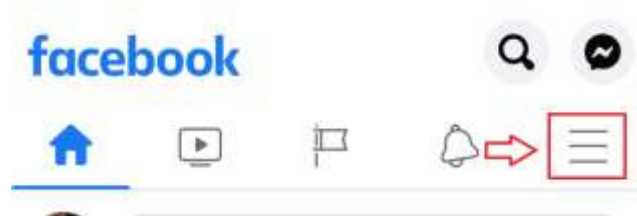


Creating a Facebook page for a Fleet Reserve Association (FRA) branch is a great way to connect with members and the community and the other 67 branches that have their own Facebook pages. Here's a step-by-step guide to help you get started:



1. Log in to Facebook:

- If you don't already have a personal Facebook account, create one by visiting Facebook and following the sign-up process.
- Once you're logged in, navigate to your personal profile.



2. Create a Page:

- Click on the three horizontal lines (menu icon) in the top-right corner of your Facebook profile.
- Scroll down and click on "Pages."
- Click on "Create Page."
- Choose the "Business or Brand" category.
- Select "Local Business" and then "Nonprofit Organization."
- Enter your FRA branch name and other relevant details.
- Click "Continue."

3. Customize Your Page:

- Add a profile picture (usually your FRA branch logo) and a cover photo.
- Fill in the "About" section with information about your branch, including mission, history, and contact details.
- Set up a custom username (e.g., @FRABranch123) for easy access.

#### 4. Add Content:

- Start posting content relevant to your FRA branch. This can include:
  1. Updates on events, meetings, and activities.
  2. Photos and videos from past events.
  3. Member spotlights.
  4. News related to veterans and military affairs.
  5. Community service projects.
  6. Use a mix of text, images, and videos to engage your audience.

#### 5. Invite Members and Supporters:

- Invite FRA branch members, their families, and friends to like and follow your page.
- Share the page link through your branch's communication channels (email, newsletters, meetings, etc.).

#### 6. Engage with Your Audience:

- Respond to comments and messages promptly.
- Encourage members to share their stories and experiences on the page.
- Host live Q&A sessions or virtual events.

#### 7. Promote Your Page:

- Boost posts or create Facebook ads to reach a wider audience.
- Collaborate with other local organizations or veteran groups to cross-promote each other's pages.

#### 8. Monitor Insights:

- Facebook provides insights into your page's performance. Use these analytics to understand what works and adjust your strategy accordingly.

Remember to maintain a professional and respectful tone on your page. Be careful to avoid political issues and personal viewpoints. Our goal is to bring shipmates together, not to divide them by personal opinion. Be sure to regularly update content, engage with followers, and showcase the positive impact your FRA branch has in the community.

In Loyalty, Protection, and Service,

Robert T. Behm, NC  
Public Relations Committee Chairman