

**Michigan Department VFW Auxiliary  
HISTORIAN/ MEDIA RELATIONS BULLETIN  
January/February 2022**

[www.vfwauxmi.org](http://www.vfwauxmi.org)

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

*National Theme: Soaring Above & Beyond*

*Department Theme: Tell Our Story of Service*

Ambassador's Laurine's Facebook Goal

During the month of November there was a Zoom Meeting with Department Historian/Media Relations Chairmen and our National Ambassador. The purpose behind the meeting was the same as any of our own committee meetings. Our ambassador wanted us to come together so we can meet each other, get inspiration, and help one another. Each Department Historian/Media Relations was given up to 3 minutes to give an overview of the progress since the previous month. During this meeting the emphasis was how far we are coming with our Auxiliaries increasing their presence in the world of social media, especially on Facebook. Not only does she to see more, preferably all auxiliaries with a Facebook page, but would like those with pages to use be utilizing them frequently and effectively for our mission.

Michigan is one of the bigger states not just in size and population, but also in the number of auxiliaries compared to those participating in the meeting. It is already taken into account that would be harder for us to have 100% of our Auxiliaries to have a Facebook page. We are a LONG way from that at 31%.

Trying Something New

Today's society is a society of technology. As we all know, most people have always at least one electronic device on them. Chances are that piece of technology has an internet connection. It is amazing what we can do in split second when we have the capability. Using social media does not mean getting rid of your print versions. Social media includes your print materials. Remember that not everyone internet friendly, or even if they are internet friendly, has 24/7 access to the internet. Why not use both methods? If we utilize both methods we reach twice as many people, double the chance of gaining new members and we'll increase the power of our advocacy.

Have you considered starting a blog? This form of website would allow you do videos, writings, advertise anything you want about your organization your way without the worry that someone on Facebook will flag it.

Awards

Remember that every auxiliary can receive a citation from National for having a Facebook Page; but there is a catch: the page must be an auxiliary page only! The form is available on the Department website. Sent it along with a minimum of 6 screenshots of your Auxiliary only Facebook page. I have received one packet.

### Reporting Reminder

Reporting can be tricky when social media is involved. There are still quite a number of reports that are being reported under Historian/Media Relations that need to go under other chairmanships. Suggestion before hitting submit: Ask what was the purpose behind using the social media? If the purpose was to support a specific program (i.e., Scholarships, Youth/Camp Trotter, Veterans & Family Support, etc.) report under that chairmanship. If the report was for historian purposes or promoting the Auxiliary as a whole, then it is under this chairmanship.

### Mid-Winter

Don't Forget that Mid-Winter Conference is January 27-29 in Kalamazoo at the Radisson. The agenda is posted on the Department website. If you did not make reservations, we hope you will still come down for trainings if you are able.

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