



LADIES AUXILIARY VFW

Best Practices For & How to Create a Facebook Fan Page for Your Auxiliary



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This Presentation Covers:

- Best Practices for Your Auxiliary Facebook Page
- How to Set Up a Facebook Fan Page for Your Auxiliary
- How to Post on Your Auxiliary's Facebook Page
- How to Delete a Post on Your Auxiliary's Facebook Page
- How to Schedule a Post on Your Auxiliary's Facebook Page
- How to Add an Administrator for Your Auxiliary's Facebook Page



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Best Practices for Your Auxiliary's Facebook Page



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Best Practices for Your Auxiliary's Facebook Page

- Have two people in your Auxiliary be an Administrator of the Auxiliary's Facebook page.
- Upload a great Cover Photo and Profile Picture.
- Complete the "About" section using the Post's information.
 - Address of the Post
 - Phone number of the Post
 - Email of the Post
 - Website of the Post (if applicable)



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Best Practices for Your Auxiliary's Facebook Page

Have a Plan!

- Don't set up your page and never post to it. Just because you build it doesn't mean they'll come!
- Think about everything going on with your Auxiliary in the next three months and develop a plan/schedule for posts. List them out on a calendar so you can see what's coming up.
- Include your Facebook address on all of your marketing materials (i.e. flyers, brochures, posters, business cards, etc.) so people know how to find you online.



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Best Practices for Your Auxiliary's Facebook Page

What to Post

- Information about upcoming events.
- Photos from events.
- Questions/fill-in-the-blanks for members to answer.
 - Ex: Tell us! A reason I am a member of the Ladies Auxiliary 12345 is _____.
- Share posts from:
 - Ladies Auxiliary VFW National Headquarters
 - VFW National Headquarters
 - Local VFW Post
 - VFW National Home for Children



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Best Practices for Your Auxiliary's Facebook Page

Posting Etiquette

- Use proper spelling and grammar.
- Keep Posts between 3-5 sentences (no more than 75 words).
- Post no more than 3 times per day.
- Post at least 3 times per week.
- Answer questions and respond to comments.
- When responding to someone, use the person's name.
 - Ex: Thanks for sharing, Tina! We hope to see you at our Tiny Wheels Rodeo on Saturday, July 13.
 - Ex: Great question, Sharon. Please call 555-1234 for more information or email your phone number to (list your email address) and we'll get in touch with you.



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Best Practices for Your Auxiliary's Facebook Page

Posting Etiquette – How to respond to a negative post/comment

***“You can please some of the people all of the time,
you can please all of the people some of the time,
but you can't please all of the people all of the time”.***
– John Lydgate



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Best Practices for Your Auxiliary's Facebook Page

Posting Etiquette – How to respond to a negative post/comment

People get upset sometimes and they might vent their transgressions on Facebook. While you can't prevent someone from posting something negative on your page, you CAN respond properly. Here's some ways to address negative posts/comments:

- **DO** delete a comment if it's obscene, inappropriate or abusive.
- Do **NOT** ignore or delete negative comments such as
 - "The Post and Auxiliary don't do anything in this town for veterans or their families."
 - "That bike ride was a waste of time. I don't even know what they did with my money."
 - Instead, respond by offering an apology and a solution or information.
 - When responding, use "**we**", not "**I**".



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Best Practices for Your Auxiliary's Facebook Page

Posting Etiquette – How to respond to a negative post/comment

Possible Negative Comment:

- The Post and Auxiliary don't do anything in this town for veterans or their families.

Possible Response:

- We're sorry that you think we don't do anything in this town for veterans or their families. So far this year we've had three events and we've raised \$2500 for scholarships, emergency assistance for clothing, food and shelter, and drove more than 300 miles taking veterans to doctor's appointments. We encourage you to view our event photos to see our Auxiliary in action.



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Best Practices for Your Auxiliary's Facebook Page

Posting Etiquette – How to respond to a negative post/comment

Possible Negative Comment:

- That bike ride was a waste of time. I don't even know what they did with my money.

Possible Response:

- We're so sorry to hear that! We can assure you it wasn't a waste of time to veterans and their families. The bike ride raised \$500 and the money will be divided in two \$250 scholarships. One to assist a Smith High School student attend college next year and one to assist a veteran attend college next year. Check our page in a few weeks to see pictures of the scholarship being awarded!



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How to Set Up a Facebook Fan Page for Your Auxiliary



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

Personal Profile Page

The screenshot shows a personal Facebook profile for Megan Sanchez. At the top, there is a profile picture and the name 'Megan Sanchez' with options to 'Update Info' and 'View Activity Log'. Below this are tabs for 'Timeline', 'About', 'Photos', 'Friends', and 'More'. A section titled 'PEOPLE YOU MAY KNOW' displays several suggested friends with their names and mutual friend counts. Below that, there is a 'Status' section with a question 'Megan, where did you go to high school?' and a 'What's on your mind?' prompt. A recent post shows a profile picture change. The bottom of the page features a 'FRIENDS' section with a grid of friend profile pictures.

Fan Page

The screenshot shows a Facebook fan page for the 'Ladies Auxiliary VFW-National Organization'. The page features a red cover photo with the text 'ONE HUNDRED YEARS FOR OUR VETERANS' and various historical images. Below the cover, the page name is displayed along with a 4.7 star rating and 68 ratings. It indicates 14,516 likes and 5,276 members. The page is categorized as a 'Non-Profit Organization' and 'Unwavering Support for Uncommon Heroes'. A 'Highlights' section is visible, showing a post from the 'Ladies Auxiliary VFW-National Organization' about a group of National Home kids. The right side of the page shows a 'Reviews' section with user feedback.



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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!!!



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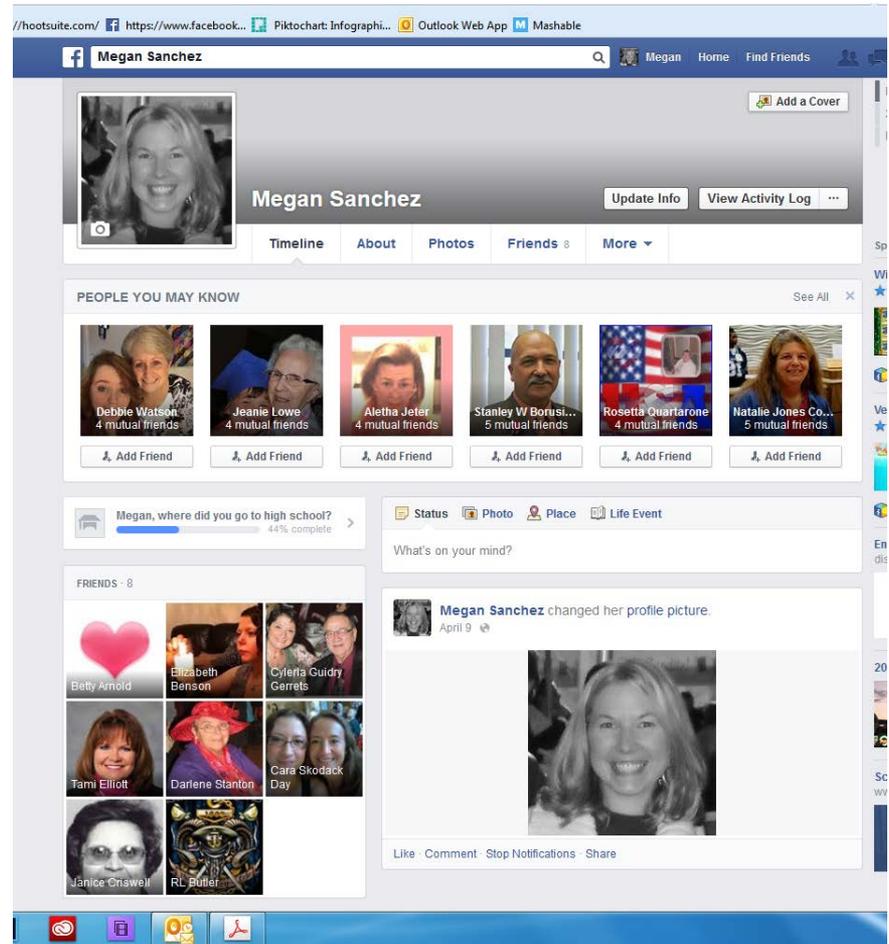
What You Need to Create a Facebook Fan Page

- 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 Profile Picture.
- Brief Description of Your Organization.
- A Horizontal Photo that will be used as your Cover Photo.



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Your Personal Profile Page will look similar to this after you login to Facebook.





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After logging in, go to the **BLUE GLOBE ICON** in the upper right-hand corner and click on **“Create Page”**.

The screenshot shows a Facebook profile page for Megan Sanchez. In the top right corner, a red arrow points to the 'Create Page' option in the navigation menu. The page includes a profile picture, a cover photo, and a list of 'PEOPLE YOU MAY KNOW'. The 'Create Page' option is highlighted in the top right corner of the page.



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Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like

Pages I Admin

You will be taken to this page.

Select the middle box:

“Company, Organization or Institution”.

The screenshot displays six categories for creating a Facebook page:

- Local Business or Place (represented by a storefront icon)
- Company, Organization or Institution (represented by a building icon, highlighted with a red arrow and a tooltip)
- Brand or Product (represented by a high-heeled shoe and a smartphone icon)
- Artist, Band or Public Figure (represented by a person silhouette with stars)
- Entertainment (represented by a TV screen and a CD/DVD icon)
- Cause or Community (represented by a heart and a document icon)

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

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You will be taken to this page.

You will be asked to **Choose a Category** from the drop-down menu.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like Pages I Admin



Local Business or Place

Company, Organization or Institution

Join your supporters on Facebook.

Choose a category

Company, Organization or Institution

Company Name

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

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UNWAVERING SUPPORT FOR UNCOMMON HEROES™



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You will be taken to this page.

You will be asked to **Choose a Category** from the drop-down menu, select **“Non-Profit Organization”**.

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f Search for people, places and things Megan Home Find Friends

Create a Page Pages | Like Pages | Admin

Create a Facebook Page to build a closer relationship with your audience and customers.

Company, Organization or Institution

Join your supporters on Facebook.

Choose a category

- Health/Medical/Pharmaceuticals
- Industrials
- Insurance Company
- Internet/Software
- Legal/Law
- Media/News/Publishing
- Middle School
- Mining/Materials
- Non-Governmental Organization (NGO)
- Non-Profit Organization**
- Organization
- Political Organization
- Political Party
- Retail and Consumer Merchandise
- School
- Small Business
- Telecommunication
- Transport/Freight
- Travel/Leisure
- University

Local Business or Place

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

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You will be asked to fill in the name of your organization.

Please use Ladies Auxiliary VFW and the number of your post.

Ex: Ladies Auxiliary VFW 1234
Ex: Ladies Auxiliary VFW 102
Ex: Ladies Auxiliary VFW 10854

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f Search for people, places and things Megan Home Find Friends

Create a Page Pages I Like Pages I Admin

Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place

Company, Organization or Institution
Join your supporters on Facebook.
Non-Profit Organization
LAVFW2014
By clicking Get Started, you agree to the Facebook Pages Terms.
Get Started

Brand or Product

Company, Organization or Institution

Artist, Band or Public Figure

Entertainment

Cause or Community

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Step 1: About

You will be taken to this page and asked to fill in information about your Auxiliary.

Brief description –

Suggested: We assist veterans and their families.

Website –

If your Auxiliary or Department has one, fill the web address in. Otherwise, leave blank.

Facebook Address –

Facebook.com/lavfw1234 (i.e. lavfw and your post number)

Answer **“Yes”** to the last two questions.

Click **“Save Info”**.

Set Up Lavfw2345

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

fdasdfasd

http://adfasdf

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.
http://www.facebook.com/ Enter an address for your Page ...

Is Lavfw2345 a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook. Yes No

Will Lavfw2345 be the authorized and official representation of this organization, school or government on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page. Yes No

Need Help? [Save Info](#) [Skip](#)

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Step 2: Profile Picture

You will want to add a photo here.

Suggestions: American Flag, Eagle, etc.

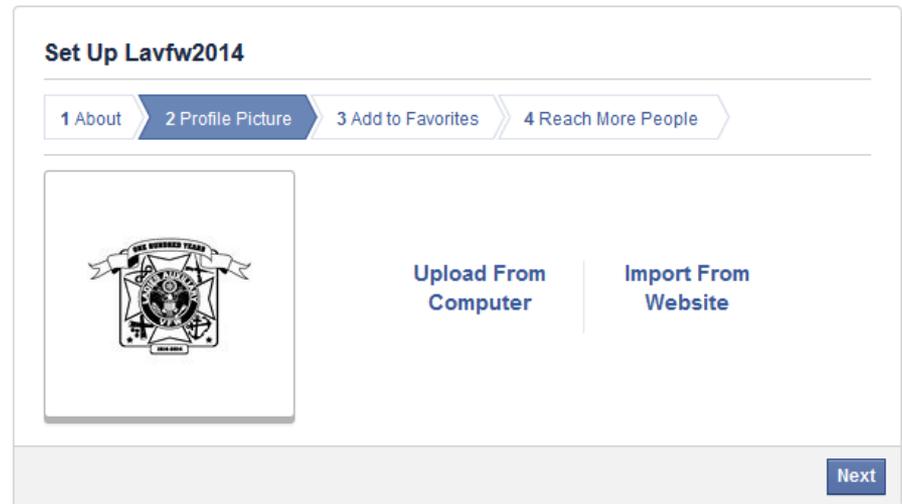
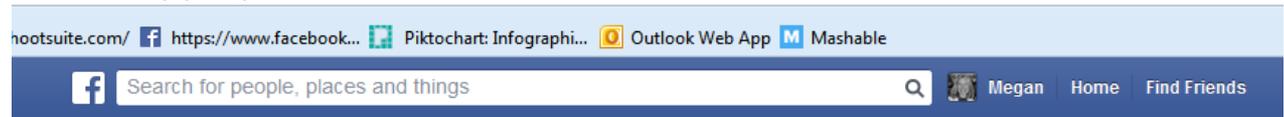
A screenshot of a Facebook page titled "Set Up Lavfw2014". The page has a navigation bar at the top with a search box and user information. Below the navigation bar, there is a progress indicator with four steps: "1 About", "2 Profile Picture", "3 Add to Favorites", and "4 Reach More People". The "2 Profile Picture" step is currently active. Below the progress indicator, there is a large square placeholder for a profile picture, which currently shows a white flag on a pole. To the right of the placeholder are two buttons: "Upload From Computer" and "Import From Website". At the bottom right of the page, there are two buttons: "Save Photo" and "Skip". The footer of the page contains links for "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help", along with the text "Facebook © 2014 - English (US)".



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The image you uploaded will display here.

Click **"Next"**.



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Step 3: Add to Favorites

I would personally **SKIP** this step.

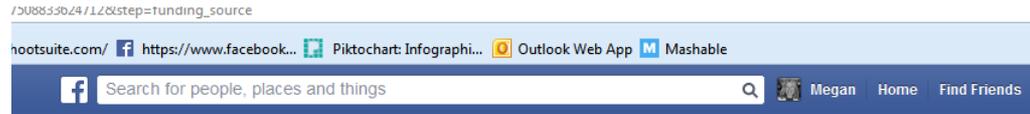
A screenshot of a Facebook page titled "Set Up Lavfw2014". The page has a progress bar at the top with four steps: "1 About", "2 Profile Picture", "3 Add to Favorites", and "4 Reach More People". The "3 Add to Favorites" step is currently active. Below the progress bar, there is a "FAVORITES" section with three options: "News Feed", "Messages", and "Events". To the right of this section, there is a text prompt: "Add your Page to your favorites to easily access it anytime." Below this prompt is a search box containing "Lavfw2014" and a green "Add to Favorites" button. At the bottom right of the main content area, there is a "Skip" button. A large red arrow points to the "Skip" button. The top of the screenshot shows a browser address bar with "otsuite.com/" and a search bar with "Search for people, places and things". The bottom of the screenshot shows a footer with links for "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help", along with the text "Facebook © 2014 - English (US)".



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Step 4: Reach More People

I would personally **SKIP** this step.



Set Up Lavfw2014

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Advertise on Facebook to raise awareness about your business and get more people to like your Page.

Add a payment method now so it will be easier for you to advertise when you're ready.

[Add Payment Method](#) [Skip](#)

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

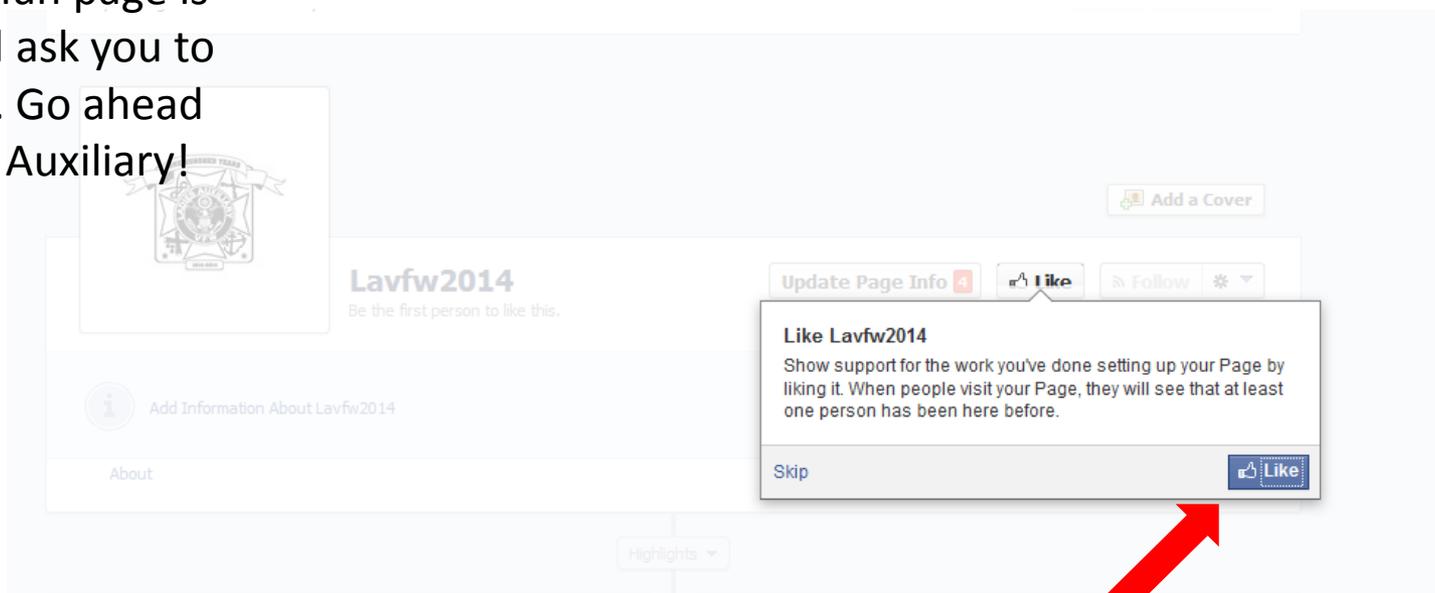
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Your Auxiliary's fan page is now LIVE! It will ask you to **"Like"** the page. Go ahead and **"Like"** your Auxiliary!





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You will be asked to invite your email contacts. You may choose to do this now or at a later. For this presentation, we will skip this step and click **“Next”**.

A screenshot of a Facebook Page Manager interface. The page is for "Lavfw2014". The top navigation bar includes "Create Post", "Edit Page", "Build Audience", "Help", and "Hide". A dialog box titled "Invite Your Email Contacts" is open, with the text: "Make sure everyone on your email contact list knows about Lavfw2014. If they like your Page, they'll start to see some of your updates in their news feeds. Work on getting your first 50 likes by inviting your email contacts to your Page. Learn more." A red arrow points to the "Next" button in the bottom right corner of the dialog box. The background shows a "Notifications" section with the message "You have no new notifications" and a "Share something on your Page" button.



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You will now add a **Cover Photo**.
A Cover Photo is a large,
horizontal photo that graphically
represents your Auxiliary.

Click **“Add a Cover”** to add your
Cover Photo.

Suggestions – Flags, Eagles,
Photos of your Auxiliary in
Action!

The screenshot shows the Facebook interface for the page 'Lavfw2014'. At the top, there's a navigation bar with the page name and search options. Below that, there's a section for 'Promote Page' and 'Admin Panel'. A notification banner reads 'Coming Soon: A New Layout For Facebook Pages'. The main content area features a profile picture placeholder and a cover photo placeholder. A tooltip above the cover photo placeholder says 'Choose a unique cover photo to express what your Page is about.' and a red arrow points to the 'Add a Cover' button. Below the cover photo, there's a section for 'Add Information About Lavfw2014' and a 'Photos' section. At the bottom, there's a 'Status' section with a text input field and a 'Highlights' section with a dropdown menu. On the right side, there's a 'Invite Your Friends to Like This Page' section with a search bar and a list of friends: Betty Arnold, Darlene Stanton, and Elizabeth Benson, each with an 'Invite' button.



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Click **“Save Changes”**.

A screenshot of a Facebook page editor for a page named "Lavfw2014". The browser address bar shows "https://www.facebook.com/Lavfw2014". The page is being edited as "Megan Sanchez". The editor shows a cover photo of an American flag with the text "Drag to Reposition Cover". Below the cover photo, there are buttons for "Public", "Cancel", and "Save Changes". A large red arrow points to the "Save Changes" button. Other elements visible include an "Admin Panel" with "Promote Page" and "Invite" buttons for users like "Cyleria Guidry Gerrets" and "RL Butler", and a "Recent" section on the right.



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Your **Fan Page** will look similar to this once you've added your **Profile Picture** and **Cover Photo**.





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Next, click the **“Update Page Info”** button.

A screenshot of a Facebook page for "Lavfw2014". The page features a cover photo of the American flag and a profile picture of the VFW Ladies Auxiliary logo. Below the profile picture, the name "Lavfw2014" is displayed with the text "Be the first person to like this." To the right of the name are buttons for "Update Page Info" (with a red notification badge), "Liked", and "Follow". A large red arrow points from the bottom right towards the "Update Page Info" button. Below the main content area, there is a section for "Add Information About Lavfw2014" and a "Photos" section. At the bottom, there is a "Status" update box and a "Invite Your Friends to Like This Page" section with a list of friends: Betty Arnold, Darlene Stanton, and Elizabeth Benson, each with an "Invite" button.



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Click the **“General”** tab at the top of the page.

There are numerous settings you can change on this page, but likely only two that you will WANT to change:

- **Posting Ability**
- **Profanity Filter**

Settings

https://hootsuite.com/ | https://www.facebook... | Piktochart: Infographi... | Outlook Web App | Mashable

Search for people, places and things

Ladies Auxiliary Post 1234, ... Home

Ladies Auxiliary Post 1234, Denver, CO

View Page

General Page Info Notifications More...

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	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
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	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

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Click **“Edit”** on the Posting Ability line and **UNCHECK BOTH BOXES.**

Select **“Save Changes”**.

The screenshot shows the Facebook page settings for 'Ladies Auxiliary Post 1234, Denver, CO'. The 'Posting Ability' section is highlighted with a red arrow pointing to the 'Save Changes' button. The settings are as follows:

Section	Setting	Action
Page Visibility	Page published	Edit
Posting Ability	<input type="checkbox"/> Everyone can post to Ladies Auxiliary Post 1234, Denver, CO's timeline	Save Changes / Cancel
	<input type="checkbox"/> Everyone can add photos and videos to Ladies Auxiliary Post 1234, Denver, CO's timeline	
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	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
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	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

At the bottom of the page, there are links for About, Create Ad, Create Page, Developers, Careers, Privacy, Cookies, Terms, and Help. The footer text reads: Facebook © 2014 · English (US)



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Click **“Edit”** on the Profanity Filter line and select **MEDIUM** from the drop-down menu.

Select **“Save Changes”**.

The screenshot shows the Facebook page settings for 'Ladies Auxliary VFW 123'. The 'Profanity Filter' section is expanded, showing a dropdown menu with three options: 'Off', 'Medium', and 'Strong'. A red arrow points to the 'Medium' option. The 'Save Changes' button is visible to the right of the dropdown. Other settings like 'Page Visibility', 'Posting Ability', and 'Page Moderation' are also visible.

Setting	Current Value	Action
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	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
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	Off (dropdown menu open showing Off, Medium, Strong)	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Comment Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit



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Next, Select the **“Page Info”** tab at the top.

The following have already been created, but your may choose to **Edit** them if you need to correct something:

- Name
- Facebook Web Address
- Category

Simply click the word **“Edit”** on the line of what you’d like to **“Edit”**, make your changes and **“Save Changes”**.

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f Search for people, places and things Megan Home Find Friends

Ladies Auxiliary Post 1234, Denver, CO

View Page

General Page Info Notifications More...

Name	Ladies Auxiliary Post 1234, Denver, CO	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Companies & Organizations : Non-Profit Organization	Edit
Start Info	Joined Facebook	Edit
Address	⚠ Enter your address	Edit
Short Description	⚠ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Company Overview	Enter company overview	Edit
Long Description	Write a long description for your Page	Edit
General Information	Enter general information	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠ Add a phone number	Edit
Email	Enter your email address	Edit
Website	⚠ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Facebook Page ID	697508833624712	

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This screen will come up. You will need to **“Edit”** the following:

- **Address** – List your Auxiliary’s address, NOT your personal address.
- **Short Description** - Serving Veterans and Their Families in (city, state) and surrounding areas.
- **Phone Number** - List your Auxiliary or Post’s phone number, NOT your personal phone number.
- **Email Address** - If your Auxiliary or Post has an email address, list it here, otherwise, leave blank.
- **Website** - If your Auxiliary or Post has a website, list it here, otherwise, leave blank.

Facebook Page Edit Interface for Ladies Auxiliary Post 1234, Denver, CO

Field	Value / Action	Edit
Name	Ladies Auxiliary Post 1234, Denver, CO	Edit
Facebook Web Address	Create a web address for this page? [?] Save Changes Cancel	
Category	Companies & Organizations : Non-Profit Organization	Edit
Start Info	Joined Facebook	Edit
Address	⚠ Enter your address	Edit
Short Description	⚠ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Company Overview	Enter company overview	Edit
Long Description	Write a long description for your Page	Edit
General Information	Enter general information	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠ Add a phone number	Edit
Email	Enter your email address	Edit
Website	⚠ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Facebook Page ID	697508833624712	

Footer: About Create Ad Create Page Developers Careers Privacy Cookies Terms Help



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You may be asked to verify your account. If so, please follow the steps outlined in the next 7 slides. If you are not asked to verify your account, please skip ahead to page ____.

If you are asked to verify your account and have a cell (mobile) phone, click **“Continue”**.

hootsuite.com/ f https://www.facebook... Piktochart: Infographi... Outlook Web App Mashable

f Search for people, places and things Megan Home Find Friends

Before you can set your username, you need to verify your account.
If you have a mobile phone that can receive SMS messages, you can verify via mobile phone. If not, please try to register your username at a later time.

Continue

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Enter your mobile number and click **“Continue”**.

You will receive a code via text message shortly.

1/2

otsuite.com/ f https://www.facebook... Piktochart: Infographi... Outlook Web App M Mashable

f Search for people, places and things Megan Home Find Friends

Before you can set your username, you need to verify your account.
If you have a mobile phone that can receive SMS messages, you can verify via mobile phone. If not, please try to register your username at a later time.

Continue

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

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Confirm Your Number

Country code United States (+1)

Phone number Enter your number

Confirm number by Sending me a text

To choose who you share your phone number with, visit your Timeline. To learn more about how information on your Timeline is used, visit our privacy policy.

Continue Cancel





LADIES AUXILIARY VFW

Enter the code that was sent to you via text message and click **“Continue”**.

12

A screenshot of a Facebook account verification page. The browser address bar shows "https://www.facebook.com/". The page has a dark blue header with a search bar and navigation links for "Megan", "Home", and "Find Friends". Below the header is a grey box with the text: "Before you can set your username, you need to verify your account. If you have a mobile phone that can receive SMS messages, you can verify via mobile phone. If not, please try to register your username at a later time." Below this is a "Continue" button. At the bottom of the page, there is a footer with links for "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". A modal dialog box titled "Enter Your Confirmation Code" is open in the foreground. It contains the text: "You should receive a text at +1 913-593-7969 with your confirmation code soon." Below this is an input field labeled "Enter confirmation code". At the bottom of the modal, there is a "Resend Code (please wait at least 5 minutes before requesting another code)" link and two buttons: "Confirm" and "Cancel". Two red arrows point to the "Resend Code" link and the "Confirm" button.



LADIES AUXILIARY VFW

A “Number Confirmed” box will come up. Leave the box next to **“Turn on text notifications”** **UNCHECKED.**

And the drop-down under “Share your phone number with”, select **“Only Me”**.

Click **“Save Settings”**.

The screenshot shows a Facebook mobile interface. At the top, there are browser tabs for 'facebook...', 'Piktochart: Infographi...', 'Outlook Web App', and 'Mashable'. Below the tabs is a search bar and navigation links for 'Megan', 'Home', and 'Find Friends'. A message box states: 'Before you can set your username, you need to verify your account. If you have a mobile phone that can receive SMS messages, you can verify via mobile phone. If not, please try to register your username at a later time.' Below this is a 'Continue' button. A 'Number Confirmed' dialog box is open, showing a 'Thanks for confirming your phone number. You can also:' section. It includes a 'Turn on text notifications' checkbox (unchecked), a 'Share your phone number with:' dropdown menu (set to 'Only Me'), and a 'Save Settings' button. A red arrow points to the 'Save Settings' button.



LADIES AUXILIARY VFW

After you enter you mobile number, this screen will come up saying you're using Facebook as yourself rather than your Auxiliary. You will need to change this and post to your Auxiliary's page as your Auxiliary.

t_url=https%3A%2F%2Fwww.facebook.com%2Fusername%3Ffrom_page%3D697508833624712

//hootsuite.com/ https://www.facebook... Piktochart: Infographi... Outlook Web App Mashable



Search for people, places and things



Megan

Home

Find Friends

You are using Facebook as Megan Sanchez

To access this page, you'll need to switch from using Facebook as your page to using Facebook as yourself.

Continue as Megan Sanchez

Cancel

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookie](#) [Terms](#) [Help](#)

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LADIES AUXILIARY VFW

How to Post on Your Auxiliary's Facebook Page



LADIES AUXILIARY VFW

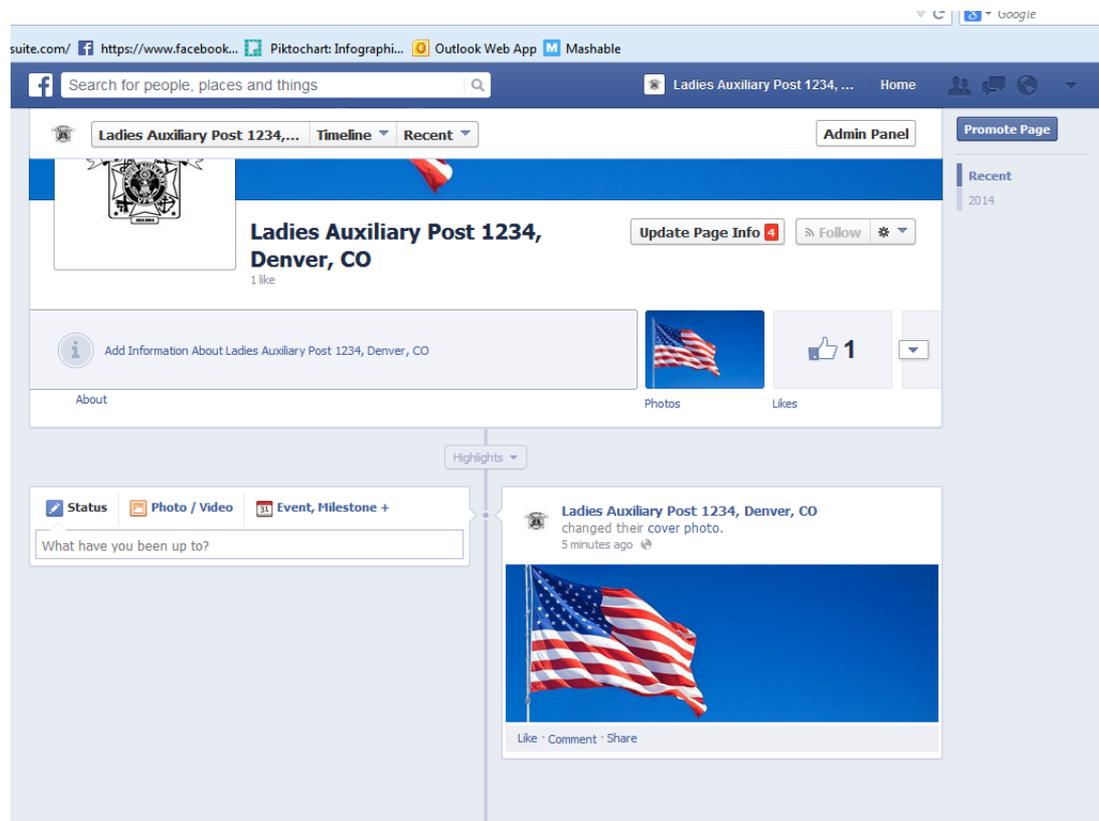
To post as your Auxiliary, go to your Personal Profile Page and select the **GLOBE ICON** at the top of the page. A drop down menu will come up. Select to **“Use Facebook as Ladies Auxiliary 1234 (your Auxiliary).”**

The screenshot shows a Facebook profile for Megan Sanchez. The top navigation bar includes the name 'Megan Sanchez', a search bar, and navigation links for 'Home', 'Find Friends', and a globe icon. A red arrow points to the globe icon. Below the navigation bar, the profile header shows a profile picture and the name 'Megan Sanchez'. A dropdown menu is open, showing 'Use Facebook as:' with two options: 'Ladies Auxiliary VFW-National Organ...' and 'Ladies Auxiliary VFW 123'. A second red arrow points to the 'Ladies Auxiliary VFW 123' option. Below the header, there are tabs for 'Timeline', 'About', 'Photos', 'Friends', and 'More'. The 'PEOPLE YOU MAY KNOW' section displays five friend suggestions with their names and mutual friend counts, each with an 'Add Friend' button.



LADIES AUXILIARY VFW

Once you've switched to use Facebook as your Auxiliary, your Auxiliary page will display.





LADIES AUXILIARY VFW

Now you're ready to post to your page!

Click in the box where it says **"What have you been up to?"** to write your post.

A screenshot of a Facebook page for "Ladies Auxiliary Post 1234, Denver, CO". The page is set to "Public" and is a "Non-Profit Organization" with the tagline "Unwavering Support for Uncommon Heroes". The cover photo is an American flag. The page has 1 like and a recent post from 15 minutes ago, also featuring an American flag. The post creation interface is visible, with a text box containing the prompt "What have you been up to?". A red arrow points to this text box. The interface includes options for "Status", "Photo / Video", and "Event, Milestone +". The browser address bar shows the URL "https://www.facebook.com/".



LADIES AUXILIARY VFW

Type your post and select **“Photo/Video”** to add a photo.

The screenshot shows a Facebook interface for a page named "Ladies Auxiliary Post 1234, Denver, CO". The page is identified as a "Non-Profit Organization" with the tagline "Unwavering Support for Uncommon Heroes". The page has 1 like and a cover photo of an American flag. In the center, a post creation menu is open, showing options for "Status", "Photo / Video", and "Event, Milestone +". A red arrow points to the "Photo / Video" option. Below the menu, a text post is partially visible: "Ladies Auxiliary VFW Post 1234 hosted a BBQ fundraiser Friday night for local military families. We raised \$500! Thanks for everyone who came out to support Denver's local military families!". To the right, a recent post is shown with the text "Ladies Auxiliary Post 1234, Denver, CO changed their cover photo. 16 minutes ago" and a photo of an American flag.



LADIES AUXILIARY VFW

Select a Photo from your computer.

Select **“Post”**.

The screenshot shows a Facebook page for 'Ladies Auxiliary Post 1234, Denver, CO'. The page header includes navigation links for 'Timeline' and 'Recent', and an 'Admin Panel' button. The profile information shows it is a 'Non-Profit Organization' with the tagline 'Unwavering Support for Uncommon Heroes' and a cover photo of an American flag. The main content is a post with the text: 'Ladies Auxiliary VFW Post 1234 hosted a BBQ fundraiser Friday night for local military families. We raised \$500! Thanks for everyone who came out to support Denver's local military families!'. Below the text is a photo of a BBQ grill. A dialog box titled 'Add photos' is open, showing a 'Processing' status and a red arrow pointing to the 'Post' button. Below the post, there is a notification that the page 'changed their cover photo' 17 minutes ago, with a new cover photo of an American flag.



LADIES AUXILIARY VFW

Your post and photo will appear on your Auxiliary's Fan Page.

The screenshot shows a Facebook interface for a page named "Ladies Auxiliary Post 1234, Denver, CO". At the top, there's a navigation bar with a search bar and a dropdown menu. Below that, the page header includes the name "Ladies Auxiliary Post 1234, Denver, CO" and an "Admin Panel" button. The main content area shows a post creation section with buttons for "Status", "Photo / Video", and "Event, Milestone +". A red arrow points to the "Photo / Video" button. Below the creation section, there's a post from "Ladies Auxiliary Post 1234, Denver, CO" that says "changed their cover photo. 17 minutes ago" and shows a photo of an American flag. To the right, there's another post from "Ladies Auxiliary Post 1234, Denver, CO" dated "2 seconds ago" with the text "Ladies Auxiliary VFW Post 1234 hosted a BBQ fundraiser Friday night for local military families. We raised \$500! Thanks for everyone who came out to support Denver's local military families!" and a photo of a large cake decorated with blueberries and strawberries.



LADIES AUXILIARY VFW

How to Delete a Post on Your Auxiliary's Facebook Page



LADIES AUXILIARY VFW

What if you made a mistake or want to remove the post?

The screenshot displays a Facebook interface for the 'Ladies Auxiliary Post 1234, Denver, CO' page. At the top, there's a search bar and navigation links. The page header identifies it as a 'Non-Profit Organization' with the tagline 'Unwavering Support for Uncommon Heroes'. A notification states that the cover photo was changed to an American flag 17 minutes ago. The main content area features a post from 'Ladies Auxiliary Post 1234, Denver, CO' made 2 seconds ago. The post text reads: 'Ladies Auxiliary VFW Post 1234 hosted a BBQ fundraiser Friday night for local military families. We raised \$500! Thanks for everyone who came out to support Denver's local military families!'. Below the text is a photo of a rectangular cake decorated with blueberries and strawberries. The post has received 1 like. On the right side, there's a 'Recent' section showing the year 2014 and a 'Promote Page' button. At the bottom right, there's an advertisement for the same page, showing the profile picture and the same tagline.



LADIES AUXILIARY VFW

Select the **“Triangle”** in the upper right-hand corner of your post - it will be close to your name.

From the drop-down menu, select **“Edit”** to edit the post or **“Delete Photo”** to delete the post.

The screenshot shows a Facebook interface. At the top, there's a search bar and navigation links. The main content area displays a post from 'Ladies Auxiliary Post 1234, Denver, CO'. The post text reads: 'Ladies Auxiliary VFW Post 1234 hosted a Friday night for local military families. We for everyone who came out to support families!'. Below the text is a photo of a cake decorated with blueberries and strawberries. A red arrow points to a dropdown menu in the top right corner of the post, which contains the following options: 'Pin to Top', 'Change Date...', 'Add Location...', 'Edit...', 'Edit Album...', 'Highlight', 'Hide from Page', 'Delete Photo...', and 'Embed Post'.



LADIES AUXILIARY VFW

It will offer the option to **“Delete Photo”** or **“Edit”**, depending on what you selected from the drop-down menu.

We’re going to **“Delete Photo”**.

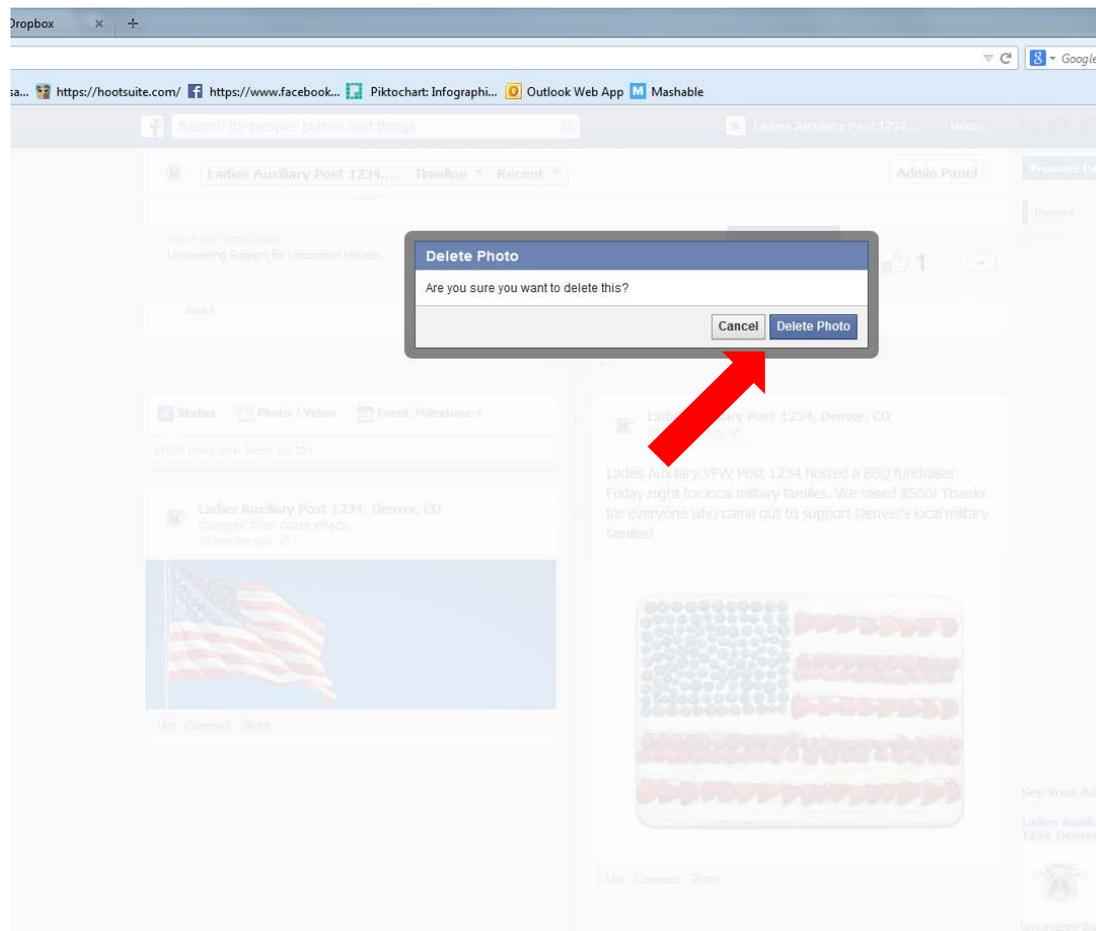
The screenshot displays the Facebook interface for the Ladies Auxiliary Post 1234, Denver, CO. At the top, there's a search bar and navigation options. The page header shows the organization's name and a 'Timeline' dropdown. Below the header, there's a section for 'Non-Profit Organization' with the tagline 'Unwavering Support for Uncommon Heroes' and a profile picture of an American flag. A 'Like' button shows 1 like. The main content area features a 'Status' update from 18 minutes ago: 'Ladies Auxiliary Post 1234, Denver, CO changed their cover photo.' Below this is a photo of the American flag. A second post from 'a few seconds ago' is in the process of being edited. The text of the post reads: 'Ladies Auxiliary VFW Post 1234 hosted a BBQ fundraiser Friday night for local military families. We raised \$500! Thanks for everyone who came out to support Denver's local military families!'. Below the text is a photo of a large cake decorated with blueberries and raspberries. A red arrow points to the 'Done Editing' button. The right sidebar shows 'Recent' posts for 2014 and an advertisement for the organization.



LADIES AUXILIARY VFW

It will ask you if you **“Are sure you would like to delete this?”**

Click **“Delete Photo”**.





LADIES AUXILIARY VFW

How to Schedule a Post on Your Auxiliary's Facebook Page



LADIES AUXILIARY VFW

Type a post just as you would if you were going to post it now.

Instead of clicking **“Post”**, you will click the **CLOCK ICON** in the lower left-hand corner of the Status Update Box.

Search for people, places and things

Ladies Auxiliary VFW 123 Home

Ladies Auxiliary VFW 123 Timeline Recent Admin Panel Promote Page

Link Your Page to Your Twitter Account
You can now export your Facebook Page updates to Twitter. Click here to enable this feature.

Add a Cover

Ladies Auxiliary VFW 123
1 like

Update Page Info Follow

Non-Profit Organization serving veterans

About Photos Likes

Highlights

Status Photo / Video Event, Milestone +

Auxiliary 1234 hosted a BBQ fundraiser Saturday, May 3 and raised \$500 for a Mike Smith, a local Operation Iraqi Freedom veteran, and his family

Post

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

om/lavfw12345?ref=hi#sh (US)

See Your Ad Here
Ladies Auxiliary VFW 123
serving veterans
Like · Ladies Auxiliary VFW 123 likes this.
Promote Page



LADIES AUXILIARY VFW

Next, select the **DATE** you would like the post to be posted to your Auxiliary's Facebook page by clicking the **CALENDAR ICON**.

The screenshot shows the Facebook post creation interface for 'Ladies Auxiliary VFW 123'. The post content is: 'Auxiliary 1234 hosted a BBQ fundraiser Saturday, May 3 and raised \$500 for a Mike Smith, a local Operation Iraqi Freedom veteran, and his family'. The 'Schedule Post' dropdown is open, showing a date picker with '5/19/2014' selected. A red arrow points to the calendar icon in the date selection area. The interface includes options for 'Status', 'Photo / Video', and 'Event, Milestone +'. The 'Schedule' button is visible at the bottom right of the scheduling options.



LADIES AUXILIARY VFW

The calendar will pop up and just click on the date you would like it to post.

Search for people, places and things

Ladies Auxliary VFW 123 Home

Ladies Auxliary VFW 123 Timeline Recent Admin Panel Promote Page

Link Your Page to Your Twitter Account
You can now export your Facebook Page updates to Twitter. Click here to enable this feature.

Add a Cover

Ladies Auxliary VFW 123
1 like

Update Page Info 3 Follow

Non-Profit Organization serving veterans

About Photos Likes

May 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Event, Milestone +
er Saturday, May 3 and raised
tion Iraqi Freedom veteran,

5/19/2014 Add a Time? CDT

Schedule

Highlights

See Your Ad Here

Ladies Auxiliary VFW 123
serving veterans
Like · Ladies Auxiliary VFW 123 likes this.

Promote Page

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

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LADIES AUXILIARY VFW

Next, select the **TIME** you would like the post to be posted to your Auxiliary's Facebook page by clicking in the **"Add a Time?"** box.

Make sure you look at whether you are posting AM or PM!

The screenshot shows the Facebook interface for the 'Ladies Auxiliary VFW 123' page. At the top, there is a search bar and navigation links. Below the page header, there are tabs for 'Timeline' and 'Recent', along with 'Admin Panel' and 'Promote Page' buttons. A notification banner reads 'Link Your Page to Your Twitter Account'. The main content area features a profile picture of a man and a woman, the page name 'Ladies Auxliary VFW 123', and a '1 like' count. Below the profile information, there is a 'Status' post with the text: 'Auxiliary 1234 hosted a BBQ fundraiser Saturday, May 3 and raised \$500 for a Mike Smith, a local Operation Iraqi Freedom veteran, and his family'. The post includes a 'Schedule Post' dropdown menu with a date of '5/19/2014', a red arrow pointing to an 'Add a Time?' dropdown menu, and a 'CDT' time zone selection. A 'Schedule' button is visible at the bottom right of the scheduling options. On the right side of the page, there is a 'See Your Ad Here' section with a small profile picture and the text 'Ladies Auxliary VFW 123 serving veterans'. The footer contains various links like 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'.



LADIES AUXILIARY VFW

Start typing a number and then select the time.

For example, if you'd like to post at 1:50 p.m., just type "1" and it will come up will all the options after 1 o'clock.

Once you've selected your time, click **"Schedule"**.

The screenshot shows the Facebook interface for the 'Ladies Auxiliary VFW 123' page. The page is set to 'Timeline' and 'Recent' views. A post creation box is open, showing a status update about a BBQ fundraiser. The 'Schedule Post' dropdown is expanded, showing the date '5/19/2014' and the time '1:50 pm' selected. Two red arrows point to the 'Schedule' button and the time selection area. The page also shows a cover photo, a profile picture, and a 'Like' button with a count of 1.

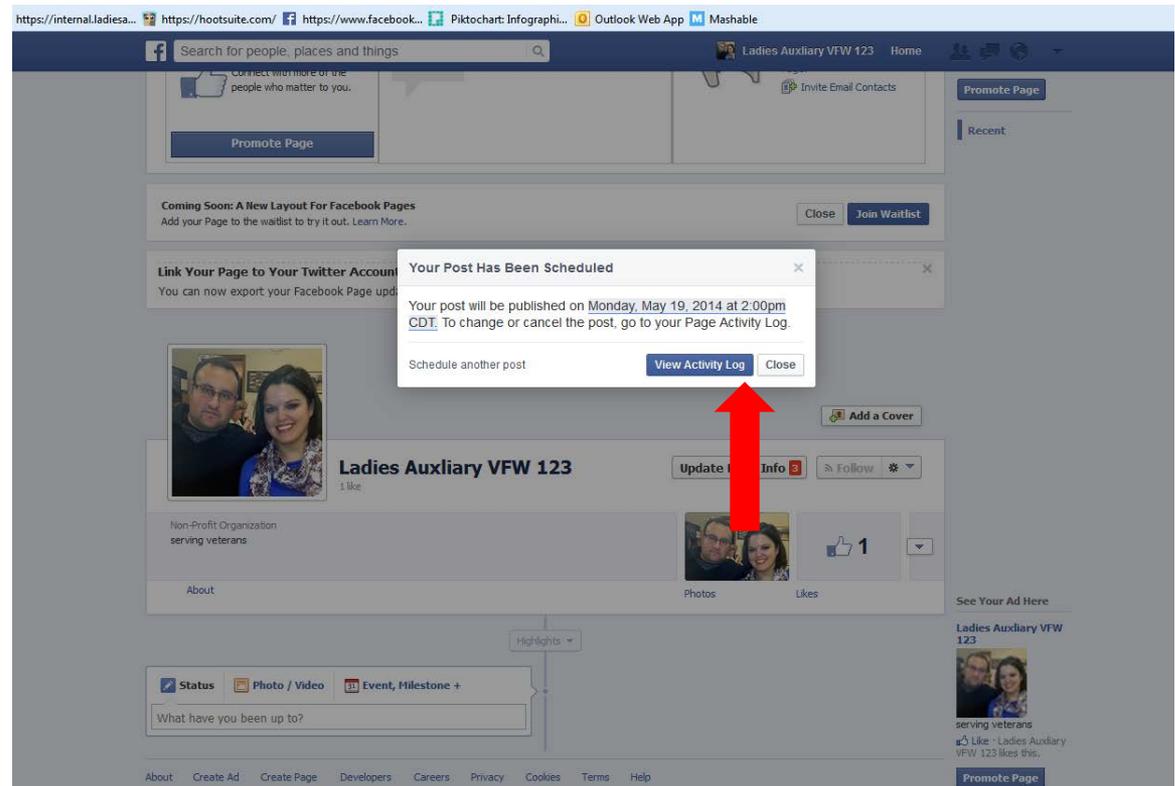


LADIES AUXILIARY VFW

You will receive confirmation that your post is scheduled.

To view all scheduled posts, click **“View Activity Log”**.

To return to your Auxiliary’s Facebook page, click **“Close”**.





LADIES AUXILIARY VFW

How to Add an Administrator for Your Auxiliary's Facebook Page



LADIES AUXILIARY VFW

Go to the top of your Auxiliary's Facebook page.

Click **"Edit Page"** and select **"Manage Page Roles"** from the drop-down menu.

The screenshot shows the Facebook Page Manager interface for 'Ladies Auxiliary Post 1234'. A red arrow points to the 'Edit Page' dropdown menu, which is open and shows 'Manage Page Roles' selected. The interface includes sections for Notifications, Get More Likes, Insights, and Page Tips. At the bottom, there is a banner for 'Coming Soon: A New Layout For Facebook Pages' and a large image of the American flag with the Ladies Auxiliary VFW logo overlaid.



LADIES AUXILIARY VFW

Enter the **email address** of the person in your Auxiliary that you would like to make an administrator.

Note: The email address you enter must be the email address they use to sign into Facebook.

Select **“Admin”** from the drop-down menu.

Click **“Save”**.

The screenshot shows the Facebook interface for the 'Page Roles' of 'Ladies Auxiliary Post 1234, Denver, CO'. The 'Page Roles' tab is active, showing a list of roles. A red arrow points to the 'Save' button at the bottom left. Another red arrow points to the 'Admin' role selected in a dropdown menu. A third red arrow points to the 'Specify an email address' input field above the dropdown menu.



LADIES AUXILIARY VFW

A pop-up box will display asking you to **Enter Your Password to Confirm Changes**.

You will need to enter your **PERSONAL PASSWORD** that you use to login to Facebook.

Once entered, click **“Confirm”**.

The screenshot shows a browser window displaying a Facebook page. The page title is "Ladies Auxiliary Post 1234, Denver, CO". The "Page Roles" tab is selected, showing a list of roles. A pop-up dialog box titled "Enter Your Password to Confirm Changes" is displayed over the page. The dialog box contains a text input field for a password and two buttons: "Confirm" and "Cancel". A red arrow points to the "Confirm" button. The background page shows a list of roles, with "Megan Sanchez" listed as an "Admin".



LADIES AUXILIARY VFW

It will say that it's
"Pending".

The screenshot shows the Facebook interface for the 'Page Roles' of 'Ladies Auxiliary Post 1234, Denver, CO'. The page lists two roles:

- Megan Sanchez** (Admin): Megan can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.
- j*****@hotmail.com (Pending)** (Admin): Once this person accepts the invitation to be an Admin, they'll be able to manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.

Below the roles is a section for 'Add Another Person' with a text input field for 'Specify an email address' and a dropdown for 'Role'. At the bottom of the settings are 'Save' and 'Cancel' buttons.



LADIES AUXILIARY VFW

Once your Auxiliary members has accepted to become an Administrator, their personal profile picture will display.

To get back to your Auxiliary's page, click **“View Page”**.

Facebook search bar: Search for people, places and things

Ladies Auxliary VFW 123 Home

Ladies Auxliary VFW 123

[General](#) [Page Info](#) [Notifications](#) [Page Roles](#) [More...](#)

Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn more about the different roles people can have on your Page.](#)

 Megan Sanchez Admin Megan can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.	 Megan Zinn-Sanchez Admin Megan can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.
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Editor
Can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.

Add Another Person

[Save](#) [Cancel](#)

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

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LADIES AUXILIARY VFW

Questions?

**Contact Megan Zinn-Sanchez at
Ladies Auxiliary VFW National Headquarters
mzinn-sanchez@ladiesauxvfw.org**