Facebook Page Squadron Guide
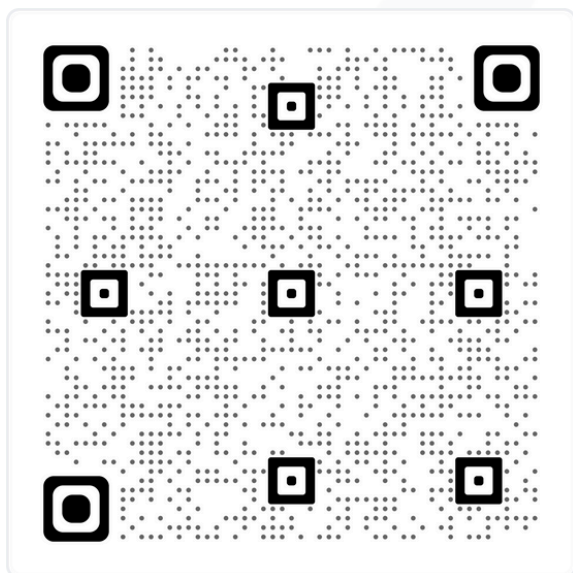
Step 1: Change the name of your Facebook page to 'America's Boating Club - United States Power Squadrons'.
Here are the steps to do so below:

1. **Log in to Facebook:** Open Facebook and sign in to your account.
2. **Go to Settings:** Click on the profile picture in the top right corner, then select "Settings & Privacy," and choose "Settings."
3. **Go to Page Setup:** Search for "Name" in the search bar on the left under "Settings & Privacy".
4. **Enter Your New Name:** Update your name to "America's Boating Club | United States Power Squadrons" in the "First Name" box.
5. **Review Your Name Change:** Click "Review Change" and select how you want your name to appear.
6. **Enter Your Password:** Type in your password to confirm the change.
7. **Save Changes:** Click "Save Changes," and your name will be updated.

*Note: Facebook allows name changes only every 60 days, so make sure you're happy with your choice!

Step 2: Change the profile picture of your Facebook page to this logo <u>linked here</u> or scan the QR code below:

Step 3: Upload a cover photo that is unique to your squadron's city, town, or state. **The image must be 820x360 pixels.**
Ensure that the photo is royalty free and copyright free, in order to have permission to use it. You can use several websites to find free images:

- <u>Pixabay</u>
- <u>Unsplash</u>
- <u>Canva</u> (free account required)

Step 4: You must optimize your introduction section to ensure that you show up on local searches. When you are on logged in and on your Facebook page, click edit bio or edit details. Below shows an optimized introduction section. Ensure that your page has a brief description about your squadron, ensure that your page is a "nonprofit organization", add your squadron's address or add an accurate service area, add an up to date phone number and email address and ensure that your website URL takes you to your website.