



**Veterans of Foreign Wars Auxiliary
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As we look forward to this year of **Don't Fudge on Care for Veterans** while **Soaring Above & Beyond**, National Historian Ambassador, Jeanne Laurine, would like us all to focus on taking social media to new heights. By developing ideas, coaching, and sharing information. To begin, every Auxiliary in every Department should establish their own Facebook page to share what they are doing with and for Veterans in their community. Facebook allows Auxiliaries to share and promote fundraisers, events, and Programs with a wide audience. Also, this year's Historian & Media Relations National Award for Auxiliaries will be for Most outstanding Auxiliary Facebook Page.

How to establish a Facebook page_____

- Visit the VFW Auxiliary website Resources page. Scroll down to Historian & Media Relations.
- Click on [How to Set Up Your Auxiliary Facebook Page](#) to locate detailed instructions.
- Follow the step-by-step process and helpful tips to create your Facebook page.

Additional assistance for managing your Auxiliary Facebook page is also included in the Historian & Media Relations resources.

Tips for a successful Facebook page:

- Your Facebook page should be kept up to date with fresh ideas to encourage members to follow the page and to check in often.
- Invite your members to join your Auxiliary Facebook page.
- **LIKE & SHARE!** This is how news spreads.
- Only Auxiliary business is appropriate. Politics and personal information should be omitted.
- Post photos, videos, blogs, or vlogs to let everyone know what your Auxiliary is doing.
- Share Programs with your members and the community while also providing options for participation.
- Include a link to your Auxiliary website to highlight even more details about our organization, events, Programs and ways the community can support Veterans.

If you've never created a Facebook page, it is time to move forward and embrace this social media tool. Challenge yourself to step out of your comfort zone. Use online resources for inspiration and access established Auxiliary Facebook pages to see how others promote the ways we support Veterans, service members, their families, and our communities.

As always don't forget to pass on any pictures you take of your Auxiliary's/District's events and everything your Auxiliary is involved with in the community. Remember to snap a picture of any visits you get from our Department Executive Officers and pass them on too! Just a reminder my Department Historian Awards will still be awarded to Auxiliaries who send me the most photos/newspaper clippings of their events over the next year. I look forward to seeing everything you're getting up to this fall!

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