

Veterans of Foreign Wars Auxiliary

Department of Maryland

HISTORIAN – MEDIA RELATIONS PROGRAM



Dorothy Swigon, Historian

February 2026



Using Meta Business Suite to Communicate Online

With our seasoned members more comfortable in navigating the world through Facebook (FB), there are still many members who utilize Instagram (IG) instead. But did you know that these two platforms are both owned by Meta and that you can cross-post ensuring that you reach both audiences at once? Manage your FB and your IG auxiliary and district accounts by using the *Meta Business Suite* from either your phone or computer.

The *Meta Business Suite* is a fantastic tool for communication, and it is free and an all-in-one. The suite is designed to help us manage our online presence from one place. It simplifies tasks like creating and scheduling posts, analyzing audience engagement, and even just responding to comments or messages. The suite also provides a central point for managing posts and communications across FB and IG while also allowing you to monitor the performance of your content.

Key features of the suite include:

- A unified dashboard where you can view and manage your accounts in one place.
- Content management where you can schedule and post content to both Facebook and to Instagram simultaneously to save time and ensure consistency in your postings.
- A way to read and respond to messages and comments to your accounts from one location.
- Insights to track the performance of your posts.

It's not hard or complicated to get started in the Meta system.

1. Set up an account. Create a business account (not personal) in both Facebook and Instagram. Then go to *Meta Business Suite* and link your accounts.
2. Explore the dashboard sections – Home, Posts, etc.
3. Plan your content.
4. Engage with your audience by checking your inbox regularly.
5. Analyze and adjust so that it works best for your auxiliary or district.
6. Be on the lookout for inappropriate comments.

The *Meta Business Suite* is a wonderful way to make your communications and publicity effective getting the word out on all that we do for our veterans, their families, and our communities as the Auxiliary to the Veterans of Foreign Wars.





Make Those Photos Fabulous!

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Everyone loves seeing photos – of themselves, their friends....of anything! Photos attract our interest. Here are a few tips for better photography.

- ✓ Understand your composition – Fill the frame and don't be afraid to shoot from different heights and different angles to make your shots interesting. Give your viewers variety so they can't wait to see your next shot.
- ✓ Consider your lighting – Utilize natural lighting whenever possible, avoiding shadows in your photos.
- ✓ Know your camera – If you aren't using your cellphone, get familiar with the settings available in case adjustments should be made to get the best photo possible.
- ✓ Edit wisely – Crop your photo so there is focus on your main point of interest. Lighten shots that may be too dark to see details.

Tell a story in each photo that you take.

Group shots!

Perfect photo opportunities!

You know the saying, "The more the merrier."

Photos of groups, whether large or small, always attract interest. Be sure the photo has a nice background that shows the viewer where the shot was taken or what was happening. Viewers love to know the names of all those in the photo as well.

The photo in this mailing features Misty Read, Cheri Brown, and Nancy Shenk at Perry Point VA helping with gift distributions for our veterans.



We must remember that the future can learn from the past just as the past can learn from the future.

Kristin Digiacomo
National Historian



Dorothy Swigon
Historian-Media Relations Chr.
2546 Lodge Forest Drive
Baltimore, MD 21219
443-695-0456
froggiedar@yahoo.com