

The Auxiliary Historian and Media Relations chairman will work to capture the story and find ways to record the auxiliary's history regularly; share the upcoming opportunities with auxiliary members and the community; and train members how to assist with these actions.

Capture Auxiliary History

We have to be able to capture our organization story at the auxiliary, district, and department level on a continuous basis in order to share the Auxiliary's history long term. How do we continue doing this in an endlessly changing world? Do we maintain paper and printed pictures or look at electronic record options that can be sustained over time? This is a discussion your auxiliary members should have to determine what works best. Remember to include the key factors of who, what, when, where, why, how, and any photo releases that might be needed. You can:

- Create a scrapbook of events that have taken place.
- Create an annual Auxiliary report which highlights the work for the year.
- Document special events and opportunities that occur with photos and short write ups.
- Post to social media and / or websites



DEPARTMENT PRESIDENT TRAVELS: If you have pictures and information from Department President Robyn's travels, official visits, and other official functions feel free to email me (rseebergerauxvfw@gmail.com) 2-3 pictures, the date, event / activity title, and a short write up on the adventure. Your assistance will help to build her keepsake to commemorate her year. You can add the pictures to the Photo Circle from your phone.

LINK: <https://join.photocircleapp.com/5XMJNMS1CT>

Communication

How is your auxiliary engaging with members and the community?

- Social media – Facebook, Instagram, etc.
 - See below for more information on **Reels**. The National Ambassador is challenging us to learn how to make them and use them.
 - Are you reaching your intended audience on social media? See below for info on the difference between a Facebook page and Facebook group.
- Local newspaper, radio, and television reporters.
- Community events and other organizations in which you are involved.
- Request to post information on:
 - Post website or social media.
 - Dept of WA Auxiliary social media or website– www.vfwauxwa.org

- On Facebook TAG US. At the end of your post type **@VFWAuxiliaryDepartmentofWashington** and it will alert us of your post.
- Remember your hashtags - **#vfwauxwa #auxiliariesinaction**
- Local social media pages with large followings which align with event effort and mission. Sometimes just asking can help reach a larger network.
- WDVA events (www.dva.wa.gov/calendar to submit your event to the calendar)

Reels

If you want to boost your event's visibility and engagement, consider creating a Reel on Facebook. Reels are short, engaging videos that can capture attention and spread your message quickly. Creating Reels is a fun way to highlight events, share updates, or celebrate accomplishments in a visually dynamic format. Experiment with different ideas and see what resonates most with your community!

Creating reels and sharing on social media is one of the challenges from the Historian and Media Relations National Ambassador. Make sure to read "How to create a Facebook Reel."

Training Opportunity on Reels

I am working to set up a training session to help all of us work through creating reels and posting to social media. This training will be offered at Mid-Winter. Creating a reel is part of the National's challenge for the year.

MALTA and Training

National offers a variety of resources on MALTA (<https://malta.vfwauxiliary.org>) to assist with media resources, basics of social media, emblem branding, and much more. Online Auxiliary Academy (<https://vfwauxiliary.org/online-auxiliary-academy/>) has training webinars available to members to participate in at your own pace.

Save the Date – National Presidents Visit

The National Presidents visit is projected to take place March 2026. This will be a Spokane based event. More details are to follow soon from the chair coordinating the event.

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!

Robbin Seeberger

VFW Auxiliary Department of WA - Historian and Media Relations Chairman 2025-2026

Email: rseebergerauxvfw@gmail.com Cell (text ok): 253-209-2205

2025-2026 Historian and Media Relations Year End Report

District: _____ Chairman: _____

Auxiliary Name and Number: _____

Communication

Did you communicate with your members _____ monthly or _____ quarterly?

Check the methods: _____ Email _____ Text _____ Phone call _____ Mail

Websites and Social Media – Does your auxiliary have:

Facebook Page:	Auxiliary _____	Joint with Post _____	None _____
Website:	Auxiliary _____	Joint with Post _____	None _____
Instagram:	Auxiliary _____	Joint with Post _____	None _____
Other: _____	Auxiliary _____	Joint with Post _____	None _____

Facebook Page Name _____

Your Auxiliary (joint with post) Website: _____

Other social media site addresses used: _____

Did your auxiliary develop and share any REELS on social media? _____ Y _____ N

MALTA and Trainings

Did any members of your auxiliary participate in training at School of Instruction (Dept or District), Mid-Winter, or another auxiliary event? _____ Y _____ N

If yes, which ones and how people?

History

Share via write up and/or photos about something your auxiliary did this year that should be noted in your auxiliary history books. Any items sent with the end of year report should be captured in a one-page document no larger than 8.5 x 11 and will NOT be returned.

Year End Report due by April 15, 2026

Email: rseebergerauxvfw@gmail.com

Complete form online: <https://forms.gle/hbDBWB2tMXfgn79aA>