When you are happy with the post, click the Later button at the bottom.
                a. Click Draft if you need to submit to the TL for approval
                b. Click Schedule to choose a date (remember the date you picked earlier). Select a date and time (refer to the Team wiki for preferred posting times) and click Schedule.
            6. Reload the page (something weird in Creator Studio doesn't show the post right away) and check the Draft or Scheduled tab to make sure your post is there.

IF YOU WANT TO PRACTICE, MAKE POSTS AND SAVE THEM IN DRAFTS. YOU CAN DELETE THEM FROM THERE IF YOU DON'T WANT TO SUBMIT FOR APPROVAL OR SCHEDULE THEM