About Facebook and the Wheaton Franciscan Healthcare Women and Infants Facebook Pages

Facebook is a site that helps connect people. People use Facebook to stay in touch with friends and family members, who can share news, post pictures, join conversations, and play online games. As Facebook has become more and more popular, more organizations and businesses have been joining Facebook so that they can be part of this online community. When you choose to become a "fan" of an organization, news and items that are published on the organization's page appear on your own news page, just as you get news from your friends and family.

What to Share and What Not to Share (Appropriate Messaging)

Remember that everything you publish to a Facebook page might be read by anyone—and that anything you write will be read as representative of Wheaton Franciscan. So while you want to use a casual, natural tone, you'll also want to keep in mind that, in a sense, you're playing a part: the part of a hero who is always cheerful, ever helpful, and never gets angry! Being that hero for your readers does as much for Wheaton Franciscan as any advertisement or marketing campaign.

Naturally, you'll want to keep your personal information—such as your own email address or phone number—private, along with any information about others that they haven't given you permission to share. That said, don't hesitate to publish anything that will be helpful to your readers and that has something to do with Wheaton Franciscan. Links, photos, videos, events, and news are all appropriate. (Make sure that Wheaton Franciscan owns the rights to any photos and videos that you upload directly to Facebook. If you want to call attention to a photo or video that someone else made, make a link to it instead of uploading it directly.)

Contents

About Tabs in Facebook

Facebook pages are really collections of pages, each of which can be accessed by clicking one of the tabs just below the title of the page.

Moving between these tabs is as easy as clicking them. However, there is one tricky thing: Facebook only shows about six tabs at a time, even if more are there. To get to other tabs—such as the "Discussions" tab that isn't shown in the group of tabs just above—you have to click the **»** tab on the right, and then click the name of the tab ("Discussions") in the list that drops down when you click.

You can add new tabs to the Facebook page by clicking the **+** tab, and then choosing the new tab from the list. To remove a tab, click the tab, click the pencil icon to the right of the tab's title, and then click "Delete tab." (If there's no pencil icon, you can't remove that tab.) Be careful when you remove a tab, because it might not be easy to add it back.

The next few sections talk about the most common tabs.

The Wall

The Wall—the first tab in the line of several tabs that appears right below the title of your Facebook page—is the "face" of your organization's Facebook presence: the first thing a reader sees when he or she visits your page on Facebook. Here you can publish whatever is new or important, whether it's an event, a link, a photo, or information about a new feature or service. Just type the information in the box at the top of the Wall. (This box appears only to you, the administrator, and to other administrators of the page.)

How to Share Information on Facebook

To share a comment or information, click the box that says "What's on your mind?" The text will disappear, and you can type whatever you'd like your readers to see. When you're ready, click the "Share" button just below the box, on the right, and your information will be broadcast to all the fans of the page (by appearing in their "Status Updates" and "Live Feed" pages).

To share a link, skip the "What's on your mind" box. Instead, click the first icon after the word "Attach" just below the box. (The icon looks like a little bulletin board with a note and a thumbtack.) A new box will open so you can enter the Web address (URL) of the link. Then, click the empty box just above the "Link" box, and type a comment about the link that you're sharing. When readers see the link, your comment will appear with the link just below it.

To share a photo, click the second icon after the word "Attach." A new box will open with links that let you upload a photo, take a photo with your computer's webcam, or create a new photo album. Click the link you want, and then follow the instructions. (For more information about uploading and sharing photos,

including how to get more control over the way you share photos, see the [Photos](#) section of this document.)

To share an event, click the third icon after the word "Attach" (the calendar icon). Type the name, the place, the date, and the time of the event in the boxes that appear. Then, click the empty box just above the "Event" box, and type a comment about the event. On your readers' pages, your comment will appear with the details of the event just below.

To share a video, click the fourth icon after the word "Attach"—the one that looks like a video camera. You'll be presented with options to upload or record a video, much like the options for sharing a photo.

Along the left edge of the Wall are several other items that help present your organization to Facebook readers. These include the profile photo, a list of the page's fans, Insights (information about visitors to the page), and previews of information on other tabs, such as the Info tab and Share Your Story.

How to Set the Profile Photo

The profile photo is the photo that appears just to the left of the organization name here on the Wall. It also appears next to links to this page elsewhere on Facebook. To change the profile photo, move the mouse over the photo, and then click "Change Picture." You must have already uploaded another photo to the Profile Photos album. For more information about photos on Facebook, see the [Photos](#) section in this document.

The Insights Box

The Insights box below the profile photo is visible only to page administrators. Clicking "See All" in the Insights box opens a page of charts and tables to help you understand your Facebook page's visitors and fans. For example, you can find out how many Facebook users visited your page, how many of them are female, approximately how old they are, and the rate at which people have been subscribing or unsubscribing.

The Info Tab

The Info tab is the place to post basic information about your organization—particularly contact information and links to other sites and services on the Internet that your organization provides.

To change the information on the Info tab, click "Edit Information" in the upper right of the Info tab page. Under "Basic Info," you can enter or change the mailing address and telephone number of your hospital. Under "Detailed Info," you can list the URLs (Web addresses) of Internet sites and services. A "General Information" box is also available under Detailed Info. Any text that you type in this box will also appear publicly on the Info tab.

When a Facebook user clicks a link on the Info tab, the page or service will open in a new browser tab or browser window. When the user clicks the street address on the Info tab of your Facebook page, a new tab or window will open with a Google map to that address.

The Share Stories Tab

The Share Stories tab is a special item (a "Facebook application") that most Facebook pages don't have. Here, people can read about the Wheaton Franciscan birth experiences of others like them, and if they wish, write and publish their own experiences for everyone to read.

To read a story, click the title of a story (under "The latest success stories"). To see more stories to read, click "Read More Stories" at the end of the list of stories. To write your own story, click "Add your story" on the right, under "Show & tell."

You can also visit the Wheaton Franciscan Women & Infants official blog by clicking "Go to Blog" under "Learn something new." The blog will open in a new browser window, so you can easily return to Facebook and the Share Stories tab when you're done.

Allow Access?

The first time that you (or any fan of the page) uses the Share Stories tab, you'll be presented with a special box titled "Allow Access?" The box goes on to say: "Allowing Share Your Story access will let it

pull your profile information, photos, your friends' info, and other content that it requires to work." The box provides two choices: "Allow" and "Leave Application."

This box appears the first time that you use any application on Facebook. (To Facebook, almost anything other than the Wall and the Info page is an "application.") It's a way of keeping you safe by letting you know that in order to do its work, the application will use information that you've already provided to Facebook, such as your photos, and could share that information with other Facebook users without further permission from you. The box gives you a last chance to reconsider and not use the application. The Share Stories tab is safe, so you should click "Allow."

Adding a story

When you click "Add your story," you're taken to a new page where you're prompted to select a photo to accompany your story. The photos that you've already published on Facebook appear so that you can choose from them. If you don't have any photos or don't want to use one, you can skip this step. (Use the link at the bottom of the page that says "Skip photo selection. I only want to add a story.")

The next page provides a place for you to write your story and give it a title. When you're done, you can publish your story to the Share Stories tab by clicking the "Post Story" button. (You have to check a box acknowledging Wheaton Franciscan Healthcare's legal terms and conditions first.) You can also decide whether you want a link to your story published on your own Wall. (Because most people who share their stories here do not work for Wheaton Franciscan, they will each have their own Facebook page and Wall.)

When your story is published, anyone can leave a comment about it by clicking the "Add a comment" link at the end of the story. Just like the stories, comments are public for everyone to read.

Removing a story or a comment

As an administrator of the Wheaton Franciscan Facebook page, you have the power to remove any story or comment. Just below each comment, there is a "Message" link and a "Delete" link. Click the "Message" link to send the commenter a message about why you found it necessary to remove her comment. Then, click the "Delete" link to remove the comment.

To remove a story, return to the story list. (There's a "Back to Story List" link at the top of every story page.) Below the title of each story, the author's name appears. Click the author's name, and you'll be taken to her Facebook page. Just below the author's profile picture (the picture that appears on the Wall), you'll see a link you can use to send her a message. After you send the message, you can use your browser's Back button to return to the story list. Remove the story by clicking the "Delete" link next to the date that the story was published (between the story title and the author's name).

It's good manners to send the author a message letting her know why her story had to be removed. Remember that the story you are deleting may be the only copy of something that the author worked hard on! It's best not to remove a story if you don't have to. A good reason to remove a story is that it violates the terms and conditions that the author agreed to when she published the story. For example, if an author copies someone else's work and tries to pass it off as her own, or if she writes about a named person in a way that could provoke a lawsuit, that certainly justifies removing the story.

Photos

Wheaton Franciscan Healthcare – Women and Infants – All Saints's Photos - All Saints Hospital

Back to Wheaton Franciscan Healthcare – Women and Infants – All Saints

19 photos | Back to Wheaton Franciscan Healthcare – Women and Infants – All Saints's Photos | Edit Photos | Organize Photos | Add More Photos

The photos that you add to Facebook appear on your friends' and fans' news pages as you publish them. They also appear on the Photos tab of your own Facebook page unless you remove them. Friends and fans can visit your page and click the Photos tab to see all the photos that you've published.

Photos appear in photo albums. When you publish a new photo, Facebook asks you which photo album you'd like it to appear in. When friends and fans visit the Photos tab of your page, they can click on a photo album to see all the photos in that album.

To view a photo album, click the album on the Photos tab. You can click either the title of the album or the picture that appears for the album (the "album cover"). A page showing the first 25 pictures will appear. If there are more than 25 photos in the album, you can view the rest by clicking the page number (1, 2, 3, and so on) in the upper right corner of the photo grid.

To see a larger version of any photo, click the photo. You can then add a caption for the photo by clicking "Add a caption" just below the photo on the left. (You can also comment on the photo in the same way another user would. However, unless you are responding to another user's comment, there is little reason to comment rather than caption your own organization's photo.)

On the album page, above the grid of 25 photos, you'll find links to let you return to the list of photo albums, edit your photos, organize your photos, or add more photos.

Edit Your Photos

Click "Edit Photos" at the top of the photo grid. You'll see a page where all the photos appear at once, along with boxes and controls that let you write captions, remove photos, and set which photo appears as the album cover.

To add more photos to the album from this page, click "Add More" in the tab bar near the top of the page. To rearrange the order in which the photos appear, click "Organize" in the tab bar, and then drag the photos to rearrange them. To change the name of the album or its description, click "Edit Info" in the tab

bar. To remove the entire album—which will remove all the photos from Facebook—click "Delete" in the tab bar. (You'll get a chance to change your mind before this change is final.)

Organize Your Photos

Click "Organize Photos" at the top of the photo grid to rearrange the order in which the photos in this album appear. You'll see a different grid of all the photos in the album—just drag the photos into the order you want. (This is the same grid you'll see if you click "Edit Photos" and then click "Organize" in the tab bar of the Edit Photos page.)

Add More Photos

Click "Add More Photos" at the top of the photo grid to add more photos to the album. You'll be prompted for the location of the new photos on your own computer. (This is the same thing you'll see if you click "Edit Photos" and then click "Add More" in the tab bar of the Edit Photos page.)

Photo Settings

You can control who can see the photos that you add to Facebook. To access these settings, click "Account" on the right side of the blue bar at the top of any Facebook page, and then click "Application Settings." You'll see a list of categories. Find the Photos category, and then click "Edit Settings" for that category. The Edit Photo Settings box will appear.

The Edit Photo Settings box has three tabs: Profile, Bookmark, and Additional Permissions. On the Profiles tab, you can decide who can see the Photos tab of your Facebook tab: "Everyone," "Friends of Friends," "Only Friends," or "Only Me." Because photos are a great way of advertising Wheaton Franciscan, you probably should set this tab to "Everyone," or at least "Friends of Friends."

The Bookmark tab controls only the way you access your photos in Facebook. Leave this tab alone. On the Additional Permissions tab, you can set which actions by your friends and fans prompt Facebook to send you a notification message by email. If you receive too many Facebook notifications about photos, use this tab to stop getting them.

The Boxes Tab

The Boxes tab is a place for special applications that you can add to Facebook, such as games or tools that were developed by teams who don't work for Facebook itself. The Boxes tab isn't always present.

Social RSS, which provides the contents of the [RSS/Blog tab](), is just such a special application. Although Social RSS works in its own tab to display a blog, the blog may also appear in the Boxes tab on the Wheaton Franciscan page. If you want, you can get rid of this duplicate display by finding the Social RSS application on the Boxes tab, clicking the pencil icon in its upper right corner, and then clicking "Remove Box" in the list that appears. (If the Social RSS application was the only application in the Boxes tab, you can then remove the Boxes tab by clicking the pencil icon on the tab itself.)

The RSS/Blog Tab

The RSS/Blog tab uses a special application—Social RSS—to display the contents of the [Wheaton Franciscan Women & Infants Blog](http://www.womenandinfantsblog.org) (http://www.womenandinfantsblog.org) within Facebook. As new entries are published on the blog, they appear on this tab of the Wheaton Franciscan Facebook page. Fans can read the latest blog entry in Facebook and click to go to the blog itself. (You can also do this from the Share Stories tab.)

As an administrator, you can click "Edit Settings" in the upper left corner of this tab page to access the settings for the application (in a new page or browser window). However, there are too many settings to discuss in this document. The application should already be set up to correctly display the blog in the RSS/Blog tab. For a basic introduction to the application, click "Edit Settings," and then click the "Help" tab in the upper right of the new page or browser window. If you have questions that neither this document nor the online Help pages can answer, you can call <Jigsaw contact> at (414) 271-0200 for more help.

The Discussions Tab

The Discussions tab contains discussions by viewers of the page, much like the posts and comments on a blog. To start a new discussion, click the "Start a Topic" button. To see a discussion, click its name in the list. To contribute to a discussion, view the discussion, and then click the "Reply to Topic" link.

As the page administrator, you can also remove any discussion (topic) or reply. The "Delete Topic" link is next to the "Reply to Topic" link. To remove a reply, click the "Delete Post" link next to the date of the reply, just beneath the text.

Additional Tabs: Links, Events, Video, Notes, Reviews

Several other tabs are available in Facebook. They may not be present on your Wheaton Franciscan Facebook page—as we mentioned above in [About Tabs](#), you can switch to a tab you can't see by clicking the » tab, and you can add a tab by clicking the ✚ tab. The Links tab, the Events tab, and the Video tab are automatically added when you share information about a link, an event, or publish a video from the "What's on your mind?" box on your Wall. When these tabs are present, you can also add a new link, event, or video directly from these tabs.

The Notes tab is for any writing that's too long to publish as a status update. When you write a note on Facebook, a link to the note appears on your Wall and on your friends' home pages. They can comment on your note just as they might to a status update.

The Reviews tab sometimes appears on an organization's Facebook page. Fans of the organization can write a review of the organization and its services. The administrator of the organization's Facebook page is blocked from writing her own review. For more information about the Reviews tab, visit [this link](#).

Page Settings

To access administrative settings for the Wheaton Franciscan Facebook page, click "Edit Page" just below the profile photo on the Wall.

Settings

Why the top category of settings is called just "Settings" is anyone's guess! Here, you can set the page to be visible only to visitors who live in a certain country or only to visitors who are above a certain age. (Facebook restricts its members to those 13 years old or older.) You can also make the page invisible to everyone, if you need to. You probably won't need to change any of these settings.

Wall Settings

These settings control what appears on the page's Wall and what happens when Facebook users click on the page's name to visit it. You can decide whether fans can write on your Wheaton Franciscan page's Wall or whether it will show only what you (or another administrator) writes. You can limit the kinds of things that fans can write on the page's Wall—for example, you can allow text and photos, but not links. You can even set the Wheaton Franciscan page to show another tab instead of the Wall when a fan first visits the page, although that may cause some confusion!

Mobile

These settings affect how you can update the page from your phone. For example, you can take a picture with your phone and publish it to the page by sending it to a special email address.

Applications Settings

Settings for Facebook applications appear in the next section of the Settings page. (To Facebook, almost anything other than the Wall and the Info page is an "application," so any other tabs that you have, or could have if you chose to display them, have a settings box in this section.)

Don't be alarmed by the seemingly huge number of settings here. Most Facebook applications let you make all the adjustments that you need to right from the application's tab, where you'll quickly be able to see the result of your changes. The most useful settings here are found when you click the "Application Settings" link in each category. When you do this, a box appears that tells you whether a tab has been created for the application, and whether the application also appears on the Boxes tab. When you click "Additional Permissions" in this settings box, you can also decide whether actions taken with that application (such as publishing a new photo with the Photos tab, or sharing a story on the Share Stories tab) automatically alerts fans by publishing an item on the Wall.

Other Things You Can Do

Link Your Page to a Twitter Account

You may see a box at the top of your page that says "Link Your Page to Your Twitter Account." To close this box without linking your page to a Twitter account, click the word "close" near the right edge of the box. To link your page to a Twitter account, click as the box indicates ("click here to enable this feature") and then follow the instructions. You must be an administrator of the page to link the page to a Twitter account. You can only link to a Twitter account that you own.

When the page is linked to Twitter, your Facebook status updates can be automatically broadcast via Twitter as well as Facebook. Your tweets on Twitter can also appear automatically as Facebook status updates.

For detailed instructions about how to set up this connection, visit this page:

http://www.insidefacebook.com/2009/01/22/how-to-sync-your-twitter-and-facebook-status-updates/

To access settings for your Twitter connection at any time, visit this page:

http://www.facebook.com/twitter/

Here, you can set exactly what Facebook actions (new status updates, photos, links, notes, and events) send tweets. You can also remove the link between Facebook and Twitter.

How do I…?

How do I log on?

Logging on to Facebook is as simple as typing your email address and password on the main Facebook page (http://www.facebook.com). When you signed up, you should have picked a password that is easy to remember. If you don't remember your password, you can click "Forgot your password?" just above the password box, and Facebook will send you a message with instructions for resetting your password.

If you haven't signed up for Facebook yet, you can do that on the main page, too. Just enter your name, your email address, a password of your choice, and a couple of other identifying details, and you're in!

How do I find the Wheaton Franciscan Healthcare page on Facebook?

Once you've logged in to Facebook, you're taken to your personal News Feed. If you're an administrator of a Wheaton Franciscan Facebook page, you can get to the page by clicking "Ads and Pages" in the navigation list on the left side of your News Feed page. (You'll be taken to the Wheaton Franciscan page's Settings page, from where you can visit the page itself if you choose.)

If you're not an administrator, you may have to use the search function to find the page. At the top of any Facebook page, click in the box that contains an icon of a magnifying glass, type "Wheaton Franciscan Healthcare," and then click the icon. If you're lucky, the Wheaton Franciscan page you want will appear in a list before you even finish typing—then, you can click on the item in the list to go right there. If it doesn't,

clicking the icon will send you to a page of search results. In the navigation list on the left side of the search results page, click "Pages." A list of several Wheaton Franciscan Healthcare Facebook pages will appear, and you can click the one you want.

How can I give someone else administrator privileges to the page?

Click "Edit Settings" just below the profile picture (the picture at the top left of the Wall). On the Settings page that opens, look for the "Admins" section in the column on the right. (You might have to scroll down to find it.) This section lists all the current administrators of the page. To give someone else administrator privileges, click "Add" just to the right of the "Admins" section title. Then, in the box that opens, type the email address of the new administrator in the "Add Admins via Email" box, and click "Add Admins."

If you're already Facebook friends with the person whom you want to make an administrator, their profile picture might appear in the box. In that case, you can select the person by clicking the profile picture. You don't have to type the email address.

How do I send a message to all fans?

Click "Edit Settings" just below the profile picture (the picture at the top left of the Wall). On the Settings page that opens, look for the "Promote your page" section in the column on the right. (You might have to scroll down to find it.) In that section, click "Send an Update to Fans." In the box that opens, type a title for your message in the Subject box, and the body of your message in the Message box. When you're done, click "Send."

You can send the message to only some fans instead of all of them by clicking "Target this update," and then selecting the options you want. For example, you could choose to send the message only to female fans or to fans over 65. You can also send all your fans a link by clicking "Post link" just below the Message box. Enter the Web address (URL) of the link in the box that pops up.

How do I edit the info box under the profile picture?

To edit this information, click the pencil icon in the upper right corner of the box, and then make your changes. Whenever you see a pencil icon, you can edit the information next to it by clicking the icon.

How do I add an event?

To share an event, click the calendar icon under the "What's on your mind?" box on the Wall. Type the name, the place, the date, and the time of the event in the boxes that appear. Then, click the empty box just above the "Event" box, and type a comment about the event. On your readers' pages, your comment will appear with the details of the event just below. The event will also appear on the Events tab of the Wheaton Franciscan page, if there is one.

How do I add a video to the page?

To add a video that's already present on the Web, share it [as a link](#). (See the "[How to Share Information on Facebook](#)" section for information about how to share an item as a link.) A link to the video will appear on the page's Wall and on the news page of every fan.

To share a video that you've recorded, click the fourth icon under the "What's on your mind?" box on the Wall—the icon that looks like a video camera. Then, click the "Upload a video" link in the box that pops up. (You have the option to click "Record a video" instead, which lets you use a webcam built into your

computer. However, it's a better idea to record the video ahead of time, to make sure that it plays exactly the way you want it to.) In the next box that pops up, click the "Browse" button to locate the video on your computer. When you've located the video file, type a comment about the video in the "What's on your mind?" box. Then, click "Share" to add the video to Facebook. The video will appear on the page's Wall and on the news page of every fan.

The video that you upload must be under 1024 megabytes (MB) in size and 20 minutes long.

How do I filter or remove a post?

If you need to remove an item on the Wall, move your mouse pointer over the item, and then click the "Remove" link that appears in bold black letters to the right of the item.

To remove a comment, click the "Delete" link under the comment, right next to the time that the comment was published.

For how to remove stories and comments from the Share Stories tab, see the [Share Stories tab](#) section.

How can someone become a fan of the page?

To become a fan of the page, all any Facebook user has to do is visit the page and click the "Become a Fan" button. The button appears prominently next to the page title whenever the visitor is not already a fan.

Getting Even More Information and Help

Facebook lets you do a lot with your page. The best way to learn about all you can do is to click the items that you are curious about. You'll be given the opportunity to confirm or cancel any action that will significantly change the appearance of the page or how it works. Just be sure to read the current page or box carefully before you click. If you get into trouble, use your browser's "back" button to return to the Wall, and start again.

Facebook has a Help Center that you can find by clicking the tiny "Help Center" link in the bottom right corner of every page. You may have to scroll all the way down the page to see it. You can also visit the Help Center at this Web address: http://www.facebook.com/help/. To find some basic information about pages like the Wheaton Franciscan page, go to the Help Center and click "Pages for Business" in the "Facebook Applications and Features" section.

For more information about how to administer a Facebook page, you can visit http://www.facebook.com/FacebookPages. This is a Facebook page about Facebook pages: it has a Wall, an Info tab, a Photos tab, and a Note tab that is really a kind of blog that discusses changes to what Pages can do in Facebook. You can also post questions on the Discussions tab for other Facebook users and administrators to answer.

Because it contains a lot of advanced information, the Facebook Pages page isn't the right place to look for simple "how to" information. But to find information that's more in depth, or to pose a question to a very large group of experienced users, Facebook Pages is the place to go.