

Posting on Facebook

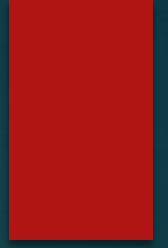
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Committee by Paula Schaffner

Why use Facebook?



- ▶ Who do posts reach?
 - ▶ Maryknoll Affiliates and the whole Maryknoll family
 - ▶ People who don't yet know about Maryknoll or Affiliates
 - ▶ International audience
- ▶ What do posts do?
 - ▶ Tell Affiliates and friends about the good things happening
 - ▶ Excite and inspire others
 - ▶ Share information on areas where action is needed

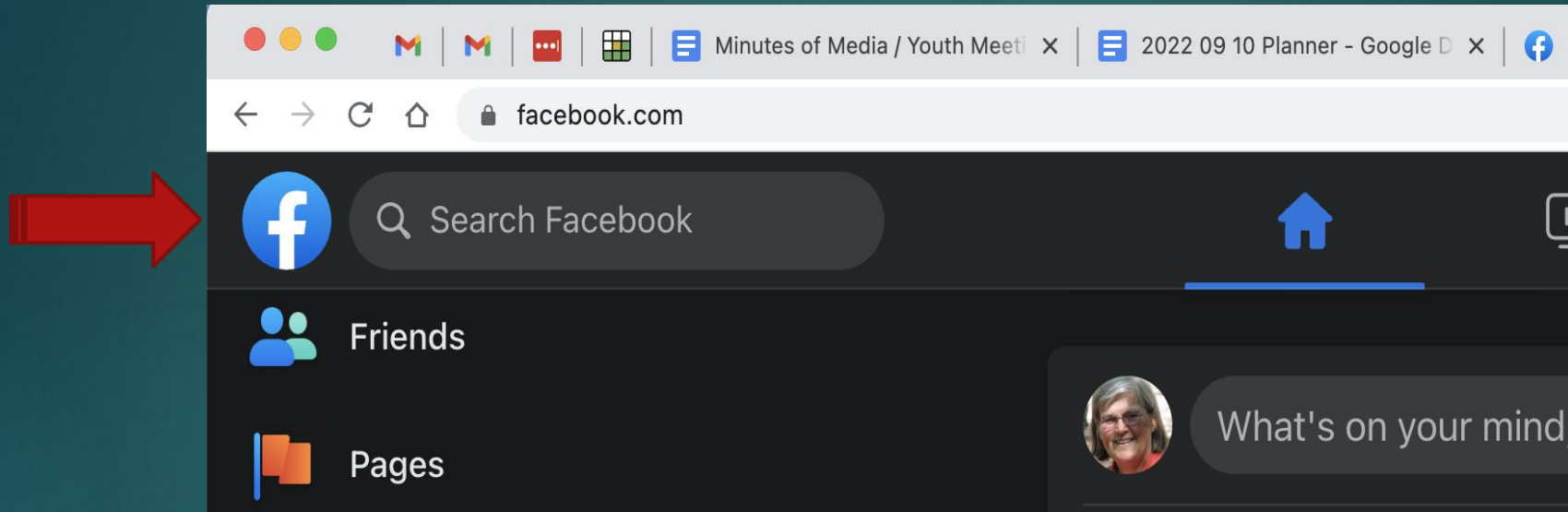
Who can post on the Maryknoll Affiliates Facebook page?

- ▶ You can—anyone can!
 - ▶ Posts on our page are screened for appropriateness by one of our administrators before they appear.
 - ▶ The review may take a day or two—be patient!

First, you need a Facebook Account

- ▶ It's simple! Sign up at facebook.com/reg.
- ▶ You will need to provide:
 - ▶ your name
 - ▶ email address
 - ▶ gender (mark "custom" if you don't wish to publicize it),
 - ▶ your date of birth
 - ▶ A password (one that's not easy to guess)
- ▶ Prepare to be amazed by the number of people you know who are already on Facebook!

Facebook Landing Page



- Go to “facebook.com.”
- To find the Maryknoll Affiliates page, click **Search Facebook** in the top left corner.
- Type in “Maryknoll Affiliates” and select it from the dropdown menu.

How to Post

- ▶ To post on our Page:
 - ▶ Click **Create Post** at the top of the Page and write your post. Just start typing over the words, “Write something to Maryknoll Affiliates.”
 - ▶ If you have a photo, include it by clicking the **Photo/Video** button below the message area. Your computer’s finder will appear—choose the photo file and click on it.
 - ▶ Click **Post**.

Handy Hint

- ▶ Use your word processor (Word or other program) to compose your article.
- ▶ When you have your text honed to perfection, highlight the paragraph and click the **COPY** command.
- ▶ Then go to the Maryknoll Affiliates web page and **click** in the “Write something to Maryknoll Affiliates” area.
- ▶ **Click** COMMAND + V or double-click and use **PASTE** on the dropdown menu. Next add photos, if available.
- ▶ Then click **POST** at the bottom.

Sample Posts

- ▶ Your chapter helped host a Maryknoll Lay Missioner who visited your parish.
- ▶ You could write:

When Kathy Bond came to our parish in Minnesota to tell us about all that Maryknoll Missioners are doing in Brazil, we were the lucky ones who were able to offer bed and board, while other Affiliates provided chauffeur service and support at our weekend Masses. We learned so much from Kathy! Check out mklm.org/where-we-serve/brazil/

Sample Posts

- ▶ A team of Maryknoll Affiliates worked a week on rebuilding a flooded home in Texas.
- ▶ You could write:

A group of Affiliates found skills we had forgotten we had, and learned some new ones, helping renovate a mobile home that was flooded. Each evening, Fr. Kelly said Mass for our group. It was a time of action, spirituality, and community!

- ▶ And add a photo, if you have the subject's permission!



Fear of Flying?

- ▶ You say the thought of actually posting your own message strikes fear in your heart?
- ▶ Alternative #1:
 - ▶ Write the text and possibly find a photo to go with it.
 - ▶ Send these to Bob Short (affiliatebshort@gmail.com), the NSFA editors (NSFAMaryknoll@gmail.com) , or Santa Orlando (santaroo@gmail.com). They will post what you wrote.
- ▶ Alternative #2:
 - ▶ Send your idea for a post with the details you can provide.
 - ▶ One of us will compose and post it for you.

Questions?

- ▶ Contact Lisa Stengel by text message or email:

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