



VFW AUXILIARY

How to Set Up a Facebook Page for Your Auxiliary



VFW AUXILIARY

A Note from the Presenter:

- This presentation is designed to assist you in setting up an Auxiliary Facebook page.
- There is much more to Facebook than what is included in this presentation.
- If you feel comfortable exploring Facebook Business Suite, Publishing Tools, Promotions and additional settings, you are welcome to do so!

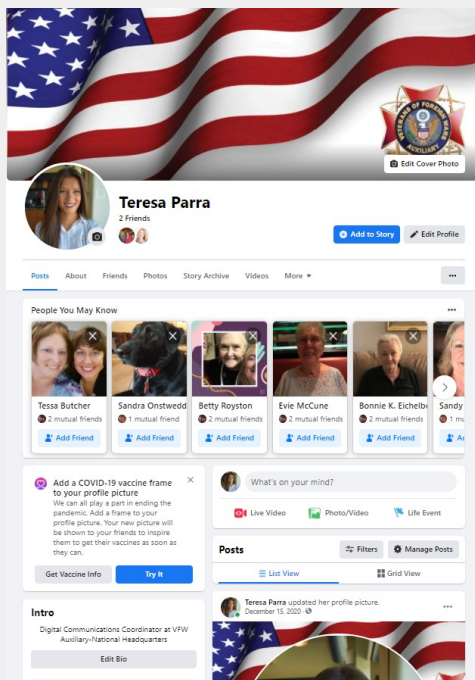
Let's Get Started!



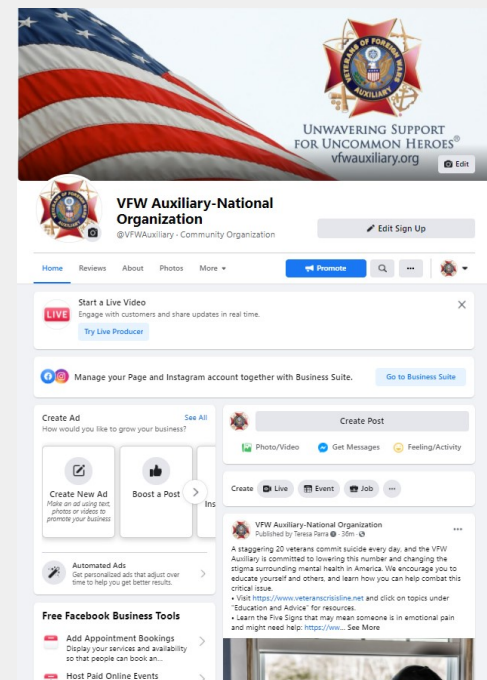
VFW AUXILIARY

What's the Difference Between a Personal Profile Page and a Fan Page?

Personal Profile Page



Fan Page



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What's the Difference Between a Personal Profile Page and a Fan Page?

Personal Profile Page

- Individuals
- Gain Friends
- Limited Number of Friends
- You Can Request Friends
- You are Required to Manually Accept Friends
- There is no Reporting
- Very few Promotional Opportunities

Fan Page

- Companies, Organizations, Brands, Products, Artists, Bands, Public Figures, Causes, etc.
- Gain Likes
- Unlimited Fans/Likes
- You Can't Request Fans
- You Don't Accept Fans
- Reporting!!!
- More Promotional Opportunities such as Ads, Promoted Posts, Offers
- It's FREE!!!



VFW AUXILIARY

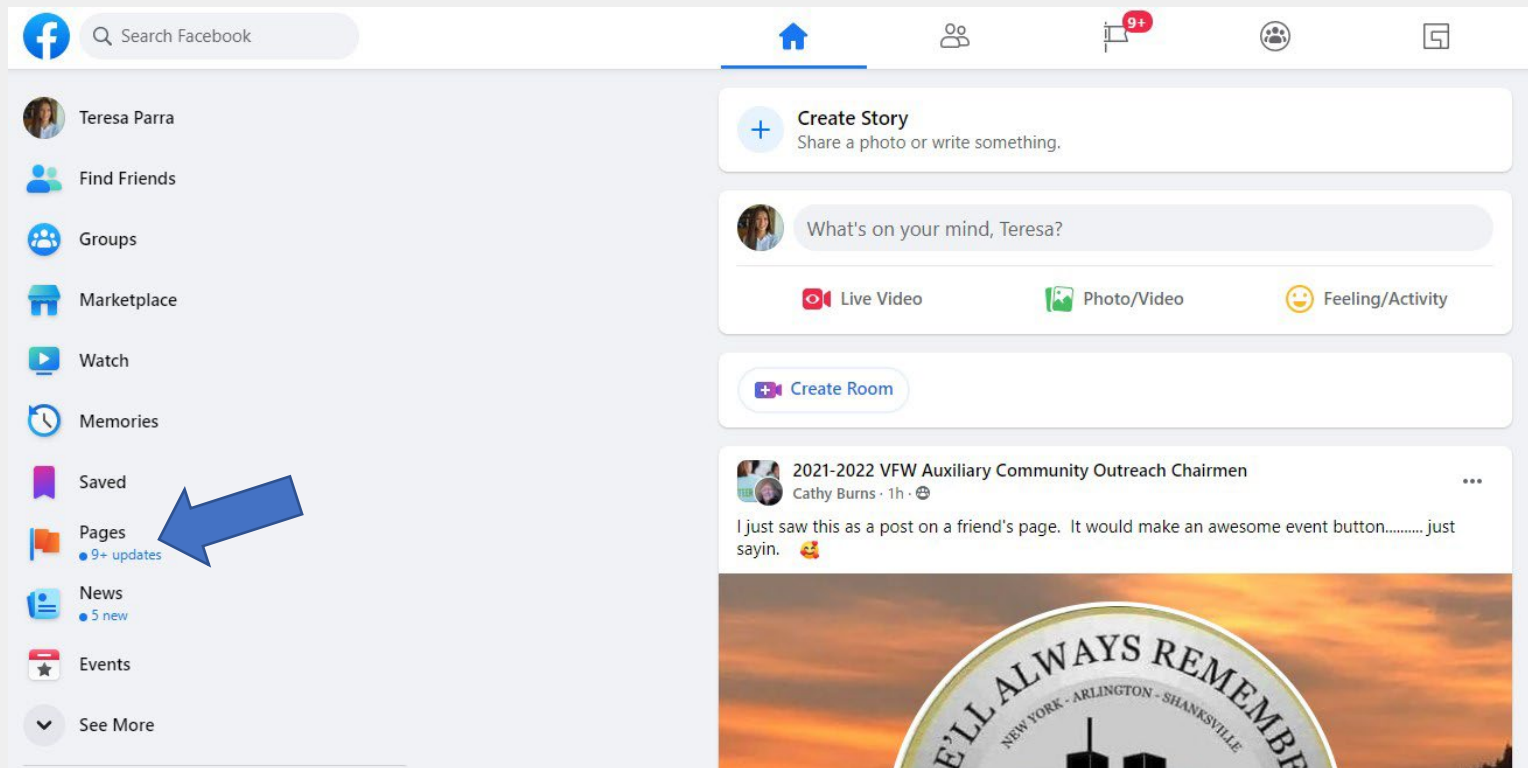
What You Need to Create a Facebook Fan Page

- 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.



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- Log in to Facebook using your personal login information.
- Your News Feed should be displayed, click on **Pages** in the left menu.





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Next click the “+ Create New Page” button in the left menu.

The screenshot displays the Facebook web interface. On the left, the 'Pages' menu is visible, containing 'Your Pages' (with a sub-menu arrow), 'VFW Auxiliary-National Organization' (marked as '99 new'), and a '+ Create New Page' button. A blue arrow points to this button. Below these are links for 'Business Suite', 'Discover', 'Liked Pages', and 'Invites'. The top navigation bar includes the Facebook logo, a search bar, and icons for home, friends, a notification bell with '9+' alerts, a group icon, a link icon, and a profile picture for 'Teresa'. The main content area, titled 'Pages You Manage', shows a card for the 'VFW Auxiliary-National Organization' with a 4.5-star rating, 155,097 likes, and 154,885 follows. It also includes links for 'Notifications' (with a '20+' badge) and 'Messages'.



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- 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**”.

Search Facebook

Pages • Create a Page

Create a Page

Page Information

Page name (required)
VFW Auxiliary 123456 ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Nonprofit Organization x ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Write about what your business does, the services you provide, or the purpose of the Page.
Character limit: 255

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

VFW Auxiliary 123456
Nonprofit Organization

Home About Photos Videos More

Like Message

About
Description

Create Post

Photo/Video Tag People Check in

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VFW AUXILIARY

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.

Pages · Create a Page

Create a Page

Page Information

Page name (required)
VFW Auxiliary 123456 ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Nonprofit Organization X ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

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

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

VFW Auxiliary 123456
Nonprofit Organization

Home About Photos Videos More ▾ Like Message 🔍 ⋮

About

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

Create Post

Photo/Video Tag People Check in

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VFW AUXILIARY

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.

The screenshot shows the Facebook 'Set Up Your Page' interface for a VFW Auxiliary. The left sidebar contains the following sections:

- Page Information**
 - Page name (required): VFW Auxiliary 123456 (with a green checkmark)
 - Category (required): Nonprofit Organization (with a green checkmark)
 - Description: The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
- Images**
 - Profile Photo - Optional: A button labeled 'Add Profile Picture' with a camera icon and the text 'or drag and drop' below it. A blue arrow points to this button.
 - A blue 'Save' button is at the bottom of the sidebar.

The main content area shows a 'Desktop Preview' of the Facebook page. The preview includes:

- A cover photo placeholder with an illustration of two people working on a project.
- A profile picture placeholder (a square with a flag icon).
- The page name 'VFW Auxiliary 123456' and the category 'Nonprofit Organization'.
- Navigation tabs: Home, About, Photos, Videos, More.
- Interaction buttons: Like, Message, Search, and a menu icon.
- An 'About' section with a brief description.
- A 'Create Post' section with options for Photo/Video, Tag People, and Check in.

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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.

The screenshot displays the Facebook 'Set Up Your Page' interface for a VFW Auxiliary. The left sidebar contains the following sections:

- Pages · Set Up Your Page**
- Set Up Your Page**
- Description**: The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
- Images**
- Profile Photo · Optional**: A placeholder for the VFW Auxiliary emblem.
- Cover Photo · Optional**: A placeholder with the text 'Add Cover Photo or drag and drop'.
- Save** button.

The main area shows a desktop preview of the page. The preview includes:

- Desktop Preview** header.
- A large image placeholder for the cover photo.
- VFW Auxiliary 123456** profile picture and name.
- Nonprofit Organization** category.
- Home About Photos Videos More** navigation tabs.
- Like Message** buttons.
- About** section with a description: 'The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.'
- Create Post** button.
- Photo/Video Tag People Check in** options.

Two blue arrows point to the 'Add Cover Photo' button and the 'Save' button in the left sidebar.

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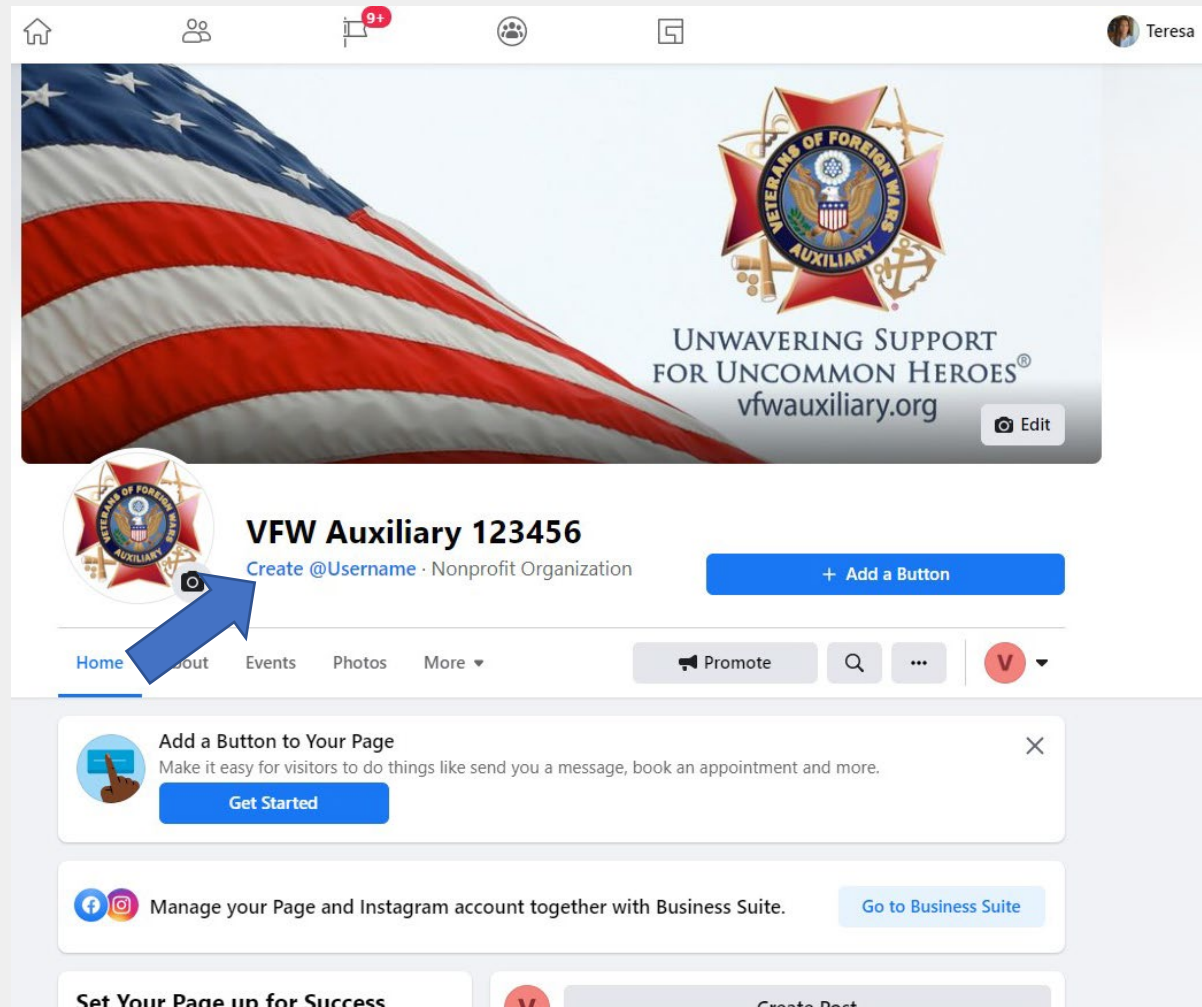
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Once you have uploaded a Profile Picture and a Cover Photo, you will be taken to your Auxiliary's NEW Facebook page!

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**



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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

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

 **VFW Auxiliary 123456**
@username

Username 0 / 50

Username

Need help? Get tips on [choosing a username](#).

[Cancel](#) [Create Username](#)

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VFW AUXILIARY

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.

Create Page Username

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

 **VFW Auxiliary 123456**
@VFWAuxiliary123456

Username 18 / 50

Username
VFWAuxiliary123456 ✓

Need help? Get tips on [choosing a username](#).

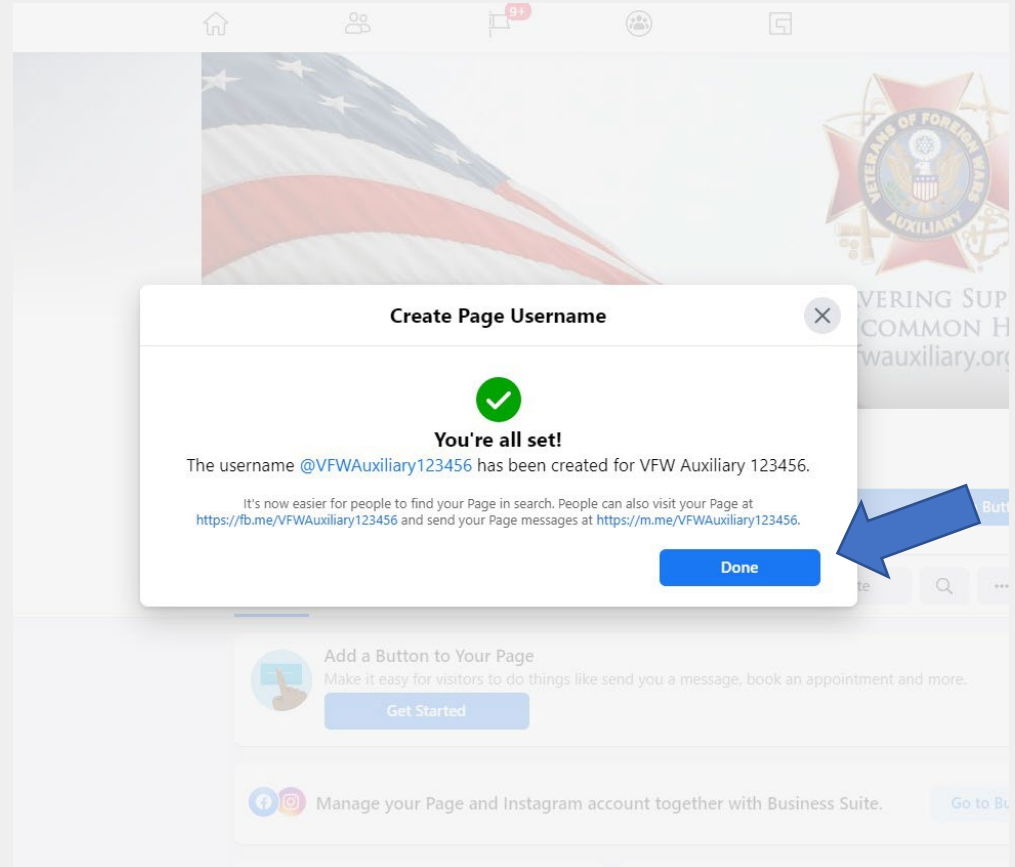
[Cancel](#) [Create Username](#)



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You will be taken to this screen.

Click the **“Done”** button.



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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.

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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**

VFW Auxiliary 123456 • Page Settings

Page Settings

Search Page Settings

- General**
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content

| | | |
|---|---|------|
| Page Visibility | Page published | Edit |
| Visitor Posts | Anyone can publish to the Page. Anyone can add photos and videos to the Page. | Edit |
| News Feed Audience and Visibility for Posts | The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off. | Edit |
| Auto-Generated Captions | Auto-generated captions are off | Edit |
| Post and Story Sharing | Post sharing to Stories is On | Edit |
| Messages | People can contact my Page privately. | Edit |
| Tagging Ability | Only people who help manage my Page can tag photos posted on it. | Edit |
| Others Tagging this Page | People and other Pages can tag my Page. | Edit |
| Country Restrictions | Page is visible to everyone. | Edit |
| Age Restrictions | Page is shown to everyone. | Edit |
| Page Moderation | No words are being blocked from the Page. | Edit |
| Profanity Filter | Turned off | Edit |
| Similar Page Suggestions | Choose whether your Page is recommended to others | Edit |
| Page Updates | Page posts are automatically published when you update Page info, reach milestones, receive reviews and more. | Edit |
| Post in Multiple Languages | Ability to write posts in multiple languages is turned off | Edit |
| Translate Automatically | Your posts may show translations automatically for people who read other languages. | Edit |
| Comment Ranking | Most recent comments are shown for my Page by default. | Edit |
| Content Distribution | Downloading to Facebook is allowed. | Edit |
| Download Page | Download Page | Edit |
| Merge Pages | Merge duplicate Pages | Edit |
| Remove Page | Delete your Page | Edit |



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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.

Facebook Page Settings for VFW Auxiliary 123456. The 'Page Visibility' section is highlighted, showing the following settings:

- Page published** (Edit)
- Visitor Posts** (Edit)
 - ☒ 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 [?]
 - ☐ Disable posts by other people on the Page
- Save changes** (Cancel)

Below the 'Page Visibility' section, a list of other page settings is visible, including:

- News Feed Audience
- Auto-Generated Captions
- Post and Story Sharing
- Messages
- Tagging Ability
- Others Tagging this Page
- Country Restrictions
- Age Restrictions
- Page Moderation
- Profanity Filter
- Similar Page Suggestions
- Page Updates
- Post in Multiple Languages
- Translate Automatically
- Comment Ranking



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- 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.

VFW Auxiliary 123456 • Page Settings

Page Settings

Search Page Settings

- General
- Messaging
- Page Info
- Templates and Tabs
- Event Ticketing
- Notifications
- Advanced Messaging
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Issue, Electoral or Political Ads
- Ad Limits
- Branded Content

| | | |
|---|--|--------------------------------|
| Page Visibility | Page published | Edit |
| Visitor Posts | Anyone can publish to the Page. Anyone can add photos and videos to the Page. Post moderation is turned on | Changes saved |
| News Feed Audience and Visibility for Posts | The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off. | Edit |
| Auto-Generated Captions | Auto-generated captions are off | Edit |
| Post and Story Sharing | Post sharing to Stories is On | Edit |
| Messages | People can contact my Page privately. | Edit |
| Tagging Ability | Only people who help manage my Page can tag photos posted on it. | Edit |
| Others Tagging this Page | People and other Pages can tag my Page. | Edit |
| Country Restrictions | Page is visible to everyone. | Edit |
| Age Restrictions | Page is shown to everyone. | Edit |
| Page Moderation | No posts are being blocked from the Page. | Edit |
| Profanity Filter | <input checked="" type="checkbox"/> (?) | <div>Save changes Cancel</div> |
| Similar Page Suggestions | Choose whether your Page is recommended to others | Edit |
| Page Updates | Page posts are automatically published when you update Page info, reach milestones, receive reviews and more. | Edit |
| Post in Multiple Languages | Ability to write posts in multiple languages is turned off | Edit |
| Translate Automatically | Your posts may show translations automatically for people who read other languages. | Edit |
| Comment Ranking | Most recent comments are shown for my Page by default. | Edit |
| Content Distribution | Downloading to Facebook is allowed. | Edit |
| Download Page | Download Page | Edit |

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The next step is to enter detailed information about your Auxiliary, including contact information.

Select the **“About”** tab.

The screenshot shows the Facebook interface for a VFW Auxiliary page. On the left is the 'Manage Page' sidebar with options like Business Suite, Page, News Feed, Updates, Business Apps, Resources & Tools, Manage Jobs, Notifications, Insights, Ad Center, and Page Quality. The main content area features a cover photo of an American flag with the VFW Auxiliary logo and the text 'UNWAVERING SUPPORT FOR UNCOMMON HEROES® vfwauxiliary.org'. Below the cover photo is the page name 'VFW Auxiliary 123456' and the description '@VFWAuxiliary123456 · Nonprofit Organization'. The navigation bar at the bottom has tabs for Home, About, Events, Photos, and More, with 'About' currently selected. A blue arrow points to the 'About' tab. The 'ABOUT' section is expanded, showing 'GENERAL' information: '0 people follow this', 'Nonprofit Organization', and 'Enter location'. There is also a section for 'HOURS' with a link to 'Edit business hours'.

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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.

Home About Events Photos More ▾ Promote 🔍 ...

ABOUT [Edit Page Info](#)

GENERAL

- 0 people follow this
- Nonprofit Organization [✎](#)
- Enter location

HOURS

- Edit business hours

BUSINESS DETAILS

- Edit price range

ADDITIONAL CONTACT INFO

- Enter website
- Enter phone number
- Enter email
- Send Message

MORE INFO

- About** [✎](#)
The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
- Add additional information
- Edit Impressum
- Edit privacy policy
- Page ID
107661714963865
- Edit other accounts



VFW AUXILIARY

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.

The screenshot shows the Facebook 'About' page for a VFW Auxiliary. The page is titled 'VFW Auxiliary' and is categorized as a 'Nonprofit Organization'. The 'Additional Contact Info' section is highlighted, showing fields for 'Enter website', 'Enter phone number', and 'Enter email'. The 'About' section contains the text: 'The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.' The page ID is 107661714963865.

Home About Events Photos More ▾ Promote 🔍 ...

ABOUT [Edit Page Info](#)

GENERAL

- ✓ 0 people follow this
- Nonprofit Organization
- Enter location

HOURS

- Edit business hours

BUSINESS DETAILS

- Edit price range

ADDITIONAL CONTACT INFO

- Enter website
- Enter phone number
- Enter email
- Send Message

MORE INFO

- About**
The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
- Add additional information
- Edit Impressum
- Edit privacy policy
- Page ID**
107661714963865
- Edit other accounts



VFW AUXILIARY

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.

Home About Events Photos More ▾ Promote 🔍 ⋮

ABOUT [Edit Page Info](#)

GENERAL

- ✓ 0 people follow this
- Nonprofit Organization [✎](#)
- Enter location

HOURS

- ⌚ Edit business hours

BUSINESS DETAILS

- 💰 Edit price range

ADDITIONAL CONTACT INFO

- 🌐 Enter website
- 📞 Enter phone number
- ✉ Enter email
- 💬 Send Message

MORE INFO

- [i About](#) [✎](#)
The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
- [i Add additional information](#)
- [i Edit Impressum](#)
- [🛡 Edit privacy policy](#)
- [🏠 Page ID](#)
107661714963865
- [🔗 Edit other accounts](#)



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Once all changes have been made, click the **"Home"** tab.

The screenshot shows the Facebook interface for a VFW Auxiliary page. The navigation bar at the top includes icons for Home, About, Events, Photos, and a 'More' dropdown. The 'Home' tab is selected, and a blue arrow points to it. Below the navigation bar, the 'ABOUT' section is visible, containing the following information:

- GENERAL**
 - 0 people follow this
 - Nonprofit Organization
 - Enter location
- HOURS**
 - Edit business hours
- BUSINESS DETAILS**
 - Edit price range
- ADDITIONAL CONTACT INFO**
 - Enter website
 - Enter phone number
 - Enter email
 - Send Message
- MORE INFO**
 - About: The VFW Auxiliary supports projects that benefit veterans, active-duty service members and their families. We also spread patriotism in our community.
 - Add additional information
 - Edit Impressum
 - Edit privacy policy
 - Page ID: 107661714963865
 - Edit other accounts

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Next you will choose how people can contact your Auxiliary.

Click the “+ Add a Button”.

Home About Events Photos More ▾

Promote 🔍 ...

ABOUT [Edit Page Info](#)

GENERAL

✓ 0 people follow this

📁 Nonprofit Organization [✎](#)

📍 [Enter location](#)

HOURS

🕒 [Edit business hours](#)

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VFW AUXILIARY

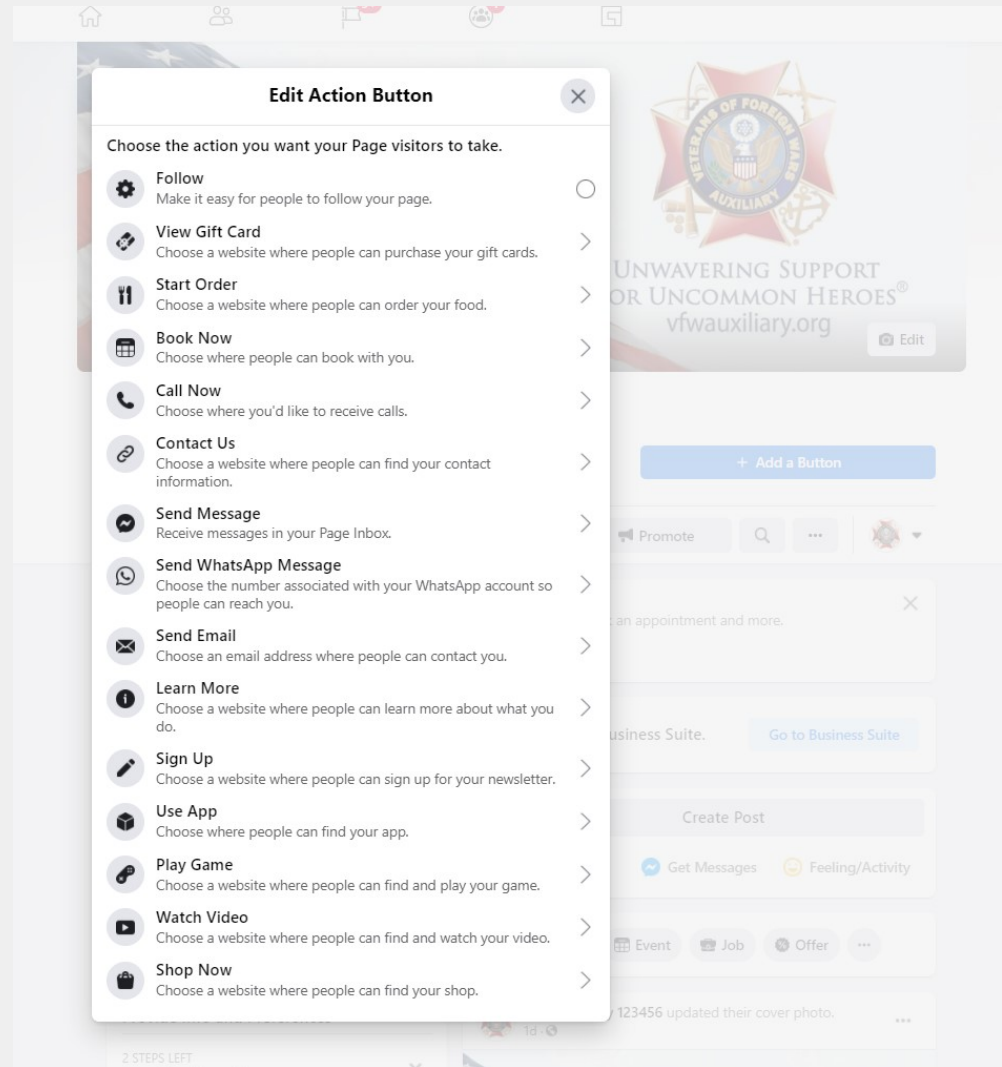
Edit Page Button

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.





VFW AUXILIARY

Your Contact button is live!

VFW Auxiliary 123456
@VFWAuxiliary123456 · Nonprofit Organization

[Edit Contact Us](#)

[Home](#) [About](#) [Events](#) [Photos](#) [More](#) [Promote](#) [Search](#) [More](#) [VFW](#)

Add a Button to Your Page
Make it easy for visitors to do things like send you a message, book an appointment and more.
[Get Started](#)

[Manage your Page and Instagram account together with Business Suite.](#) [Go to Business Suite](#)

Set Your Page up for Success
Finish setting up your Page so people on Facebook know you're a credible business.
6 of 13 steps completed

COMPLETED
Establish Your Page's Identity

5 STEPS LEFT
Provide Info and Preferences

2 STEPS LEFT
Introduce Your Page

Create Post

[Photo/Video](#) [Get Messages](#) [Feeling/Activity](#)

Create [Live](#) [Event](#) [Job](#) [Offer](#) [More](#)

VFW Auxiliary 123456 updated their cover photo. 1d

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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**.



VFW Auxiliary 123456

@VFWAuxiliary123456 · Nonprofit Organization

Edit Contact U...

Home About Events Photos More ▾

Promote



Add a Button to Your Page

Make it easy for visitors to do things like send you a message, book an ap...

Get Started



Manage your Page and Instagram account together with Business

Set Your Page up for Success

Finish setting up your Page so people on Facebook know you're a credible business.

6 of 13 steps completed

COMPLETED
Establish Your Page's Identity ▾

5 STEPS LEFT
Provide Info and Preferences ▾

2 STEPS LEFT
Introduce Your Page ▾

Other Actions

With your primary profile, Teresa Parra, you can like this Page, follow it or take other actions.

Like

Follow

Share

Create Page

Like as your Page

Invite Friends



Photo/Video

Get Messages

Feeling/Activity

Create

Live

Event

Job

Offer

...



VFW Auxiliary 123456 updated their cover photo.
1d · 🌐

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VFW AUXILIARY

You have successfully created your
Auxiliary Facebook Page!

Great job!!!

*Tip: Be sure and invite your Facebook
friends to "Like" your Auxiliary Page!*

The screenshot shows a Facebook page for 'VFW Auxiliary 123456'. The cover photo features a waving American flag with the VFW Auxiliary logo and the text 'UNWAVERING SUPPORT FOR UNCOMMON HEROES®' and 'vfwauxiliary.org'. The profile picture is the VFW Auxiliary logo. The page name is 'VFW Auxiliary 123456' and the category is '@VFWAuxiliary123456 · Nonprofit Organization'. Navigation tabs include Home, About, Events, Photos, and More. A 'Promote' button is visible. A notification banner says 'Add a Button to Your Page' with a 'Get Started' button. Another banner promotes 'Business Suite'. A 'Set Your Page up for Success' section lists completion steps: 'Establish Your Page's Identity' (Completed), 'Provide Info and Preferences' (5 steps left), and 'Introduce Your Page' (2 steps left). The 'Create Post' section offers options like Photo/Video, Get Messages, and Feeling/Activity. A recent activity post shows the page updated its cover photo.

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Questions?

Facebook Help Center:

<https://www.facebook.com/help>