

Historian & Media Relations



Hello Friends! We're just a few weeks into this year but its never too early to start looking into what we do in each of our Auxiliaries and our partnerships with our Posts and surrounding communities. Our goals this year are to capture each moment by using bulletins or Newsletters, monthly or quarterly, and sending them to me and/or posting them on your social media AND by sending the electronic documents out to members as well. Created documents can be sent on several email service providers like Constant contact, Mail chimp, Vertical Response, etc.



Guidelines will also include having a Facebook page joint with your Post or having your own Auxiliary Facebook page. Either way, it will be a requirement to have one or the other. If your Auxiliary has their own Auxiliary website that would be a great thing to mention on your year end report as well. Social media outlets include:

- Facebook
- Instagram
- Twitter
- Snapchat
- TikTok
- YouTube



It looks like this year there will some expectations of reaching out and working with local media and offering a communications award to them! This is a great way to get to know local media personalities, whether radio or television, and step out of our comfort zones. All of these I am positive you can do and of course don't forget we are promoting the VFW Auxiliary in all of these promotions, I know you can do it! Here are some media outlets:

- Television
- Radio
- Newspapers
- Magazines
- Newsletters
- Door hangers



Something new this year from me will be training! I will be offering online training, from me, **Liz Herrera**, via zoom, and that date is to be announced! YAYYYY!!! This will be fun way to help each chairman along, see each other face to face, and of course share our triumphs, and I look forward to hearing from all the **Auxiliary Historian & Media Relations Chairman** throughout the state with any questions or concerns. Don't worry if don't have a zoom account, partner with someone in your Auxiliary or Post to help get you connected, we will figure it out and help you, and btw, zoom is also part of communications and it's a good and easy way to learn it and boost your Auxiliary into the future!

Let's not forget pictures and how important it is to keep photos and written reports and history of each of our Auxiliaries. Some ways to keep records and photos are:

- Digital photobook
- Digital scrapbook
- Traditional photo album
- Traditional Scrapbook
- Three-ring binders



There is much more information to share so get started and I will touch base with you all very soon. Best wishes for a great year to you all and I'm asking all **Historian & Media Relations Chairman** to please, please reach out and say hello! Have a great year everyone!!!

Warm Regards,

Liz Herrera

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2022~2023

****Photo release forms located on auxdeptwa.org. Click on Programs, then Historian/Media. Updated YE report 2022-23 will be out next month (please do not use 2021-22).**

