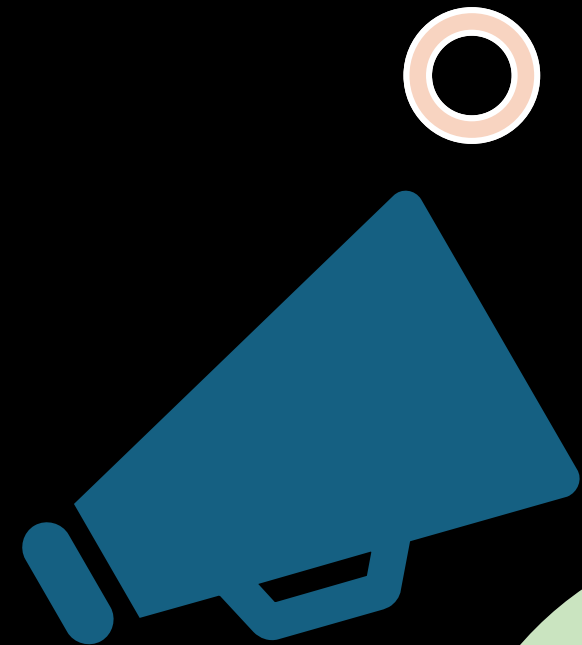




# Strategic use of Social Media

To grow awareness





# Agenda

- Introduction to strategic use of Social Media
- How to use it to grow membership
- Choosing the Right Platform: Facebook
- Optimizing Facebook Pages
- Analysing Post Performance and Insights
- Setting Up a Facebook Page: A Step-by-Step Guide

This is an introduction to the basics, with a practical start-up guide at the end

It is not a guide to setting up a 'chatty' group / page where people can contact each other and chat

# Sheila Crawley

Social media has fuelled growth in membership of c.100% in the past 3 years

The single most important element of our media mix by far

A growing number of u3as do what we do, and the uptake is accelerating

When Ashbourne started there was lots of scepticism in the committee, but the critics are now amongst the biggest supporters – because the results speak for themselves: from 300 to 600 members in just 3 years.

Why do we use social media?

To raise **awareness** amongst potential members and influencers (family, friends, neighbours, professionals, corporates) in our catchment area:

- To ensure they know that we exist
- Know something about what we do
- And how to get in touch

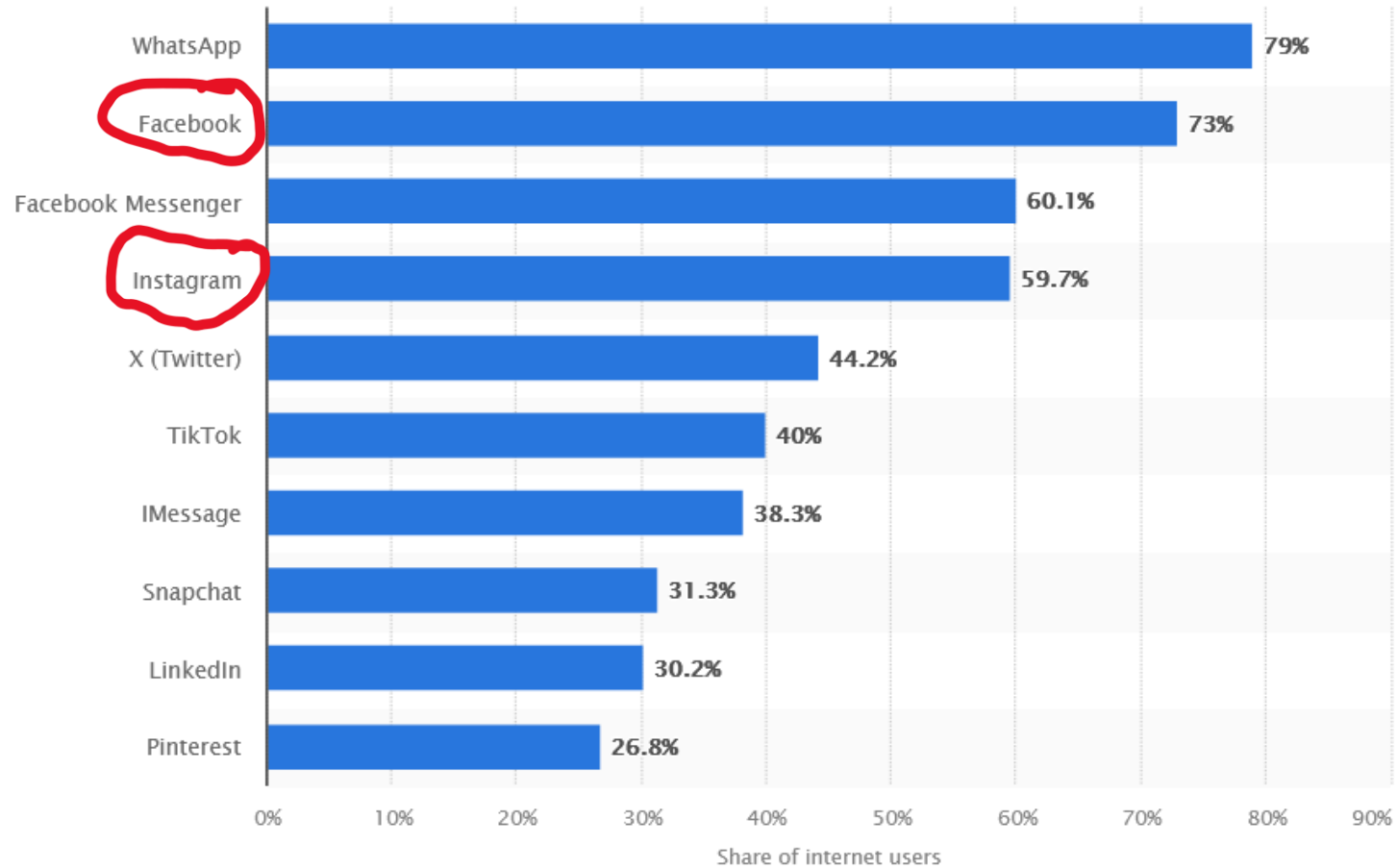
And ideally to do this by spending nothing



# Most popular social media platforms by reach UK

## – why Facebook is the first place we should focus our effort

*third quarter 2023*



# Facebook is the best place to start because:

It's the biggest

Best for targeting a wide demographic, including older people


It's very flexible – you can post lots of different types of content ... photos and videos, articles, links to websites, etc.

You can cross-post from FB to Instagram – '2 for the price of 1'

If you choose to spend money you can focus FB advertising by geography and demographic – and spend small amounts of money doing it

- It would cost c.£14 to target adults over 60 living in our geographic catchment with a 7-day campaign (Sept 2024)

Our page looks like this:



**u3a** learn, laugh, live

## Ashbourne & District u3a

295 likes • 411 followers

Message Liked Search

Posts About Mentions Reviews Reels Photos More

**Intro**  
Learn, laugh and live. U3A is open to everyone who is past the point when work and / or bringing up a family takes up every waking moment

**Featured**

- Ashbourne & District u3a**  
17 July 2023 · 🌐  
ITS BADMINTON ON TUESDAY - TRY IT FOR FREE
- Ashbourne & District u3a**  
28 March 2023 · 🌐  
We have a number of brand new groups on the books. Wine Appreciation, Golf, Guitar, Supper Club, Weekend Lunch...

Page · Charity organisation



## u3a Ashbourne & District u3a

### Intro

Learn, laugh and live. U3A is open to everyone who is past the point when work and / or bringing up a family is the main focus of their life.

Edit bio

- Page · Charity organisation
- ashbourneanddistrictU3A@gmail.com
- u3adistrict.org.uk/ashbourne/home

Edit details

Add Feature

### Intro

Learn, laugh and live. U3A is for anyone past the point in life when work and family take up all of their waking hours. We enjoy learning new things, having fun and enjoying a fulfilling and stimulating retirement, semi-retirement or pre-retirement.


Edit Bio

- Page · Charity organisation
- ashbourneanddistrictU3A@gmail.com
- ashbourne.u3asite.uk/welcome

# Typical posts:

**Ashbourne & District u3a** is at RSPB Burton Mere Wetlands - Dee Estuary. Published by Sheila Crawley · 17 February · Neston

Natural History visited RSPB Burton Mere on Thursday on an unseasonably warm, still day. 30 species spotted, lovely trip. New members welcome, see the Groups page of our website for more information or reply to this post. <https://u3asites.org.uk/ashbourne/page/110922>



**Ashbourne & District u3a**  
Learn, laugh and live. U3A is open to everyone who is past the point when w... [WhatsApp](#)

**Ashbourne & District u3a** Published by Sheila Crawley · 4 May

MYTH NUMBER 2: u3a is just for posh types who went to university. WRONG! u3a has something for everyone. The ethos is co-operative, in one group you may be a learner, in another a leader, encouraging others to share your interest or passion. We work together to create a friendly and enjoyable approach to learning based around well-loved interests. And we have a load of fun doing it!





Ashbourne & District u3a is at St. John's Church, Ashbourne.

Published by Sheila Crawley · 16 March · Ashbourne

Our next Disco and Social meet up is a week earlier than normal because of Easter. It's this coming Friday 22nd March at St John's Church Hall 7.00 to 9.30pm with DJ Adrian. The cost is £5.00, please bring your own refreshments. Contact Trisha here or via the Group's page on our website if you'd like to be there: [https://ashbourne.u3asite.uk/u3a\\_groups/disco-social-group/](https://ashbourne.u3asite.uk/u3a_groups/disco-social-group/)



FRIDAY 22ND MARCH 7.00 - 9.30 PM

Ashbourne u3a



Ashbourne & District u3a is at Ashbourne Library.

Published by Sue Hall

· 4d · Ashbourne ·

It's great to report that yesterday our Spanish Group had their first meeting and now officially exists. Hurrah! We are delighted that we have found a local Modern Foreign Languages teacher, Soleine, who has agreed to help us start up and run a sparkly new group. This will be at an 'improvers' level for those who already speak some Spanish but want to improve their fluency and confidence. Yesterday members met Soleine and took part in several speaking, listening, reading an... See more



# Our best performing posts are ALWAYS next week's programme ... but we're always learning!

**Ashbourne & District u3a**  
Published by Sheila Crawley · 17 February ·

Your programme of events from Monday 19th February, see the Events page of our website for more information: <https://u3asites.org.uk/ashbourne/events>

February 2024	
Mon Feb 19th	<b>Strollers</b> Ashbourne/Mayfield/Ashbourne Level walk from Homebase past the allotments and along footpath parallel to the A52 to The Royal Oak at Mayfield. Cross over A52 at Har stiles. Refreshments at Stepping Stones. Please let Karen know if you would like to join the walk. Meet at Homebase end of Waterside to start the walk at 1.30p.m. prompt. Contact details: Karen:
Mon Feb 19th	<b>Line Dancing</b> Veldersley Hall, 7-9pm Check before attending
Mon Feb 19th	<b>Pickleball</b> 9am to 11am, Ashbourne Leisure Centre Main Hall
Tue Feb 20th	<b>German</b> 10.30am - 12noon at the Elm Church, Waterside. Meeting to be led by Helen's Group
Tue Feb 20th	<b>Hiking</b> Walk from PDNP car park at Mildale (SK136546) starting at 9.30. This walk will feature snowdrops and will be around 9 miles. For further d
Tue Feb 20th	<b>Badminton</b> 9:00 - 11:00 @ Ashbourne Leisure Centre New members welcome. Just contact me via the blue envelope
Wed Feb 21st	<b>Canasta</b> Wyaston Village Hall 2 pm
Wed Feb 21st	<b>Petanque /</b>
-Thu Feb 22nd	<b>Boules</b> Red Lion, Hognaston, 11am start.
Thu Feb 22nd	<b>Choir</b> Choir 2pm -4pm and Wyaston VH. New members welcome.
Thu Feb 22nd	<b>Cinebowl</b> <b>Uttowater</b> 7pm start, discount price for u3a members (who must show their membership card) of £12.95 for tickets sold at the cinema (not online). National Theatre Live 'Vanya'. National Theatre Live - adapted by Simon Stephens, after Anton Chekhov, designed by Rosanna Vize. Filmed during its sold-out run in Lor Andrew Scott brings multiple characters to life in Simon Stephens' radical new version of Chekhov's Uncle Vanya. Hopes, dreams, and regrets are thrust into sharp focus in this one-man adaptation which explores the complexities of human emotions.
Thu Feb 22nd	<b>Cinebowl</b> <b>Uttowater</b> ARGYLLE STARRING Dua Lipa, Henry Cavill, Sam Rockwell Best selling espionage novels about a secret agent named Argyle start to mirror the covert actions of a real life spy organisation. The line COST £4 ALL MEMBERS MUST PRESENT A u3a MEMBERSHIP CARD WHICH WILL BE CHECKED BY CINEMA STAFF Arrive 15 minutes before the start time. PARKING Cinebowl (ST14 8AZ) is located behind the Tesco store and has dedicated parking which stretches round the back.
Fri Feb 23rd	<b>Walking</b> <b>National Trust - Walking Volunteer</b> - supporting guided walks. The NT are currently recruiting for walking volunteers to help them lead, and assist at, guided walks around the White Peak. More details c
Fri Feb 23rd	<b>Table Tennis</b> 9:00 - 11:00 Minor Hall at Ashbourne Leisure Centre
Fri Feb 23rd	<b>Disco &amp; Social Group</b> 7:00 - 9:30 pm ST JOHN'S CHURCH HALL D.J. ADRIAN BRING YOUR OWN REFRESHMENTS
Fri Feb 23rd	<b>Board Games</b> First meeting, Ashbourne library 2-4pm

Ashbourne & District u3a  
Charity organisation

WhatsApp

**Ashbourne & District u3a**  
Published by Sheila Crawley  
· 22 February at 21:08 ·

u3a is a great way to meet people, make new friends and have fun. It's for anyone who is past the point in life when work and / or family take up all of their waking hours, you don't have to be retired. Here's what's on next week, if you're interested you can find more on our website: <https://ashbourne.u3asite.uk/>

24 FEB. MON	<ul style="list-style-type: none"> <li>All day</li> <li>09:00 - 11:00</li> <li>13:30 - 15:30</li> <li>13:30 - 15:30</li> <li>14:00 - 16:00</li> <li>14:00 - 16:00</li> <li>19:00 - 21:00</li> </ul>	<p>Golf - times and days vary, all levels catered for</p> <p>Pickleball Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK</p> <p>Bridge for Beginners Ashbourne Library</p> <p>Strollers - see group page on website</p> <p>French Mayfield Memorial Hall, Congree Ln, Mayfield, Ashbourne DE6 2LD, UK</p> <p>Recreational Painting - see the group's page for more details Mayfield Church Rooms, Church Ln, Mayfield, Ashbo</p> <p>Line Dancing Veldersley Hall, Painter's Ln, DE6, Ashbourne DE6 1LS, UK</p>
25 FEB. TUE	<ul style="list-style-type: none"> <li>09:00 - 11:00</li> <li>09:30 - 15:30</li> <li>10:30 - 12:00</li> <li>11:00 - 13:00</li> <li>14:00 - 16:00</li> <li>14:00 - 16:00</li> </ul>	<p>Badminton Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK</p> <p>Hiking - see group page on the website for more details</p> <p>German - see website for details Ashbourne Elm Church, Waterside Business Park, Waterside Roundabout, Ashbourne DE6 1DQ, UK</p> <p>Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK</p> <p>Art - Painting for Pleasure - see group page on the website</p> <p>Chess</p>
26 FEB. WED	<ul style="list-style-type: none"> <li>11:00 - 13:00</li> <li>14:00 - 16:00</li> <li>14:00 - 16:00</li> <li>16:00 - 18:00</li> </ul>	<p>Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK</p> <p>Art Appreciation see website for more details</p> <p>Canasta Wyaston Village Hall, Hall, Wyaston, Ashbourne DE6 2DR, UK</p> <p>Ukulele Elliot Lodge, Ashbourne</p>
27 FEB. THU	<ul style="list-style-type: none"> <li>10:15 - 12:15</li> <li>10:30 - 13:00</li> <li>11:00 - 13:00</li> <li>11:00 - 13:00</li> <li>14:00 - 16:00</li> <li>15:00 - 16:30</li> </ul>	<p>Science and Engineering - see group page for more details</p> <p>Cinebowl Uttowater, see Cinebowl group page on the website for more details</p> <p>Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK</p> <p>Pickleball</p> <p>Creative Writing meets at a member's home</p> <p>Yoga - see group page on website for more details Mayfield Memorial Hall, Congree Ln, Mayfield, Ashbourne DE6 2LD, UK</p>
28 FEB. FRI	<ul style="list-style-type: none"> <li>09:00 - 11:00</li> <li>14:00 - 16:00</li> <li>14:00 - 16:00</li> </ul>	<p>Table Tennis Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK</p> <p>Board Games Ashbourne Library, Compton St, Ashbourne DE6 1DA, UK</p> <p>German conversation Member's home</p>

Ashbourne & District u3a  
Charity organisation

Send message

# So – how to get the best out of Facebook (1):

- It has to be a public **PAGE**, not a **GROUP**
  - Groups are great for connecting members and for social interaction / engagement
  - But public or private, a group doesn't work for marketing purposes
  - Groups lack control over extraneous / malicious posts, whereas pages can be protected
- Keep it **professional and clean**
  - Control access (i.e. who can post)
  - Don't clog it up with extraneous posts / reposts
- **Regular posts** – a few per week ideally
  - We have 2 main posters plus a few group leaders – no-one else can post
  - We also make use of other people's content – TAT, other u3as, etc
  - We're experimenting with frequency and cross-posting to Instagram (Instagram is the future / Next Gen)

# How to get the best out of Facebook (2):

Posts need to be **engaging**:

- Pretty photos and video
  - ideally you want a good stock of your own photos, make use of Canva et al, etc.
- Short, punchy messages work best
- Items of particular interest
- Calendar of events always works really well – this is our ‘product’, what we ‘sell’

Always include a **‘call to action’** - a next step, a way to find out more e.g.

- WhatsApp / Facebook Messenger / phone response button
- Website address
- A link to a website page (often a group’s page) – so the quality of information on the website and how easy it is to find is **really important** – SiteWorks is great

**Join other local Facebook Groups and Pages and share your posts to them to spread the message**

- Do it sensitively / don’t bombard them

**Analyse** what works best and **repeat**

# Our top performing post is **ALWAYS** next week's activities – typically reaches 4000 FB users within 24 hours

Why?

Ashbourne & District u3a  
Published by Sheila Crawley  
- 10 January at 11:37

What's On next week? Here you go:

Date	Day	Activity	Location
13	JAN, MON	All day	Golf - times and days vary, all levels catered for
		09:00 - 11:00	Pickleball Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK
		13:30 - 15:30	Bridge for Beginners Ashbourne Library
		13:30 - 15:30	Strollers - see group page on website
		14:00 - 16:00	French Mayfield Memorial Hall, Conygree Ln, Mayfield, Ashbourne DE6 2LD, UK
		14:00 - 16:00	Recreational Painting - see the group's page for more details Mayfield Church Rooms, Church Rooms, Church L
		19:00 - 21:00	Line Dancing Yeldersley Hall, Painter's Ln, DE6, Ashbourne DE6 1LS, UK
14	JAN, TUE	09:00 - 11:00	Badminton Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK
		10:30 - 12:00	German - see website for details Ashbourne Elm Church, Waterside Business Park, Waterside Roundabout, Ash
		11:00 - 13:00	Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK
		14:00 - 16:00	Art - Painting for Pleasure - see group page on the website
		14:00 - 16:00	Chess
15	JAN, WED	11:00 - 13:00	Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK
		14:00 - 16:00	Canasta Wyaston Village Hall, Hall, Wyaston, Ashbourne DE6 2DR, UK
		16:00 - 18:00	Ukulele Eliot Lodge, Ashbourne
16	JAN, THU	09:30 - 13:00	Natural History RSPB Dearne Valley - Old Moor
		10:00 - 11:30	Qigong Wyaston Village Hall
		10:30 - 15:00	Cycling - see group page for details
		11:00 - 13:00	Petanque Red Lion Inn, Main St, Hognaston, Ashbourne DE6 1PR, UK
		11:00 - 13:00	Pickleball
		14:00 - 16:00	Creative Writing meets at a member's home
		19:30 - 21:30	Supper Club? check group page on website for more details
17	JAN, FRI	09:00 - 11:00	Table Tennis Ashbourne Leisure Centre, Clifton Rd, Ashbourne DE6 1DR, UK
		10:15 - 12:15	Landscape and Heritage - see group page on the website for more details
		14:00 - 16:00	Board Games Ashbourne Library
		14:00 - 16:00	Craft Wyaston Village Hall, Hall, Wyaston, Ashbourne DE6 2DR, UK

4 likes

Like Comment Send Share

Comment as Ashbourne & District u3a

Here's what's going on next week, if you're interested to find out more or to join a group why not visit

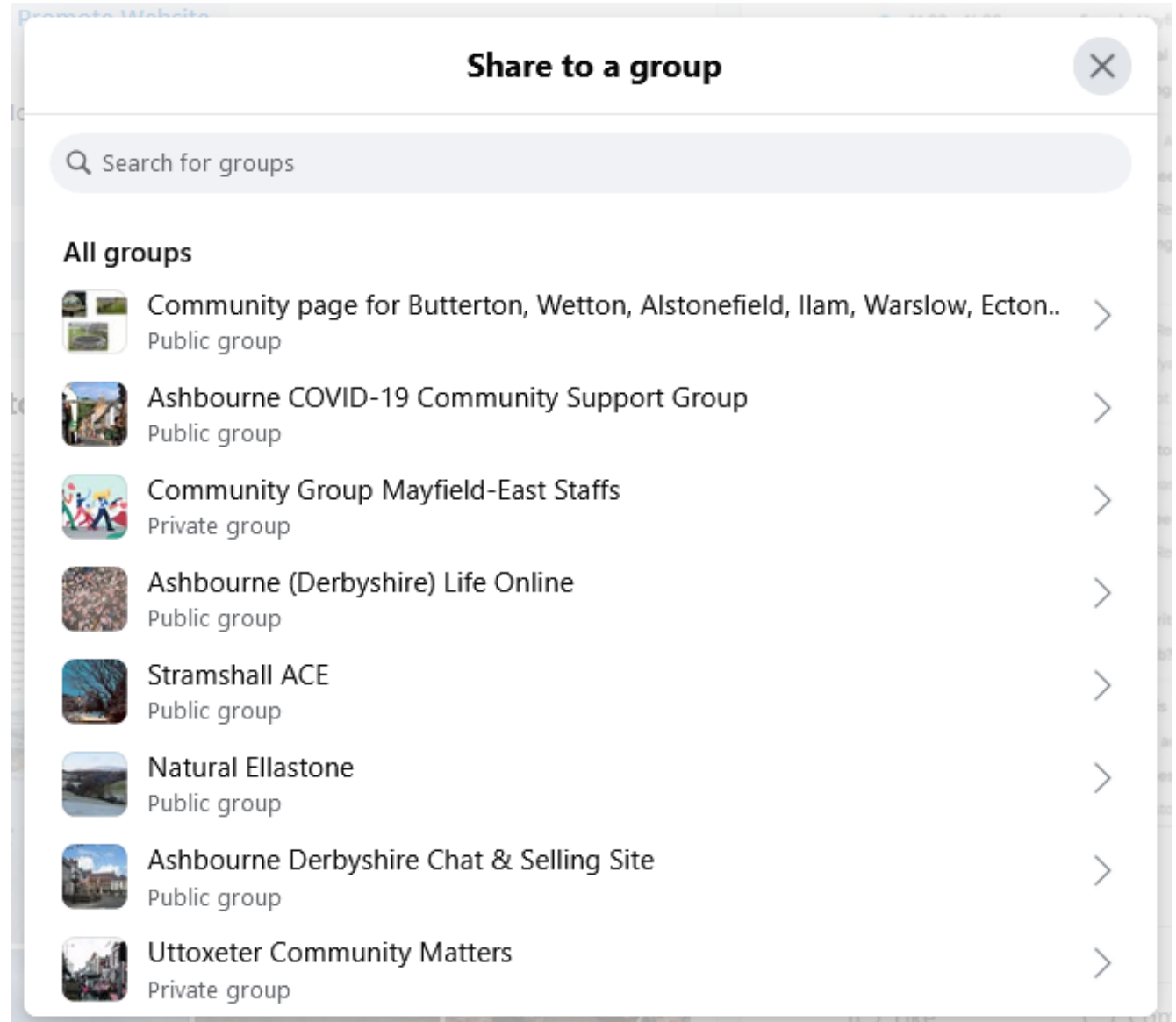
Post · Published on: 12 June 10:55

### Overview







Metric	Value	Comparison
Reach	4,724	Higher than typical
Impressions	4,724	Higher than typical
Interactions	19	Higher than typical

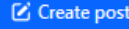









Because it's  
shared to up to  
25 local groups  
and pages

Some examples:



# The power of reposting to local FB groups:

	So would you like to hike, play badminton, petanque ... Ashbourne & District u3a	Boost	16 March 14:38	9.1K Reach	1 Reactor
	Happy New Year to all our members and their friends ... Ashbourne & District u3a	Boost	1 January 10:19	7.2K Reach	0 Reactor
	Ready for next week? Lots going on here, here's next ... Ashbourne & District u3a	Boost	1 February 17:39	6.5K Reach	7 Reactor
	This week's programme. Each group has a page on ou... Ashbourne & District u3a	Boost	7 April 13:33	6K Reach	3 Reactor
	Your programme of events from Monday 19th Febru... Ashbourne & District u3a	Boost	17 February 16:07	5.6K Reach	1 Reactor
	What's On at Ashbourne u3a next week? All of this. If ... Ashbourne & District u3a	Boost	23 February 16:13	5.1K Reach	4 Reactor

Content			La
	The snow is about to disappear so here's next week's programme to tempt you out of the house. If there's a group you'd like to try please contact the group's leader from their group's page on the website: <a href="https://ashbourne.u3asite.uk/groups/">https://ashbourne.u3asite.uk/groups/</a>	Views	Reach
	Photo - 22 Nov 2024	729	6,967
	New month, new schedule for group activities. If there's anything you fancy trying you can get in touch with the group's leader on its page our website, or via the WhatsApp button on this post <a href="https://ashbourne.u3asite.uk/groups/">https://ashbourne.u3asite.uk/groups/</a>	Views	Reach
	Photo - 31 Oct 2024	439	6,003
	ITS DISCO TIME - EVERYONE WELCOME 🎉	Views	Reach
	Photo - 7 Nov 2024	2,319	2,577
	While many of our 46 groups enjoyed a pre Christmas lunch, the Walkers decided they had better earn theirs today! As Ian, the Group Leader, notes this was 'our last and Christmas walk for 2024 for 24 lucky walking members. A lovely 4'ish mile walk from Shirley south along Bonnie Prince Charlie walk then back via Rodsley for our annual Christmas dinner at the...	Views	Reach
	Photo - 18 Dec 2024	810	384
	I'm sure everyone will want to congratulate Ian, the Walking Group Leader, for some just stunning photos and hats off to the group on being such enthusiastic and hardy peeps. 🐣 Ian notes that yesterday '15 walkers ascended above Hartington and north to Pilsbury and back for a fantastic and most enjoyable sunny and snowy walk. Tracking through snow drifts to...	Views	Reach
	Photo - 21 Nov 2024	780	356
	I think if we had taken a vote after the Monthly Meeting today, about what was everyone's favourite ever u3a meeting, it might have been today's! It was just so lovely to have around 150 members enjoying the musical entertainment, a quiz, a mince pie and just a thoroughly enjoyable afternoon with lots of good humour and time to socialise. The entertainment...	Views	Reach
	Photo - 6 Dec 2024	775	334
	We are so pleased to announce that Ashbourne u3a now has a Thursday Pickleball Group because of the great success of the Monday group. Pickleball is a cross between tennis, badminton and table tennis and is one of the fastest growing sports in the UK. The game is played on a Badminton court but with a low net. The bat is more like a table tennis one (but a bit...	Views	Reach
	Photo - 24 Oct 2024	741	329
	On Tuesday the hikers enjoyed a local walk which was new to almost all. 13 walkers set off from Narlows Lane car park. We walked first to Thorpe village, then down Lin Dale to the Dovedale stepping stones. We walked along Dovedale as far as Dove Holes, having stopped for a coffee break on Lovers Leap. From there we could see a group of people up on the skyline which...	Views	Reach
	Photo - 31 Oct 2024	639	323
	It was nice to also see the Board Games group today. Whilst they were lower in number today than usual, there was nevertheless plenty of interest in the usual Rummikub table. Members really enjoy this game and every week there is at least one if not two tables dedicated to the game which many enjoy playing with their families too. The second table today...	Views	Reach
	Photo - 15 Nov 2024	513	286

But there are always exceptions!

Here's a post that was only posted to our own page, and is VERY long


It worked because the content struck a chord:

Post impressions ⓘ	Post reach ⓘ	Engagement ⓘ
4,299	4,053	665

**Ashbourne & District u3a** is at Hope House Costume Museum.  
Published by Sue Hall · 17 May at 15:20 · Ashbourne · 🌐

The members of the Landscape and Heritage Group who went to Hope House Costume Museum at Alstonfield today certainly enjoyed a very special visit, housed in what was the stable block of a family home.

Our host, Notty Hornblower, is an acknowledged expert in fashion through the decades, starting her collection in the 1970's. Over the years she has developed an amazing array of costumes, accessories and items including Doll's Houses all of which have a story of not only where t... See more

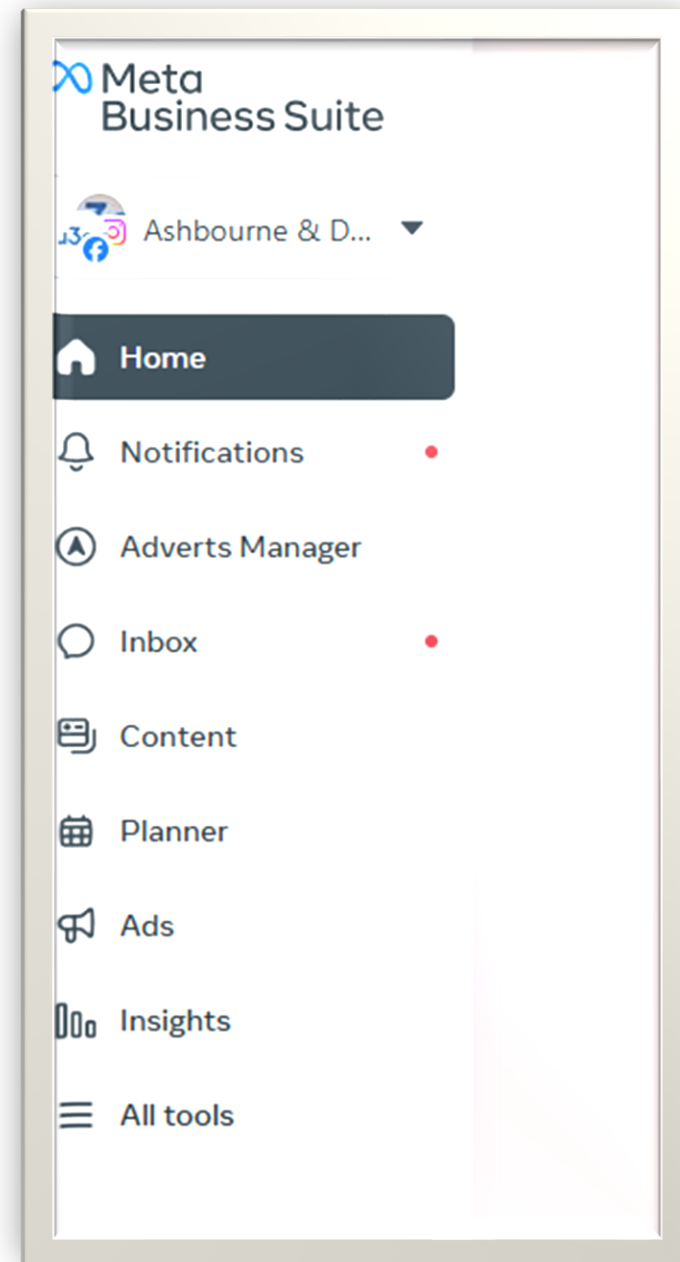


See insights and ads [Boost post](#)

👤 Worcester Area Group u3a and 4 others 1 comment 6 shares

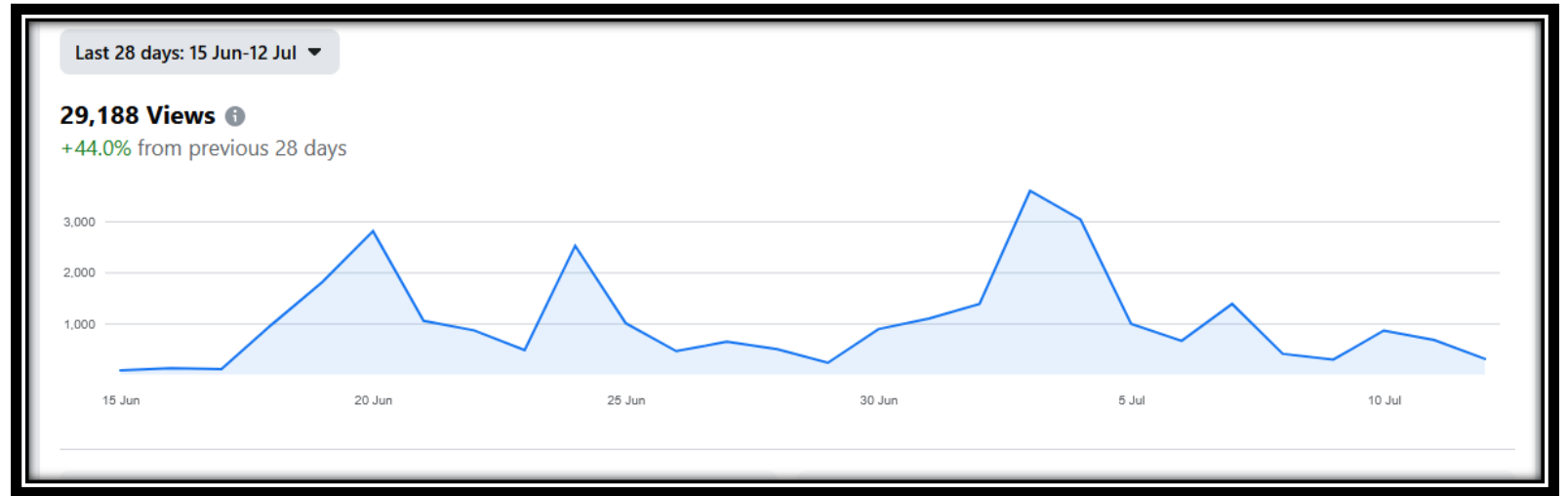
# Meta Business Suite is a great management tool

- Posts can be created in one session
- You can schedule their publication
- Post not just to your page on Facebook but to other groups / pages and Instagram
- Use 'Insights' to understand current successes and improve future performance



# 'Insights'

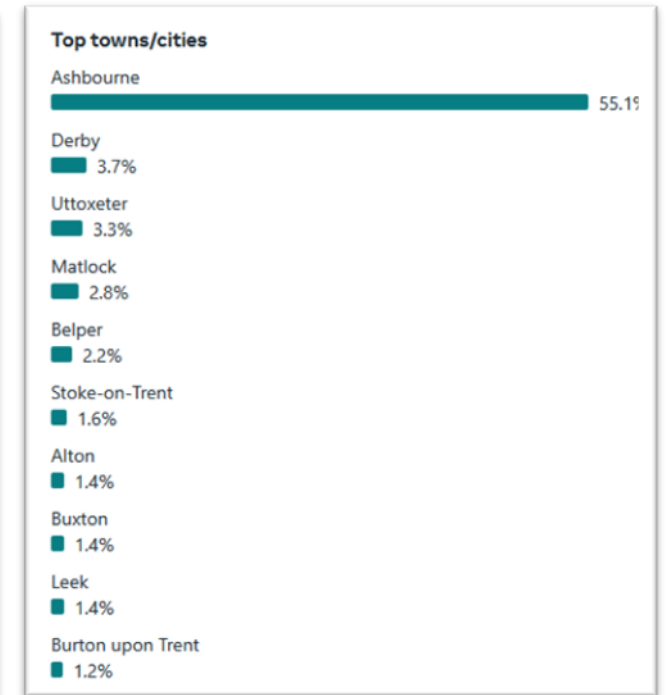
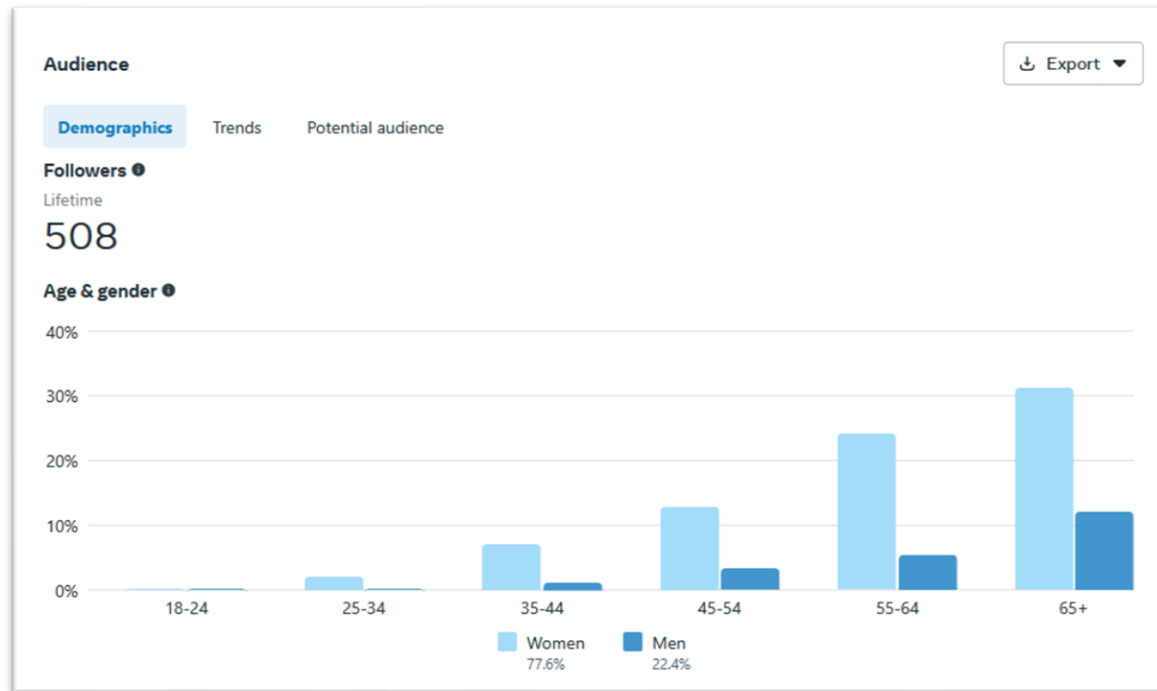
Reach and views are the key  
Impressions also interesting



Preview ↕	Views 📘 ↕	Reach 📘 ↕	Interactions 📘 ↕
U3A is for anyone past the point in life when work and fa... 📅 Published • 23 May at 17:59	510	4,434	33
U3A is for anyone past the point in life when work and fa... 📅 Published • 25 May at 23:23 👤 Ashbourne Community Life Online	3,360	2,807	7
Lots to do next week, join us to socialise with other like ... 📅 Published • 24 Jun at 09:35 👤 Ashbourne Community Life Online	3,648	2,487	4
Natural History group were all about the wildflowers and... 📅 Published • 19 Jun at 20:00 👤 Ashbourne Community Life Online	2,828	1,811	7
Here's what's on for the rest of this week, if you'd like to ... 📅 Published • 1 Jul at 21:04 👤 Ashbourne Community Life Online	2,306	1,742	2
Bridges and tunnels was the theme for today's Photogra... 📅 Published • 3 Jul at 23:12 👤 Ashbourne Community Life Online	2,059	1,476	4
Bridges and tunnels was the theme for today's Photogra... 📅 Published • 3 Jul at 20:00 👤 Wirksworth	1,904	1,159	5

# 'Followers' appear, but are much less important

They're mostly our members ... and now a growing number of our fellow u3as!



# When you start ...

- Keep it simple, focus on getting a few posts out there
- And consider how you can keep up regular posts
- Think about how you will get good royalty-free images to use to illustrate your posts:
  - You can take photos or your groups
  - Ask groups to take and supply their own
  - Or generate images using tools like Canva, AI, etc
- Don't worry too much about the analytics, just keep posting

# How to setup a Facebook page

a step-by-step guide  
Updated February 2025

Use the link below to get to the page opposite. I created a new page for our Family History group to demonstrate:

[facebook.com/pages/create](https://facebook.com/pages/create)

Pages > Create a Page

## Create a Page

Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)  
Ashbourne u3a Family History ✓

Use the name of your business, brand or organisation, or a name that helps explain your Page. [Learn more](#)

Category (required)  
Charity organisation ✓

Enter a category that best describes you.

Bio (optional)  
We're a group of people passionate about genealogy, who want to share news about all things family history.

Tell people a little about what you do.

[Create Page](#)

By creating a Page, you agree to the [Pages, Groups and](#)

Desktop preview

The preview shows a desktop view of the Facebook page. At the top right, there are icons for desktop and mobile views. The main header area features a large, light gray profile picture placeholder. Below this, the page name 'Ashbourne u3a Family History' is displayed in a bold, black font. Underneath the name is a short bio: 'We're a group of people passionate about genealogy, who want to share news about all things family history.' Below the bio, there are navigation tabs for 'Posts', 'About', and 'More'. To the right of these tabs are buttons for 'Follow', 'Message', and a three-dot menu icon. Below the navigation area, there is an 'Intro' section with a checkmark icon and '0 followers', and an information icon with 'Page · Charity organisation'. At the bottom of the preview, there is a 'Posts' section with a 'Filters' button on the right. A small edit icon is visible in the bottom right corner of the preview area.

# Step 1

Once you've clicked 'Create page, you get this page:

Step 1 of 5

## Finish setting up your Page

Success! You've created **Ashbourne u3a Family History**. Now, add more details to help people connect with you.

### Contact

Website

US+1 ▼

Phone number

Email address



### Location

Address

Town/city

Postcode

### Hours

Let people know your location's hours.



No hours available  
Don't show any hours.

### Page health: Fair

Compared to similar Pages with high engagement.



Previous

Next

Desktop preview



## Ashbourne u3a Family History

We're a group of people passionate about genealogy, who want to share news about all things family history.

Posts

About

More ▼

Follow

Message



### Intro

0 followers

Page · Charity organisation

### Posts

Filters

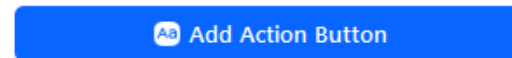
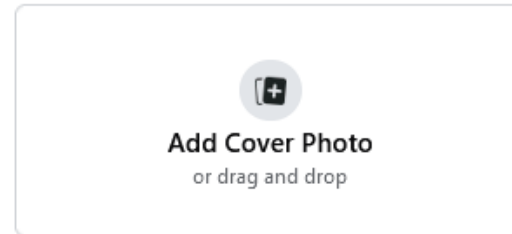
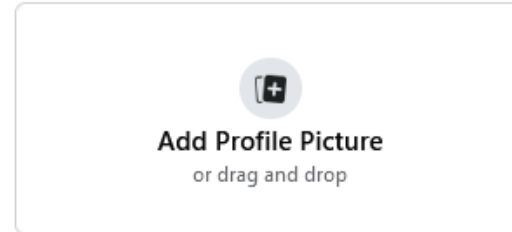
# Step 2

An 'Action button' can be WhatsApp or similar – it's how a potential enquirer will contact you

Step 2 of 5

## Customise your Page

Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.



### Page health: Fair

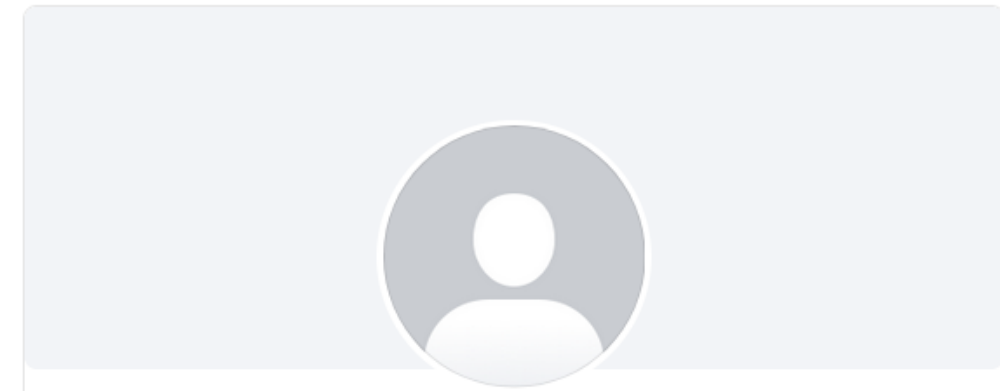
Compared to similar Pages with high engagement.

Sheila Crawley, Ashbourne & District u3a, January 2025

Previous

Next

Desktop preview



## Ashbourne u3a Family History

We're a group of people passionate about genealogy, who want to share news about all things family history.

Posts About More ▾

Follow

Message

...

### Intro

0 followers

Page · Charity organisation

+447968310255

genealogy15006@gmail.com

[https://ashbourne.u3asite.uk/u3a\\_groups/family-history/](https://ashbourne.u3asite.uk/u3a_groups/family-history/)

### Posts

Filters

24

# Step 4

Don't invite anyone unless you specifically want to do this – we have no-one invited at this stage to Ashbourne's page

18/07/2025

Step 4 of 5

## Build your Page audience

Grow Ashbourne u3a Family History by inviting your friends to connect with it.

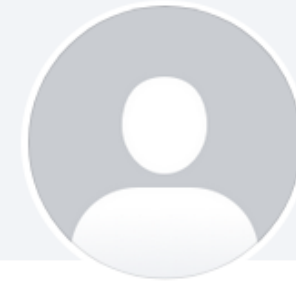


Invite Friends

Page health: Fair

Compared to similar Pages with high engagement.

Desktop preview



## Ashbourne u3a Family History

We're a group of people passionate about genealogy, who want to share news about all things family history.

Posts About More ▾

Follow

Message



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[https://ashbourne.u3asite.uk/u3a\\_groups/family-history/](https://ashbourne.u3asite.uk/u3a_groups/family-history/)

Posts

Filters

# Step 5

The page owner will need to receive notifications


I'd advise against marketing emails, but that's your choice to make

18/07/2025


Step 5 of 5

## Stay informed about your Page

Turn on these features to help make the most of **Ashbourne u3a Family History**. You can change them at any time in Settings.

 **Page notifications on your profile**

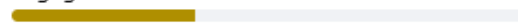
Don't miss updates about your Page **Ashbourne u3a Family History** while you're switched into your profile **Sheila Crawley**. [Learn how to switch](#)

 **Marketing and promotional emails about your Page**

Find out about Meta products and services that may help make **Ashbourne u3a Family History** a success.

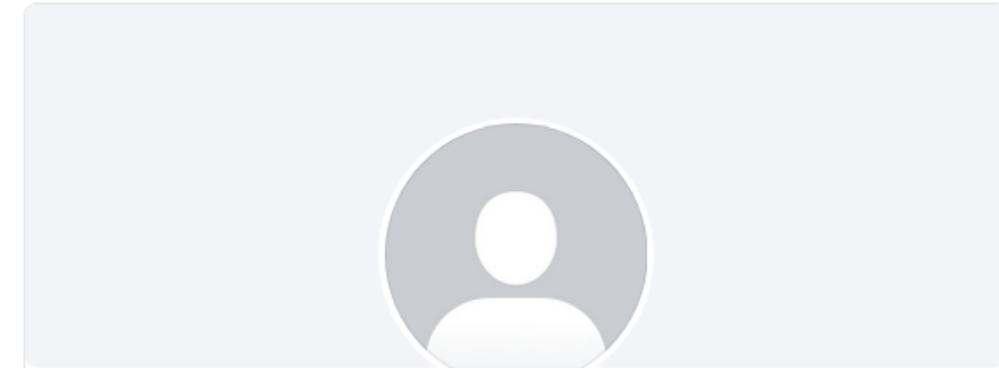
### Page health: Fair

Compared to similar Pages with high engagement.



Sheila Crawley

Desktop preview




## Ashbourne u3a Family History


We're a group of people passionate about genealogy, who want to share news about all things family history.


Posts About More ▾

### Intro

 0 followers


 Page · Charity organisation

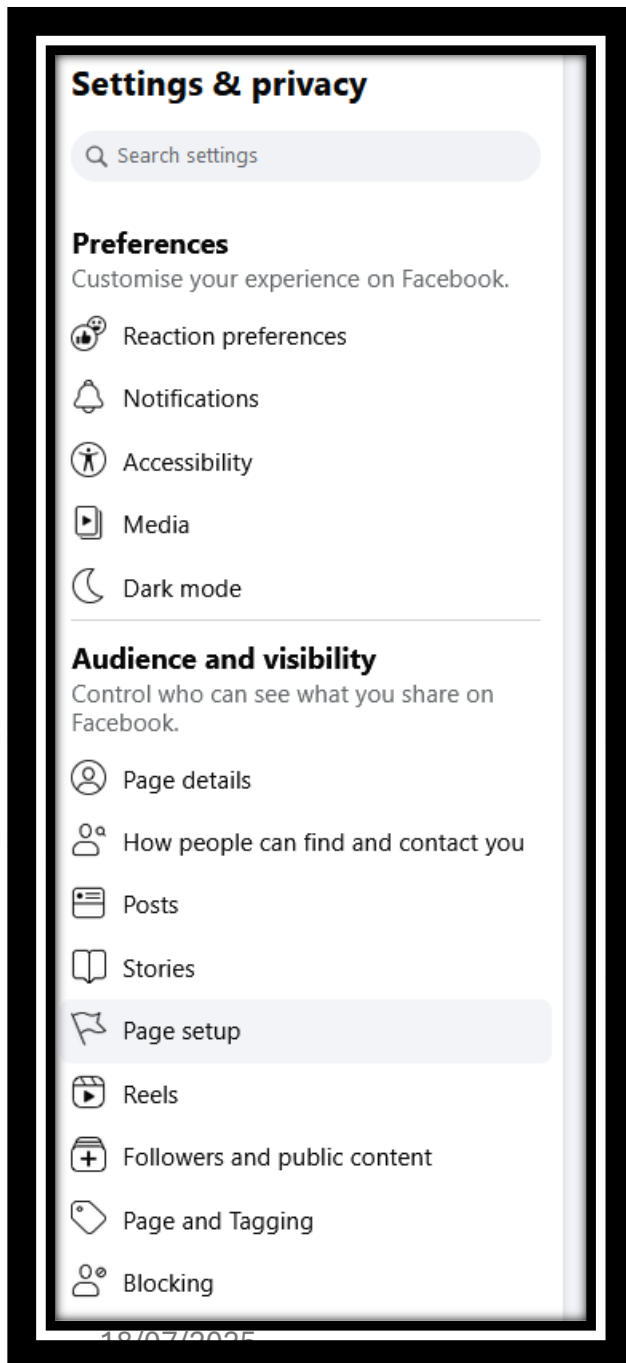
 +447968310255

 genealogy15006@gmail.com

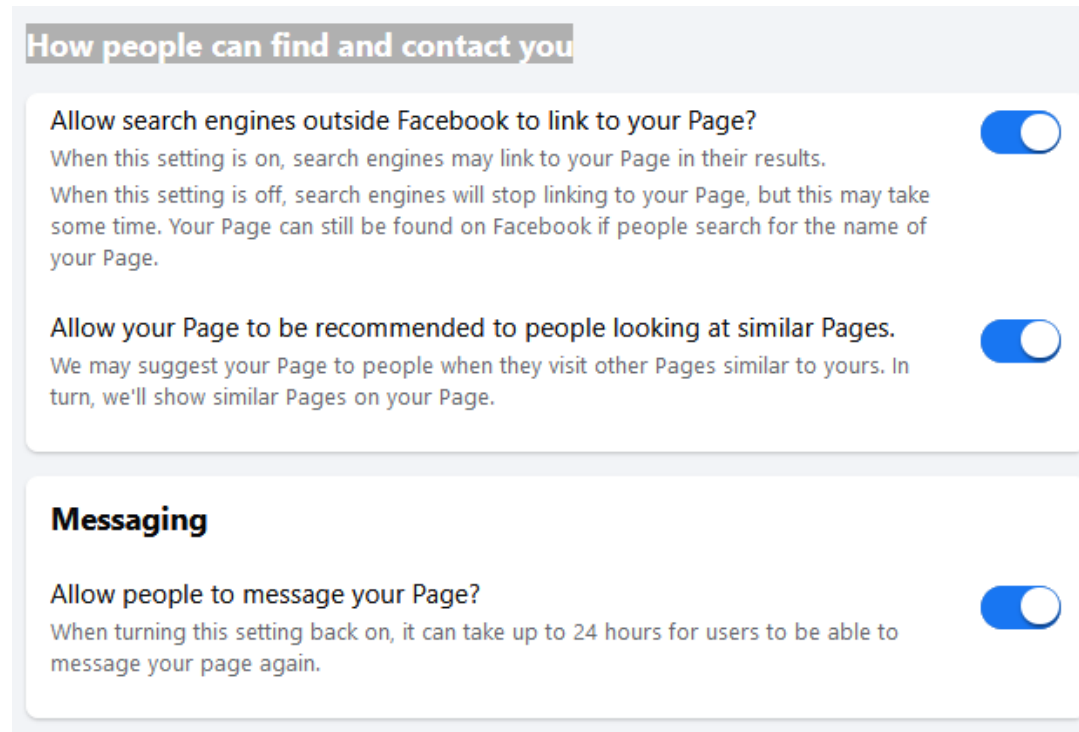
 [https://ashbourne.u3asite.uk/u3a\\_groups/family-history/](https://ashbourne.u3asite.uk/u3a_groups/family-history/)

### Posts

 Filters



Then select 'Settings and Privacy' in your account profile and go through it systematically from top to bottom



## Settings & privacy

Search settings

### Preferences

Customise your experience on Facebook.

- Reaction preferences
- Notifications
- Accessibility
- Media
- Dark mode

### Audience and visibility

Control who can see what you share on Facebook.

- Page details
- How people can find and contact you
- Posts
- Stories
- Page setup
- Reels
- Followers and public content
- Page and Tagging
- Blocking

### Posts

Who can see your post?

Public



Allow visual search on your posts

Visual search finds other content on Facebook related to your post, to help people discover more of what they're interested in. This is your default, but you can always change it for specific posts. [Learn more](#)



### Stories

#### What's in your stories

Choose who can see your stories and manage your story archive.

Who can see your stories?

Public



Allow others to share your public stories to their own story?

Their story will include your full name and a link to your original story. They control who sees it.



Allow people to share your stories if you mention them?

Their story will be visible for an additional 24 hours. They control who sees it.



Allow followers to reply to your stories?

Choose whether you want to receive messages from your followers.



Archiving your stories

Automatically archive photos and videos after they've disappeared from your story. Only you can see your story archive.



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## Page setup

### Ashbourne & District u3a

- Name  
Ashbourne & District u3a
- Page access  
Invite people to help manage your Page, and control who has access to it.
- Page management history  
This is a history of management actions taken by people who manage this Page.
- Page status  
View Page restrictions and review Community Standards and Policies.
- Page recommendation  
Review your Page recommendation status
- Advanced messaging  
Manage your advanced messaging settings
- Data sharing  
By turning on sharing, you confirm that your business has permission to share customer data with Meta for personalisation, including ads, and you agree to the **Business Tools Terms**.  
Business activities, such as customer orders, labels and lead stages, are marked by you or automatically by Meta based on your settings. Details from activities that you share, such as what was ordered or delivery region, can also be used to improve ads.  
For example, if your ad leads to a purchase, we may continue showing your ad to similar customers. We never sell your data or your customers' data. [Learn more](#)
- issue, electoral or political ads
- Ads with locations in Taiwan
- Facebook badges
- Branded content

## Manage and view access

### People with Facebook access

- Sue Carpenter  
Content, Messages and calls, Community activity, Ads, Insights
- Sue Hall  
Content, Messages and calls, Community activity, Ads, Insights
- Judy Harrison  
Content, Messages and calls, Community activity, Ads, Insights
- Kevin Barclay  
Content, Messages and calls, Community activity, Ads, Insights

### Page status

Ashbourne & District u3a  
Page has no issues

When we take actions on your profile or your content for going against our standards, you'll see them here.

### Community Standards violations

If content on a Page goes against our Community Standards, it can put the Page at risk for restrictions.

Good news: no violations to show.

### Account status

No restrictions  
Your account looks good! Check in on other things you manage.

### Extra features

To use these features, you must be eligible and avoid breaking any rules.

- Recommendations  
Active
- Monetisation  
Not eligible

### More about your Page

- Manage admins
- Moderation Assist

## Settings & privacy

Search settings

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- Stories
- Page setup
- Reels
- Followers and public content**
- Page and Tagging
- Blocking

## Followers and public content

- Who can follow my Page  
Public >
- Who can see your followers on your timeline?  
Public >
- Who can see the people, Pages and lists you follow?  
Public >
- Who can comment on your public posts?  
Public >
- Public post notifications  
Public >
- Public Page info  
Public >
- Show most relevant comments first   
When comment ranking is turned on, you'll see the most relevant comments for your posts first.
- Off-Facebook previews   
Enable previews when your public group posts are shared outside of Facebook. Previews may include your username, your profile image and any other content from your original post.
- Hide posts and comments with profanity   
You can choose to hide posts and comments with profanity from your Page. Facebook will hide most commonly reported offensive words and phrases. Hidden comments with these words remain visible to the people who wrote them and their friends. For everyone else, they're no longer visible.
- Hide comments containing certain words from your Page  Edit
- Country restrictions >
- Age restrictions >

## Settings & privacy

Search settings

### Preferences

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Reaction preferences

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### Audience and visibility

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18/07/2025

## Page and Tagging

### Viewing and sharing

Who can post on your Page?  
Everyone



Who can see what others post on your Page?  
Everyone



Allow others to share your posts to their story?

If you create a public post, anyone on Facebook can share it to their story. If you tag someone in any post, they can share it to their story. Their story will include your full name and a link to your post, and will be visible for 24 hours. They control who sees it.



Allow others to view and leave reviews on your Page?

Reviews are public, influence your rating and cannot be deleted. You can hide your rating and existing reviews from your Page and keep people from leaving new reviews at any time.



### Tagging and implied mentions

Who can see posts that you're tagged in on your Page?  
Everyone



Who can see the Fans tab on your Page?  
Public



### Reviewing

Review tags that people add to your posts before the tags appear on Facebook?

Remember: When you approve a tag, the person tagged and their friends may be able to see your post.

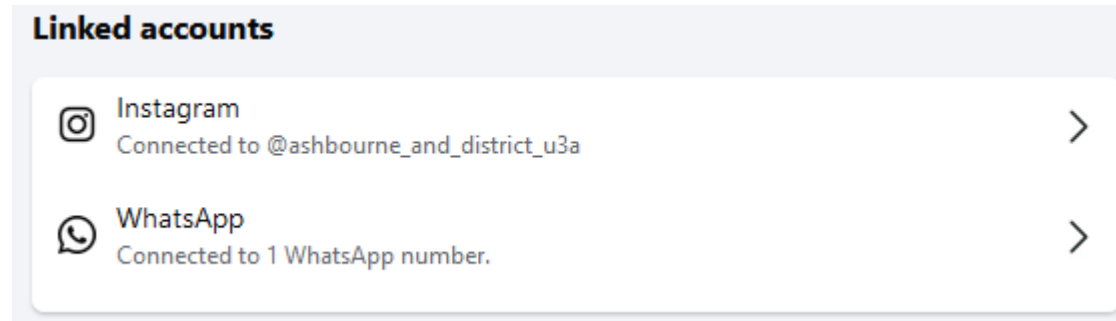


Review posts that you're tagged in before the post appears on your Page?

This only controls what's allowed on your Page. Posts you're tagged in still appear in search, News Feed and other places on Facebook.



# And lastly make sure you link key accounts:



## Press go and you're done!