

WREATHS ACROSS AMERICA FACEBOOK PAGE SETUP



WREATHS *across* AMERICA

WHY USE FACEBOOK

Location and Group social media presence is vital to sharing the Wreaths Across America mission with as many followers and supporters as possible. It is important that these branded pages (Facebook, Instagram, Twitter) have a consistent flow of accurate, engaging content. Thank you for sharing the mission on social media!

Facebook has a huge audience, with 3.04 billion users every month. Over 200 million businesses have a Facebook page.

Build your community! Facebook offers a variety of free features to engage with your supporters. Once created, your page acts as a hub for your WAA efforts, where supporters can learn about who you are and what we do! It's a space for you to connect with supporters directly, answer questions, and share information specific to your Location or Group.



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SETTING UP YOUR FACEBOOK PAGE

NAMING YOUR PAGE: We recommend you name your page using the following, "Wreaths Across America - Location/Group Name
For example, Wreaths Across America - Arlington National Cemetery

CATEGORY: Start typing "nonprofit" and it will appear in a drop down menu. This will allow you to add a Learn More button later.

DESCRIPTION: This is where you will tell people what your page is for. Tell them what you're doing and how they can help. You can always edit this at another time.

PROFILE PHOTO: A WAA Day photo is great to use for a profile photo! Reach out if you need a generic WAA photo!

COVER PHOTO: Feel free to reach out to us for a custom Cover Photo.

SAMANTHA CAN INCLUDE PHOTOS FOR YOUR PROFILE/COVER PHOTO IF YOU NEED THEM!



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SETTING UP YOUR FACEBOOK PAGE

WE ALWAYS RECOMMEND ADDING SAMANTHA AS AN ADMIN OF YOUR WAA FACEBOOK PAGE. THIS ALLOWS US TO BETTER ASSIST YOU SHOULD YOU NEED HELP WITH ANYTHING, AND GIVES US THE ABILITY TO REACH OUT TO META ON BEHALF OF YOUR PAGE SHOULD YOU HAVE ANY TECHNICAL PROBLEMS!

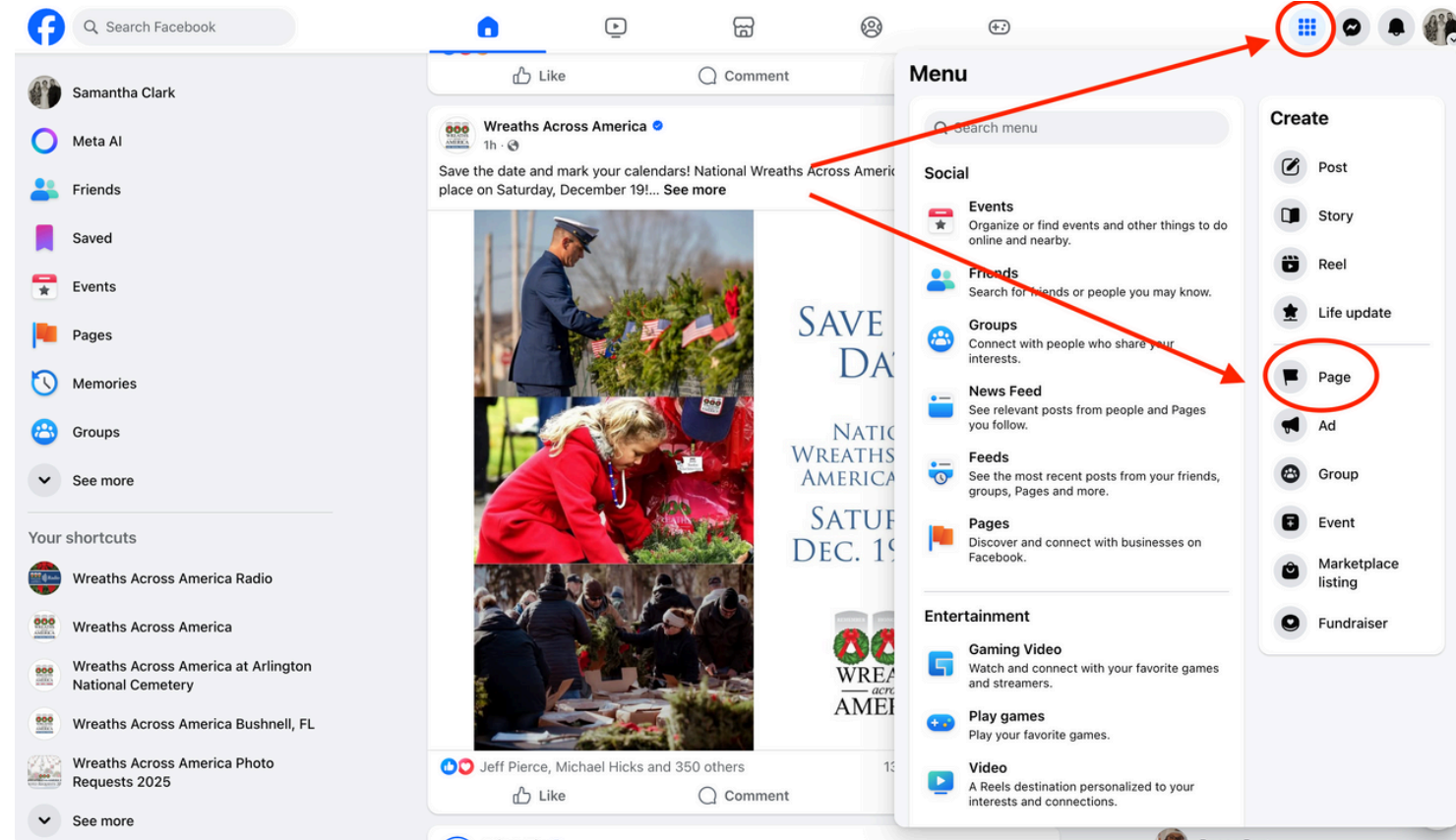


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SETTING UP YOUR FACEBOOK PAGE

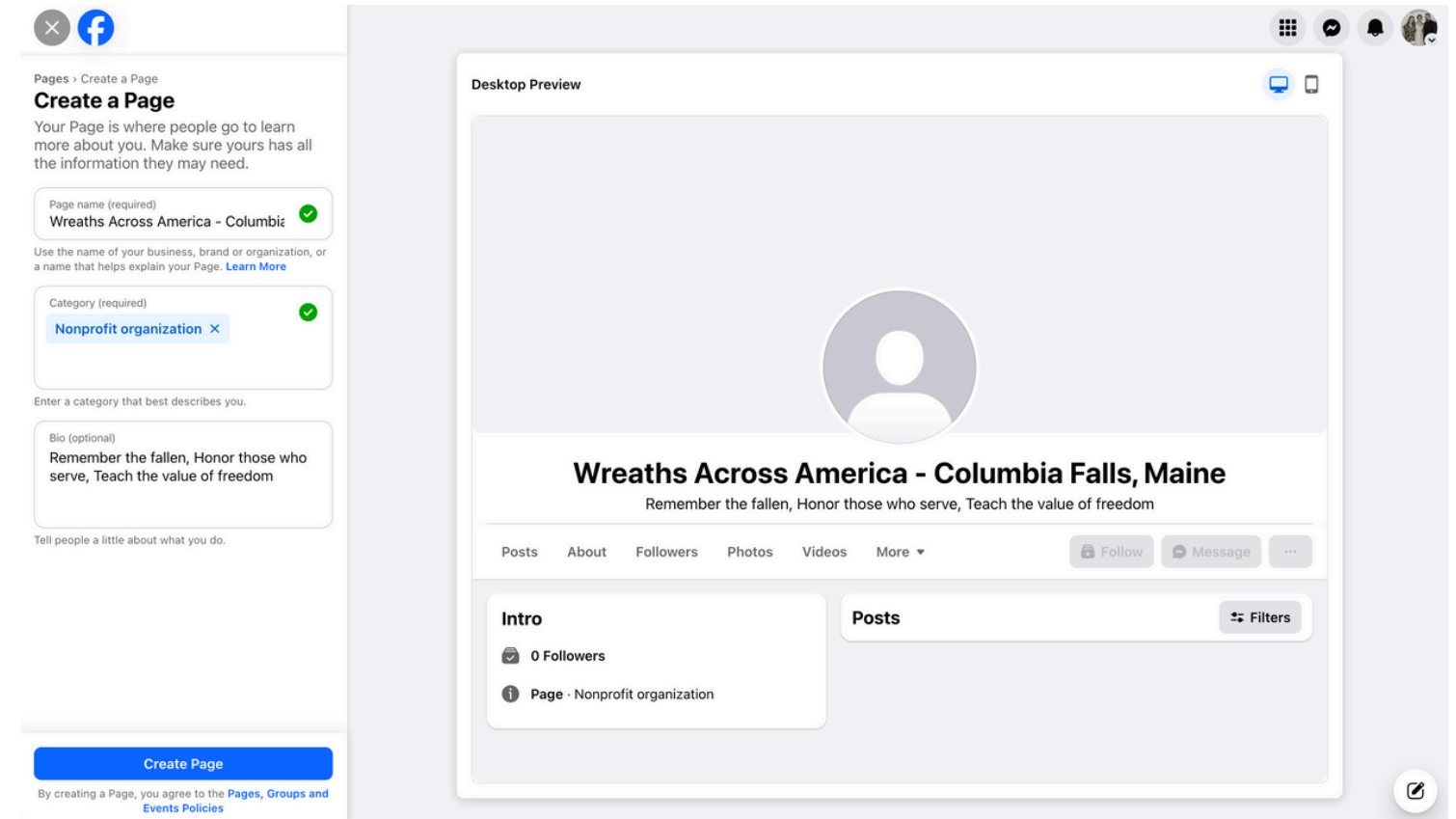
STEP ONE:

CLICK THE FIRST CIRCLE IN THE TOP RIGHT HAND CORNER. THEN CHOOSE THE PAGE OPTION



STEP TWO:

NOW ENTER YOUR PAGE NAME, CATEGORY, AND DESCRIPTION



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SETTING UP YOUR FACEBOOK PAGE

STEP THREE:

ADD YOUR CUSTOM WAA LINK, AND
OTHER INFORMATION YOU ARE
COMFORTABLE PROVIDING

Step 1 of 5
Finish setting up your Page
Success! You've created Wreaths Across America - Columbia Falls, Maine. Now add more details to help people connect with you.

Contact

Website
www.wreathsacrossamerica.org

US+1 Phone number

Email

Location

Address

City/town
Columbia Falls, Maine

ZIP code

Page health: Needs work
Compared to similar Pages with high engagement.

Previous Next

Desktop Preview

Wreaths Across America - Columbia Falls, Maine
Remember the fallen, Honor those who serve, Teach the value of freedom

Posts About Followers Photos Videos More

Intro
0 Followers
Page - Nonprofit organization
www.wreathsacrossamerica.org

Posts

STEP FOUR:

NOW YOU WILL ADD A PROFILE
PHOTO AND COVER PHOTO.

Step 2 of 5
Customize your Page
Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.

Customize your Page

Drag or use arrow keys to reposition image

Wreaths Across America - Columbia Falls, Maine
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Page health: Fair
Compared to similar Pages with high engagement.

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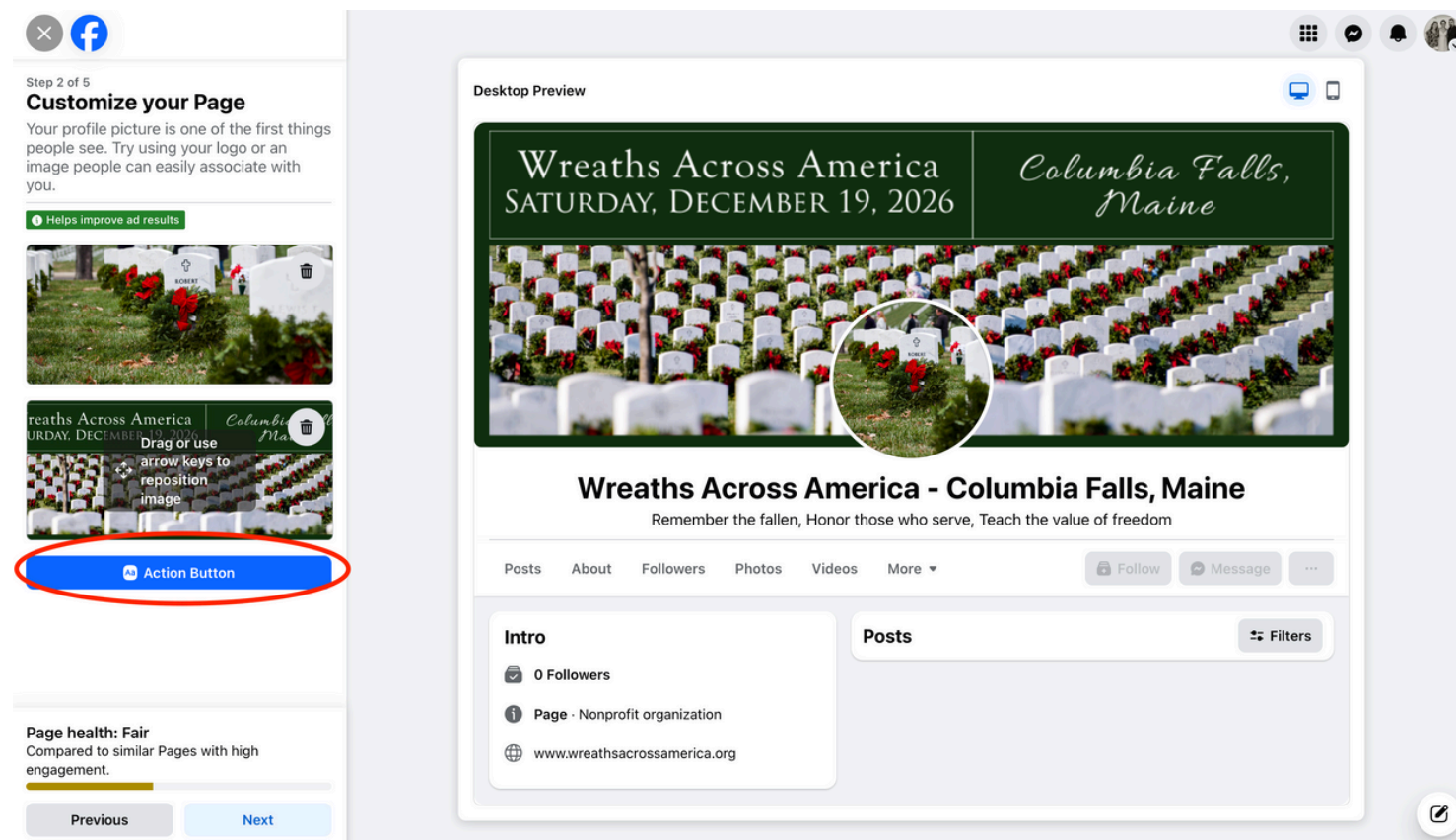


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SETTING UP YOUR FACEBOOK PAGE

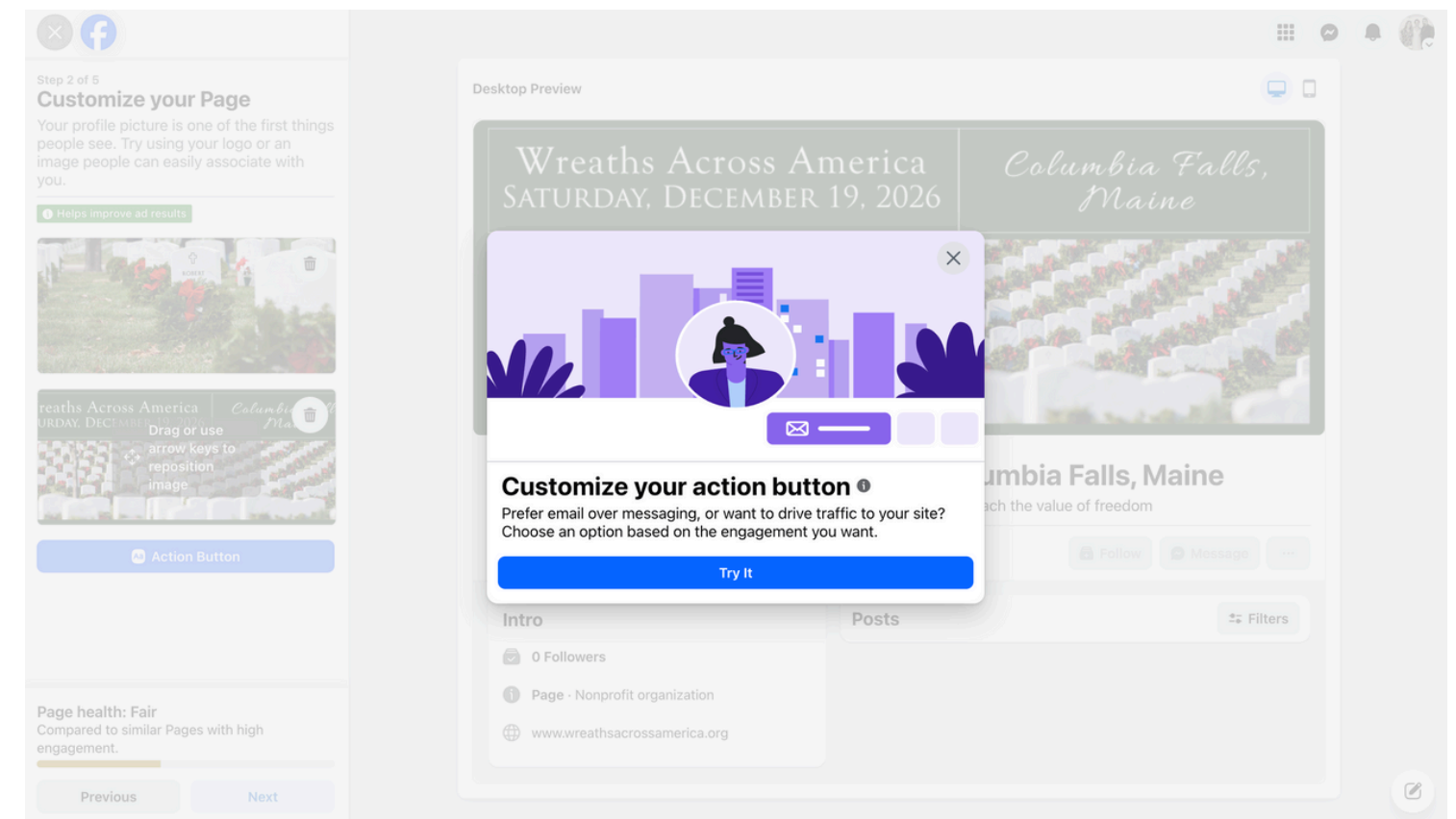
STEP FIVE:

CLICK THE BLUE ACTION BUTTON AND ADD YOUR ACTION BUTTON. THIS BUTTON WILL BE NEAR THE TOP OF YOUR PAGE AND WILL BE THE EASIEST WAY FOR PEOPLE TO GET TO YOUR SPONSORSHIP PAGE



STEP SIX:

THIS BOX APPEARS, CLICK TRY IT.

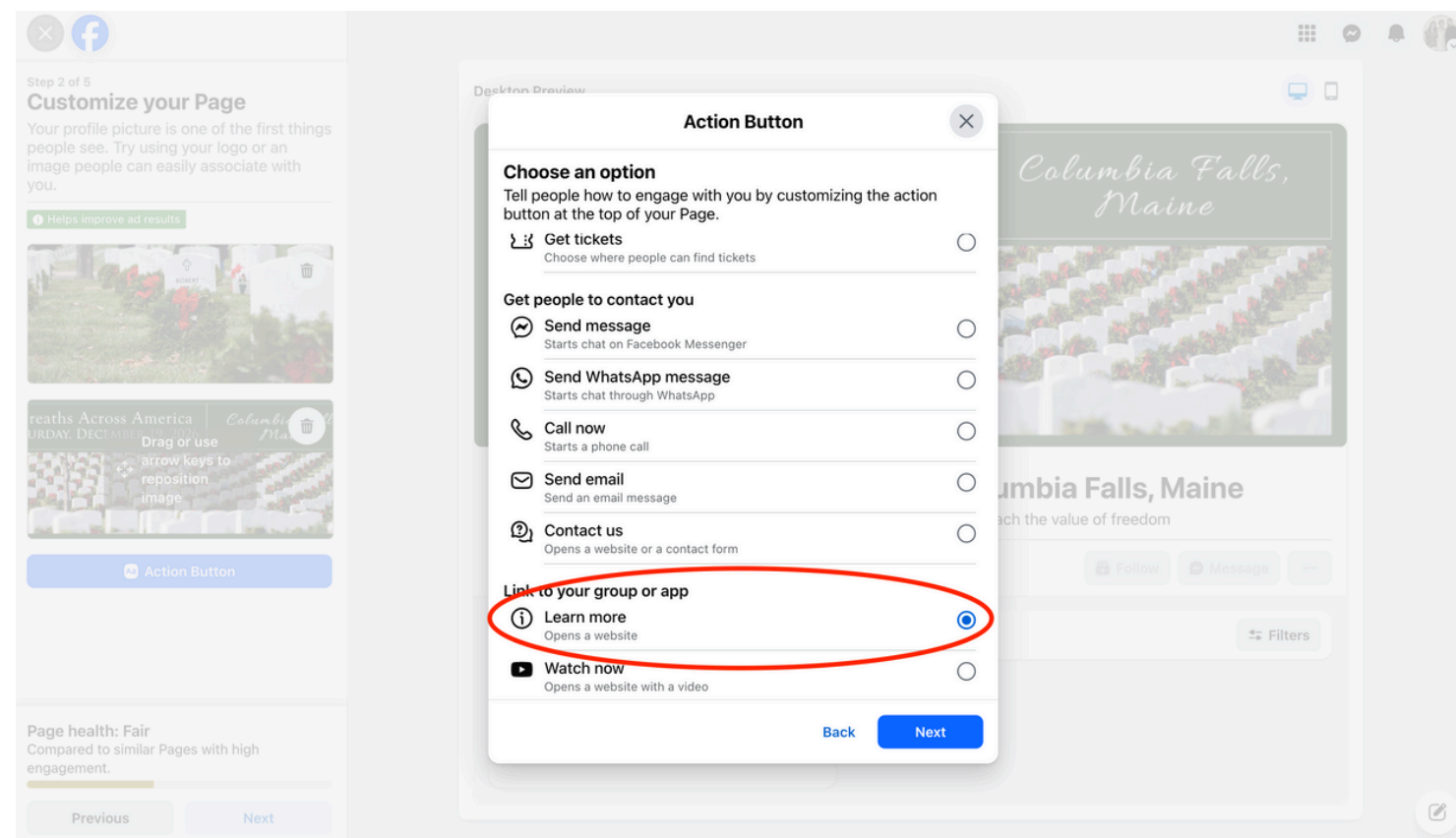


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SETTING UP YOUR FACEBOOK PAGE

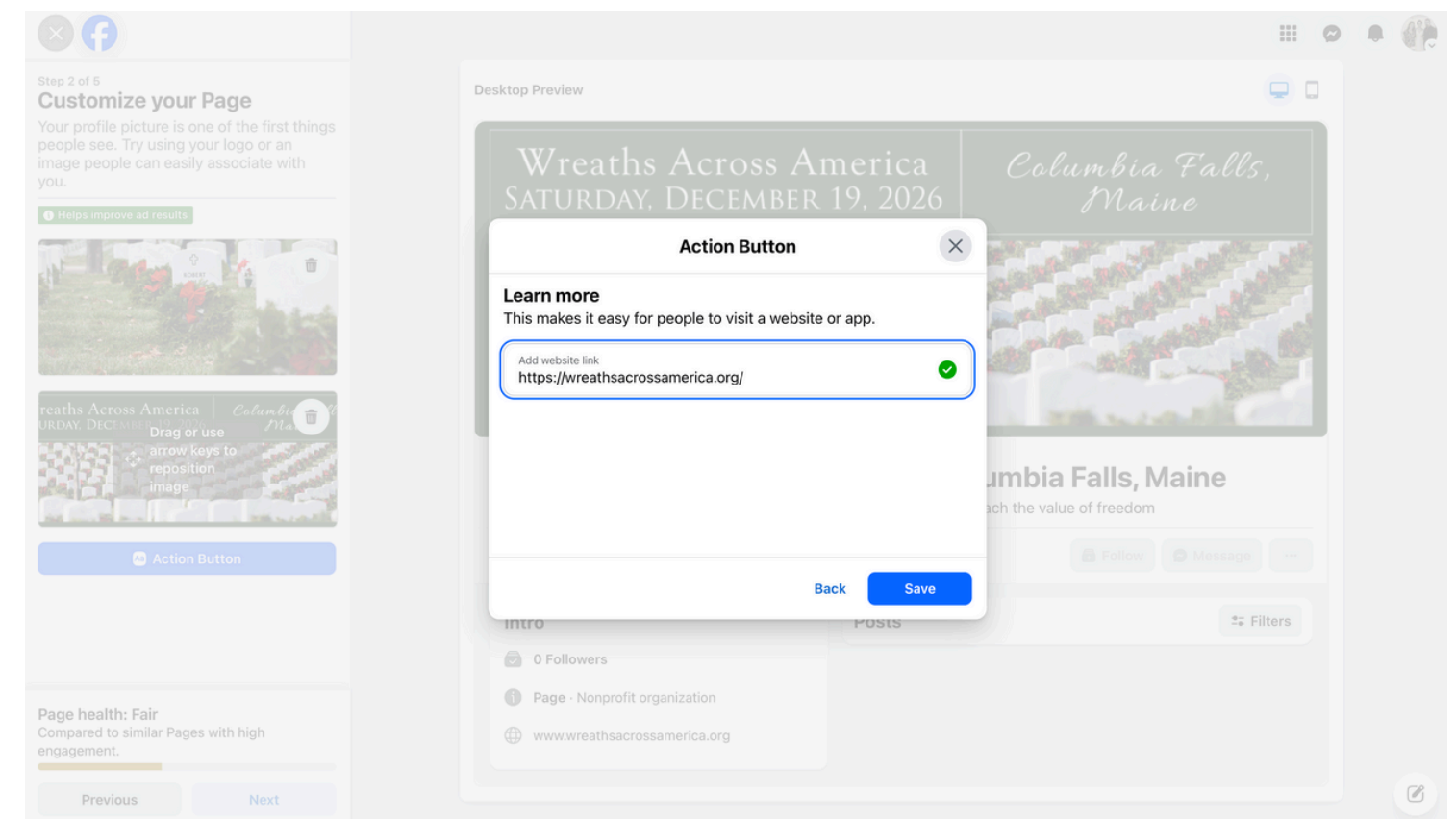
STEP SEVEN:

CHOOSE THE LEARN MORE OPTION



STEP EIGHT:

ADD YOUR WAA LINK. CLICK SAVE

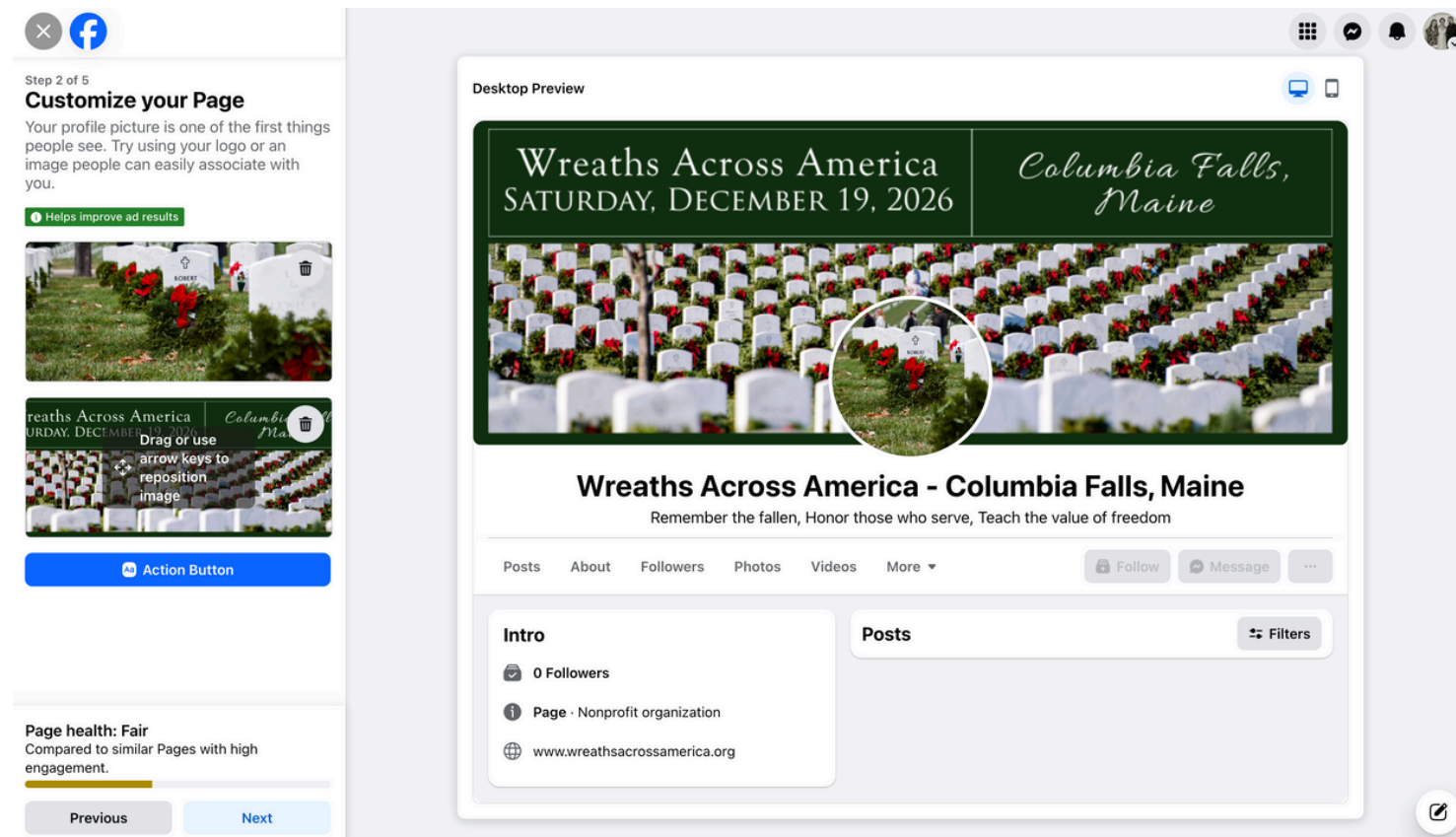


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SETTING UP YOUR FACEBOOK PAGE

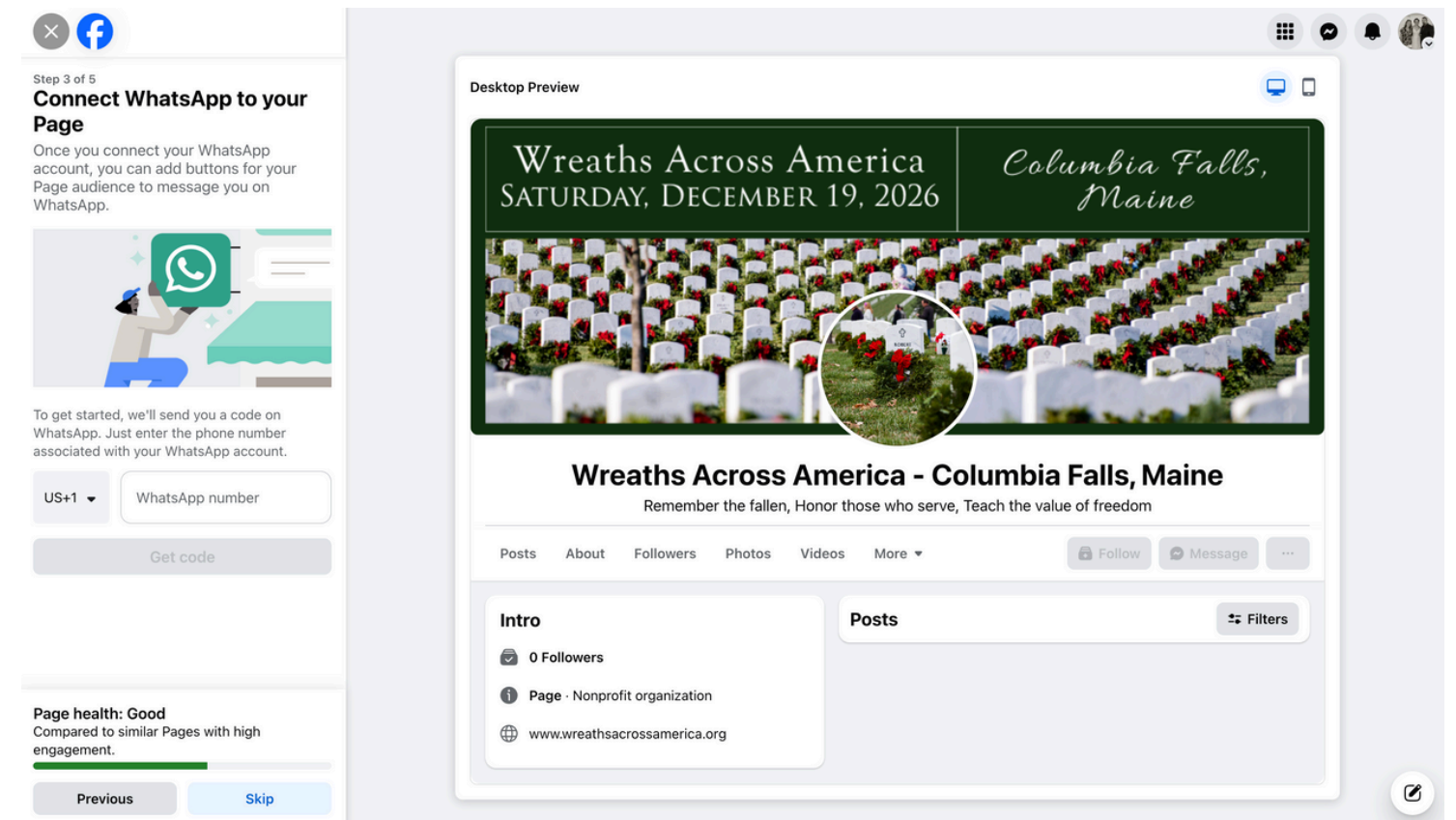
STEP NINE:

CLICK THE LIGHT BLUE NEXT BUTTON



STEP TEN:

YOU CAN CLICK THE SKIP BUTTON ON THIS STEP

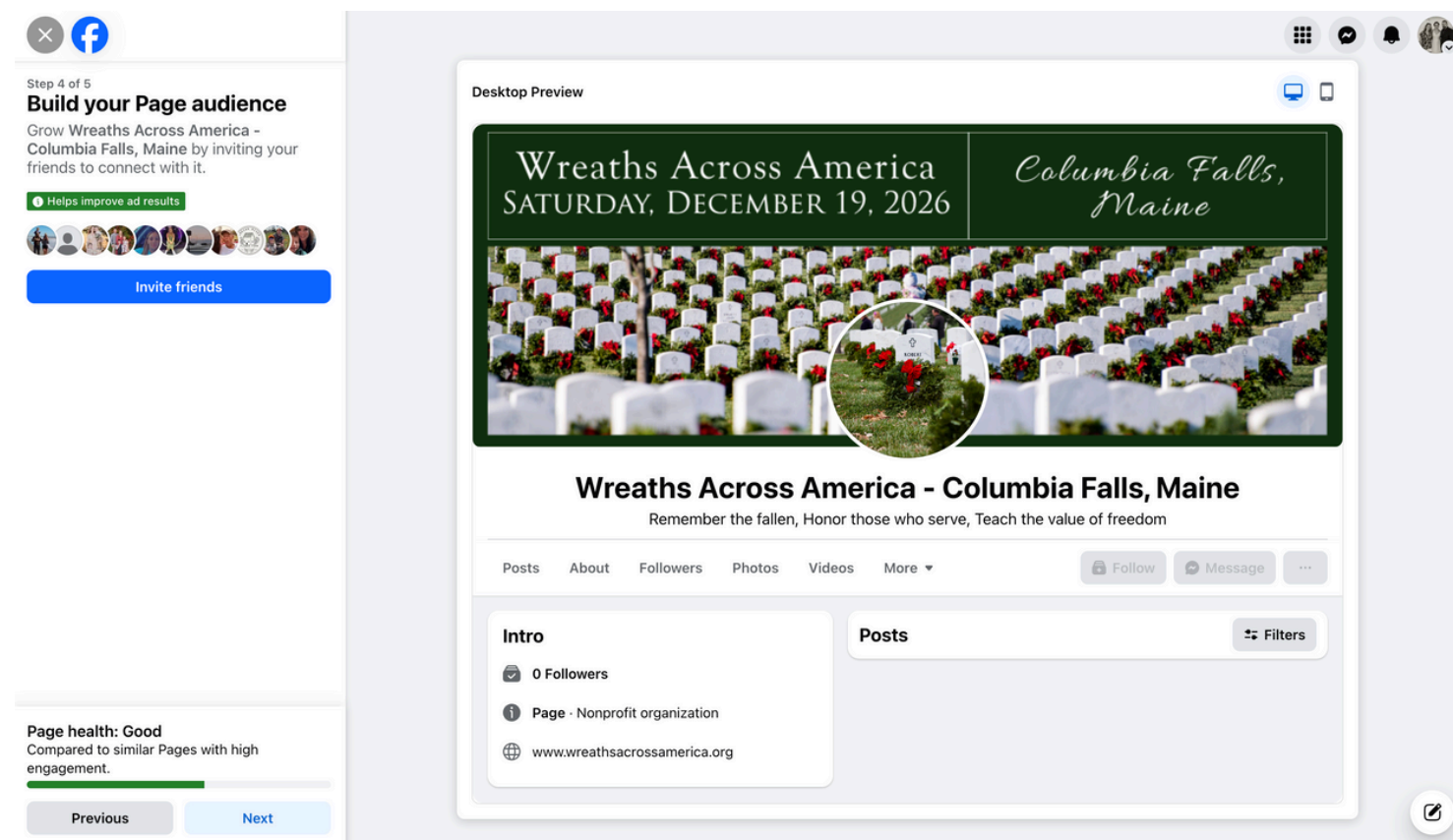


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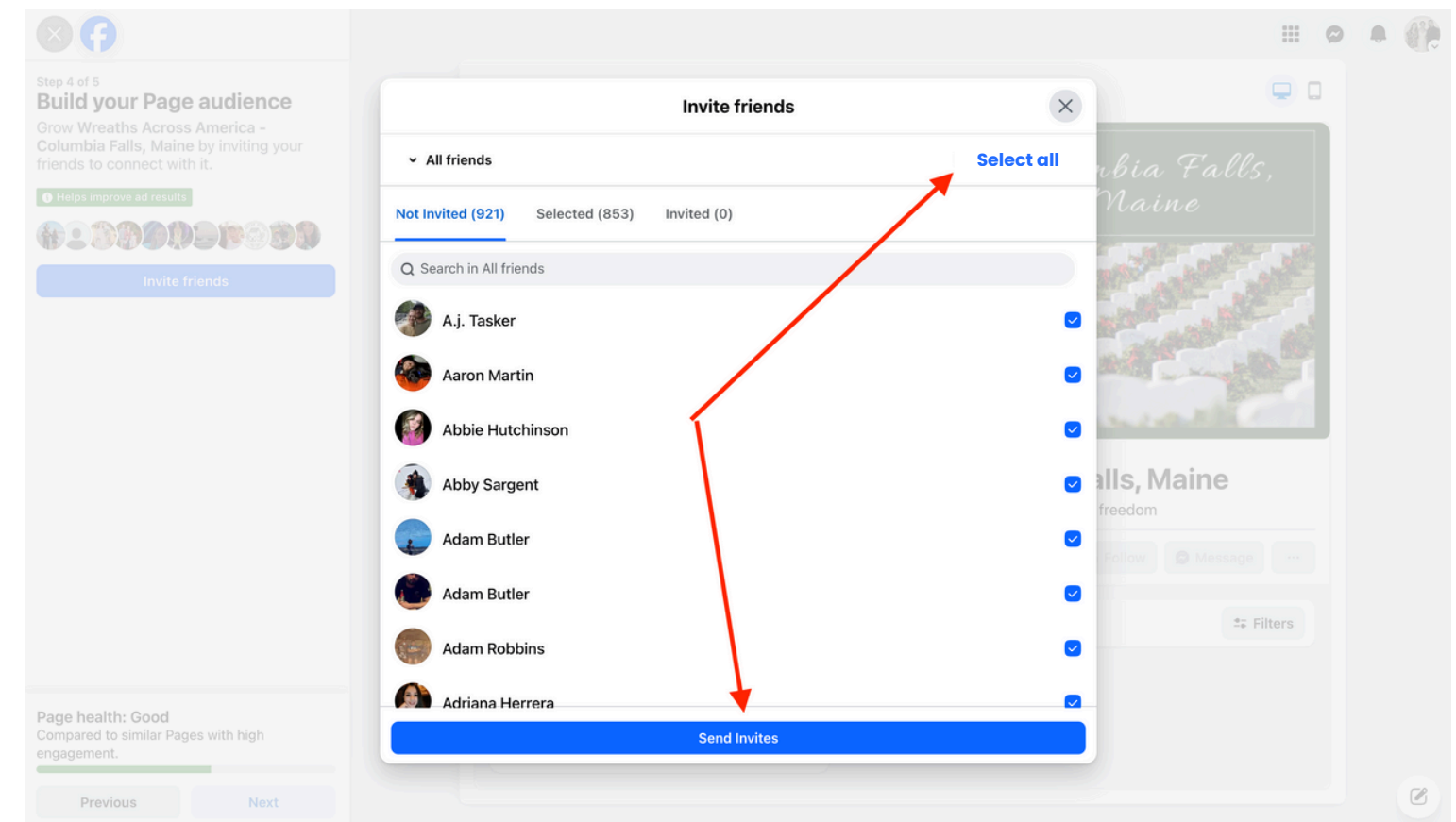
STEP ELEVEN:

YOU CAN INVITE YOUR FRIENDS AND FAMILY TO LIKE/FOLLOW YOUR PAGE HERE. CLICK THE INVITE FRIENDS BUTTON.



STEP TWELVE:

CLICK SELECT ALL IN THE TOP RIGHT CORNER, AND THEN CLICK SEND INVITES



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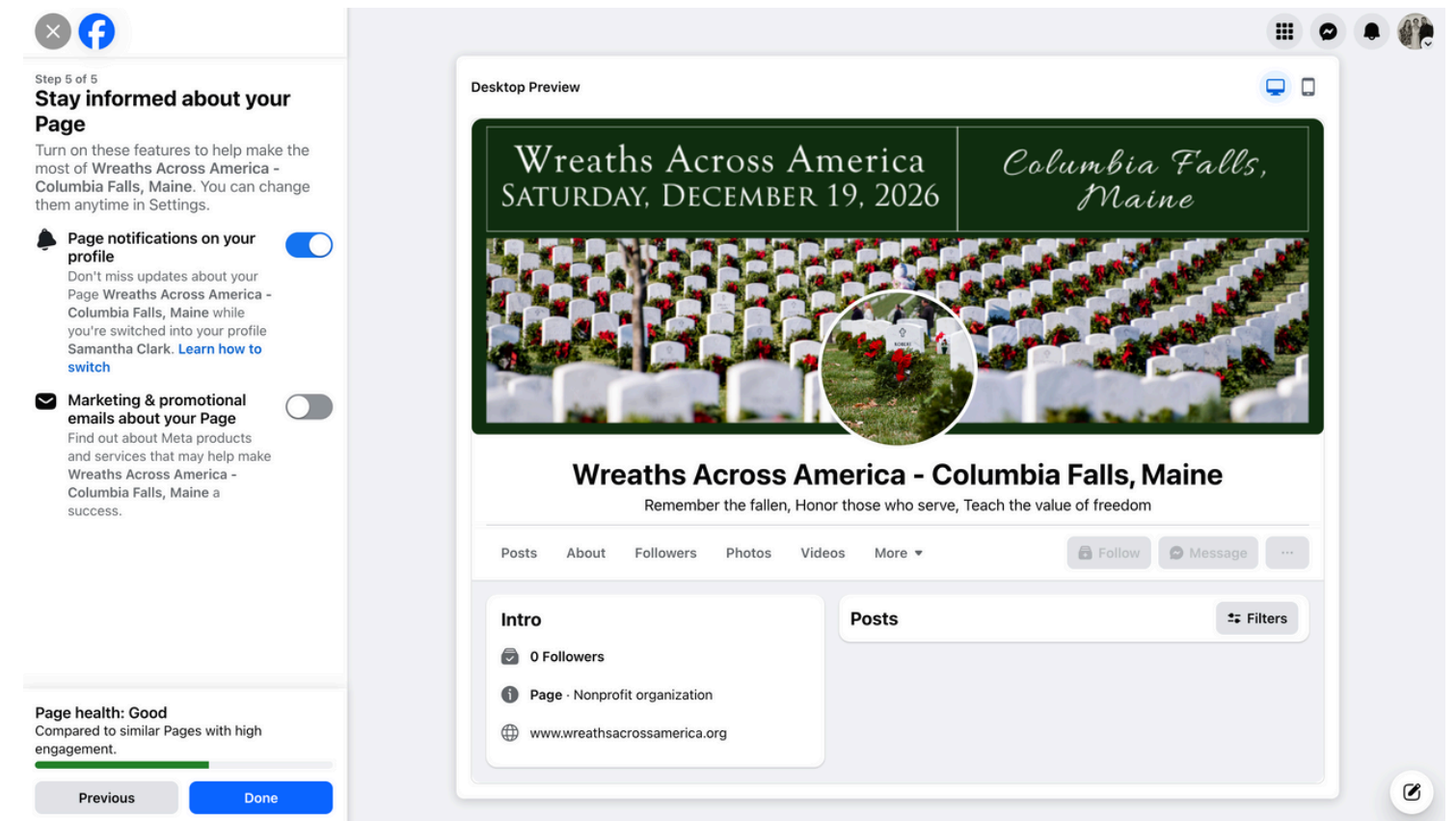
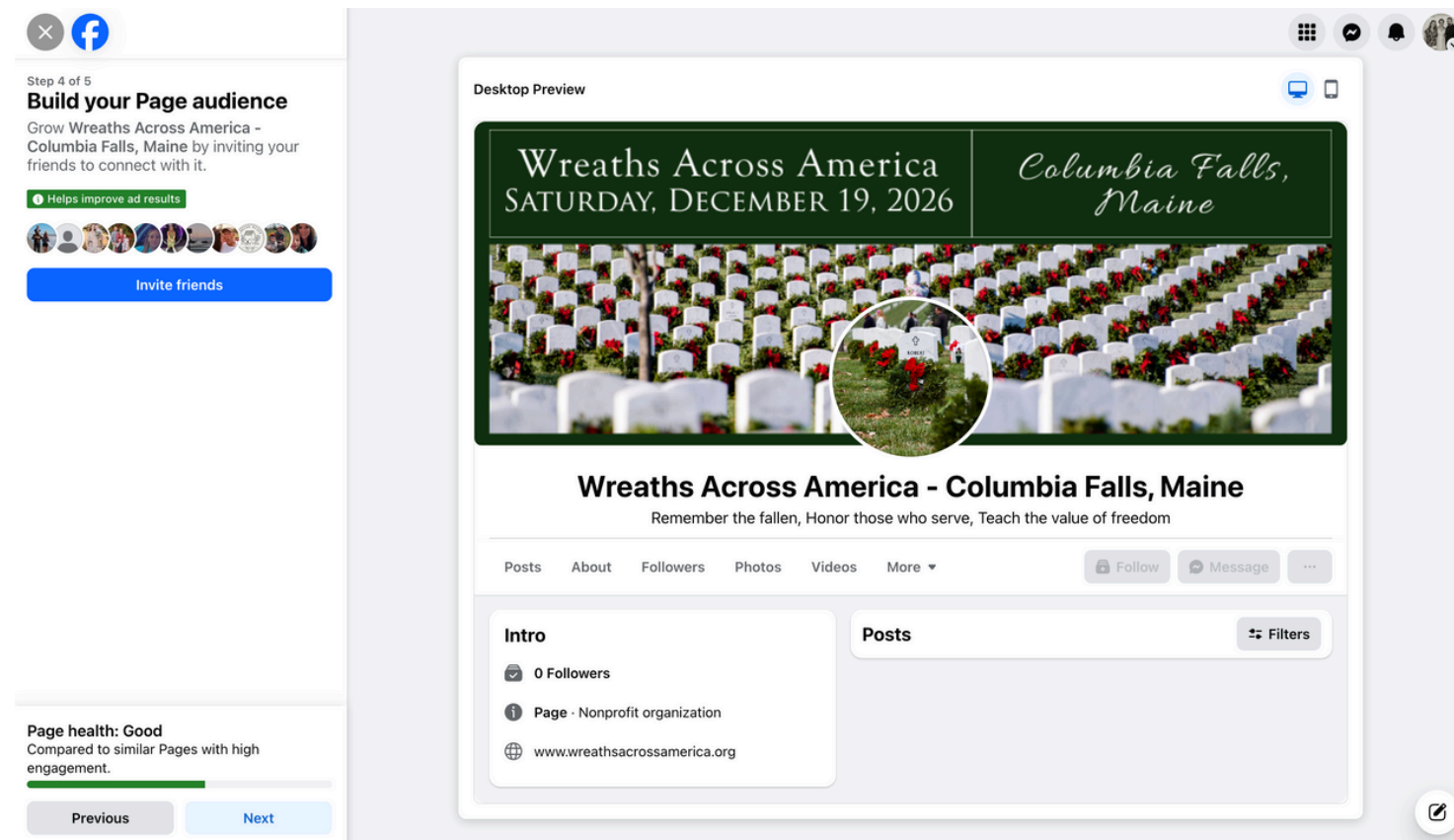
SETTING UP YOUR FACEBOOK PAGE

STEP THIRTEEN:

CLICK THE LIGHT BLUE NEXT BUTTON

STEP FOURTEEN:

WE SUGGEST LEAVING THE PAGE NOTIFICATIONS ON, BUT YOU CAN TURN OFF THE MARKETING EMAILS FROM META. ONCE DONE, CLICK DONE



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SETTING UP YOUR FACEBOOK PAGE

YOUR PAGE IS ACTIVE, PUBLIC, AND READY TO GO!



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CONTENT CALENDARS & MESSAGING GUIDES

Having a content calendar is a great way to stay accountable for sharing a consistent, relevant message with followers. A Microsoft Excel document, or, if sharing with multiple people, a Google Sheet, is a great tool for setting up a content calendar. A monthly messaging guide will be distributed via the Location Connection newsletter with general theme, holidays and ideas for the month from Samantha Gatcomb. A content calendar is a suggestion but not a requirement. The messaging guide may suffice as a reminder for your location!

PLANNING CONTENT- Planning content – Try to plan content themes 1-2 weeks in advance. Check what holidays and observances are coming up and what themes Wreaths Across America will be covering (utilizing location communications contacts and newsletter as resources).

MESSAGING GUIDE- The Wreaths Across America team creates a monthly guide to let you know what holidays/observances are coming up. Pre-made graphics are provided in the guide, ready to be shared to your pages!



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CONTENT CALENDARS & MESSAGING GUIDES

STAYING RELEVANT- Check in with your content calendar a few times per week. Utilize the calendar for posting guidance, but don't be afraid to switch topics out if something comes up! Sharing from the WAA Official & WAA Radio Facebook pages is always a great practice too!

POST IDEAS- Wreaths Across America theme, save the dates, events, countdown to wreath day, stories of veterans buried at your locations, stories from your sponsorship groups, local partners and volunteers are all great ideas for posts on your Facebook page. At least one post per week should include a link back to our website. I suggest including your link in all of your posts so people always know where to go to support.

Facebook is one of the first places people go to when looking for information about an organization. Posting updates and information about your specific location/group is super important, especially when Wreath Day is approaching. If you have last minute changes or need any extra help, Facebook is a great place to post those things.



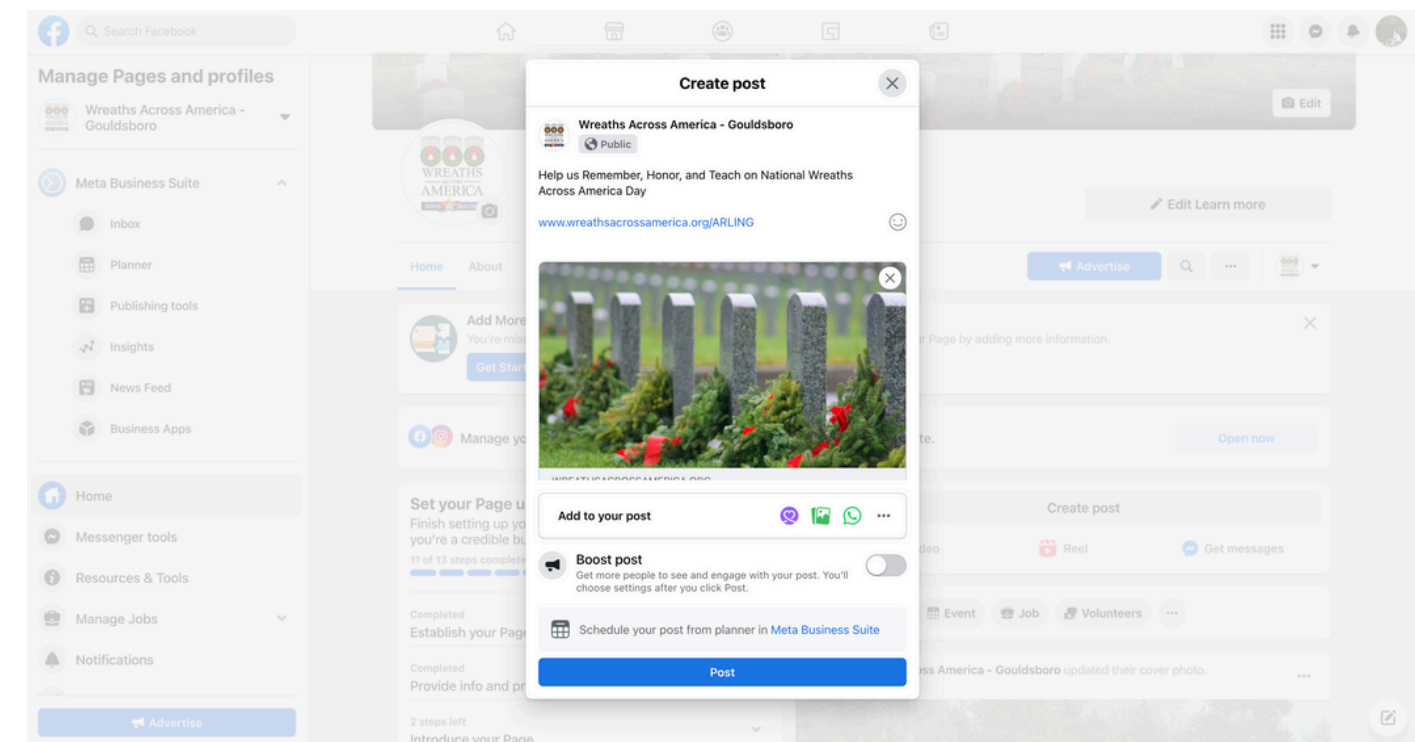
WREATHS *across* **AMERICA**

USING YOUR CUSTOM LINK

When you share the link to Wreaths Across America to gather online donations, be sure to use the custom URL for your own sponsorship group so that your group gets the credit for those orders! A good practice is to add your link to any post shared by your page! It will make it super easy for your followers to find your fundraising page.

It's super easy to remember! This is the WAA website URL forward slash (/) your Location or Group ID. An example of this would be www.wreathsassamerica.org/PA0197P

When you enter your link, Facebook will put a photo of your page on the post. Once the picture shows up, erase the link to your page and replace it with your groups custom URL. Now your post will show your custom URL (short-link) AND the image preview of your page!



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GUIDELINES FOR GRAPHICS

While we do release a Monthly Messaging Guide, you are welcome AND ENCOURAGED to share your own photos and graphics as long as they stay on brand with Wreaths Across America. People follow your page to see your group and location! Be sure to share your own organic content to keep your followers updated!

GUIDELINES FOR GRAPHICS

Logos: The Wreaths Across America logo should appear on most social media graphics. If the logo isn't working with a certain design, "Wreaths Across America" typed out may work, or wreathsasscrossamerica.org.

Branded Fonts: Trajan Pro, Goudy Old Style and Allura are consistently used in graphics. Raleway is used as a secondary font.

Colors: Preferred color schemes are patriotic: red, white, blue, and utilize Wreaths Across America colors: green, red, black. Graphics are a nice place to have some fun and use your creativity. Please feel free to incorporate different fonts and colors, but use your best judgement in staying within the brand voice and personality. I.e. – lime green and hot pink are probably off limits!



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GRAPHIC EXAMPLES



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WHAT ABOUT TWITTER & INSTAGRAM?



Twitter: Twitter is great for short updates, engaging with followers and sharing links to blog posts, it isn't for every business. It's a fast paced social media platform that requires a lot of posting to stay relevant and in your followers feed. It takes some time to set up and gain followers. You need to be organized and patient in the initial stages before you see big results.



Instagram: Between posts, ads and stories, there is no shortage of potential marketing tools on Instagram. You can reach a younger audience through Instagram. However, you do need to have a smartphone to access and use the app.

IF YOU ARE JUST GETTING STARTED WITH SOCIAL MEDIA, WE SUGGEST DEDICATING YOUR TIME TO ONE PLATFORM. EMAIL SCLARK@WREATHSACROSSAMERICA.ORG FOR INFORMATION ON THOSE PLATFORMS



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