

# MAKING LOVE ON FACEBOOK

OR, HOW TO LIKE OTHER FCA AFFILIATE PAGES AND SHARE POST CONTENT.  
(THIS WORKS WITH ANY FB PAGE).

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# WHY SHOULD YOU READ THIS TUTORIAL?

IT'S A CRUEL FACT OF MODERN LIFE.

IF YOU WANT TO OPTIMIZE TRAFFIC AND AUDIENCE ENGAGEMENT ON YOUR FACEBOOK PAGES, YOU NEED TO POST CONTENT EVERY DAY.

EVERY. DAY.

OF COURSE IT'S GREAT TO HAVE YOUR OWN, ORIGINAL CONTENT BUT, LET'S BE HONEST HERE. WE JUST DON'T HAVE THE TIME.

THAT'S WHY SHARING CONTENT FROM OTHER FUNERAL CONSUMERS ALLIANCE AFFILIATE PAGES IS SUCH A GOOD IDEA.

AND LIKING THEM FROM YOUR OWN AFFILIATE PAGE MAKES ACCESSING THEM A BREEZE.

THIS TUTORIAL WILL TEACH YOU HOW TO SHARE SOME FACEBOOK LOVE. YOU MIGHT EVEN ENJOY IT SO MUCH YOU'LL WANT TO DO IT SEVERAL TIMES A DAY!

OR MORE!

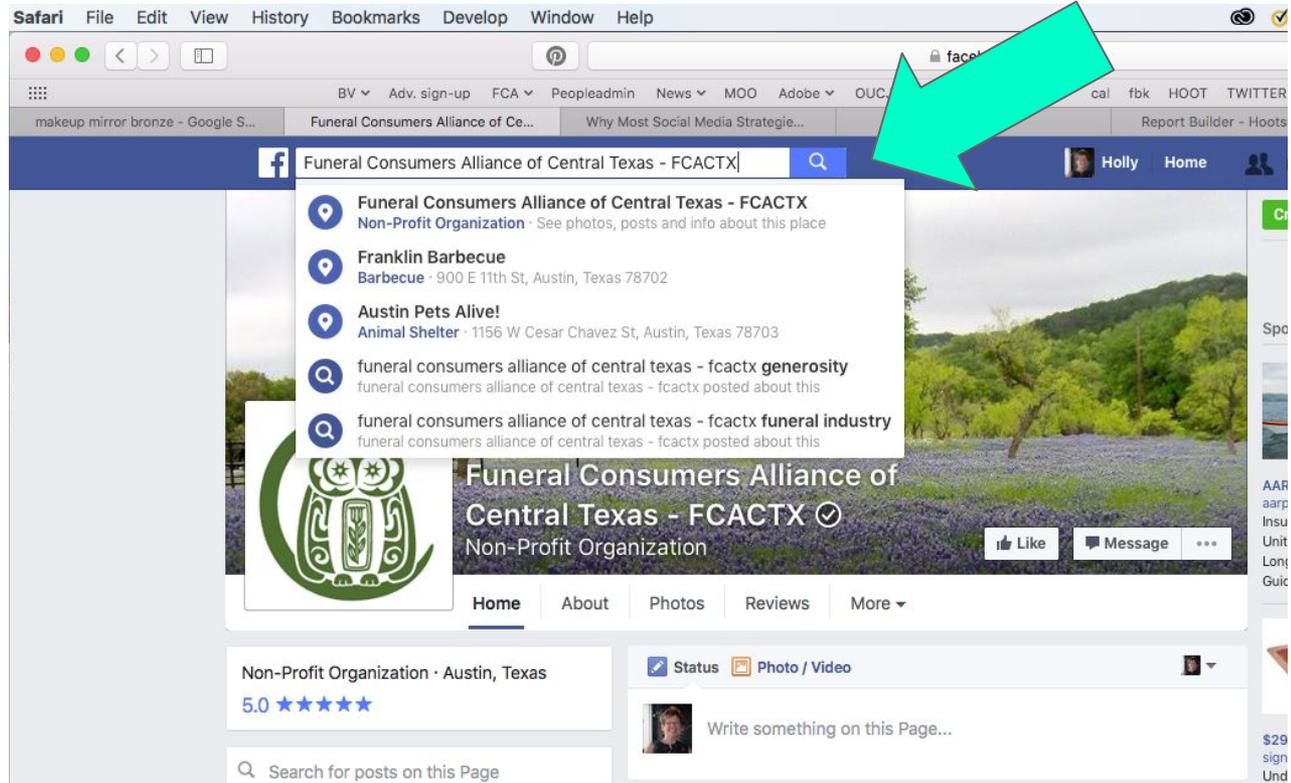
NOTE, YOU CAN ALSO LIKE AND SHARE CONTENT FROM OTHER PAGES THAT YOU THINK PROVIDE APPROPRIATE CONTENT.

IF YOU HAVE ANY COMMENTS OR QUESTIONS, PLEASE LET ME KNOW.

THANKS.

PART ONE:  
LIKING OTHER  
AFFILIATE PAGES

# Step 1



LOG INTO FACEBOOK AND SEARCH FOR THE AFFILIATE YOU WANT TO “LIKE.”  
(YOU CAN FIND LISTINGS ON THE FCA WEBSITE). OPEN THE SELECTED AFFILATE’S PAGE.

## Step 2

The image shows a Safari browser window displaying the Facebook page for the 'Funeral Consumers Alliance of Central Texas - FCACTX'. The page header includes the browser's address bar with 'facebook.com' and various navigation tabs. The main content area features a large green owl logo, the organization's name, and a 'Non-Profit Organization' badge. Below the logo, there is a 5.0 star rating and a search bar. A red arrow points to the three-dot menu next to the 'Message' tab, which is open, showing options like 'Save', 'Suggest Edits', 'Write a Review', 'Like As Your Page', 'Report Page', 'Block Page', 'Share', and 'Create a Page'.

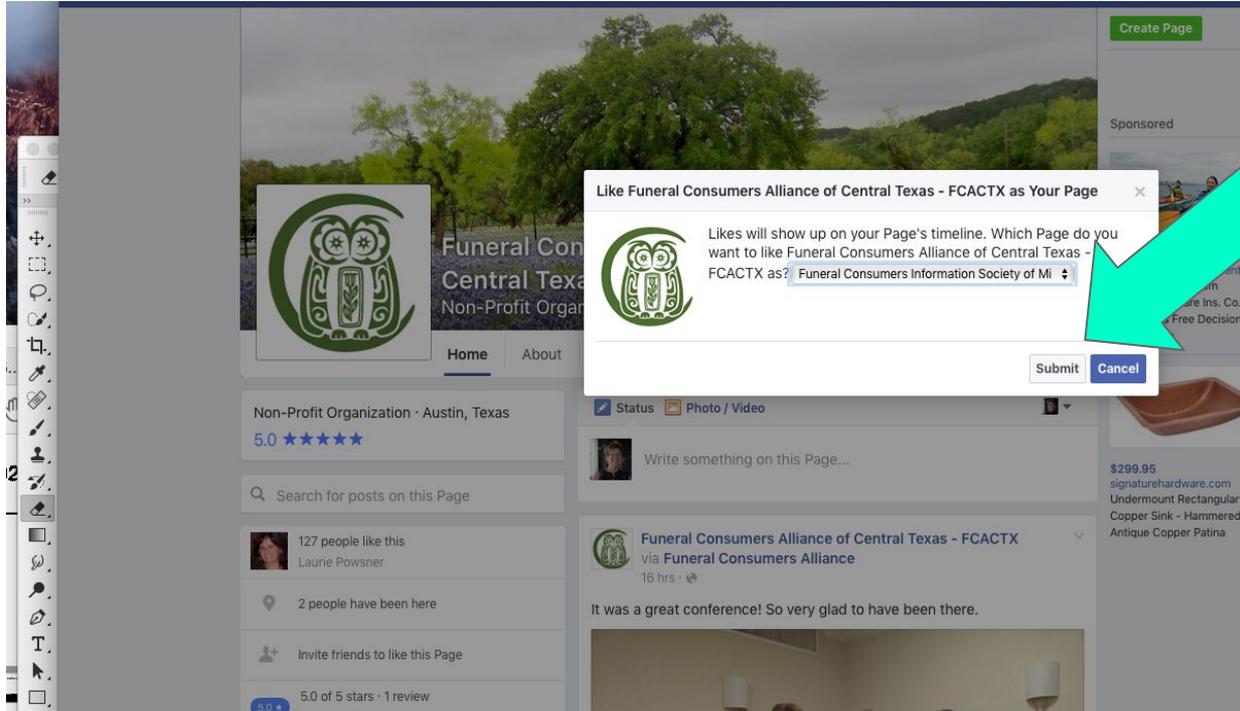
CLICK ON THE THREE DOTS NEXT TO THE “MESSAGE” TAB AND HOLD TO VIEW THE DROP-DOWN MENU.  
SELECT “LIKE AS YOUR PAGE.”

# Step 3

The screenshot shows a Facebook page for 'Funeral Consumers Alliance of Central Texas - FCACTX'. The page features a profile picture of two owls and a cover photo of a landscape with trees. A modal dialog box is open, titled 'Like Funeral Consumers Alliance of Central Texas - FCACTX as Your Page'. The dialog contains the text: 'Likes will show up on your Page's timeline. Which Page do you want to like Funeral Consumers Alliance of Central Texas - FCACTX as your Page?'. Below this text is a dropdown menu with the following options: 'Select a Page', 'TEDxOaklandUniversity', 'The Oakland Post', 'Betty Jean's Chocolates', and 'Funeral Consumers Information Society of Michigan'. A red arrow points to the 'Funeral Consumers Information Society of Michigan' option. The background page shows a 5.0 star rating, a search bar, and a post from the page.

YOU'LL SEE ANOTHER DROP-DOWN MENU OF YOUR PAGES. SELECT YOUR OWN AFFILIATE PAGE.

## Step 4



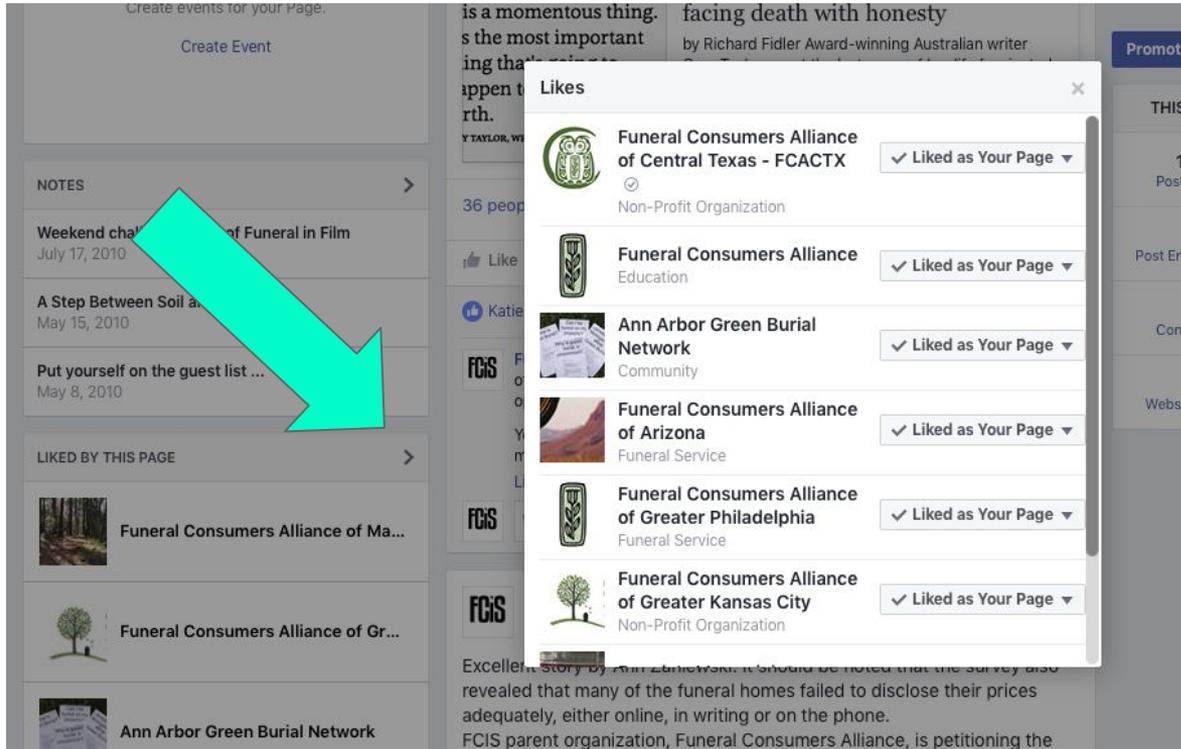
THIS DIALOGUE BOX WILL APPEAR. MAKE SURE IT'S YOUR AFFILIATE PAGE, AND CLICK "SUBMIT."

## Step 5

The screenshot shows the Facebook interface for the Funeral Consumers Information Society of Michigan. The page is viewed from a user named Holly. The main content area displays a post from the organization, dated July 5 at 2:02pm, which discusses a survey by Ann Zaniewski regarding funeral home pricing. A large red arrow points to the 'LIKED BY THIS PAGE' section on the left sidebar, which lists several affiliated organizations, including the Funeral Consumers Alliance of Michigan and the Ann Arbor Green Burial Network. The right sidebar shows engagement statistics for the post, including 144 Post Reach and 15 Post Engagement.

RETURN TO YOUR OWN AFFILIATE PAGE AND THE “LIKED” AFFILIATE SHOULD SHOW UP IN THE “LIKED BY THIS PAGE” LISTING. (YOU MIGHT HAVE TO SCROLL DOWN A BIT).

## Step 6



The screenshot shows a Facebook interface. On the left, under the 'LIKED BY THIS PAGE' section, there is a list of pages including 'Funeral Consumers Alliance of Ma...', 'Funeral Consumers Alliance of Gr...', and 'Ann Arbor Green Burial Network'. A red arrow points from the right arrow next to this section to the 'Likes' pop-up window. The pop-up window, titled 'Likes', displays a list of liked pages:

- Funeral Consumers Alliance of Central Texas - FCACTX (Non-Profit Organization)
- Funeral Consumers Alliance (Education)
- Ann Arbor Green Burial Network (Community)
- Funeral Consumers Alliance of Arizona (Funeral Service)
- Funeral Consumers Alliance of Greater Philadelphia (Funeral Service)
- Funeral Consumers Alliance of Greater Kansas City (Non-Profit Organization)

YOU CAN EXPAND THE “LIKED” PAGES INTO A SEPARATE BOX BY CLICKING ON THE >. (YOU CAN LIKE AS MANY PAGES AS YOU WANT).

PART TWO:  
SHARING CONTENT  
FROM OTHER  
AFFILIATES  
TO YOUR OWN

## Step 1

The screenshot shows a Facebook interface with a 'Likes' pop-up window. The pop-up lists several pages that the user has liked, each with a profile picture, name, category, and a 'Liked as Your Page' button. A yellow arrow points to the underlined title of the 'Funeral Consumers Alliance of Greater Philadelphia' page.

Profile Picture	Page Name	Category	Action
	<u>Funeral Consumers Alliance of Central Texas - FCACTX</u>	Non-Profit Organization	Liked as Your Page
	<u>Funeral Consumers Alliance</u>	Education	Liked as Your Page
	<u>Ann Arbor Green Burial Network</u>	Community	Liked as Your Page
	<u>Funeral Consumers Alliance of Arizona</u>	Funeral Service	Liked as Your Page
	<u>Funeral Consumers Alliance of Greater Philadelphia</u>	Funeral Service	Liked as Your Page
	<u>Funeral Consumers Alliance of Greater Kansas City</u>	Non-Profit Organization	Liked as Your Page

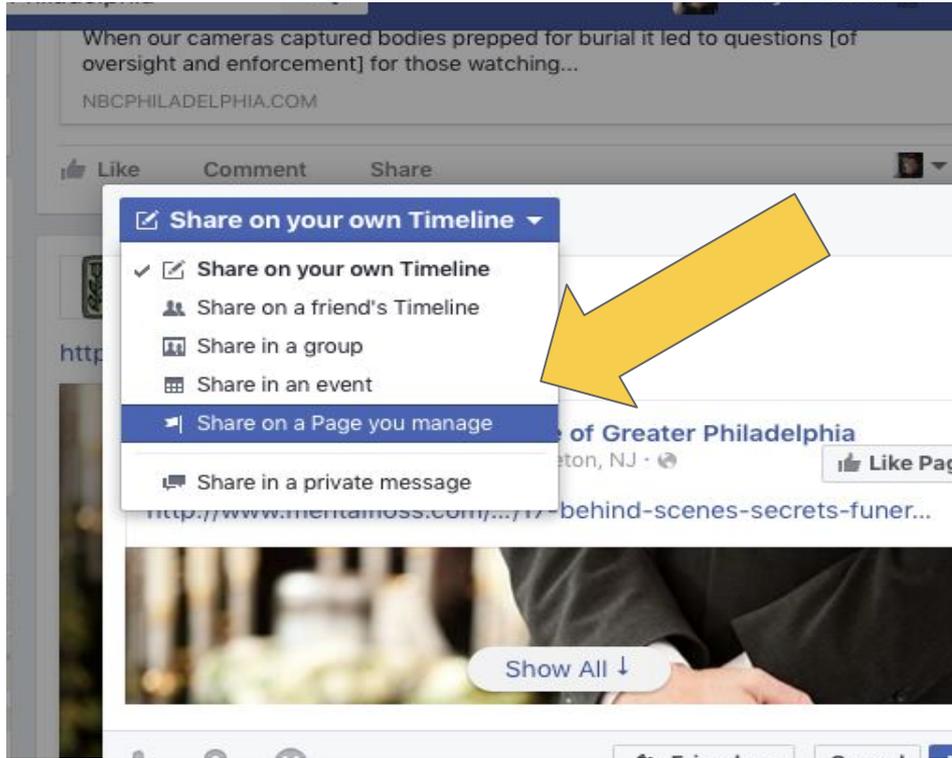
SELECT AN AFFILIATE PAGE FROM YOUR “LIKED PAGES” AND VISIT THEIR SITE BY CLICKING THE UNDERLINED TITLE.

## Step 2

The image shows a screenshot of a Facebook page for the 'Funeral Consumers Alliance of Greater Philadelphia'. The page has a 5.0 star rating and 47 likes. A post from June 27 at 10:42am is highlighted, titled '17 Behind-the-Scenes Secrets of Funeral Directors' with the subtitle 'Watch out for exploding casket syndrome.' The post includes a video thumbnail showing a person in a suit. A share menu is open over the post, with the 'Share' option selected. A yellow arrow points to the 'Share' button in the post's interaction bar, and another yellow arrow points to the 'Share' option in the dropdown menu. The background shows other posts and the page's navigation elements.

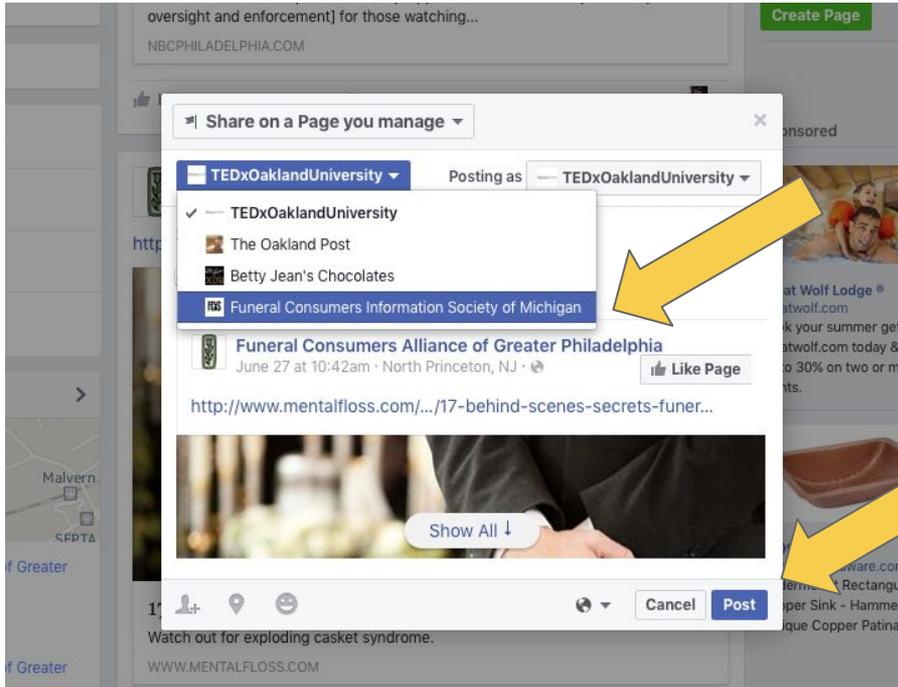
FIND A POST ON THEIR PAGE THAT YOU'D LIKE TO POST (SHARE) TO YOUR PAGE AND SELECT "SHARE" BENEATH THE STORY. YOU'LL GET A DROP-DOWN MENU. SELECT "SHARE" AGAIN.

## Step 3



YOU'LL GET ANOTHER DROP-DOWN MENU. SELECT, "SHARE ON A PAGE YOU MANAGE."

## Step 4



THEN SELECT YOUR AFFILIATE PAGE AND CLICK “POST.”  
VOILA! THE POST WILL APPEAR ON YOUR PAGE.