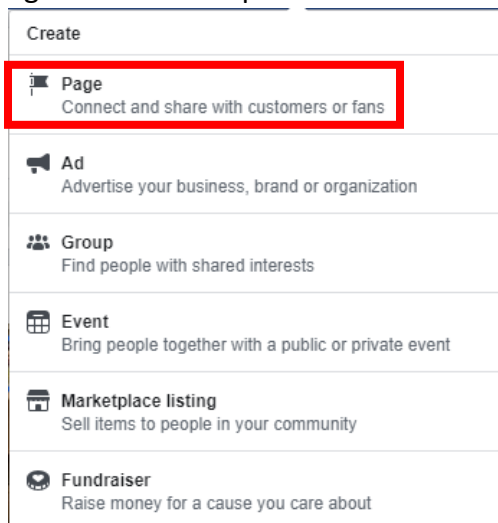## How to create a Community Facebook Page

In clinical trial promotion, Facebook is the preferred choice due to the ability to target and the breadth of reach. Facebook boasts the largest membership and most engaged audience of all social media sites. In addition to an involved following, Facebook offers in-depth ad-targeting to effectively advertise to niche groups. Community pages are specifically designed to create engagement among followers providing a platform to interact with potential subjects. Follow the below steps to create a community Facebook page.
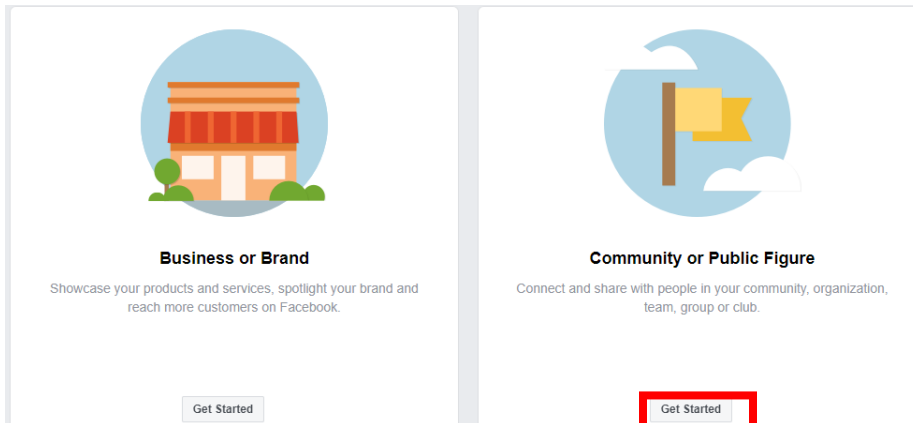
1. Open Facebook by copying and pasting this link into your browser: https://www.facebook.com/

2. In the top right corner of the home feed, click "Create"

3. Click "Page" from the drop down

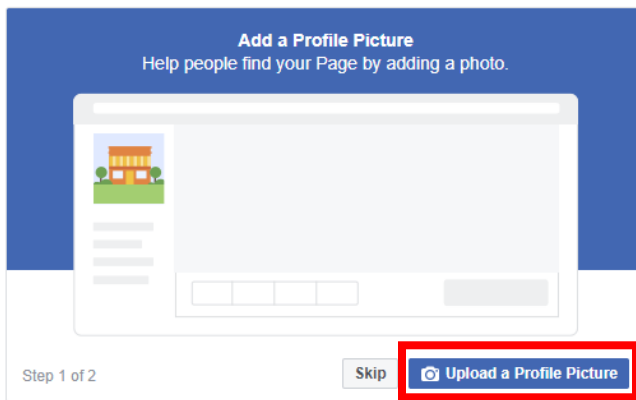4. Click "Get Started" to select Community or Public Figure as your Facebook page

5. Fill-in the following information:
- a. Name of page
- b. Category of page (i.e. health, specific disease, research)
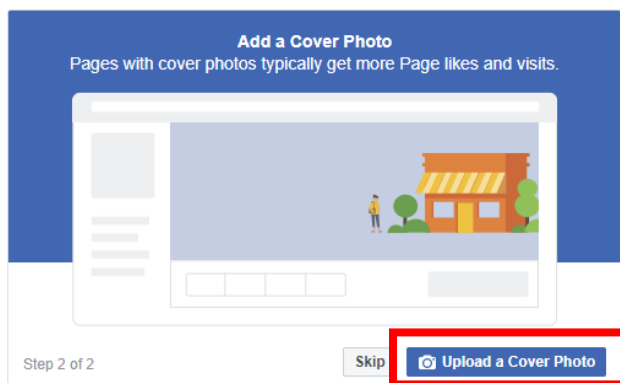
6. Click "Continue"

7. Click "Upload a Profile Picture"
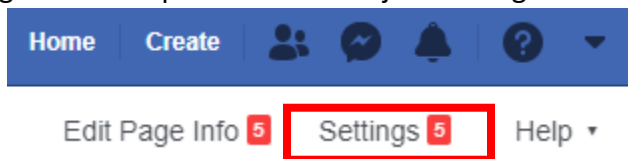- a. In the file explorer pop-up, select the desired photo for the profile picture
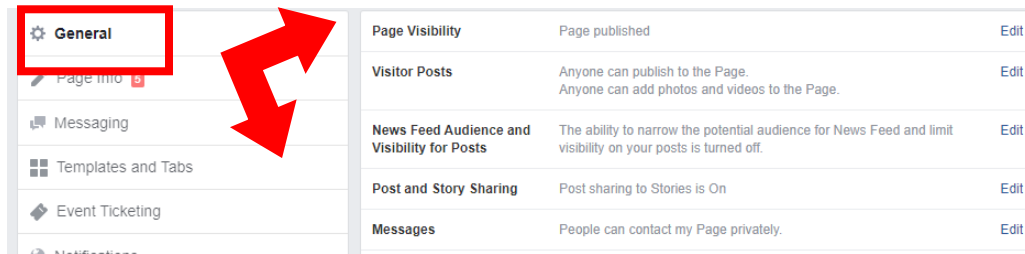

8. Click "Upload a Cover Photo"
- a. In the file explorer pop-up, select the photo desired for the profile picture

9. The page has been published. To adjust settings click on settings in the right hand corner of the screen.
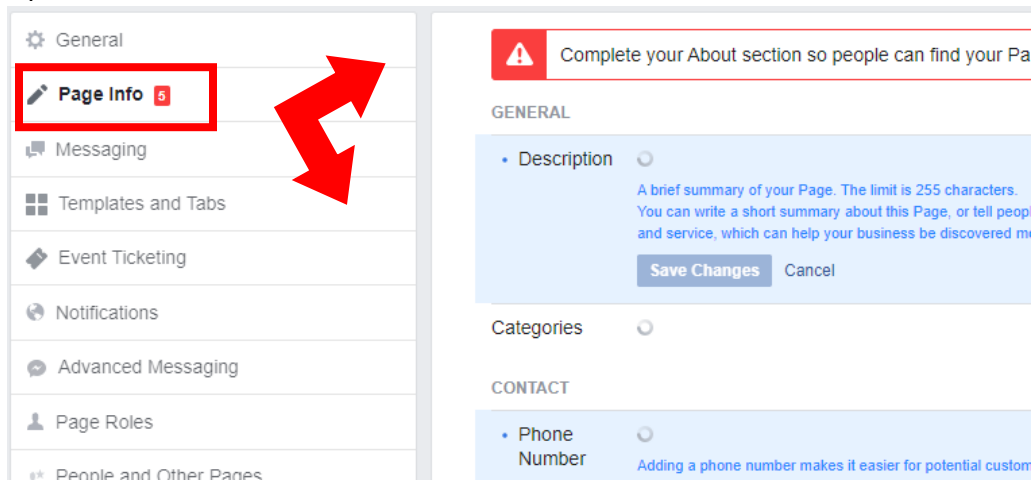
10. Under the "General" tab, adjust page visibility, whether other people can post, whether posts can be shared, whether messaging will be activated, tagging ability, age restrictions, word and profanity filters, and translation services

11. Click the Page Info tab to update contact information and availability:
   a. Add a short description of your page's purpose
   b. Update contact information (phone, website, email)
   c. Update address information
   d. Update hours

12. Click "Page" in the upper left corner to return to the main page and begin posting

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