How to Create and Manage a Facebook Page for my Parish

What's the difference between a profile, and a Page on Facebook?

Profiles
A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown. To see your profile, click or tap your name or profile picture at the top of Facebook. A profile is for an individual. It should not be used to represent the parish.

Examples of profiles:
https://www.facebook.com/mckeowndonal
https://www.facebook.com/Tony.JP2Award

Pages
You must have a profile to create a Page or help manage one.

Pages are places on Facebook where your parish, public figures, businesses, organisations and nonprofits can connect with their fans, followers or customers. When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.

Examples of parish pages:
https://www.facebook.com/StEugenesCathedral/
https://www.facebook.com/derrydiocese/
https://www.facebook.com/ArdmoreParishDerry/
https://www.facebook.com/buncranaparish/

How do I create a Facebook Page?
Go to facebook.com/pages/create.
Click to choose a Page type.
Fill out the required information.
Click Continue and follow the on-screen instructions.

Points to consider before creating your Parish Page
Before naming your parish page consider what people will search for, to find your parish page.

In most case, people will search for the parish name first - Example 'Buncrana Parish'. Rarely will they search for 'Parish of Buncrana'. In this example, placing the name 'Buncrana' before the word 'parish' - BuncranaParish - really helps people to easily find that page.

Postal Address:
To assist people confirm they are on the correct parish page, add the postal address of the Church building. If there are 2 or more churches in the parish consider adding the postal address of the Parochial House.

Organisation type:
You will be asked what type of organisation does your page represent. From the choices, select: Religious centre · Catholic Church

About/Our Story:
Facebook will prompt you to add a description of your Parish page. The purpose of this is to assist people confirm that this is the correct page representing the Catholic Parish of [Parish name].

Useful information to include:
- Location of the Parish Church or Churches
- Name of Parish Priest/Priests
- State the parish is in the Diocese of Derry
- Outline some of the parish activities – prayer services, organisations, weekly activities

Example: Buncrana Parish (Parish of Desertegney and Lower Fahan) lies on the shores of Lough Swilly on the Inishowen Peninsula, County Donegal. The parish is part of the Catholic Diocese of Derry with a Catholic population of over 8000.

Page profile picture and cover photo
Choose two images that best represents your parish - a photo of the front of the church and/or a unique window, statue or scene.

Your Page's profile picture:
Displays at 170x170 pixels.

Your Page's cover photo:
Displays at 820 pixels wide by 312 pixels tall.

What can my Parish page be used for?
Many parishes broadcast daily prayer and Mass services on their page. These broadcasts can be live (Using Facebook 'live') or recorded (Record to you phone or laptop and post as a video). Many too, during Lent, Easter and the month of May have been publishing prayers, photographs and resources to help and reassure parishioners in lockdown.

Guidance and ongoing management of the parish page
Consider asking your Parish Pastoral Council to help create the parish page or to find someone in the parish who can be trusted to create the page and continue to manage the page and all content on it. Since the lockdown, many Parish Pastoral Councils have stepped up and taken on this role.

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