

SCHOOL OF INSTRUCTION 2021 PRESENTATION

Before I begin, I would like to thank you all, once again, for everything you did, this past year, during a very hard time. In spite of everything, many of you still were able to do a lot for your communities and our Veterans.

This year, I am focusing on two areas (that work together). The first one is **PICTURES. Have you ever heard the expression, “A picture is worth a thousand words?”** The Historian program is a good membership tool. What better way for prospective members to see what your Auxiliary offers is by seeing pictures of your projects and how you support your communities and Veterans?

I am asking someone from your Auxiliary to **PLEASE** carry a camera (a phone works nicely) and take a photo or two and send them to me. **YOU ARE CREATING HISTORY!** If you post the photos, **PLEASE** remember the 5 W's (who, what, when, where, and why). **This year, I will have an assistant with me, a news owl, Sylvia, to remind you!**

I am also asking something of the District Presidents. Please take 2 pictures of EACH of your Auxiliaries and send them to me- there will be an award for the best photo.

You can either email me the photos or text them to me. There are 4 reasons why I need your photos this year- our Department Facebook Page is one. Also, I have a closed Facebook Page that they want us to brag about our Department on, a power point presentation we have to do at the end of the year, and I am doing our President's memory book and need your photos. If she attends a function in your area, or District meeting, **please** take some pictures.

Any Auxiliary who I receive pictures from- (I need to receive them from you, not take them off Facebook), will receive bonus points on their yearend report.

The second thing we are focusing on this year is **Facebook**. National **wants each Auxiliary to have their own Page (not with their Post)**. This is the electronic age and we should be heading that way.

I realize this will be a difficult task for some of you. In your packet, I have included directions on how to setup a page. I am here to help you also (either in person, via phone, email, or Zoom). Also, Rose Green is my assistant and she is more than willing to help. Also, check with the youth, or schools in your community.

The reason for National wanting this, I have already touched on- to get word out to our communities about what we do and possible membership tool. This is the age of social media and they want everyone to get aboard!

I would like to find out, today who has their own page. This will help me know where to start. I have a paper with me- by your number, please write yes or no (if you have your own page), and if you do- the name of it, and your historian's name (or contact).

In your packet you will find: How to create a Facebook Page, National Award #1, 2 Photo Releases, Why You Should Have a Facebook Page, **Tentative** yearend report, and a business card. **Please make sure you get these to the proper people.**

In closing, I am looking forward to hearing from and working with many of you this year. **Keep the pictures coming in! We need them!**

THANK YOU! If you have any questions, don't hesitate to ask