

Hello Brothers and Sisters.

At the first 2 Academies I didn't realize that the address on the front page of my presentation is in correct. Somehow, I accidentally hit an extra number. My mailing address is PO Box 672 Roseburg, OR 97470 . Sorry for the wrong information again this year. Also it doesn't say that you have to send in a minimum of 6 snapshots for the Certificate from National. It says that any Auxiliary that submits a historian and Media Relations report to their Department Historian and Media Relations Chairman by March 31 2023. So any Auxiliary that sends in the form to me by the deadline, your information will go onto National and they will send the Auxiliary the Certificate. This year has nothing to do with Facebook pages, or posts.

I had aa blast learning new ideas with everyone. Happy to see the friends I have already made in the many years that I have been a member and all the new ones that I have met this year.

It is very easy to open a Facebook page after the Auxiliary has voted on it and decided who is going to be responsible for the page. I would suggest at least 2 people, so if someone is not able to respond to questions etc there is someone else that can post and accept members. You can make your page private to only your members or you can open it to other VFWA members and other Auxiliaries that have a page.

The following information I am getting off the Resources page from National about Facebook pages for Auxiliaries.

Below are some best practices and helpful tips. Use these ideas to help you generate content and keep your Aux page active and awesome.

Have two or three in your Aux be an administrator in your page (ex: President, Sr Vice, Jr Vice, Historian and or a computer savvy member). It's a good way too get a younger member active in what the Aux does.

Upload a great Cover Photo and Profile Picture. A picture of your Post is a great cover photo. Maybe the sign above showing your Post number as the cover photo or the US flag.

In the "About" section: If you have a home post put that address there (no Personal information). Include the phone number of the post (if you have permission). If the Aux has an email address put that in so that they can contact you easier. If your Aux has a website put that information in as well. Also, a story of your Auxiliary would be interesting.

Have a plan! Think about what is going on in your Aux for 3 months and develop a plan for posts. List events, meetings, etc. on a calendar so you can see what's going to happen. You can schedule posts in advance to your page, so it isn't forgotten in our busy lives.

What to Post: Stories of how members are making a difference In your community and the lives of veterans and their families. If you post photos don't forget your photo releases. Do a member of the month or week (bigger Auxiliaries) on what they do for the Auxiliary. You can also highlight someone from a different Aux to make it known on

what they do to promote what we try to do. You can start a question-and-answer section to get the members involved that what is going on, especially the ones that can not make it to a meeting. Don't get into an argument on what is said, and make sure that you are respond with and like the comments. If you don't know an answer and can't find it then you can email or ask a member that has the ability to get the answer higher up in the chain of command. Create an event page that can be shared so more people can send it off. The more people know about an event the more successful it should be. Post pictures of what is going on. Remember the Who, What, When, Where and Why when you post the photos. Some people don't know who everyone is and it is nice to have that information posted. Share posts from National Headquarters, Department page, VFW National Home for Children.

Maintaining an active and awareness Auxiliary page can seem overwhelming but having multiple administrators, developing a plan and scheduling posts in advance will help this method of communication and publicity become easier.

If you are going to attend the National President's visit in September and plan on taking pictures to share with me, please download them on a flash drive. I can't figure out how to use my external hard drive to download them into my computer yet.

Thank you for all your help.

Kathy McCauley