

2025-2026 BULLETIN 1  
Historian and Media Relations  
*"Let's Keep the Home Fires Burning"*

Historians – Please take a moment to review the School of Instruction materials on the webpage - <https://vfwauxwa.org/di/vfw/v2/default.asp?pid=137922>. This will provide you with the key items for this program year. While this program is generally the same annually, we sometimes get chances to learn new skills and try different experiences. This program year there is emphasis on social media reels. Facebook is the main platform most of us are using. I do recommend looking at Instagram as well if you have the time and workforce to make it happen. If you set one up, please let me know so we can follow your auxiliary.

A one-page Reels guide is available to help you begin. Reminder we will be doing training at Mid-Winter on them. There will be some scripts and options for you to choose from. 😊

Share your pictures, use your hashtags, and share your events with your local networks in your area.

For capturing history – I would love to learn what year your auxiliary was established and if you can actually find anything from that time period. Share your photos and info with me via email or tag the Department in your social media post with this information. @VFWAuxiliaryDepartmentofWashington

**In Search Of:** I am seeking a couple of people to assist with photo taking, social media posting, and website assistance. If you are interested in learning more, please reach out and we can discuss the details. Capturing the story is a team effort. 😊 And please let me know if I can assist you in any way.

Thank you!

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# VFW Auxiliary Historian & Media Relations

## How to create a Facebook Reel



### What is Facebook Reel?

*Facebook Reels are a new way to create short, up to 90 seconds long, entertaining videos.* Reels allow you to add your own original audio, captions, stickers, backgrounds and use a range of filters. Facebook Reels can be created by uploading photos and videos from your phone's photo gallery or by recording new video clips during the creation process.

### To create a Facebook Reel on your phone:

1. Open the Facebook app on your phone.
  - Make sure you are using the latest version.
2. From your feed, tap the + in the top right and select "Reel."
3. Add a new video (tap the camera icon), add an existing video or multiple photos by clicking "Select multiple."
  - Alternately, you can click on "Templates" and choose from an existing template.
4. Add audio, text, effects, or stickers.
5. Tap "Next" when you are finished.
6. Write a description for your reel.
7. Choose an audience for your reel.
8. Opt to share the reel to Instagram.
9. Click the folder icon at the bottom to "download" the Reel to your phone.
10. Tap "Share now" to publish your reel.

### Here are some tips for creating Facebook Reels:

- **Recommended format:** .mp4
- **Recommended resolution:** 1080p.
- **Recommended video format:** Vertical videos are easier to create than horizontal videos.
- **Video quality:** Avoid low-quality videos, like those that are blurry or recycled from other apps.
- **Audio:** Use music from the Facebook music library or create or find your own original audio. You can also add a voiceover to personalize your content.
- **Length:** Reels can be between 3 seconds and 90 seconds long.
- **Engagement:** Use creative tools like text, filters, or camera effects, stickers, and drawings.

Questions? Contact National Historian & Media Relations Ambassador Kristin DiGiacomo at [vfwauxpahistorian@gmail.com](mailto:vfwauxpahistorian@gmail.com).