

## FACEBOOK TIPS

**Facebook is a great way to share your story- but it can be overwhelming at the start. Below are some tips to help create your page**

### **CREATING YOUR FACEBOOK**

1. Go to: [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)
2. Click on the "Cause or Community" category.
3. Consider sharing your story in the "About" and "Description" sections:
  - describe life now and what you hope to improve with transplant
  - describe yourself and who you are in the context of the world (for example: family, work, friends, extra- curricular activities)
  - share your goals
  - share contact information and/or link for initial screening tool for your transplant program and coordinator
  - make it as easy as possible for people to make contact by including names, phone numbers and e-mail addresses if you have them

### **SHARE YOUR PAGE**

We suggest making this a "closed page" and sharing it with your friends and friends of friends on Facebook only

- Post a link to it on your personal Facebook page and ask others to "like" and "share" it. (Not everyone knows how to do this, so be sure to say something like "Click the words 'like' and 'share' directly below.")
- In addition, post your link on the Living Kidney Donor Search Page on Facebook.
- Two or three times a week, post status updates, pictures, or general donation information to keep those who have liked your page interested. However, keep it to 2-3 times a week; if you post too many times, people will no longer notice your posts. They may even "unlike" your page to avoid receiving so many posts.
- Share the link with everyone you know who is on Facebook or willing to join. E-mail is also an excellent way to spread word to those who aren't on Facebook.