How to Set Up a Facebook Page for Your Auxiliary
Let’s Get Started!
What’s the Difference Between a Personal Profile Page and a Fan Page?

**Personal Profile Page**

**Fan Page**
## What’s the Difference Between a Personal Profile Page and a Fan Page?

<table>
<thead>
<tr>
<th>Personal Profile Page</th>
<th>Fan Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Individuals</td>
<td>• Companies, Organizations, Brands, Products, Artists, Bands, Public</td>
</tr>
<tr>
<td>• Gain Friends</td>
<td>Figures, Causes, etc.</td>
</tr>
<tr>
<td>• Limited Number of Friends</td>
<td>• Gain Likes</td>
</tr>
<tr>
<td>• You Can Request Friends</td>
<td>• Unlimited Fans/Likes</td>
</tr>
<tr>
<td>• You are Required to Manually Accept</td>
<td>• You Can’t Request Fans</td>
</tr>
<tr>
<td>Friends</td>
<td>• You Don’t Accept Fans</td>
</tr>
<tr>
<td>• There is no Reporting</td>
<td>• Reporting!!!</td>
</tr>
<tr>
<td>• Very few Promotional Opportunities</td>
<td>• More Promotional Opportunities such as Ads, Promoted Posts, Offers</td>
</tr>
<tr>
<td></td>
<td>• It’s FREE!!!</td>
</tr>
</tbody>
</table>
What You Need to Create a Facebook Fan Page

• A personal Facebook Profile Page.
  • **You will NOT have a separate login for your Fan Page – they will be the same.**
• A logo or other photo to use as your Auxiliary’s Profile Picture.
• Brief description of your Organization.
• A horizontal photo that will be used as your Auxiliary’s Cover Photo.
• Log in to Facebook using your personal login information.
• Your News Feed should be displayed, click on **Pages** in the left menu.
Next click the “+ Create New Page” button in the left menu.
You will be taken to “Create a Page”.
You will be asked to fill in the name of your organization. Please use VFW Auxiliary and the number of your post. (Ex: VFW Auxiliary 123456) For the kind of organization, type “Nonprofit Organization”.
Add a Short Description

What is a Short Description?

• It’s the brief introduction to your business or organization that shows up on the “About” section of your Facebook Page.
• There’s a limit of 255 characters.
• Suggested Short Description:

   The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.

• Once the Short Description has been entered, click the “Create Page” button at the bottom left.
Step 1 of 2: Add a Profile Picture
- Select the “Add Profile Picture” button to upload a photo.
Tips:
- Your Auxiliary’s Profile Picture should be a square image/shape.
- Do not use your Auxiliary President’s photo for the Profile Picture.
- Suggestions: VFW Auxiliary Emblem, American Flag, Eagle, etc.

The VFW Auxiliary Emblem is available under Media-->Emblem Branding Center on the VFW Auxiliary website.
Step 2 of 2: Add a Cover Photo

- Select the “Add Cover Photo” button to upload a photo.

Tips:
- A Cover Photo is a large, horizontal photo that graphically represents your Auxiliary
- Suggestions – Flags, Eagles, photos of your Auxiliary volunteering, etc.

The VFW Auxiliary Emblem is available under Media → Emblem Branding Center → Websites & Social Media (Facebook) on the VFW Auxiliary website.

Once you have added a Profile Picture and Cover Photo, click the “Save” button.
Once you have uploaded a Profile Picture and a Cover Photo, you will be taken to your Auxiliary’s NEW Facebook page!

Your **Auxiliary Page** will look similar to this once you’ve added a **Profile Picture** and **Cover Photo**.

There are so many things you can add and/or update. What should you do?

- **Start by Creating a Username**
Create Page Username

What is a Page Username?

- Your Page Username is the website address for your Auxiliary Facebook Page.

- It’s a way for people to find your Auxiliary Page on Facebook.

- It allows your Auxiliary to be “tagged” by other Pages and people by typing @VFWAuxiliary123456 (or whatever your Auxiliary number is).
Create Page Username

For your Auxiliary’s Username, please use VFW Auxiliary and the number of your post. Ex: VFW Auxiliary 123456

Once the Username has been entered, (VFWAuxiliary123456 – your Auxiliary number in place of the 123456), click the “Create Username” button.
You will be taken to this screen.

Click the “Done” button.
Once the Username has been entered, you will be taken back to your Auxiliary Page.

Once you are on this page, scroll down the left side menu and select the “Settings” tab.
You will be taken to this screen. Click the “General” tab on the left side of the page.

There are numerous settings you can change in this section, but likely only two that you will WANT to change.

- Visitor Posts
- Profanity Filter
Click “Edit” on the Visitor Posts line and

- Allow visitors to the Page to publish posts
- Allow photo and video posts
- Review posts by other people before they are published to the Page

Click the “Save Changes” button.
Find the Profanity Filter line and click “Edit”.
Check the box and click “Save Changes”.
To get back to your Auxiliary page click VFW Auxiliary (your number) in the upper left-hand corner.
The next step is to enter detailed information about your Auxiliary, including contact information.

Select the “About” tab.
The “About” section will display. Scroll down to see the whole page.

To edit, click on the link of what you’d like to “Edit”, and make your changes.

Under “General”:
• Leave Nonprofit Organization as-is.
• Enter the location of your post.

Under “Hours”:
• Leave business hours as-is.

Under “Business Details”:
• Leave price range as-is.
Under “Additional Contact Info”:
• Enter the website for your Post/Auxiliary. If your Post/Auxiliary does not have a website, list the National VFW Auxiliary website: https://www.vfwauxiliary.org.
• Enter the phone number for your Post/Auxiliary.
• Enter the email address for your Auxiliary. If your Auxiliary does not have an email address, leave this blank.
Under “More info”:

- Leave Impressum as-is.
- In the Add additional information section, write information about your Auxiliary or use the following:

The VFW Auxiliary is one of the nation’s oldest veterans’ service organizations and our members are the relatives of those who have served in a location of foreign conflict. We have nearly half a million members nationwide who volunteer millions of hours and fundraise millions of dollars for charitable projects that benefit veterans, military service personnel, and their families.

Through our National Programs, we assist the VFW pass or block legislation that impacts veterans and their families, provide nearly a million volunteer hours in the VA medical system, conduct patriotic programs with thousands of dollars in scholarships for our nation’s youth. With nearly 4,000 Auxiliaries, there is likely one in your area working to improve the lives of America’s uncommon heroes.
Once all changes have been made, click the "Home" tab.
Next you will choose how people can contact your Auxiliary.

Click the “+ Add a Button”.

Unwavering Support for Uncommon Heroes®
Edit Page Button
Choose how you would like people to contact your Auxiliary:
• Call Now (Phone)
• Send Message (Facebook message)
• Send Email (Email)
• Contact Us (Website Link)
• Sign Up (Website Link)

Once you have selected the method your Auxiliary will be contacted, fill in the information and click “Save”.

If you choose Follow or Send Message, you will automatically be directed back to your Page and the button will be added.
Your Contact button is live!
Now that your Auxiliary Page is set up, be sure to “Like” it and “Follow” it to see the updates in your News Feed!

To “Like” and “Follow” your page:
• Click the three dots to the middle right-hand side of the page.
• Click Like.
• Click Follow.
You have successfully created your Auxiliary Facebook Page!

Great job!!!

Tip: Be sure and invite your Facebook friends to “Like” your Auxiliary Page!
Questions?

Facebook Help Center: https://www.facebook.com/help