



Facebook for AFA Chapters

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- This Instruction covers the purpose, creation, administration, and utility of your AFA organization's Facebook page.
- HQ AFA would like each chapter to develop a dedicated Facebook page that focuses specifically on what your chapter or State Organization is up to regarding its activities and the personnel and facilities it supports.
- This instruction very quickly covers the following subjects:
 1. The advantages of maintaining a dedicated chapter/state organization AFA Facebook pages.
 2. Some standardization guidelines HQ AFA would like you to consider.
 3. Some Facebook dos and don'ts regarding your organization's representation of the AFA.
 4. How to open a new Chapter-dedicated Facebook account, and...
 5. Some tips and techniques

Disclaimer

- A "Facebook for Chapters" video is currently in the works, but the Field Council Training Sub-Committee (FCTS) wanted AFA field leaders to know some of the ins and outs of creating and maintaining a dedicated AFA Facebook page while you were waiting.
- Keep a weather eye on the Communications Section of the [Field Training Page](#) for the coming training.



Advantages of a Dedicated AFA Facebook Pages



- One-stop shopping regarding your Chapter's activities:
 - What you've been up to recently, including photos and descriptions of recent events.
 - A schedule of upcoming events, to include calendars, invitations, and information flyers
 - Archival information of past events and participants.
 - You can even set up your page for event promotions, RSVPs, and payments.
 - Keep your membership and other followers up on your Community Partners and their contributions to the Chapter and local community.
 - You also have the dual capability of posting your newsletter and even sourcing information for a future newsletter edition.
- Additionally, you can easily post information from, and "tag" your posts to the Facebooks pages of agencies that are closely associated with your Chapter:
 - Your Local Space Force Delta, Air Force Wing or Guard/Reserve Units
 - Civil Air Patrol, ROTC, Jr. ROTC, Arnold Air Society, Silver Wings, or local veteran support facilities or organizations.
 - Wing/Delta Historian, STEM, Public Affairs, and/or Military & Family Programs Offices.
 - Your local VA Agencies, Military Affairs Committee and Chamber of Commerce.



National AFA Standardization Guidelines



- Create AFA Facebook Pages for the Chapter utilizing the Business Format.
- Select Nonprofit Organization as your page category.
- Name for the webpage should be “Air&SpaceForcesAssociation-ChapterName” examples include:
 - Air&SpaceForcesAssociation-StarfighterChapter104
 - Air&SpaceForcesAssociation-Starfighter
 - Air&SpaceForcesAssociation-Chapter104
 - Air&SpaceForcesAssociation-StarfighterChapter#104
- Keep AFA branding and logos up-to-date and consistent with [AFA Branding Guidelines](#).








Chapter Facebook Page Do's and Don'ts

- Limit management access to the account to two people (President, & VP for Communications are the best bet).
- Transfer management access as folks leave office.
- Other than account manager contact information, do not post personal (non-business) information of anyone discussed or depicted on the pages.
- As in all things AFA, keep information on the account apolitical...do not risk your 501(c)(3) status.



Building a Chapter Facebook Page



- There are any number of You-Tube instruction videos on building and maintaining a business Facebook account, but here are the basics:
 1. Have your social media manager login to their personal Facebook account.
 - There are no business accounts on Facebook...only business pages managed by Facebook users.
 2. Be sure the home icon is selected, then find and select  Pages
 3. Click on 
 4. In the Page name block: name your page using the HQ AFA guidelines (above)
 5. In the Category block: start typing in “Nonprofit Organization”, then select it when it pops up.
 6. In the Bio block: be sure what you write mirrors the description on the national page.
 - “The Air & Space Forces Association is an independent, nonprofit, civilian education organization.”
 7. Now, hit  and start personalizing and branding the page.
 8. The Profile picture (small circular image) should be the same as used on the Nat’l Facebook Page. 
 9. The larger (rectangular) cover photo is where a chapter can express their chapter identity.
 10. Now it’s time to select the  tab, and then tap 
 - On the ABOUT inset, if you tap on the  button, you can load your chapter’s contact info.
 - The phone number is optional
 - Use your official AFA email address
 - Load up your organization’s website URL (if you have one). If not, use www.afa.org.
 - Also update your location (city & state), which is very helpful in aiding your community to find your page.

Congratulations!

- You are now the keeper of your AFA Organization's very own Facebook Page...Now get out there and communicate!
- If you have any questions regarding your AFA Facebook page, shoot a note to our Field Council Technology Rep (Summer Folsom) at FCtech2@afa.org
- And, keep an eye out for the up-coming **Facebook for Chapters** video...it will have considerably more detail on all the above subjects, as well as some tried and true Tips and Techniques that have worked for other Chapter/State Facebook Pages.

