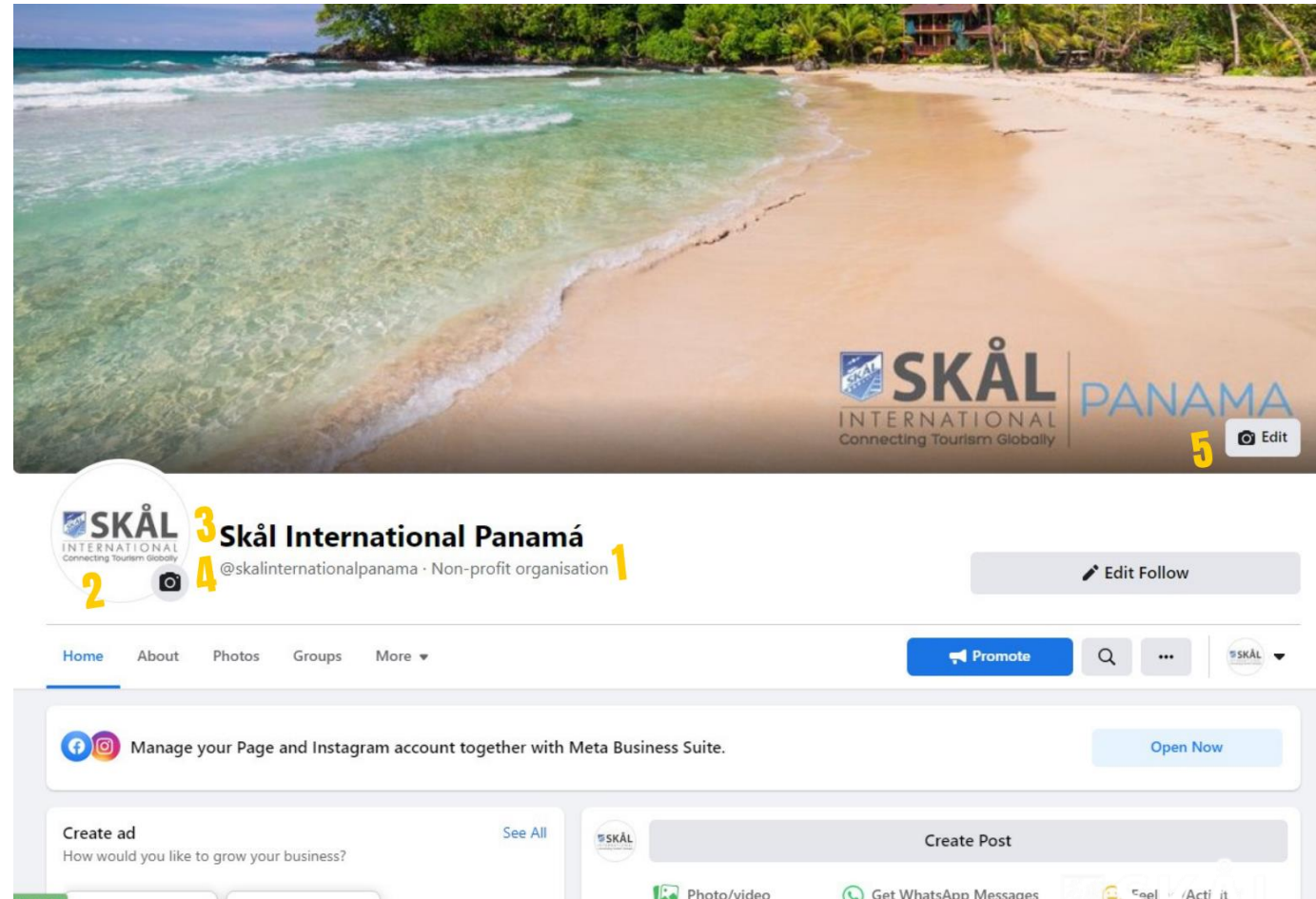


Quick Start guide

Social Media Guidelines: Facebook

1. **Check that the club page/profile has the correct format:** business/brand page.
2. **Edit Profile Picture using [Skål International Official logo](#).** In this way we globalize the brand, promote the visual consistency of Skål International worldwide, avoid inappropriate uses, and facilitate the brand audit.
3. **Edit the name of the page/profile:** Use the real name of the club according to the following scheme: Skål International *club name*. ([Tutorial on Facebook](#)).
4. **Edit the username of the page/profile:** ([Tutorial on Facebook](#)).
5. **Edit the cover.** Edit your profile/page cover with images of your destination to make it stand out. **Tip:** Use free programs such as [Canva](#) to edit the cover image and adapt it to your club logo or give it a more professional look.
6. **Use hashtags in your posts to link your content to specific topics.** On a corporate level Skål International uses for example: #SkalInternational #Skalleagues #Skalegas #SkalNews #DoingBusinessAmongFriends #SkalNow #TourismNow #SkalAwards etc.



Don't miss 'Social Media Pages Audit Check List' [here!](#)