



Michigan Department VFW Auxiliary Historian/Media Relations – June/July 2025

www.vfwauxmi.org

Facebook Page: Historian/Media Relation-Michigan

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

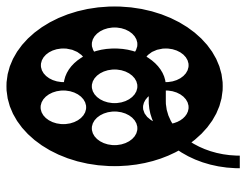
Department Theme: *We Don't Know Them All, But We Owe Them All*

Media outlets have always been traditionally newspapers, TV, newsletters, flyers, bulletin boards, photos and radio. Times have changed even if some of us are stuck in our ways or just have not learned the social media around us. I get it, I am one of you. My son was determined to get me into the present time and bought me my first cell phone. Then he bought me my first laptop and showed me how to use the internet. I remember my 4-year-old grandson having to show me how to do photos on my phone. Even my job as a school bus driver would not let me retire before making me use a computer, our school district was making us punch in and out of work and write up our bus work orders on a computer. Then I married a man who thought it would be fun to introduce me to Facebook. Now, I am hooked. Many of you also have had to become acquainted with the internet and Facebook and are continuously learning. This year the Historian/Media Program is going to help you use the social/digital media sources along with the tried-and-true media outlets.

All auxiliaries should have a Facebook page or share their post Facebook page to reach more members and to communicate with the community. Using both traditional media and social/digital media your able to reach out to a wider audience. The larger the audience the more contribution from members, educating the community about what we do and getting people to join us in our mission is possible. There are directions on the VFW Auxiliary Department of Michigan website (vfwauxmi.org), setting up a Facebook page and a website. (vfwauxmi.org>programs>historian>Facebook and websites).

Make sure you communicate with your members about what the auxiliary and post are doing, keeping them informed. Let them know you know they are out there by remembering birthdays, honoring long time members and inviting them to events, Again, you can use traditional media and social/digital media doing quarterly newsletters, emails, Facebook and post postings.

Another form of media we are going to get familiar with are REELS! Don't let it scare you. It is just a video usually about 90 seconds long. Many of you may have used Reels on Facebook or Instagram. A Reel can be as simple as a video, multiple photos in a collage with music, videos cuts, video with words added to it or a slide show of photos you have added music too. You can put together a Reel on Facebook. If you go to your Facebook page, tap Videos you will see Create Reel, tap it. Experiment with it, try making some simple ones. You can go to your phone photos to pick from. In addition, the music tab gives you numerous songs to play. There are enhancements and templates you can use your camera to make a video. You can also save an unfinished Reel to come back later to finish. Like my son would say to me, just play with it.



When you need to make a Reel highlighting your auxiliary in action for the National Auxiliary Award you will have it figured out.

We will be presenting learning information throughout the year at trainings, School of Instructions, and emails throughout the year. There will also be instruction on how to make a reel in Malta (Malta>membership resources>historian/media relations> how to create a reel).

Always remember we are in this together, touch base with those who are familiar with today's social/digital media. Tap into their knowledge and experience, we all have things we bring to the table in our auxiliary. Remember to join the Department Historian/Media Relations Facebook page (Historian/Media Relations-Michigan). Everyone are welcome to share their auxiliary program activities, and I will have updates, information and useful instruction posted.

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