



## 2021 Bands of America Participating Band Promotional Toolkit

Thank you for joining us this for the 2021 Bands of America Championships! We are so excited to be back in person in stadiums across America this fall. As a participating band, you can be an ambassador of BOA and all the positively life-changing experiences it has to offer. Spread the word about your plans for the fall and encourage your friends and colleagues to join you at a BOA event.

### Toolkit Contents:

- "Join Us" Social Media Graphic
  - o A square graphic showing your event's name, date, and stadium photo
- Suggested Social Media copy (below)
  - o Copy it directly, customize it, or write your own!
  - o To post with square graphic
- Event-Specific Facebook Profile Photo Frame
  - o Instructions below
- General BOA Facebook Profile Photo Frame
  - o Instructions below

### Social Post:

We're so excited to be on the field for the 2021 BOA Championships, and we want to share the celebration with you! There's still room for your band to join us in [city, state].

[Marching.musicforall.org/boa](http://Marching.musicforall.org/boa)

### Facebook Frame Instructions

A Facebook profile photo frame can be added to your existing profile photo to show support for a cause or event. They're easy to add and your profile photo can still be seen beneath the frame.

We've created a general "BOA 2021" frame as well as event-specific frames for each Regional and Super Regional and Grand Nationals. These can be used by anyone – directors, volunteers, parents, students, etc.

Here are instructions for finding and adding a Facebook profile frame:

- Desktop Instructions
  - o Go to your Facebook profile
  - o Click on/near your profile photo to "update profile picture"
  - o At the top, click "add frame"
  - o On the left, search "BOA 2021" or your event name or location
  - o Click on it to apply it to your frame, then click the blue button at the bottom that says "use as profile photo"
  - o It also allows you to choose how long you'd like the frame to be part of your profile photo, from as little as one hour.

- Mobile Instructions

- Go to your Facebook profile
- Click the camera icon next to your profile photo
- Click "Add Frame"
- At the top search "BOA 2021" or your event name or location
- Click on the frame to apply it to your frame, then click "save" in the upper right-hand corner
- You can also choose how long you'd like the frame to be part of your profile photo by clicking "make temporary"