

Facebook Page setup — quick start

The one-page version. For the detail, see the full how-to guide.

THE IDEA IN ONE LINE

Your Page should belong to the **group**, not one volunteer. So you make a "caretaker" Facebook profile on a **shared group email**, that profile owns the Page, and everyone else helps run it as an admin **from their own account**. When people come and go, you just add or remove admins and the Page stays put.

Set it up once

1. **Make a group email.** A free Gmail in the group's name, e.g. `yourgroup@gmail.com`. Write the login on your committee password sheet.
2. **Create the caretaker profile.** At `facebook.com`, create a new account using that group email. Give it a human-style name (a first name plus surname **Landcare**), not the official group name. Confirm the email and add a recovery phone.
3. **Create the Page.** Logged in as the caretaker, go to `facebook.com/pages/create`. Type your group's full name, pick a category like `Environmental Conservation Organization`, and add a logo and cover photo.
4. **Fill it in.** Add your contact details and write a short first post so the Page does not look empty.
5. **Add your committee.** On the Page, go to **Settings → Page access → Add New**. Add each member from their **own** Facebook account. They accept the invite, then they can post as the Page.
6. **Keep two key-holders.** Give one or two trusted people full access (can add and remove people); everyone else gets partial (can post). Only those one or two hold the caretaker login.

WHEN THE COMMITTEE CHANGES

Someone joins: add their account as an admin (two minutes). **Someone leaves:** remove their access. The caretaker profile and the Page stay with the group either way.

The other two sheets: the **full how-to guide** walks through every click and explains profiles, Pages and Groups. Once you are set up, fill in the **Facebook account record** so the next committee can take over without losing anything.