

# How-to Guide for Greater Newburyport Village Facebook Page

By Village member Christine Green, professional social media consultant and Administrator of the Page.

November 6, 2017

The Facebook Page is basically a broadcasting platform. If you have a Facebook account, use this link below to find the page:

<https://www.facebook.com/Greater-Newburyport-Village-2064424263785483/>

Once on the Facebook Page, click the "Like" button below the banner image as shown below:



Once you have “Liked” the Page, you'll see posts from the Greater Newburyport Village Page come through your own Facebook newsfeed.

A “Page” on Facebook only allows you to interact with the posts published by the Page. So the purpose of the Page is to publish items of interest to current members and potential members. (See examples on the Page itself and in the screenshots following.)

The way that you can help us spread the word is to “interact” with the posts that you see. Click “Like” when you see something published from the page.

Following are examples of what has been published by the Page at startup:

A link to our latest Newsletter online:

The screenshot shows a Facebook post from the page "Greater Newburyport Village". The post text says: "Read our October Newsletter...and all our past monthly newsletters too!". Below the text is a link to a newsletter titled "Voice of the Village", dated October 10, 2017, Volume 2, Number 10. The newsletter preview includes the title "What's Happening in the Village" and a section for "Upcoming Events".

Below the post, there is a comment by William Franz and Leigh Mansberger. The comment text is: "William Franz I am a member of this group. We are a social and service organization that is dedicated to helping people age in place in the communities that they love." The comment has 2 likes. A red arrow points from the text "Comment by William" to the comment, and another red arrow points from the text "Comment was 'liked' by 2 people." to the like count.

Greater Newburyport Village  
Published by Christine Green [?] · October 14 at 8:06am · 🌐

Read our October Newsletter...and all our past monthly newsletters too!

**Greater Newburyport Village**  
October 10, 2017  
Volume 2, Number 10  
*Building a network of neighborly support*

**What's Happening in the Village**  
As we move into fall it seems a good time to review some of the important things happening with the Greater Newburyport Village. We begin by celebrating our continuing successful growth: more than two dozen new members in the last six months! Welcome to you all! Come to Village events and meet other members and volunteers.  
Much of the Village's growth has resulted from members and Board members working "behind the scene" to spread the word about the many benefits of membership. Presentations to church groups, an Amesbury COA health fair, and recently to an enthusiastic public at the Newburyport Library have helped get the word out. Meetings are planned with area realtors to get information to new residents seeking community involvement and services. Village Talks and events such as the Watch Party with Atul Gawande also help people learn about the value of joining the Village.  
Our Membership Assistance Program has also helped several new members join.

**Upcoming Events**  
See Website for more info!  
**Village Talks – Open to the Public:**  
Oct 18, 1 pm, Newburyport Senior/Community Center  
"Emerging Trends, Resources & Living Options for Seniors and Their Families" with Corinne McKeown, MA, SRES. (See story, p. 2.)  
Nov 15, 1 pm, Newburyport Senior/Community Center  
"Nature in Our Back Yard" with Bill Gettle, former Sanctuary Director of Mass Audubon's Jonna Flats.

Newsletters - Greater Newburyport Village  
GREATERNEWBURYPORTVILLAGE.ORG

Like Comment Share

William Franz and Leigh Mansberger Chronological

**William Franz** I am a member of this group. We are a social and service organization that is dedicated to helping people age in place in the communities that they love.  
Like · Reply · Message · 2

Write a comment...

A Post with a link to one of the pages on our website:

**Greater Newburyport Village**  
October 13 at 3:54pm · 🌐

Benefits of Village Membership - If you are:  
-Looking for ways to connect, grow, and learn  
-In need of help with rides, light home maintenance, or errands  
-New to the Greater Newburyport area  
-A caregiver who could use support... See More



Benefits of Membership - Greater Newburyport Village  
GREATERNEWBURYPORTVILLAGE.ORG

**Like** **Write a Comment** **Share**

Like Comment Share

Leigh Mansberger and Christine Green

Write a comment...

Press Enter to post.

These two people "Liked" this post.

A Post with a link to our Website Homepage:

**Greater Newburyport Village**  
Published by Christine Green (?) · October 13 at 3:41pm · 🌐

Visit our website to learn about the Village.



Home - Greater Newburyport Village  
GREATERNEWBURYPORTVILLAGE.ORG

58 people reached

Like Comment Share Buffer

A Post with an image of an upcoming events flyer:

 **Greater Newburyport Village** Published by Christine Green [?] · October 13 at 3:57pm · 🌐

Village Talks! <http://www.greaternewburyportvillage.org/content.aspx...>



**Greater Newburyport Village** **Village Talks**  
**Every Third Wednesday, 1-2 pm**  
Senior/Community Center, 331 High Street  
Newburyport

**Building a Network of Neighborly Support**

<b>September 20</b>	<b>Restoring the Coachman's House at Maudslay</b> Tom Wester, Curator Find out what's happening.
<b>October 18</b>	<b>Emerging Trends, Resources &amp; Living Options For Seniors</b> Corinne McKeown, MA, SRES Navigate later-in-life moves & aging in place.
<b>November 15</b>	<b>Nature in Our Back Yard</b> Bill Gette, Former Joppa Director Awaken to what's a few steps away.
<b>December 20</b>	<b>Sing-a-long and Entertainment with Barry Spiro.</b> Good ol' fun with old & new friends!

**COMMUNITY TALK: OUR VILLAGE & THE NATIONAL MOVEMENT**  
**Wednesday, Oct 4, 7 -8:30 p.m.**  
**Newburyport Public Library**  
**[www.greaternewburyportvillage.org](http://www.greaternewburyportvillage.org)**

Like Comment Share Buffer

👤 Leigh Mansberger, Tom Lochhaas and 2 others



Greater Newburyport Village

Published by Christine Green [?] · October 13 at 3:45pm ·

...

We had over people attend this recent event!

The poster is for a 'Watch Party Open to all! LIVE WEBINAR' organized by Greater Newburyport Village. The title 'Watch Party' is in large green letters, with 'Open to all!' and 'LIVE WEBINAR' below it. The main topic is 'The Value of Community and Choice as We Grow Older'. Two speakers are listed: Atul Gawande, MD, MPH, author of 'Being Mortal', and Robin Young, host of 'Here and Now' on NPR. A photo of Robin Young is shown. Text encourages joining for a conversation including other villages and folks from across the country. The event is on Monday, September 25, from 4:45-6:30 p.m. at the Senior/Community Center, 331 High Street, Newburyport. It mentions conversation, cookies, and cider following the event, and that the webinar will not be recorded. The website www.greaternewburyportvillage.org is provided, along with the tagline 'Building a Network of Neighborly Support'.

Greater Newburyport Village

**Watch Party**  
**Open to all!**  
LIVE WEBINAR

**The Value of Community and Choice as We Grow Older**

**Atul Gawande** MD, MPH,  
author of "Being Mortal"

**Robin Young** host of  
"Here and Now" on NPR

Join us for this conversation including  
other Villages and  
interested folks from  
across the country.

**Monday, September 25**  
**4:45-6:30 p.m.**  
Senior/Community Center  
331 High Street, Newburyport

Conversation, cookies and cider following event.  
This webinar will not be recorded for future viewing.

[www.greaternewburyportvillage.org](http://www.greaternewburyportvillage.org)  
Building a Network of Neighborly Support

76 people reached

Boost Post



Like



Comment



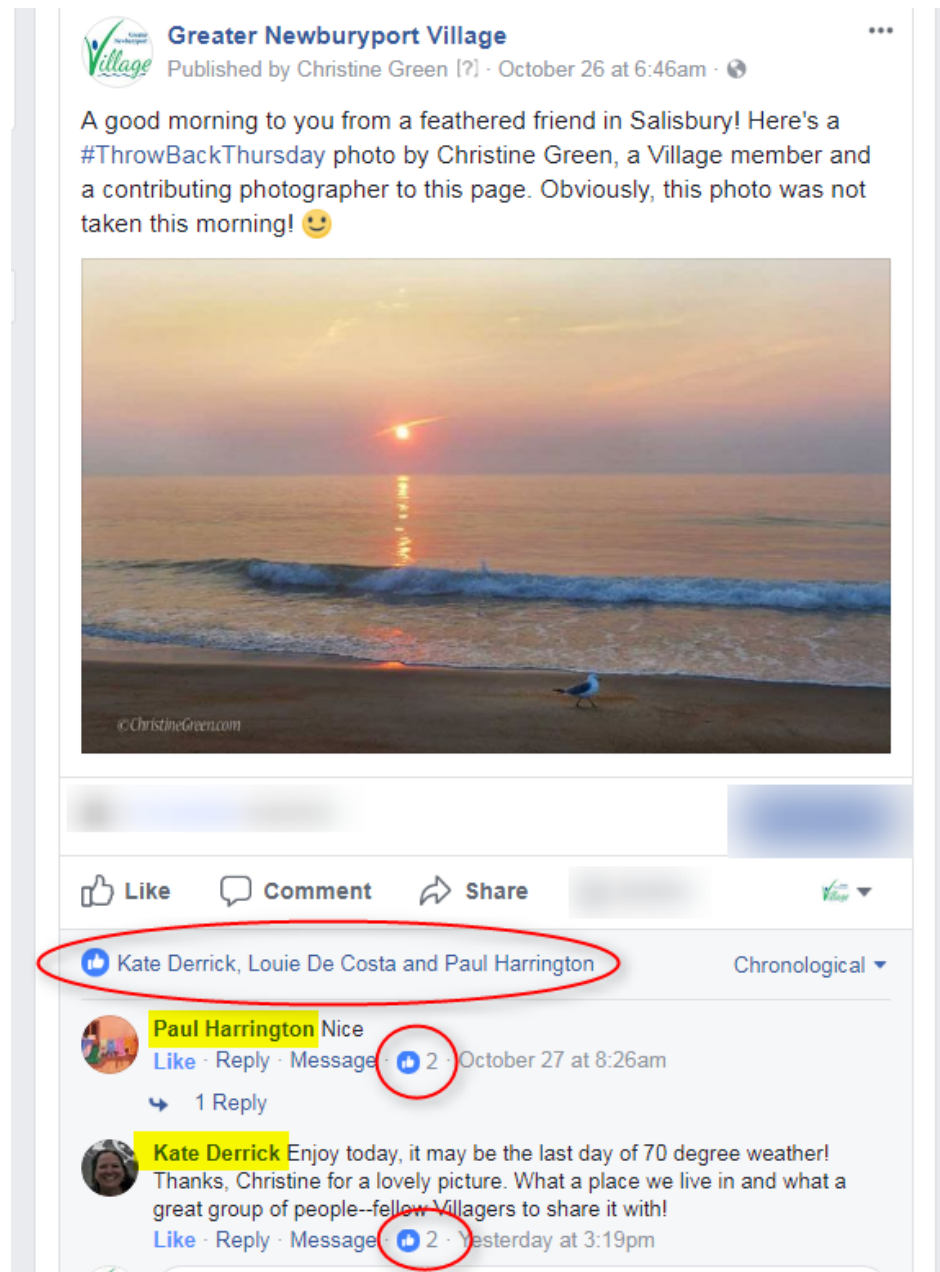
Share



Buffer



We might post a photograph of Village members at one of our events, or just a nice photograph of the surrounding area.



Please interact with the posts you see from the Page as shown in the images above - Click LIKE, leave a COMMENT, and click the SHARE link to repost onto your own timeline.

These small interactions will help the Village Facebook Page get the most visibility. And that helps us get known and more people Liking the Page and then finding their way to our website to learn more.

## **FACEBOOK GROUP:**

At a later date The Village may create its own Facebook “Group,” which is different from a Facebook “Page.” (Yes, it’s complicated and confusing!)

A Facebook Group has “MEMBERS” (rather than PAGE LIKERS). The members can interact with each other. Each member who has joined the Group can post to the Group. This means any posts from a member will be seen on the Group web page and will come through the newsfeed of all the other members of the Group.

Only those who are members of the Group will be able to see those posts and participate in the online discussion within that group.

Creating and utilizing a Facebook Group is a possibility if there are enough people with that interest and probably at least two people willing to be Administrators of the Group (to accept new members and sometimes moderate the discussion).