

Veterans of Foreign Wars Auxiliary  
Department of Maryland

## HISTORIAN – MEDIA RELATIONS PROGRAM



*Dorothy Swigon, Historian*

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### FACEBOOK – A Tool for Recruiting

Recruiting should be a part of each Historian & Media Relations Chairman's program for their auxiliary. One of the best ways to get the word out to the community is using Facebook. Recruiting is vital to revitalize our auxiliaries. Bringing in new members, especially the somewhat younger members who frequently use Facebook, will bring fresh ideas and energy to your work for our veterans and their families.

The National Auxiliary *Member resources* for Historian & Media Relations offers Facebook posts for membership recruitment. Five different texts are provided, each varying in length and content focus. Each post also provides a direct link to [www.vfwauxiliary.org](http://www.vfwauxiliary.org) to take the reader to the VFVA's National webpage for more resources.

**Keep Them Coming Back with Photos!** Who doesn't love seeing their friends....and themselves.....in photos??? Update your Auxiliary's website and Facebook pages regularly with photos to maintain their interest. Remember to have permission to take the photos that will be published. Release forms, if needed, are in MALTA for and adults.



*Team Maryland Program Chairmen 2025 - 2026*



*"Let's show our communities, and our nation,  
everything we do to improve the lives of veterans,  
service members and their families."*

*-Kristin Digiacombo, National Historian*



## MORE ABOUT REELS – Creating a Reel From Your Phone

Facebook Reels are created by uploading photos and videos from your phone's photo gallery *OR* by recording video clips. To create a Facebook Reel on your phone the steps may seem long, but they are very simple.

- 1<sup>st</sup> – Open the Facebook app on your phone.  
(Make sure that it is the latest version.)
- 2<sup>nd</sup> – From the feed, tap the + in the top right corner to select *Reel*.  
(The “feed” is the list of stories in the middle of your homepage that includes updates, photos, videos and links.)
- 3<sup>rd</sup> – Add your new video that you want to make into the Reel by tapping the camera icon *OR* an existing video or multiple photos by clicking *Select Multiple*.  
(You can also choose from templates by clicking on *Templates*.)
- 4<sup>th</sup> – You can now add audio, text, effects, or stickers if you would like to embellish the Reel. You can take it simple if it's your first.
- 5<sup>th</sup> – When you are happy with the appearance of your Reel, tap *Next*.
- 6<sup>th</sup> – Write a description for your Reel to identify it.
- 7<sup>th</sup> – Choose an audience.
- 8<sup>th</sup> – If you would like, you can opt to share your Reel on Instagram as well as on Facebook.
- 9<sup>th</sup> – Click the folder icon at the bottom to *download* your Reel to your phone.
- 10<sup>th</sup> – Tap *Share Now* and you're published!

### Recommendations:

- Format – mp4
- Resolution – 1080p
- Format – vertical rather than horizontal
- Audio – music from Facebook's music library

*Let's get Reeling!*



Consider a **phone tree** to contact members unable to attend meetings.



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