

Setting up a Facebook Page

such as to publicize a **nonprofit organization**
such as KCP's **Discover! Parks Event**



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Our event is held annually (third Saturday in May), in a Kent County Park (usually at the Hansen Nature Trail in Millennium Park), in Michigan's Kent County. This file describes how to run Facebook Pages in general, and the Page for our event in particular. It may also describe docent station **Invasive Plants**. For date this file last updated, please see page footer. For information about the event itself or other docent stations, please see our [Facebook Page](#).

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1 Introduction

Until we get our own website (<https://kentcountyparks.org/volunteer/discover.php>), we have a **Facebook page** <https://facebook.com/DiscoverParksEvent>.

This home page controls and has:

- a Cover Photo, and
- a Profile Picture.

Other info is spattered over subsidiary pages.

As of **2019-04-28**, https://facebook.com/DiscoverParksEvent/settings/?tab=admin_roles says our Facebook page is currently controlled by:

- **Martha MacCleery** and **Eric Piehl**, who are **Admins** who "can **manage all aspects of the Page** including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and **assigning Page roles**."
- **Karin Maupin**, who is an **Editors** who "**can edit the Page**, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights."
- **Ginny Sines** of **KCP** invited to be a **Moderator** who can "**respond to and delete comments on the Page, send messages as the Page**, see which admin created a post or comment, create ads, and view insights."
- No **Advertisers** who can "see which admin created a post or comment, **create ads** and view insights."
- No **Analysts** who can "**see which admin created a post or comment and view insights**."

To add **Ginny Sines** of **KCP**, we can add her account. <facebook.com/ginny.sines?> <facebook.com/virginia.sines.7?>

One-time, we must review or do items shown below **in green**. **Need to add other publicity info to this doc?**

Every year, we must tailor items shown below **in yellow**, and do each step in section [Each year](#). **Spanish!**

Current step shown below **in magenta**.

2 About

<https://facebook.com/DiscoverParksEvent/info> has:

- Category="Other : Community"
- Name="Discover Parks Event"
- Topics=[do not set until we choose three words to describe our Page, such as "family education outside"]
- Facebook Web Address="<https://facebook.com/DiscoverParksEvent>"
- Start Date="Founded in 2010"
- Address="1700 Butterworth Dr SW, Grand Rapids, Michigan 49534" [KCP]
- Short Description="Discover! Millennium Park at the Hansen Nature Trail, Saturday, May 16, 2020"
- Impressum=[do not set]
- Long Description=[Copy paragraphs between tags <OurStory> and </OurStory> immediately below.]
- Phone="616-632-7842" [Ginny Sines at KCP]
- Email="park.volunteers@kentcountymi.gov"
- Website="<https://kentcountyparks.org/volunteer/discover.php>", Official Page=[do not set until we get one]
- Facebook Page ID="1460557937490022" [we do not control]
- **Understand that we are NOT using Ginny Sines':**
 - name
 - title
 - organization
 - cell number
 - fax number

<OurStory>

Mark your calendars for the 3rd Saturday in May, for a FREE and FUN discovery program for explorers of ALL AGES. Pull on your comfortable walking shoes, gather the family, and make your way to one of Kent County Park's hidden gems--the Hansen Nature Trail at Millennium Park!

This experiential family event runs from 10am to 3pm (arrive by 2pm). It includes a 'discovery' trail walk, with hosted nature activity stations to learn about our local:

- Birds, mammals, reptiles and amphibians that make their home along the Hansen Nature Trail.
- Native and non-native trees, plants and wildflowers around the park.
- Unique ponds, and why they were created.
- History of the area.

Plus, we will:

- [Most years] See Live Birds of Prey and other wildlife *up close*!
- Have a nature scavenger hunt: kids get a trail guide, stamped at each station. Completed guides enter a drawing for a free 'Discover! Millennium Park' t-shirt!

The walk is short, about ¾ mile (1 km), fine for those with short legs. The trail is wide and flat, suitable for most strollers and some wheelchairs.

Discover! events have been held since 2010, at Pickerel Lake Preserve, Palmer Park and Millennium Park. They have the following Objectives:

1. Increase residents using Kent County Parks, by exposing people to them.
2. Increase the value residents place on Kent County Parks.
3. Enhance the awareness and appreciation of natural ecosystems.
4. Challenge attendees of the interpretive program to use their new knowledge to change practices in their own backyard.
5. As a byproduct of the above, increase awareness of the Kent County Parks endowment.

Popular for adults, kids, families, and increasing, scouts!

Thank you to our sponsors:

Kent County Parks @KentCountyParks <https://facebook.com/KentCountyParks>,
Kent County Parks Foundation @KCPFoundation <https://facebook.com/KCPFoundation>,
Certified Master Naturalists,
Kent Garden Club @KentGardenClub <https://facebook.com/KentGardenClub>,
Grand Rapids Audubon Club <https://facebook.com/groups/567298436763039>,
She Is Growing Wild <http://nativeplantguild.com/grow>, and
Studio Big Fish!

Dress for weather, this event goes on rain or shine. Full details and directions to our event are at <https://facebook.com/DiscoverParksEvent/events>. "Like" us. See you there!
</OurStory>

3 Each year

3.1 Each year: the event's timeline-calendar-cycle-rhythm

- Create the new Facebook Profile Picture. Here are two ways to do it: ←Current location on this list!
 - If you are Eric Piehl,
launch folder <C:\Users\EricPiehl\Documents\envMN\DiscoverKCP>.
Otherwise,
probably look in your **Dropbox** folder "**Discover!ParksEvent**".
 - If you have the GNU Image Manipulation Program **GIMP**,
launch the GIMP project file [DiscoverMillenniumParkLogoSquare.xcf](#), change the date to (right-justified, color about #0278C1, bold, 28-font) "**Hansen Nature Trail <newline> Saturday May 16, 2020 <newline> 10am-3pm (arrive by 2pm)**", and Export to file [2020_DiscoverMillenniumParkLogoSquareDateTime.png](#). Save.
Otherwise,
clone base Profile Picture [DiscoverMillenniumParkLogoSquare.jpg](#) to [2020_DiscoverMillenniumParkLogoSquareDateTime.jpg](#), add new date "**Hansen Nature Trail <newline> Saturday May 16, 2020 <newline> 10am-3pm (arrive by 2pm)**" (the third Saturday) and "**10am-3pm (arrive by 2pm)**" (I used the color picker to find its color is about #0278C1 or #0A75BB, the font is unknown but seems to a bold **Sans Serif** like **Arial**, near size 28).
 - **One-time:** Shrink down the Profile Picture so all the content fits in a circle. Shortly before 2019-05-19, Facebook changed its page display of your Profile Picture from a square to a circle!
 - **Post** this photo to Facebook <https://facebook.com/DiscoverParksEvent> > Photos > Add photo > the image file you made in previous step > Create Album **2020** > Upload "**Preparing for next year's event!**" > Post.
 - Make this the **Profile Picture**, by in that Photos Album page > hover over your new pic > click the little icon that looks like a pencil > click Profile Picture (the little square one) > Change Picture > select the one you just posted > click "Make Profile Picture for Page" > resize as needed > add description = "**Preparing for next year's event!**" > **Save**.
- Update page **About** > Edit Short Description to "Discover! Millennium Park, Hansen Nature Trail, Saturday, **May 16, 2020, 10am-3pm (arrive by 2pm)**".
- Update the long part, too, > button **Publish**.
- Create [Event en Español](#).
- Create [Event in English](#), except replace "otros Evento" with a link to [Event en Español](#).
- In [Event en Español](#), replace "other Event" with a link to [Event in English](#).
- **Facebook** > Invite your friends.
- Email your colleagues on the project.
- Make a mashup pic of our sponsors' logos (we did with MS Word > insert each logo > size and arrange > capture with **Start** > "**Snipping Tool**" > **Enter** > **New** > draw rectangle around the logos > **File** > **Save As** > **something.png**), and post it to <https://facebook.com/DiscoverParksEvent> > Photos.
- Check everything in <https://facebook.com/DiscoverParksEvent/settings>.
- **NEW** Consider reordering page sections as described in <https://facebook.com/help/173376349438782>.
- **NEW** Examine the results at:
 - https://facebook.com/DiscoverParksEvent?view_public_for=1460557937490022 (see as non-Admin), or
 - <https://facebook.com/DiscoverParksEvent> > middle-of-page button "... " > "View as Page Visitor".
If content appears unchanged, hit browser button "Refresh" or "Reload", or "Ctrl+F5".

- Update anything else that needs it.
- Make a list of "cool things" you can say about the event.
- **NEW** Below, if Posting anything on our Facebook page regarding our **sister organizations**, be sure to Post with their "**@name**" (capitalization not significant):
 - [@KCParksVolunteers](#) Kent County Parks Department Volunteer Services
<https://kentcountyparks.org/volunteer>,
 - [@KentCountyParks](#) Kent County Parks Department KCP <https://kentcountyparks.org>,
 - [@KCPFoundation](#) Kent County Parks Foundation KCPF <http://kcpf.org>,
 - [@BlandfordNatureCenter](#) Blandford Nature Center BNC <https://blandfordnaturecenter.org>,
 - [---](#) Grand Rapids Audubon Club <https://facebook.com/567298436763039>,
 - [@GrKids](#) Grand Rapids Kids <https://qrkids.com>.
 - [@HikeItBabyGrandRapidsMi](#) Hike it Baby Grand Rapids MI
<https://community.hikeitbaby.com/branches/grand-rapids-mi>,
 - [@JBZoo](#) John Ball Zoo <https://www.jbzoo.org>,
 - [@KentGardenClub](#) Kent Garden Club <http://kentgardenclub.org>,
 - [@KentCDGrMi](#) Kent Conservation District KentCD <https://kentconservation.org>,
 - [---](#) **Certified Master Naturalists?**
 - [@MichiganNature](#) Michigan Nature Association MNA <https://michigannature.org>,
 - [@NativePlantGuild](#) Native Plant Guild <https://nativeplantguild.com>,
 - [@PlasterCreekStewards](#) Plaster Creek Stewards <https://calvin.edu/plaster-creek-stewards>,
 - [@RiverCityWildOnes](#) Wild Ones River City-Grand Rapids Area Chapter
<https://rivercitygrandrapids.wildones.org>,
 - [---](#) **Studio Big Fish**,
 - [@WittenbachWegeCenter](#) Wittenbach/Wege Center - Agriscience and Environmental Education
<https://lowellschools.com/our-district/wittenbach-center>,
 - [---](#) She Is Growing Wild <https://nativeplantguild.com/grow>,
 - [@WMCisma](#) West Michigan Conservation Network WMCN <https://wmconservation.net>,
 - [@ICanSeeNature](#) I Can See Nature www.icanseenature.com,
 - [---](#)
- Have our **sister organizations** (see [list above](#)) **cross-post** our Event.

Options:

 - Post on [GRKids](#), or <https://qrkids.com> > CALENDAR > ADD YOUR EVENT HERE.
 - Post on **Hike it Baby** Grand Rapids MI as on [list above](#).
 - **NEW** Post on WMCN <https://wmconservation.net> > **Events** > **Submit an Event** > fill in and press button **Send**.
 - If another group **Likes** our Page (Event link "10 Going · 13 Interested"?), we can **Invite** them to our Events.
 - **Post** something on *our* Page referring to the other Group (use their "**@name**" in [list above](#)), and they can Share our Post, which then appears on their Page under "Posts". [*Confirmed, 2017-05-15/16 with MNA and Race for Michigan Nature.*]
 - Post our **Events** on their **Timeline** (formerly-called Wall). Depending on their Settings [**which one?**], this Post will:
 - (A) go online right away on [their Timeline \(formerly-called Wall, mostly-formerly-called Profile\) \(which then perhaps goes from there to your and others' News Feed/Homepage\)](#), or
 - (B) the Post will go to their **Notifications**, and we will have to ask them to go their Page > top navigation bar "Notifications" > and Approve it. [*No need to try in 2017.*]
 - Email or phone or Facebook message our **sister organizations** (see [list above](#)), asking them to:
 - Go to our regular Facebook Page at <https://facebook.com/DiscoverParksEvent>, and click button "Share" > share on your own timeline or in a group or on a Page you manage.
 - OR-
 - Go to our Facebook Event pages <https://facebook.com/events/199179397370380> and/or <https://facebook.com/events/258183911396550> and click button "Share" > "Share in News Feed" or "Invite Friends".

- Submit to newsletter for Kent County employees *Kent County Communicator*. **How?**
- Post on <https://facebook.com/pages/Hansen-Nature-Trail/435569709789464> ?
- Talk to **Leon Hendricks**, black newscaster on **Channel 8 evening news**.
- Talk to **Louis** at **Maggie's Kitchen** on Bridge St, connected with/leader of Hispanics.
- Talk to school admins, about newsletters.
- Do interview with **Fox 17 News**. For contact info, see Eric's Contact.
- For our favorite Facebook Post(s), can Boost--even \$5.
- In the last **8 days** before the event, each day:
 - Post one of the "cool things" you wrote two major bulletpoints above.
 - Verify that the Timeline's top entry is good--if bad, find a good Post and click its *meatball menu* "... " > "Pin to Top".
 - Keep track of Views with <https://facebook.com/DiscoverParksEvent/insights>.
- **Participate** in the event.
 - Add photos, to Album=**2020**.
 - Add photos, to Album=**2019**.
 - Add photos, to Album=**2018**.
 - Add photos, to Album=**2017**.
 - Add photos, to Album=**2016**.
 - Add photos, to Album=**2015**.
 - Hold **Lessons Learned** (post-mortem) **meeting** with committee.
- Prep for next year: go back to [beginning of this section](#).

3.2 Each year: Mark old events as old

If Facebook lets you, in the previous year's events, Edit them to include at the top:

<Details>

This event is from a PAST YEAR. Please see THIS YEAR's event, at <https://facebook.com/DiscoverParksEvent/events> . Thank you!

. . . .
</Details>

-AND-

<Details>

Este evento es de un año anterior. Por favor, vea el evento de este año que <https://facebook.com/DiscoverParksEvent/events> . Gracias!

. . . .
</Details>

3.3 Each year: Event in English

In <https://facebook.com/DiscoverParksEvent/events>, > set upper-right dropdown "Use Facebook as"="Discover Parks Event" > **Create Event** >:

- Event Name="Discover! Millennium Park – Free"
- Where="Millennium Park Hansen Nature Trail, 3780 Riverbend Dr SW, **Walker** MI" > Just Use.
- Frequency="Occurs Once".
- When="Saturday, **May 16, 2020**, 10am-3pm **EDT**"
- Category="Community : Family" **or Networking? Education? Outdoors? Wellness?**
- Description=[Listed immediately below between tags <Details> and </Details>.]
- Keywords =[**I don't know**]
- **Check** checkboxes "Kid Friendly" and "Free Admission".

- Tickets=[do not set]
- Co-hosts=[do not set]
- **Set** Posting to "Anyone can post (reported posts must be approved)" or "Anyone can post (all posts must be approved)".
- Click button "**Publish**".
- Verify that date got created OK: that it is a single date (3rd Saturday), and that the time is 10am-3pm EDT.
- Record event URL here (you will need it later): "<https://www.facebook.com/events/199179397370380/>".

<Details>

(Para español, véase al <https://facebook.com/events/258183911396550>.)

Mark your calendars for the 3rd Saturday in May, for a FREE and FUN discovery program for explorers of ALL AGES. Pull on your comfortable walking shoes, gather the family, and make your way to one of Kent County Park's hidden gems--the Hansen Nature Trail at Millennium Park!

This experiential family event runs from 10am to 3pm (**arrive by 2pm**). It includes a 'discovery' trail walk, **with hosted nature activity stations to learn about** our local:

- Birds, mammals, reptiles and amphibians that make their home along the Hansen Nature Trail.
- Native and non-native trees, plants and wildflowers around the park.
- Unique ponds, and why they were created.
- History of the area.

Plus, we will:

- **See Live Birds of Prey and other wildlife *up close*!**
- Have a nature scavenger hunt: kids get a trail guide, stamped at each station. **Completed guides** enter a drawing for a free 'Discover! Millennium Park' t-shirt!

The walk is short, about ⅓ mile (1 km), fine for those with short legs. The trail is wide and flat, suitable for most strollers and some wheelchairs. **Dress for weather!**

The event is at Millennium Park, on the Hansen Nature Trail, NOT by the beach. Get here by:

- BIKE! Ride the Fred Meijer Millennium or Kent Trail to

<https://google.com/maps/search/?api=1&query=Butterworth+Riverbend+Walker+MI> > three-line menu > Bicycling > Directions > **Cycling**.

- CAR! Park on mowed grass at Butterworth Dr SW and Riverbend Dr SW, Grand Rapids MI 49534, or alongside Riverbend Dr. Map

<https://facebook.com/DiscoverParksEvent/photos/a.1651895765022904.1073741844.1460557937490022/1655919007953913>, and <https://google.com/maps/search/?api=1&query=3886+Butterworth+Walker+MI> > Directions.

- WALK! Park in Millennium Park's big parking lot by the beach. If you park at the far end of the lot by the boathouse, walk West about ⅓ mile (1 km). If you park by the playgrounds and picnic shelters, the event will be a full mile away. From the Grandville Library, the walk is 2.2 miles (3½ km).

Location <https://facebook.com/pages/Hansen-Nature-Trail/435569709789464>, within <https://facebook.com/pages/Millennium-Park-Grand-Rapids/116643178383890>.

Map

<https://facebook.com/DiscoverParksEvent/photos/a.1651895765022904.1073741844.1460557937490022/1655919007953913>.

Thank you to our sponsors:

Kent County Parks @KentCountyParks <https://facebook.com/KentCountyParks>,
 Kent County Parks Foundation @KCPFoundation <https://facebook.com/KCPFoundation>,
Certified Master Naturalists,
 Kent Garden Club @KentGardenClub <https://facebook.com/KentGardenClub>,
 Grand Rapids Audubon Club <https://facebook.com/groups/567298436763039>,
 She Is Growing Wild <http://nativeplantguild.com/grow>, and
 Studio Big Fish.

"Like" us for updates. Dress for weather, this event goes on rain or shine. See you there!

(For background on this Event, please see <https://facebook.com/DiscoverParksEvent/info>.)

</Details>

3.4 Each year: Evento en Español

In <https://facebook.com/DiscoverParksEvent/events> > set upper-right dropdown "Use Facebook as"="Discover Parks Event" > **Create Event** >:

- Event Name="¡Descubra! Millennium Park – Gratis"
- Where="Parque del Milenio Sendero natural Hansen, 3780 Riverbend Dr SW, Grand Rapids MI" > Just Use.
- Frequency="Occurs Once".
- When="Saturday, May 16, 2020, 10am-3pm **EDT**"
- Category="Community : Family" or Networking? Education? Outdoors? Wellness?
- Description=[Listed immediately below between tags <Details> and </Details>.]
- Keywords =[I don't know]
- Check** checkboxes "Kid Friendly" and "Free Admission".
- Tickets=[do not set]
- Co-hosts=[do not set]
- Set** Posting to "Anyone can post (reported posts must be approved)" or "Anyone can post (all posts must be approved)".
- Click button "**Publish**".
- Verify that date got created OK: that it is a single date (3rd Saturday), and that the time is 10am-3pm **EDT**.
- Record event URL here (you will need it later): "<https://www.facebook.com/events/258183911396550/>".

<Details>

(For English, please see <https://facebook.com/events/199179397370380>.)

¡Kent County Parks patrocina un programa gratuito de descubrimiento y de diversión para niños de todas las edades! Únete a nosotros en Hansen Nature Trail (Millennium Park) entre las 10am a 3pm (**llegar a las 2pm**) el sábado **16 de mayo, 2020**.

Las familias podrán disfrutar de una experiencia de la naturaleza juntos -- aprendizaje sobre Millennium Park y su historia mientras caminan el Hansen Trail.

La caminata es corta, aproximadamente de 1 km (¾ de milla), apto para niños. El sendero es ancho y plano, adecuado para carritos y sillas de ruedas.

El evento es en el Millennium Park, en el Hansen Nature Trail, NO por la playa. Usted puede llegar:

- ¡EN BICICLETA! Viaja en el Fred Meijer Milenio o Kent Trail a <https://google.com/maps/search/?api=1&query=Butterworth+Riverbend+Walker+MI> > menú de tres líneas > Ciclismo > Direcciones > Ciclismo.
- ¡EN COCHE! Estacionese en el pasto en Butterworth Dr SW y Riverbend Dr SW, Grand Rapids MI 49534, o al lado de Riverbend Dr. Mapa <https://facebook.com/DiscoverParksEvent/photos/a.1651895765022904.1073741844.1460557937490022/1655919007953913>, y <https://google.com/maps/search/?api=1&query=3886+Butterworth+Walker+MI> > Direcciones.
- ¡CAMINANDO! Estacionese en el gran parqueadero del Millennium Park por la playa. Si se estaciona en el otro extremo de la parcela por la casa de botes, entonces camine al oeste aproximadamente 1 km (¾ de milla). Si se estaciona por los parques infantiles y áreas de picnic, el evento le quedará a 1½ km (una milla) de distancia. Desde la Biblioteca Grandville, la caminata es de 3½ km (2.2 millas).

Ubicación <https://facebook.com/pages/Hansen-Nature-Trail/435569709789464>, dentro de <https://facebook.com/pages/Millennium-Park-Grand-Rapids/116643178383890>.

Mapa

<https://facebook.com/DiscoverParksEvent/photos/a.1651895765022904.1073741844.1460557937490022/1655919007953913>.

Gracias a nuestros patrocinadores:

- Kent County Parks @KentCountyParks <https://facebook.com/KentCountyParks>,
- Kent County Parks Foundation @KCPFoundation <https://facebook.com/KCPFoundation>,
Certified Master Naturalists,
- Kent Garden Club @KentGardenClub <https://facebook.com/KentGardenClub>,
- Grand Rapids Audubon Club <https://facebook.com/groups/567298436763039>,

She Is Growing Wild <http://nativeplantguild.com/grow>, y Studio Big Fish.

Vístase según el clima -- este evento se llevará a cabo aún si hay lluvia. ¡Nos vemos allí!

(Para más información sobre este evento, por favor véase al <https://facebook.com/DiscoverParksEvent/info>.)
</Details>

4 Support

4.1 Facebook

NEW If you think your Facebook app on Android requires too many permissions (it does), and takes too much storage (it does), uninstall your Facebook app and replace it with [Tinfoil for Facebook](#). Quite functional.

4.2 Shared Working Folder

In support of our distributed workgroup collaboration, we have a **shared working folder** on Dropbox. We can access it:

- **Online** at <https://www.dropbox.com/home/Discover!ParksEvent>.
- **Offline** at each of our individual local harddrives, in **Dropbox** folder "[Discover!ParksEvent](#)".

In Dropbox, **Owners** can:

- view, edit, add, rename and delete **files**,
- add or remove **Editors** and other **Owners**, and
- delete the **site**.

As of **2018-01-06**, the **Owner** is **Martha MacCleery**.

In Dropbox, **Editors** can:

- view, edit, add, rename and delete **files**,

As of **2018-01-06**, the **Editors** are **Eric Piehl**, **Barb Hoogetboom**, **Fred Bryant**, **Karin Maupin**, **Lea Sevigny** and **Kim Bradley-Davidson**.

In Dropbox, we *could* have users who can:

- **view** files only,

if we were upgrade to the pay version. So far, I have not been motivated to upgrade to the pay version.

If you need/desire access to this shared folder, please contact the **Owner** listed above.

If you *cannot* or *will not* use Dropbox, please say which distributed workgroup collaboration tool do you prefer/like/tolerate/refuse. I have heard of:

- **Dropbox** (Basic plan FREE),
- **Box**,
- Microsoft **OneDrive**,
- Apple **iCloud**,
- Google **Drive**,
- more-secure **milDrive**, **sync.com** or **SpiderOak**,
- whatever.

-End.- [send comments to the librarian](#)

GinnyS,

Is this you? Is this the Facebook account you use to access @KCParksVolunteers
<https://facebook.com/KCParksVolunteers>?

--Eric Piehl.