



Michigan Department VFW Auxiliary Historian/Media Relations–December 2025-January 2026

www.vfwauxmi.org

Historian/Media Relations-Michigan

National Theme: *From Sea to Shining Sea Honoring Veterans Who Keep Us Free*

Department Theme: *We Don't Know Them All, But We Owe Them All*

Auxiliaries have now been engaged in promoting the organization, post activities, fundraisers, and our programs out into their communities. I hope everyone is getting great results and responses on their endeavors. We work hard to involve the community and members, letting them know what we are all about and putting together many events that help our veterans. We can optimize our efforts by using tools available to us to improve those results.

Many of you know how to use Newsletters, Bulletin Boards, Flyers, and E-mail. Some of you know how to use Social Media sources such as Facebook and Instagram. A few of you know how to make reels and a handful are venturing into educating yourself and experimenting putting reels on social media. On the Historian/Media Relations-Michigan Facebook page you will see some of those reels. I look forward to seeing many, many more. There are many ways to make a post that is considered a reel such as Slideshows, snippets of videos, a recorded video of an event. National Historian & Media Relations Ambassador, Kristin DiGiacomo, has put out information to help us make reels and tools to help us navigate Meta, Facebook and Instagram. I have included this information on the Historian/Media Relations-Michigan Facebook page. It is also available on MALTA.

How to Create a Facebook Reel

Tips to improve Your Content

Managing Your Content on Facebook and Instagram

Using Meta Business.

Check out this information and the many reels posted on the Department Historian page.

The National Historian Program award and Department Historian Award are for making a reel highlighting the VFW Auxiliary in action. Let us get out there and start making those REELS.

THE CHALLENGE IS ON

Challenge for all Auxiliaries to make a reel by Mid-Winter Conference, end of January 2026. Let's see how many Michigan Reels we can get onto the #AuxiliariesinAction page.

Make Michigan Shine!

Post your reels on your Auxiliary Facebook page and post to Historian/Media Relations-Michigan Facebook page. Be sure to write in the “Write something” section explaining the reel, your Auxiliary name, number, and location. Also include #AuxiliariesinAction, that will tag it to the National VFW Auxiliaries in Action Facebook page. Every reel is unique and tells your story. There is no right or wrong way to make a reel, only the story you are trying to tell. Michigan is great, let’s make sure National knows it!

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