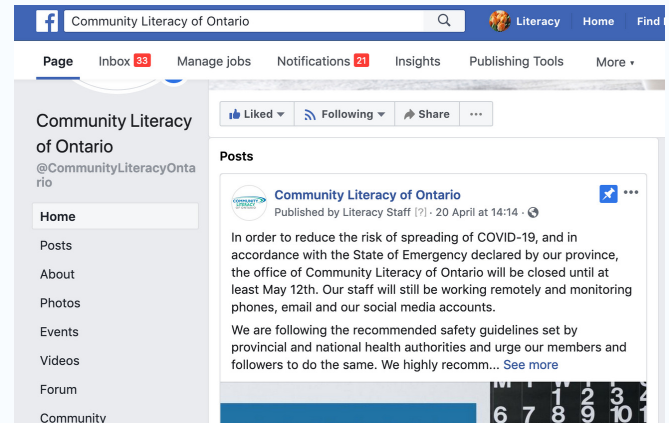# How To: Pin a Post on Your Facebook Page

## WHY IS IT IMPORTANT?

A pinned post is the first post visitors will see when they visit your page. You want to communicate your important info with this post.

If you make more posts, the important announcement post is burried in your timeline. Make it easy for people to understand the changes to your services with a pinned post!

**Community Literacy of Ontario**
@CommunityLiteracyOntario

Home
Posts
About
Photos
Events
Videos
Forum
Community

Liked ▾ | Following ▾ | Share | ···

**Posts**

**Community Literacy of Ontario**
Published by Literacy Staff [?] · 20 April at 14:14 ·

In order to reduce the risk of spreading of COVID-19, and in accordance with the State of Emergency declared by our province, the office of Community Literacy of Ontario will be closed until at least May 12th. Our staff will still be working remotely and monitoring phones, email and our social media accounts.

We are following the recommended safety guidelines set by provincial and national health authorities and urge our members and followers to do the same. We highly recomm... See more

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**Posts**

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- Save post
- **Pin to top of page**
- Edit post
- Change date
- See more options
- Find support or report post
- Delete from Page

## HOW TO PIN A POST?

- Click on the three dots at the top right of the post you want to pin.
- Then, click "Pin to top of page"

That's it! Your post has been pinned and will be easily found by everyone who visits your Facebook Page!
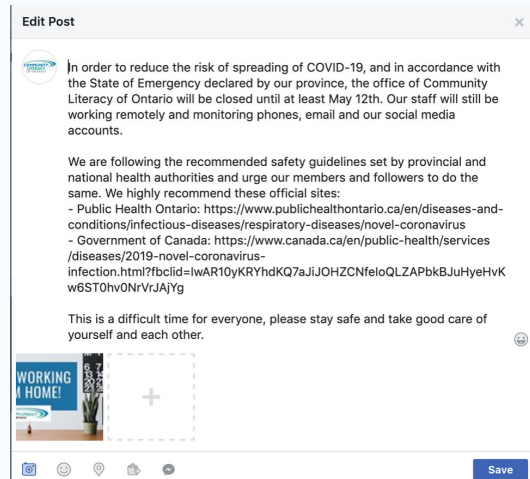
## DON'T FORGET!

Remember to update the information in the post if your circumstances change.

To do this, click the three dots and then "Edit post"

TIP: If your location is closed and not offering remote services, update your hours to show that you are closed.

**Edit Post**

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We are following the recommended safety guidelines set by provincial and national health authorities and urge our members and followers to do the same. We highly recommend these official sites:
- Public Health Ontario: https://www.publichealthontario.ca/en/diseases-and-conditions/infectious-diseases/respiratory-diseases/novel-coronavirus
- Government of Canada: https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection.html?fbclid=IwAR10yKRYhdKQ7aJiJOHZCNfeloQLZAPbkBJuHyeHvKw6ST0hv0NrVrJAjYg

This is a difficult time for everyone, please stay safe and take good care of yourself and each other.
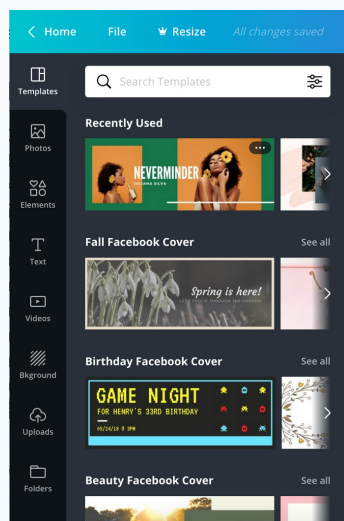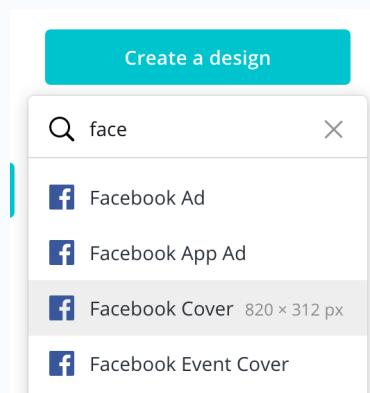
WORKING
FROM HOME!

Save

# How To: Create a Header Image for Your Facebook Page

## 1

### USING CANVA.COM

Canva.com is a free online design service.

- Create an account
- Click "Create a design" button
- Search for "Facebook Cover"
- Click "Facebook Cover" to open a new template

**Create a design**

face

Facebook Ad

Facebook App Ad

Facebook Cover    820 × 312 px

Facebook Event Cover

## 2

### CHOOSE A TEMPLATE

Scroll through all the free(!) templates available in the left hand menu.

Remember that you can upload your own logo & images, change colours, fonts, and reorganize the layout.

TIP: For this header, you're aiming to communicate changes due to COVID-19, so choose a template with space for text.

## 3

### CUSTOMIZE IT!

Clearly state how you are delivering services during social distancing.

You can even add a Call to Action (CTA) to direct people to your website for more info and contact information!

COMMUNITY LITERACY OF ONTARIO

In order to reduce the risk of spreading of COVID-19, and in accordance with the State of Emergency declared by our province, **the office of CLO will be closed until at least May 12th.**

**CLO staff will still be working remotely and monitoring phones, email and social media accounts.**

More Than Words Can Say

View the updated Literacy Why it Matters on our website!

Literacy: Why it Matters

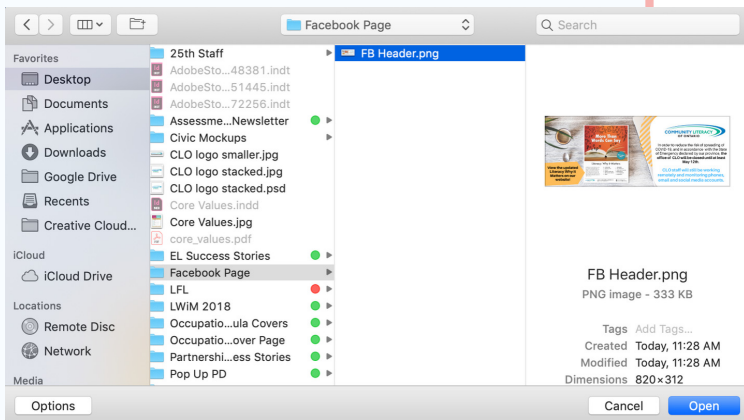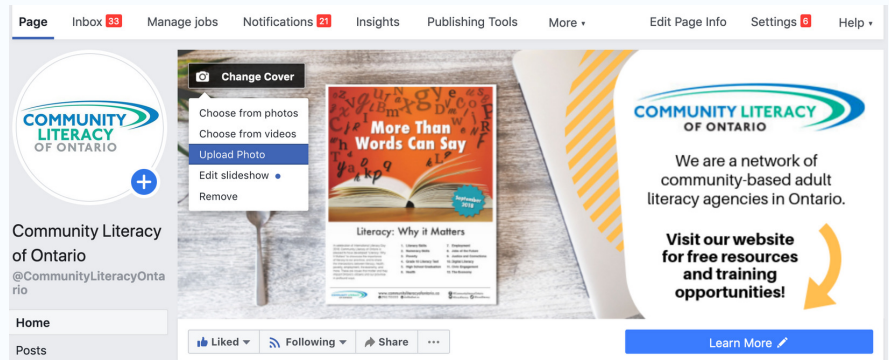# How To: Change Your Header Image on Your Facebook Page

## 1

### UPLOAD FROM YOUR COMPUTER

Download your new header image from Canva onto your computer.

While logged into your Facebook Page:

- Click "Change Cover"
- Then click "Upload photo"



### UPLOAD THE NEW HEADER

Select the image from your computer and click "Open".

TIP: If you're having trouble finding the image on your computer, check your downloads folder.

If you're still not sure where it downloaded to, try downloading it again and this time, select the folder you'd like to to be saved in.

## 2



### DON'T FORGET!

!

Now that you've updated your Facebook Page, check the rest of your online presence to make sure you've clearly communicated changes and that the updates are easy for a visitor to find.

Twitter: Pinned tweet, header image

Instagram: Bio, URL in your bio

Website: Homepage, or create a pop-up or announcement bar that leads to a special announcement page.

COMMUNITY LITERACY OF ONTARIO

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