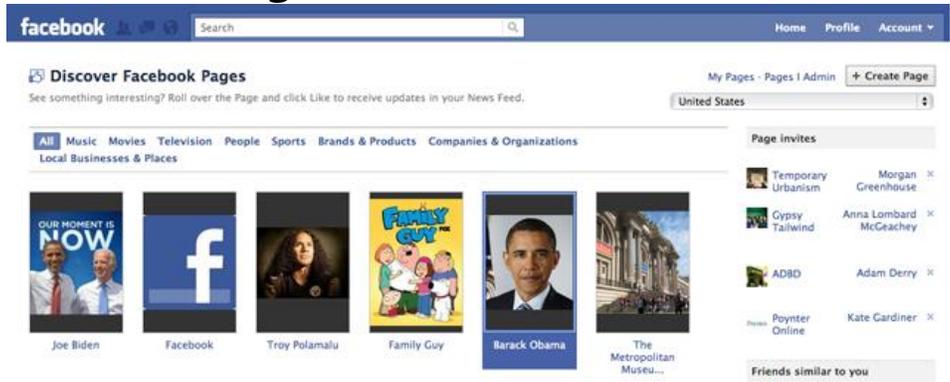




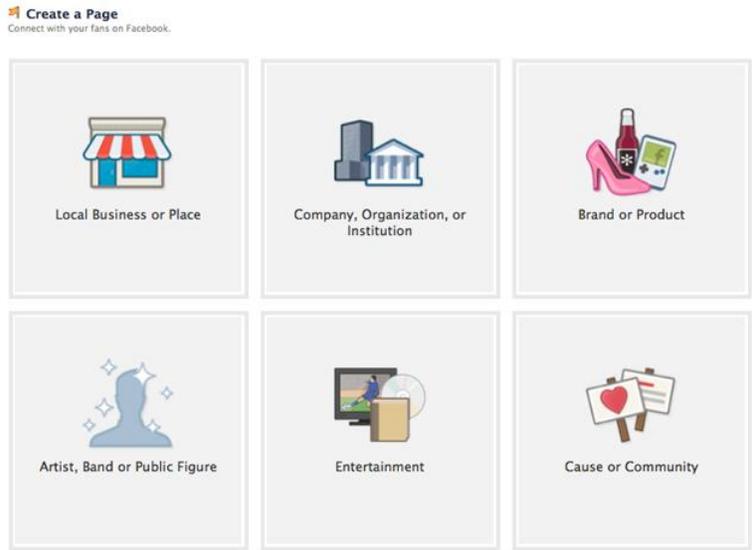
How to create a page for your Unit.

A Page is for you to share events and activities of your Unit with the general public. If you wish to communicate ONLY with the members of your unit, you will need to set up a GROUP. A Page is to promote the ALA and your Unit brand.

1. Create Your Page



Go to facebook.com/pages and click "Create Page" in the upper right hand corner.



The next screen asks you to select a category:
The American Legion Auxiliary is a Non-Profit Organization.

2. Fill In Information

Local Business or Place
Join your fans on Facebook.

Shopping/Retail

My Sweet New Candy Shoppe

123 Park Ave

New York, New York

10003

212.555.5555 **Get Started**

I agree to Facebook Pages Terms

Local Business

Once you select the category for your business, you can fill in the name, address and phone number. Check the box next to "I agree to Facebook Pages Terms" and click "Get Started." You'll see a Page that looks like this:

The screenshot shows the Facebook interface for a newly created page. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below this is a 'Confirm Your Page Category' dialog box with a close button. The category is set to 'Local Businesses & Places' and 'Shopping/Retail'. A 'Welcome' message is visible. The main content area is titled 'My Sweet New Candy Shoppe' with a 'Get Started' button and a 'Like' button. Below the title, there are four numbered steps: 1. Add an image (with an 'Upload an Image' button), 2. Invite your friends (with a 'Suggest to Friends' button), 3. Tell your fans (with an 'Import Contacts' button), and 4. Post status updates (with a 'Post Update' button). On the right side, there's an 'Admins' section with one admin listed, and a 'Quick Tips' section with several options like 'Use Facebook as My Sweet New Candy Shoppe', 'View Notifications', 'Promote with an Ad', 'View Insights', and 'Suggest to Friends'. There's also a 'Sample Ad' section and a 'Sponsored' section for a 'Viral Résumé' ad.

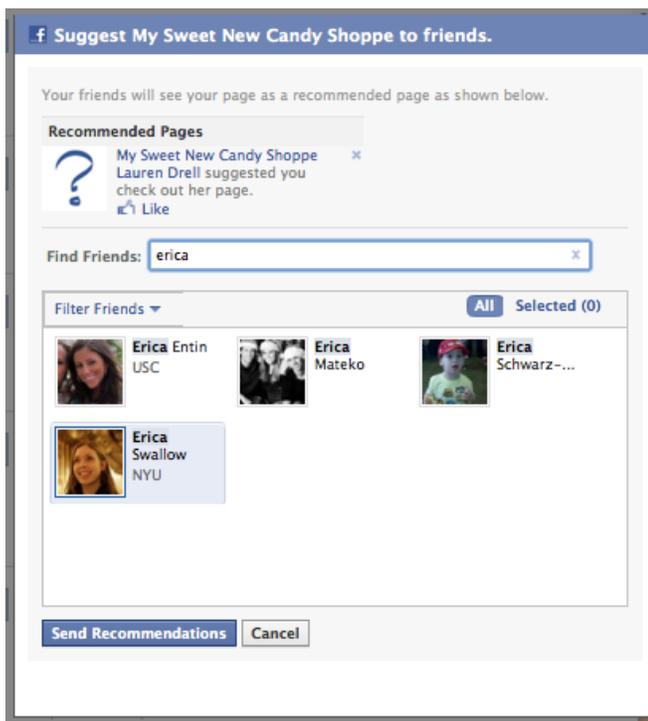
3. Add a Photo

Upload a picture for your page. It can be a logo, a photo of a store or a photo of a person — whatever makes the most sense for building your brand. The file needs to be smaller than 4MB, and it can be square or a vertical rectangle. However, note that the avatar that shows up next to status updates and wall posts is square, so if you don't want anything chopped off, square might be the way to go.



4. Suggest Your Page to Friends

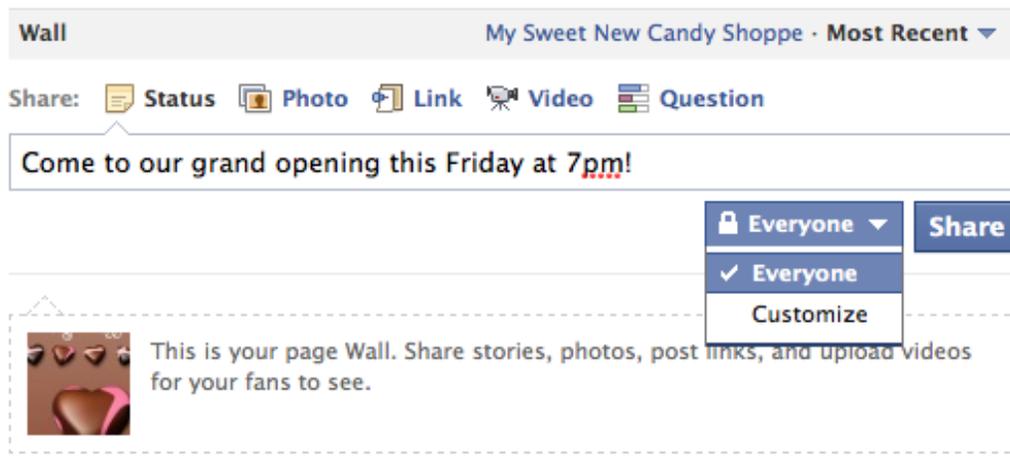
Get your Page started off with some "likes" by recruiting your own friends. Start typing in names and when you drag the cursor over someone's name, it will highlight in blue. Click once to check the person and add them to your invite. Click "Selected" to see who's on your invite list. When you're ready to invite, click "Send Recommendations."



6. Start Writing Content

Once you have a photo uploaded and have a few fans on board, you can start engaging.

For status updates, you can either share with everyone or you can target by location or by language. Targeting comes in handy if the Page is for a business with several locations in various states, especially if there is a contest, event or update that is only for a particular city.



7. Get a Vanity URL

Once you have 25 fans on your Facebook Page, any of a Page's admins can reserve a vanity URL so that your Facebook URL is www.facebook.com/yourbusinessnamehere. Go to the Username page, select the Page name from the dropdown menu and then write in the name you'd like to use. Click "Check Availability." If it's available, a prompt will ask, "Are you sure you want to set [URL] as [Facebook Page]'s username?" Click confirm to lock in that URL — and keep in mind that you can't change the URL for a Page once you confirm.