



**ARCHDIOCESE OF PHILADELPHIA
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RESOURCES FOR SOCIAL MEDIA

USCCB Social Media Guidelines

- <http://www.usccb.org/about/communications/social-media-guidelines.cfm#intro>

Facebook

- What is the difference between a profile, Page, and Group on Facebook?
 - <https://www.facebook.com/help/337881706729661>
- How do I create a Facebook account?
 - https://www.facebook.com/help/188157731232424?helpref=uf_permalink
- How do I create a Facebook page?
 - <https://www.facebook.com/help/104002523024878>
- How do I create a Facebook group?
 - https://www.facebook.com/help/167970719931213?helpref=search&sr=6&query=group&search_session_id=dca5e7d960d8b7af53f60fe31cea5f9a
- How do I manage roles on my Facebook page?
 - https://www.facebook.com/help/187316341316631?helpref=about_content
- How do I invite people to like my Page on Facebook?
 - https://www.facebook.com/help/174333482624856?helpref=about_content
- Where can I see Page Insights on Facebook?
 - https://www.facebook.com/help/268680253165747?helpref=about_content
- What are the privacy options for Facebook groups?
 - https://www.facebook.com/help/220336891328465?helpref=about_content
- How do I create or edit a Facebook event?
 - https://www.facebook.com/help/210413455658361?helpref=about_content
- How do I invite people to my Facebook event?
 - https://www.facebook.com/help/213851145302199?helpref=about_content
- How do I post to a Facebook Group?
 - https://www.facebook.com/help/232426073439303?helpref=search&sr=2&query=how%20to%20post&search_session_id=8b74a50a978c476f8b6e50fd5eb1c7b4
- How do I follow a profile or page on Facebook?

- https://www.facebook.com/help/276458109035418?helpref=search&sr=7&query=how%20to%20post%20to%20page&search_session_id=7b7e5690acd3e2981eea9add173b7636
- How do I share facebook icon on my homepage/website?
 - <https://en.facebookbrand.com/facebookapp/assets/f-logo/>

Twitter

- How do I sign up for a Twitter account?
 - <https://help.twitter.com/en/using-twitter/create-twitter-account>
- How do I Tweet?
 - <https://help.twitter.com/en/using-twitter/how-to-tweet>
- How do I share Twitter icon on my homepage website?
 - <https://help.twitter.com/en/using-twitter/add-follow-button-to-website>

Instagram

- How do I create a Instagram account?
 - <https://help.instagram.com/155940534568753>
- How do I post a photo on Instagram?
 - <https://help.instagram.com/442418472487929>
- How do I share a photo or video to my Instagram story?
 - https://help.instagram.com/1257341144298972?helpref=search&sr=1&query=%20photo%20or%20video%20to%20my%20Instagram%20story%3F&search_session_id=dc0cca49f88ad55dad5da15c26a21d77
- How do I share Instagram icon on my homepage/website?
 - <https://en.instagram-brand.com/assets/icons>

CANVA

- Basic design website for online flyers, social media images, etc., some features require payment
 - www.canva.com

HOOTSUITE

- Social Media Manager for Multiple Platforms
 - <https://hootsuite.com/plans/free-offerings>

Office for Child and Youth Protection

- Communication and Technology Addendum
 - https://childyouthprotection.org/docs/3.2B_Addendum_to_Standards.pdf