

WREATHS ACROSS AMERICA SOCIAL MEDIA 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 2.91 billion users every month. Over 66 million businesses have a Facebook page.

Build your community! Facebook offers a variety of free features to engage with your customers. You can post updates, pictures and videos to communicate with your customers. Go live when your wreaths get delivered to get your volunteers excited! It's a place where you can interact with your supporters and where people can reach out to chat and ask questions.

Your Facebook page is designed to help you. Use it to teach about the mission and your local fallen heroes, and grow your supporters!



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SETTING UP YOUR FACEBOOK PAGE

NAMING YOUR PAGE: We suggest naming your page, we suggest "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: Your profile photo should be the WAA logo or include the logo

COVER PHOTO: Feel free to reach out to us for a custom Cover Photo. It can include your location/group name and the WAA logo

SAMANTHA WILL GENERALLY INCLUDE A PROFILE PHOTO AND COVER PHOTO WHEN SENDING FACEBOOK SETUP INSTRUCTIONS!

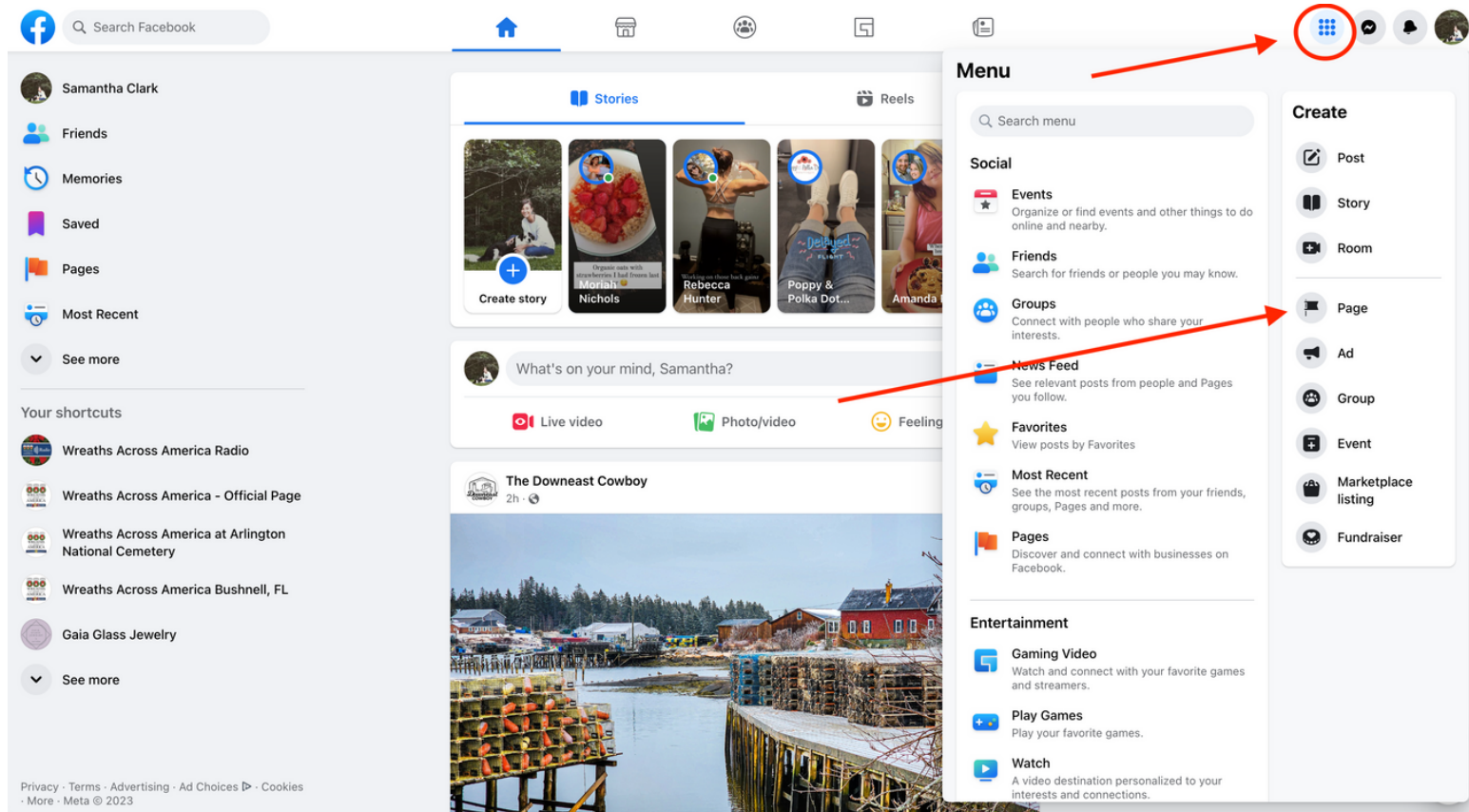


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SETTING UP YOUR FACEBOOK PAGE

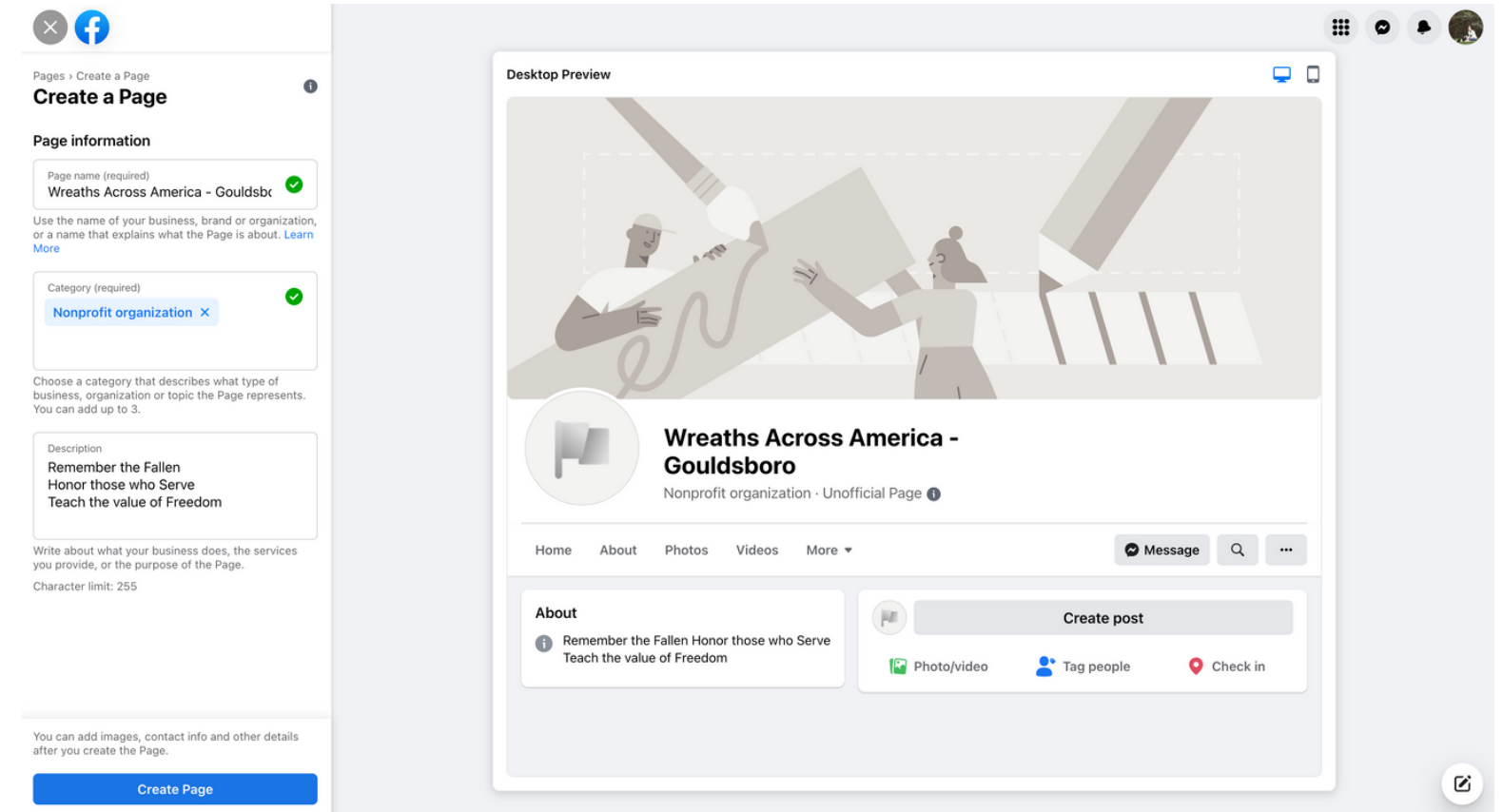
STEP ONE:

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



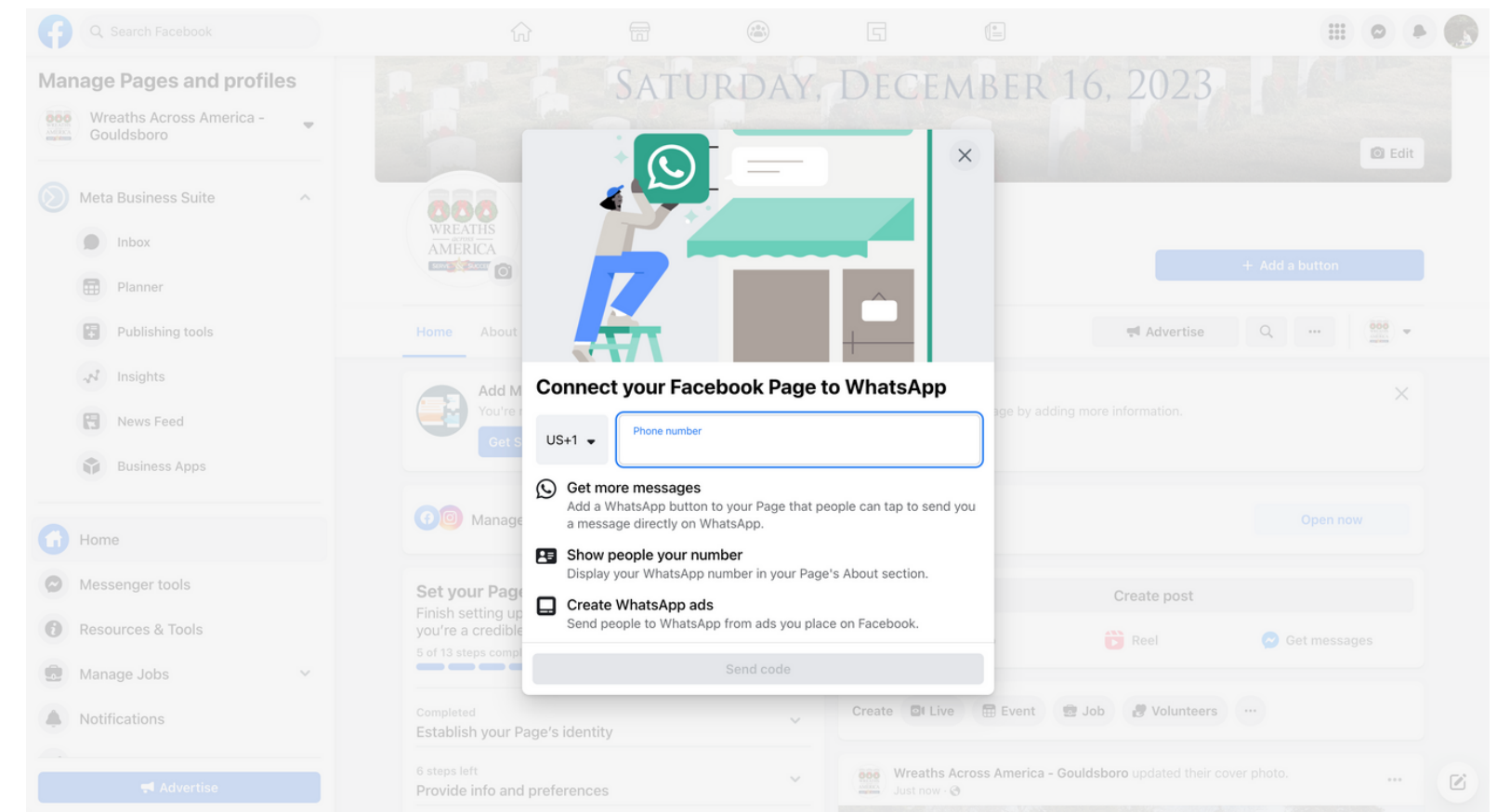
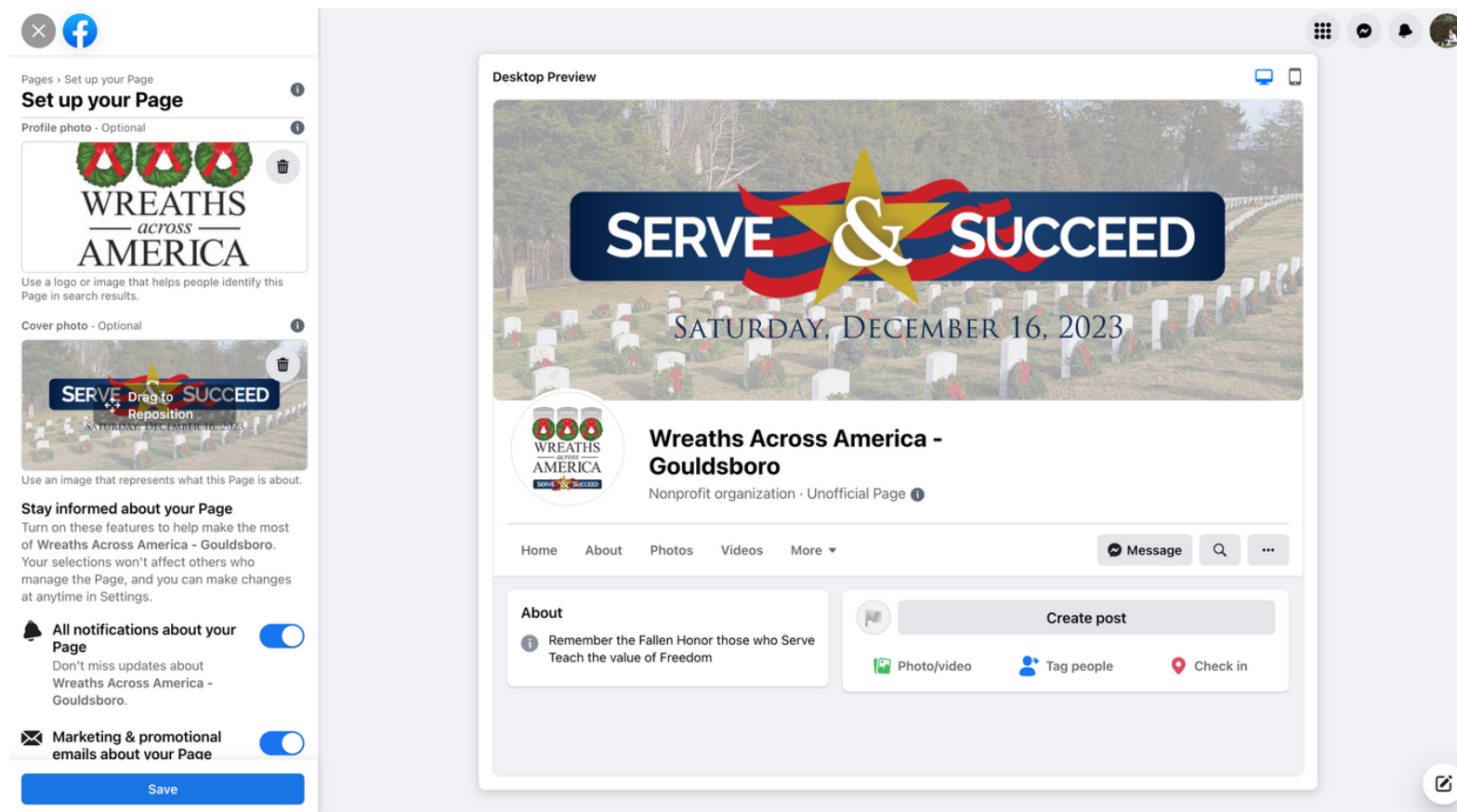
WREATHS *across* AMERICA

SETTING UP YOUR FACEBOOK PAGE

STEP THREE:

NOW YOU WILL ADD A PROFILE PHOTO AND COVER PHOTO. IT WILL ALSO ASK YOU IF YOU'D LIKE TO RECEIVE NOTIFICATIONS. I WOULD SUGGEST LEAVING THE NOTIFICATIONS ABOUT YOUR PAGE ON, BUT MARKETING/PROMOS ARE UP TO YOU! CLICK SAVE WHEN DONE!

THE FIRST THING THAT POPS UP IS A BOX ASKING YOU TO CONNECT YOUR FACEBOOK PAGE TO WHATS APP. YOU CAN JUST CLICK THE X IN THE TOP CORNER



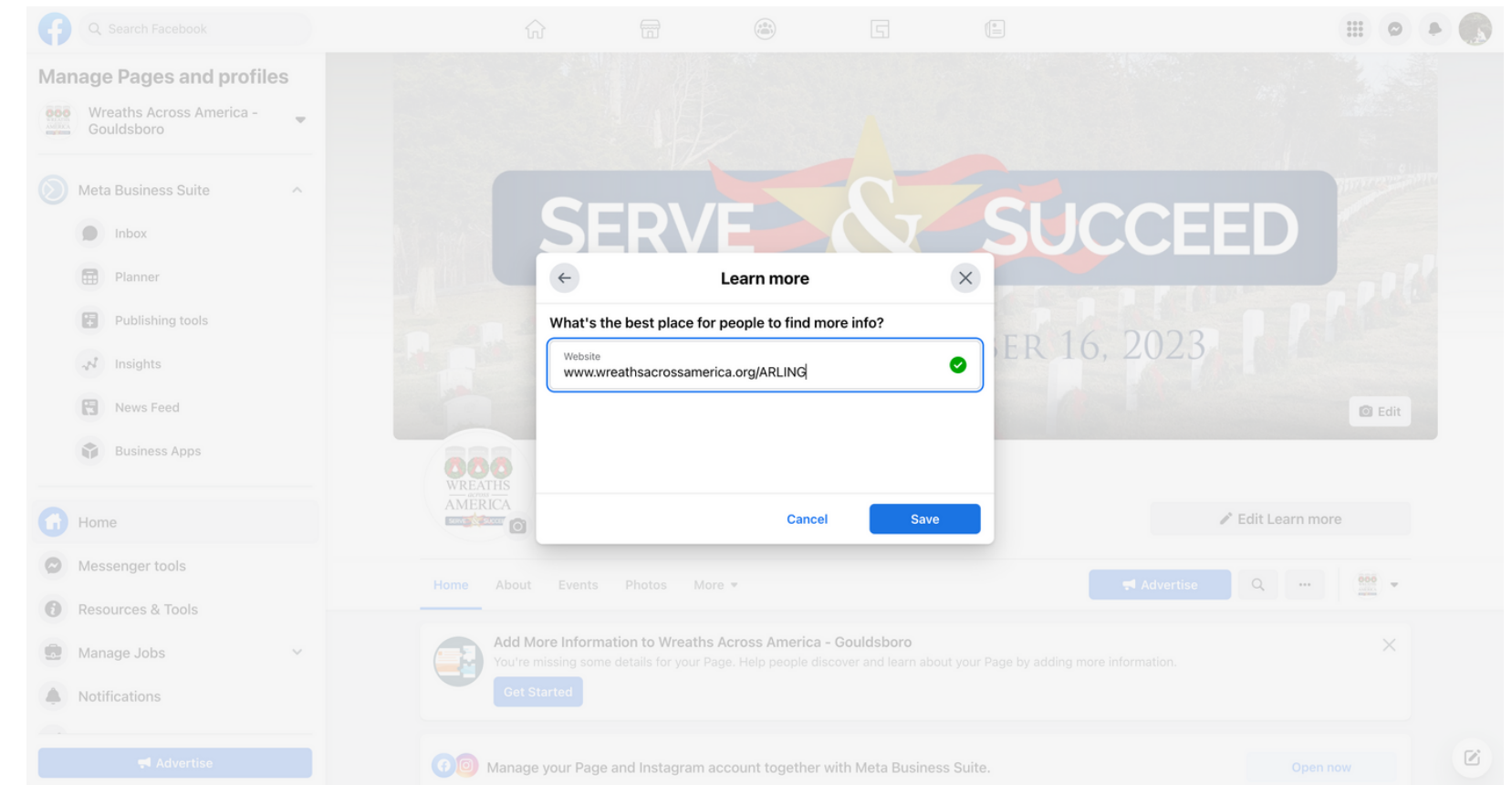
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SETTING UP YOUR FACEBOOK PAGE

AN IMPORTANT PART OF YOUR FACEBOOK PAGE WILL BE YOUR CALL TO ACTION BUTTON SHOWN AT THE TOP OF YOUR PAGE. THERE SHOULD BE A "+ ADD A BUTTON" SPOT BENEATH YOUR COVER PHOTO. CLICK THAT. FACEBOOK WILL ASK WHICH BUTTON YOU WOULD LIKE PEOPLE TO SEE. CHOOSE "LEARN MORE"

ADD YOUR CUSTOM WAA LINK AND CLICK SAVE

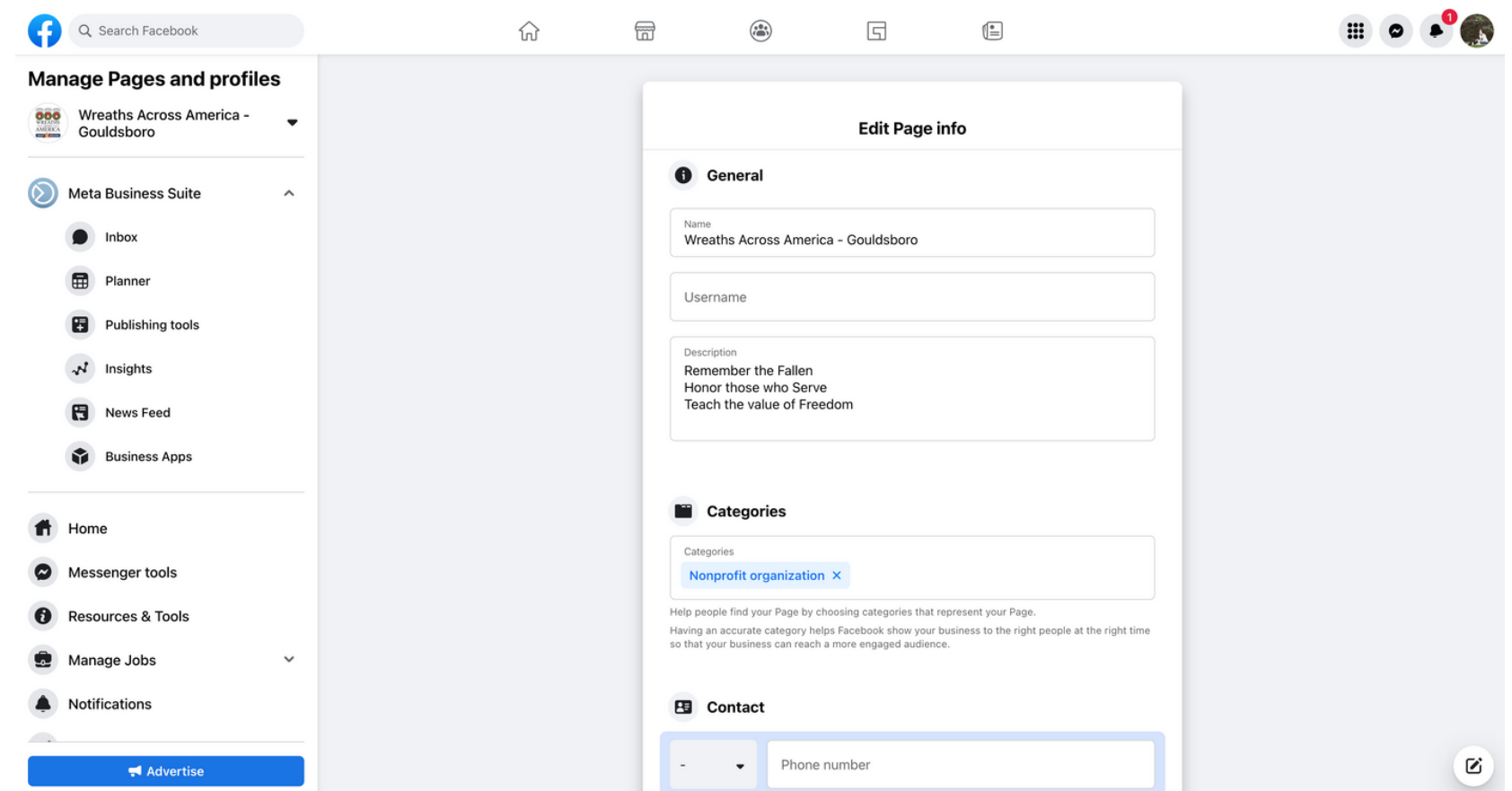
(This is the WAA website URL forward slash (/) your Location or Group ID.
An example of this would be www.wreathscrossamerica.org/PA0197P)



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CUSTOMIZE YOUR FACEBOOK PAGE

Now, you can add all the important information for your future page followers. On the left hand side of your Facebook page is a menu. Scroll down, and click “Edit Page Info” This is where you will add your contact info, website link, and the location of the cemetery you support.

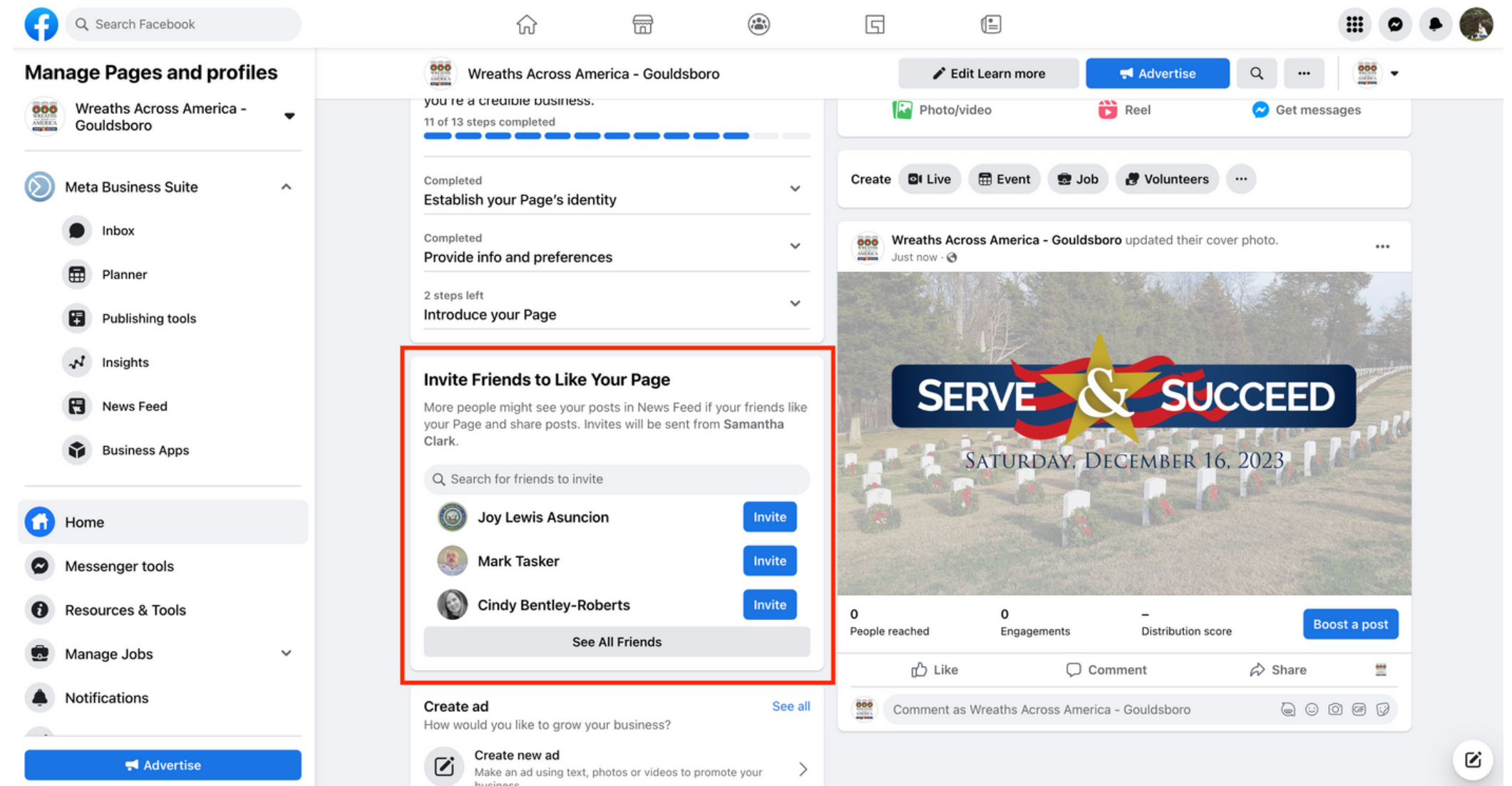


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INVITE YOUR FRIENDS AND FAMILY

A good place to start is by inviting your friends and family to like the Page and ask them to share it with their friends. You can also add a link to your page in your email signature. The best way to recruit supporters is by posting interesting and engaging content that folks will want to share.

When you create your page and scroll down just a little bit, there will be a spot that says "Invite Friends to Like Your Page." You can click "See All Friends" to choose which friends you want to add.



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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 to locations with general themes, 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.



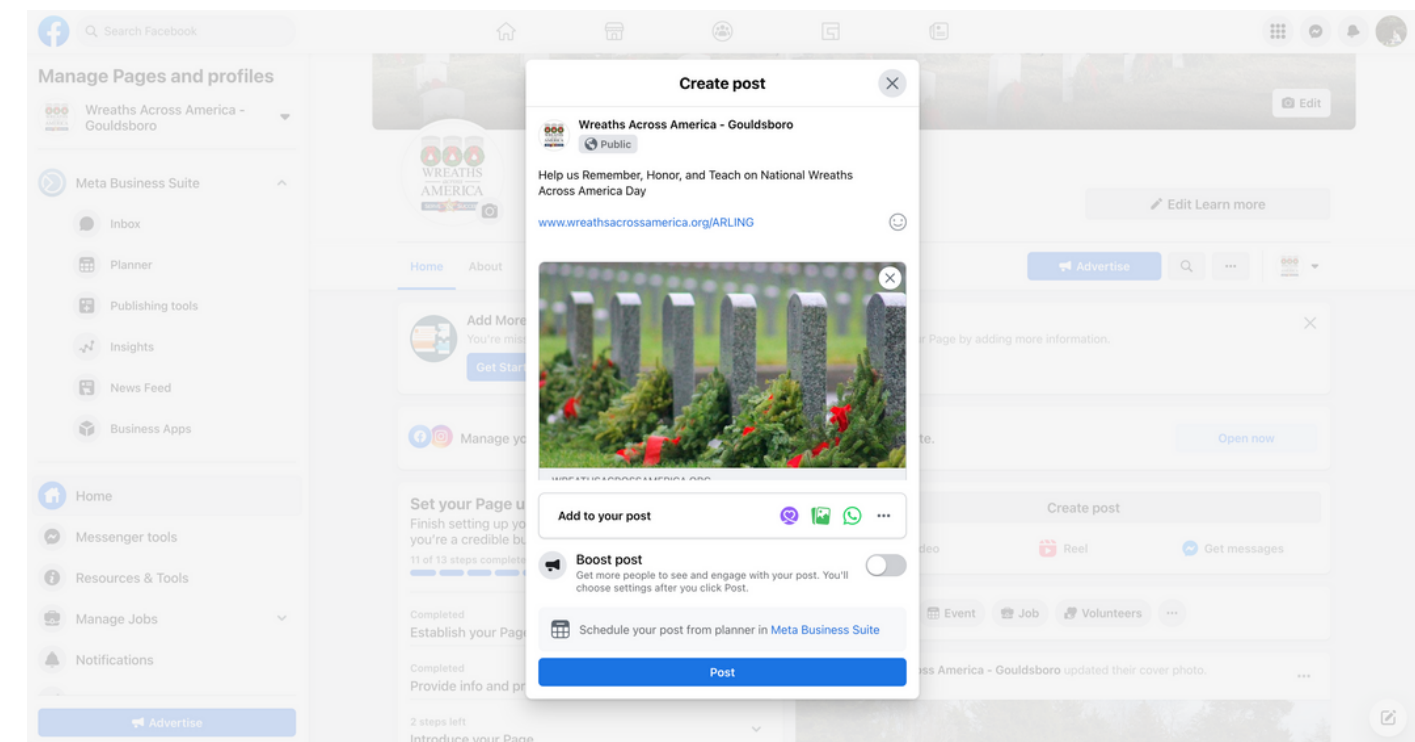
WREATHS *across* **AMERICA**

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 to share your own photos and graphics as long as they stay on brand with Wreaths Across America. Canva is a great free tool for creating graphics.

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 wreathsbacrossamerica.org.

Branded Fonts: Trajan Pro, Goudey 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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