

## APPENDIX: PREPARING FOR WORKSHOP

Before attending this workshop, having the following items will help us proceed smoothly through the content of the workshop:

1. Have an email address that you can access in the workshop classroom. You may need to access your email to verify account creation on Facebook, Twitter, and Canva (the platforms we will be using).
2. Have a Facebook account. You do not need to have anything on your profile, but an individual account is required to create fan page.
3. Create an account on Canva.com, by creating a user or linking to your Facebook account.
4. Knowing your username and passwords for Facebook and email (and where to access your email).
5. Having your cellphone, if you use two factor authentication. If you have no idea what this means, you probably don't use it 😊.
6. Place any images (logos, photos, etc.) online where they can be accessed from the workshop classroom, or on a USB drive. We will use these to create Facebook and Twitter Covers/Banners and profile photos.
7. Complete the Fan Page Planning Worksheet in advance. This will help in know what you want to put on your Facebook Fan Page.

## APPENDIX: FAN PAGE PLANNING WORKSHEET

### FAN PAGE

Page Name: \_\_\_\_\_

Page @Username\* (no spaces): \_\_\_\_\_

\* The username is a short name that will become part of your URL for your Facebook page.

Cover Photo: \_\_\_\_\_

\_\_\_\_\_

Profile Photo: \_\_\_\_\_

\_\_\_\_\_

Call to Action Button:     Email  Send Facebook Message  Call  Learn More / Weblink  Watch a Video  
 Shop Now  See Special Offers  Contact Us, *send to web form for email or contact*

### ABOUT PAGE

*All items are optional*

Address: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Business Hours: \_\_\_\_\_

About Business (short paragraph, what do you do?): \_\_\_\_\_

\_\_\_\_\_

Story (history or narrative you might want to share): \_\_\_\_\_

\_\_\_\_\_

Impressum (legal language you might be required or want to share): \_\_\_\_\_

\_\_\_\_\_

Company Privacy Policy (URL): \_\_\_\_\_

Tabs to Show / Activate:    User Reviews  Videos  Photos  About  Community  Events

Notes  Offers  Services  Shop