



Chapter Facebook Page FAQ

To ensure continuity of your Chapters Facebook page during leadership transition, we ask that you please **DO NOT** change your password or log-in info. Please notify ASAM National of any change to your Chapter's log-in information. If you lose your password, please contact Chapters@ASAM.org or call 301.656.3920.

How do I add an admin?

An admin, like the owner, has complete access to your Facebook account, and can add, edit or delete information to your Facebook page. To add an admin, go to the Facebook page and click on "Settings" (top right), then click "Page Roles" (bottom left sidebar), type in the name of the individual you want to add and send them a request. The new admin will receive a notification of the change, but no further action is needed.

What is the difference between a page and profile?

Every Facebook page must have an admin Facebook profile associated with it. ASAM National has set up every chapter with a Facebook profile in order to create your Chapters Facebook page. Chapter Facebook profiles are not intended to be used and are hidden from the public.

What should I post?

It is best to post news or articles that directly impact your Chapter or your Chapter's members— local news is great. You can also post news about Chapter members or pictures from a chapter meeting or event. Please visit the [Chapter Resource page](#) for a complete list of useful news outlets and a guide.

How do I delete a comment?

In order to protect the integrity of your page it is best to delete upsetting or disparaging comments on your page or post. Each page has been set-up to have a profanity filter, so these comments are automatically blocked. To delete or hide a comment, go to the comment and hover your mouse over it. There will be a down arrow to the right of the comment box where you can click "Hide" or "Delete."

What is an Event?

An Event is a temporary "mini" page attached to your Facebook page that can be used to help market your Chapters upcoming meetings and events. This is a great tool as it appears on your page, your followers' timelines and also in the newsfeed of the friends of your Event attendees. Events can also be set up to sell tickets or register event goers

through EventBrite. To learn more about EventBrite go to EventBrite.com or contact ASAM's Membership department with help setting this up.

How often should we post?

It is very important that your Facebook page stays active, Facebook is a very useful tool, but when neglected it can hurt your chapter. We recommend posting once or twice a week. Weekend mornings and evenings are great times with high traffic.

Should I respond to page messages?

Yes. It is very important to respond promptly to page messages as response rates are tracked and you will receive a checkmark if you have a fast response rate. Remember your responses are a reflection of your Chapter, and ASAM National, so always respond in a professional and friendly manner.

I am no longer president; how do I transfer log-in information?

Part of the transition plan for the president-elect will involve receiving the log-in information. This will be transferred by ASAM National.

How can I see what my Page looks like to visitors?

Go to your Page -> Click on your Page's cover photo -> Select "View as Page Visitor."

How do I add a call to action to my Page?

Each page has a button below your cover photo (background image), this can be changed to a couple different titles like "E-mail Us" or "Sign-up". You can edit this call-to-action button hovering over the blue button and selecting edit from the drop down menu; from here you will be able to select a different button title and update the button link.

Can I change our Chapter's cover photo or profile picture?

Yes, however please note that ASAM National has created a branded cover photo and profile picture for every Chapter to ensure brand continuity between ASAM Chapters and ASAM National. We encourage Chapters to periodically update their cover photo with a personalized picture (group photo of your Chapter, meetings, events, etc.), to help keep your Facebook Page exciting.

What security concerns are there running my Chapter Facebook page?

ASAM National has created a Gmail account and a hidden Facebook profile for every Chapter therefore allowing Chapter leadership to manage their Facebook page without using any personal information or personal Facebook accounts. In addition, contact information on your Chapter's Facebook page (like e-mail and phone number) is directed ASAM's National information so there is no concern that your personal e-mail or phone numbers will be listed.

My Chapter has a website, how can I include our web address on my Chapters Facebook page?

You can include your website going to your Chapter's Facebook page and clicking the "About" tab in the left side column, then click "Page Info", at the bottom of this page you will see "Website" and you will be able to edit this field as needed.

How can I find my Facebook Page?

When you log-in to your Facebook profile, you will see "Your Pages" in the top right and should see a light blue icon with the name of your Chapter, click here to go to your page. In order to post anything, you must be on your Chapter's Facebook page.

What is the difference between my Chapter's profile and my Chapter's page?

In order to have ownership of a page you must have a Facebook profile, therefore each Chapter has a Facebook profile but this profile is hidden from the public and is not intended to be used for your chapter. Your Chapter's Facebook page allows you to better utilize Facebook and has a unique name and branding.