

Veterans of Foreign Wars Auxiliary
Department of Maryland
HISTORIAN – MEDIA RELATIONS PROGRAM







Dorothy Swigon, Historian

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What Makes Social Media So Great?

-  Accessibility – Members and the community can connect with the auxiliary from anywhere eliminating geographic barriers.
-  Flexibility – Virtual meetings can be scheduled at any time, not requiring that members must travel from home.
-  Efficiency – Compared to traditional postage, these forms of communication will allow for quick sharing of information.
-  Variety – Some members may feel more comfortable using written forms like email while others may prefer voice calls. Social media can offer both.

Newsworthy Activities and Events

There are many activities that should be publicized in our Media Relations Program to give pride to our members and raise the awareness of all we do in our communities.

Remember to get articles and photos through the year of these activities and events:

- ★ Help given to community members in natural disaster situations.
- ★ Welcoming troops at the airport as they return from deployment.
- ★ Collecting and donating supplies to local schools.
- ★ Hosting events for our veterans in the VA hospitals.
- ★ Presenting flags to local community groups.
- ★ Recognizing award winners of your VFW Auxiliary contests.
- ★ Conducting patriotic ceremonies and programs.
- ★ Participating in Buddy Poppy promotions.
- ★ Unique auxiliary programs like the Young American Creative Patriotic Art.

Remember to post these publicity events on your auxiliary's Facebook page and website. Text for sample posts are given on page 6 of the *VFW Auxiliary Publicity Guide*.

The member responsible for Historian & Media Relations duties is a memory keeper, and collector of the 5 W's – the who-what-when-where-and-why of your Auxiliary.

-Kristin Digiacoimo, National Historian



The Tools You Need to Get the Word Out

The **National Auxiliary website** at www.vfwauxiliary.org offers many media relations opportunities for both Auxiliary members and for the members of our communities who may be interested in the VFW Auxiliary.

Encourage your **members** to use the website to:

- Print cancer grants.
- Check the dates for national meetings.
- Stay informed on the latest news of our organization.
- Access brochures for guidelines on our different programs.
- Print membership applications to recruit new members.



Get the word out to **non-members** to access the website to learn about the VFW Auxiliary's:

- Scholarships – information on the *Voice of Democracy*, *Patriot's Pen*, and *Sports Clips Scholarship*
- Membership -eligibility criteria and applications are available
- Assistance – offered to veterans and active-duty members of the military and to their families

Programs to Create Your Reel



Searching online you can find several programs to help you to create a reel. Two editing programs that are easy to use for beginners are *Videoleap* and *Filmora*.

Videoleap (Instagram Reels Maker & Editor) – www.videoleapapp.com

No video editing experience is needed to use this video editor on a 7-day free trial. This editor offers thousands of video templates to easily turn your long-form videos or photos into a reel. (If you decide you can do it....to continue making reels, it is just \$5.83 per month.) Once uploaded, your clips can be cropped or split to create a short reel in seconds

Videoleap offers background music and sound effects from their library of royalty-free music or you can add your own soundtrack. There are also over 100 text options and captions.

Filmora – filmora.wondershare.net

This program will let you share on social media directly using Windows 11 and below. Over 800 templates, effects, stickers, text, and music are offered. Auto Reframe will let you resize your video without any quality lost for a professional look. This technology will also place your text into the reel.

Scan online to find the program that best fits your skill level to create a reel. Then post your reel to show how we are *A Force For Veterans*.

(Next month, look for how to create a Reel for Facebook from your phone.)

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