

# INDIAN TRAIL CHAPTER OF TEXAS MASTER NATURALIST

## FACEBOOK FOR MEMBERS

[HTTPS://WWW.FACEBOOK.COM/INDIANTRAILTXMN](https://www.facebook.com/indiantrailtxmn)



Our organization is using Facebook to share pictures, news, and opportunities with each other as well as the public.

Facebook can be a tool to gain interest in our organization and attract new members.

In order to be successful, people must interact with our Facebook page by “liking,” “sharing,” “commenting,” “tagging,” “joining” events, and “inviting.”

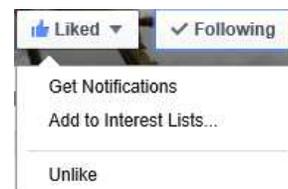
When a user likes our page and interacts with it, their Facebook friends can see that activity, which gives our organization more exposure. Facebook users have an average of about 125 friends each, so for each new person who likes our page, we gain exposure to an average of 125 more people, who themselves can like our page and interact with it. This is how things on social media “go viral.”

### **ACTION #1: LIKE OUR PAGE AND GET NOTIFICATIONS**

You will need to create a Facebook login in order to follow our Facebook page and interact. Once you have done so, go to [www.facebook.com/indiantrailtxmn](https://www.facebook.com/indiantrailtxmn) and you should see something similar to the image above. We frequently change the picture in our header, so make sure you see the name “Indian Trail Texas Master Naturalist Chapter” and then click on .

Once you have clicked on , the button will change to .

If you hover your mouse over , you will see a dropdown box:



Click on “Get Notifications” so that you get notified whenever an update is made to our page.

When you are logged into Facebook, you will see new notifications in the blue bar that stays at the top as you navigate through Facebook. The red box with a number next to the globe will indicate how many new notifications you have. For example, this user has 1 new notification:



By clicking on the globe, the user is able to see a dropdown box with a list of notifications and from there, click on any notification of interest to see more information.

**ACTION #2: INTERACT WITH POSTS ON OUR TIMELINE (LIKING, COMMENTING, AND SHARING POSTS)**

The right side of the “Timeline” page has a history of posts, which may include photos, news, shares from other pages, events, or other items. These are arranged chronologically, with the most recent post at the top.

Every post on the right side of the page will have three options of ways that you can interact with the post. Let’s look at this recent post as an example:

**Indian Trail Texas Master Naturalist Chapter**  
January 19 at 3:15pm · Edited ·

You may be interested in this opportunity to learn about birding in Texas! Take advantage of this opportunity by contacting our friends at [Dogwood Canyon Audubon Center](http://dogwoodcanyon.audubon.org) or visiting <http://dogwoodcanyon.audubon.org>. #birdsofnorthtexas

**DOGWOOD CANYON Audubon CENTER AT CEDAR HILL**  
**Winter Birding 101**

**Saturday, January 24, 2015**  
**9:00am-11:00am**

**Winter is a great time for bird watching in Texas!**

- Learn why Texas is vital to wintering birds.
- Study bird watching basics with a certified North Texas Master Birder.
- Hike the trails & meet Dogwood Canyon's winter resident birds.

North Texas Master Birder Instructors: Shannon Love and Julie Mobley

**\$25 per person, FREE for Center members.**

1206W FM 1382 Cedar Hill, TX 75104  
Questions and to rsvp: 469-526-1980 or e-mail: [dca@audubon.org](mailto:dca@audubon.org)  
[dogwoodcanyon.audubon.org](http://dogwoodcanyon.audubon.org)

Like · Comment · Share · 1 1 1

At the bottom of the post, you see three options: Like – Comment – Share.

- If the post has already received a like, you see a thumbs-up icon with a number. The number indicates how many likes the post has received. This post already has 1 like. 1
- If the post has already received a comment, you see a thought bubble icon with a number. The number indicates how many comments the post has received. This post already has 1 comment. 1
- If the post has already been shared to another user’s personal timeline, you see an arrow icon with a number. The number indicates how many “shares” the post has received. This post already has been shared once. 1

By clicking on any of those icons, you expand the bottom of the post and see more information as well as an area to write your own comment.



Here we are able to see that our “like” was from another page – Conservation Education at Texas Parks and Wildlife. You also see the comment history. And if you’d like to see who shared the post, you can click on the share arrow to see more information:



This shows us that Conservation Education at Texas Parks and Wildlife shared our post and, when doing so, they posted the commentary shown. On their page, this generated 5 likes as indicated by the thumbs up icon and the number “5.”

Click on the “x” at the top right corner to return to the post you were interested in.

Help our posts get noticed by using these three functions yourself.

1. Like the post
2. Like any comments made on the post by clicking on “Like” below the comment
3. Comment on the post yourself (Bonus: Tag a friend in your comment – see next section on “tagging”) AND/OR Reply to someone else’s comment by clicking on “Reply” under their comment
4. Share the post to your personal timeline (Bonus: Tag a friend when you share – see next section on “tagging”)

The more activity a post receives, the longer people see it in their news feed, which is where people are most likely to see a post unless they have been tagged in it or received a notification on it.

### **ACTION #3: "TAG" FRIENDS IN COMMENTS AND SHARED POSTS**

If you have a Facebook friend that you specifically want to see the post because you know they would be interested, "tag" them either in your comment on a post or when you share it to your personal timeline.

In order to tag a friend, whenever you are typing in any field in Facebook, you can type "@" followed by the person's name. As you start to type the friend's name, a dropdown box will appear with names of other users that Facebook thinks you are most likely attempting to tag, with your friends appearing at the top of the list.

Once the correct name appears, you can stop typing the name and simply click on the correct name in the dropdown box. This will fill in their name and it will appear to be highlighted. Finish typing statement and then post. The person will be "tagged" meaning that their name will appear hyperlinked (you can click on it to reach their profile page) and they will receive a notification that they have been tagged. (See all three images below)



### **ACTION #4: INTERACT WITH PICTURES (LIKING, COMMENTING, AND SHARING PICTURES)**

Sometimes we post pictures to our timeline.



When we post several pictures at once, Facebook automatically creates a collage using 4-5 pictures. You must click on one to scroll through the others.

 **Indian Trail Texas Master Naturalist Chapter** added 7 new photos from October 30, 2014 to the album: **Mockingbird Nature Park, Midlothian, TX - 10/30/14** — at **Mockingbird Nature Park**.  
October 30, 2014 · 🌐 · 📍

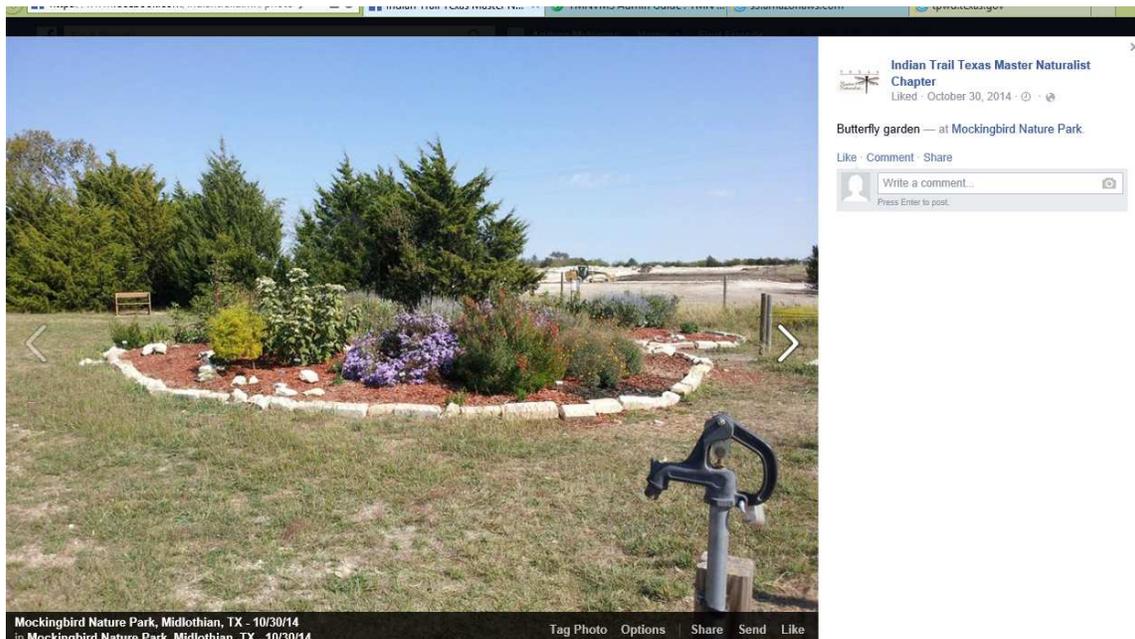
Pictures from a chapter workday on 10/30/14 at Mockingbird Nature Park in Midlothian, TX. Learn more about this hidden gem at <http://txmn.org/.../mockingbird-nature-park-midlothians-hidd.../>



You can click on any picture that appears in the timeline to see an enlarged version of each picture individually.

Not only can you interact with the post on the timeline, but you can interact with each individual picture.

Notice that on the right side of the picture, you have a familiar Like-Comment-Share section where you can do the same things that you can with a post on our timeline.



Indian Trail Texas Master Naturalist Chapter  
Liked · October 30, 2014 · 🌐 · 📍

Butterfly garden — at Mockingbird Nature Park

Like · Comment · Share

Write a comment...  
Press Enter to post.

Mockingbird Nature Park, Midlothian, TX - 10/30/14  
in Mockingbird Nature Park, Midlothian, TX - 10/30/14

Tag Photo Options Share Send Like

**TIP:** You can find pictures that we've posted previously by clicking on "Photos" at the top of the page instead of scrolling through the Timeline.



**ACTION #5: "TAG" PEOPLE IN PICTURES**

If you see a picture where the people in the picture have not been identified, you can label them by clicking on the picture so that you are seeing the enlarged version, hovering your mouse over the picture, choosing "Tag Photo" at the bottom of the photo, clicking on the face of the person you want to label and then typing in the name of the person in the text box that appears. When you've labeled everyone you know, click on "Done Tagging" at the bottom.

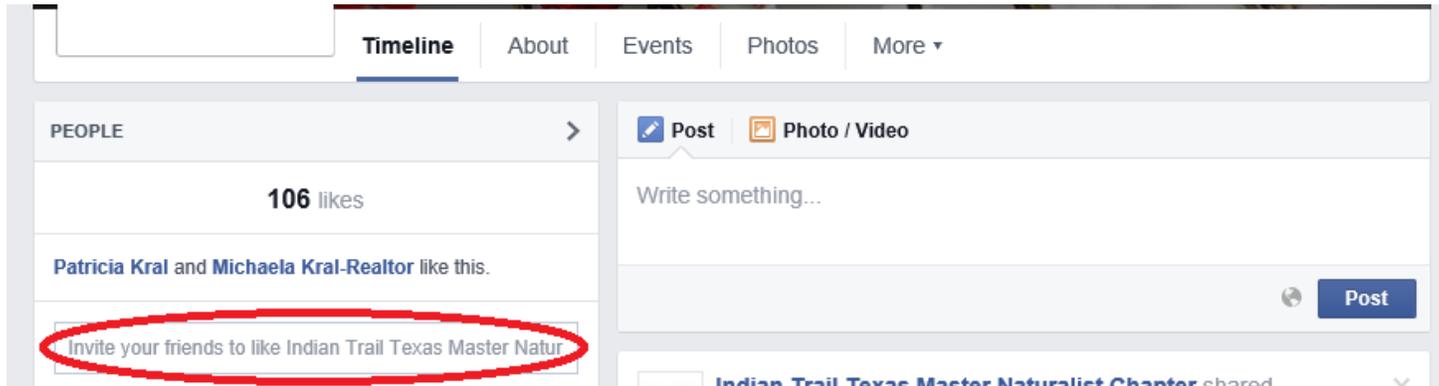
This photo is an example of visibility we can get from outside our organization when the people in the photo are "tagged." On the right of the photo, you see that the description ends with "--- with" followed by several names are listed in blue (hyperlinked). This caused the photo to be seen by friends of those people so that they had an opportunity to like it and comment. This photo has a total of 14 likes and 3 comments.



## **ACTION #6: INVITE YOUR FACEBOOK FRIENDS TO LIKE OUR PAGE**

If you have any Facebook friends who may be interested in anything that we post (pictures, links from other organizations, events, etc.), click on the “Invite your friends to like this Page” link and follow the instructions to send them an invite. They will simply receive a notification that you have invited them to our page and they can choose to accept it or ignore it.

On the left side of the “Timeline” page are other modules, the first being “People”. This shows that we currently have 106 people who “Like” (or follow) our page. If any of your Facebook “friends” like the page, they will be listed. Below that is a text box asking you to “Invite your friends to like Indian Trail Texas Master Naturalist...”



Invite your friends by typing each name in the box individually. As you type, Facebook will narrow down your list of friends in the area below the text box. When the correct name appears, click on the invite button  to the right of their name.

## **ACTION #7: “JOIN” OUR EVENTS AND “INVITE” YOUR FRIENDS**

You can see our posted Events by either:

1. Scrolling down the Timeline page until you see “Upcoming Events” on the left side and clicking on the header;

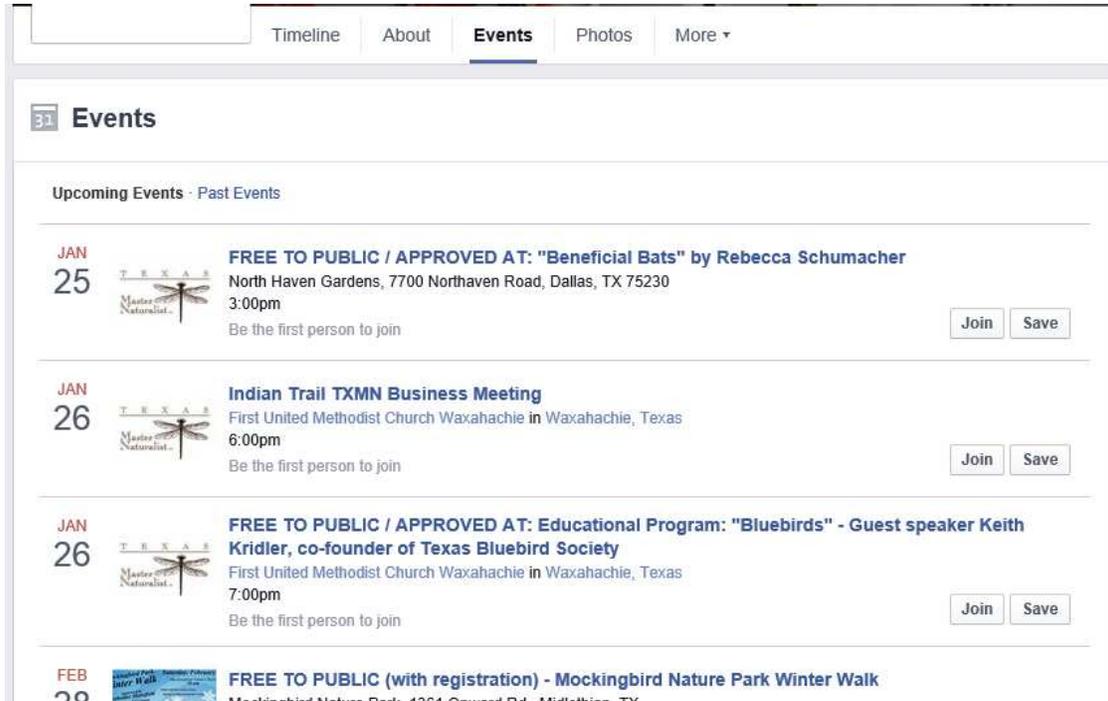


or

2. Selecting the “Events” tab at the top of the page.

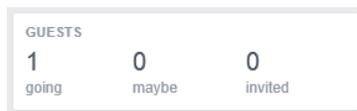


The Events page will list all upcoming events that have been added to the page, with the earliest listed first:



You can click on any event and you will arrive at a page that has been created specifically for that event. Additional information regarding the event is available and posts on that page will be specifically related to that event. You can also “join” an event or “invite” friends to the event as well as see who else is going.

To see who else has replied to the invite or has been invited, click on the respective number in the “Guests” section on the right:



You can “join” an event by clicking on  at the top of that event’s page. By “Joining” an event, the event is added to your personal Facebook events and your friends are able to see the event.

**BONUS:** If you have a smartphone with the Facebook app installed, the event should appear on your calendar app on your phone.

You can “invite” others by clicking on  at the top of the event page and then selecting to either “Choose Friends” or “Share Event.” If you have friends you would like to specifically invite, then select choose friends. If you’d like to share the event with all your friends, choose “Share Event.” If you’d like to do both, you may do so.

**[ACTION #9: SEND ANNOUNCEMENTS, PICTURES, ARTICLES, ETC. FOR ADMINS TO SHARE ON FACEBOOK](#)**

Only page admins can post new items to our timeline. If you have something you’d like posted, e-mail it to:

- Michaela Kral at [michaelakral@gmail.com](mailto:michaelakral@gmail.com).

## **ACTION SUMMARY**

LINK: <HTTPS://WWW.FACEBOOK.COM/INDIANTRAILTXMN> (BOOKMARK AND VISIT OFTEN)

1. LIKE OUR PAGE AND GET NOTIFICATIONS
2. INTERACT WITH POSTS ON OUR TIMELINE (LIKING, COMMENTING, AND SHARING POSTS)
  - a. Like the post
  - b. Like any comments made on the post by clicking on “Like” below the comment
  - c. Comment on the post yourself (Bonus: Tag a friend in your comment – see next section on “tagging”) AND/OR Reply to someone else’s comment by clicking on “Reply” under their comment
  - d. Share the post to your personal timeline (Bonus: Tag a friend when you share – see next section on “tagging”)
3. “TAG” FRIENDS IN COMMENTS AND SHARED POSTS
4. INTERACT WITH PICTURES (LIKING, COMMENTING, AND SHARING PICTURES)
5. “TAG” PEOPLE IN PICTURES
6. INVITE YOUR FACEBOOK FRIENDS TO LIKE OUR PAGE
7. “JOIN” OUR EVENTS AND “INVITE” YOUR FRIENDS
8. SEND ANNOUNCEMENTS, PICTURES, ARTICLES, ETC. FOR ADMINS TO SHARE ON FACEBOOK

### **Worried about privacy on Facebook?**

- For an interactive guide on Facebook privacy settings, go to: <https://www.facebook.com/about/basics>