INSTRUCTION GUIDE TO FACEBOOK

Why Facebook?

1. Contests – AYF runs contests with cool prizes.

2. Community/ Communicate – Network and meet AYF/AYC members across the nation.

3. Deals/ News/ Promos - AYF posts sponsor deals, exciting news, promotions, photos and videos. This is the eyes and ears of AYF

See how we play – like American Youth Football on Facebook

Liking AYF on Facebook:

1. Go to www.facebook.com
2. Search for American Youth Football (Non-profit group page).
3. Or, you can find us by clicking here: http://www.facebook.com/pages/AmericanYouth-Football/115517191828939
4. Click "LIKE US"

Difference between a Facebook Group and A Facebook Page

Group: A page that you can make for your organization. You can make it public or private. You can choose who you invite into the group. You are able to post and share news about your organization, photos, schedules, and more. This is a great networking tool for your community. You can
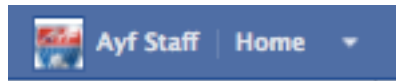
also send e-mails to all of those who are a part of your group – which makes communication efficient.
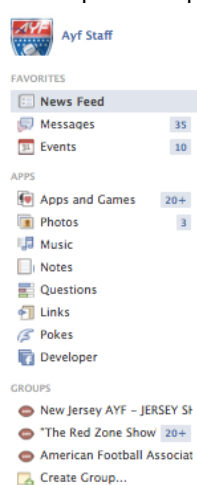
Pages:
Pages are for businesses, organizations and brands to share their stories and connect with people. Engage and grow your audience by posting regularly. People who like your Page will get updates in their News Feeds. It is less interactive, and more of a way to get "likes" and promote your organization

Making a Group On Facebook
1. Log into your "Facebook profile"
2. Go to this link: http://www.facebook.com/about/groups
3. Click on the "Home" Button on the top right of the page

4. On left hand of the profile page you will see an option that says:

   Create Group "Once you click on "CREATE GROUP" you will be given step by step instructions on how to create your group.
5. Invite your friends to join!'

   Suggestions:
   • Make your picture an AYF logo
   • Put American Youth Football in the title
   • Invite all of the members of your associations, regions, and teams to join
   • Make it "Open" so people can search for it
   • Place schedules, photos, and fun things that you want to share with your local communities

Creating a Page on Facebook:

1. Go to this link: http://www.facebook.com/pages/create.php
2. Add in the information about your organization
3. Follow the simple step by step instructions