

2026-2027 SCHOOL OF INSTRUCTION

VFW AUXILIARY, DEPARTMENT OF
WASHINGTON

Historian & Media Relations

"Hold On, Be Strong"

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Historian & Media Relations

Preserve, document, and promote the Auxiliary story — “Let’s Keep the Home Fires Burning”

Capture the history

- Look through the treasures in your Auxiliary's boxes and closets, then write up the stories behind them.
- Scrapbooks, annual reports, event write-ups, and digital archives all preserve the record.
- Always include who, what, when, where, why, and how - plus any photo releases.

Promote and connect

- Reach members and the community through social media, local papers, radio, and TV reporters.
- Facebook, tag **@VFWAuxiliaryDepartmentofWashington**
Hashtags: #vfwauxwa and #auxiliariesinaction.
- Send to us for posting to vfwauxwa.org. Submit events to WDVA calendar at dva.wa.gov/calendar.

Technology and training

- Use more than one storage method - cloud platforms, drives, and Photo Circle - for long-term security.
- Creative digital sharing of history is the National Ambassador's challenge. Watch bulletins for more info.
- National Citation form is due no later than March 31, 2027.

Capture the history of your Auxiliary, District, and assist with the Department through digital and traditional methods, media, and research

Capture the Auxiliary's history

Record the story at the Auxiliary, District, and Department level on a continuous basis.

- Look through the treasures already in your boxes and closets — what tells the Auxiliary's story?
- Decide together what works best — printed scrapbooks, electronic records, or both — and where they will live long term.
- Build an annual report, document special events with photos and short write-ups, and post to your website or social media.
- Always capture the who, what, when, where, why, and how — plus any photo releases you need.

DEPARTMENT PRESIDENT'S TRAVELS

Email me 2-3 photos, the date, the event title, and a short write-up from official visits so we can build the keepsake. [2026-2027 Photo Circle link <https://join.photocircleapp.com/KFZBJC1AGV>]



Tracie Tomsen - 26-27
VFW Auxiliary Dept Of W...
Join my circle by scanning
the QR Code above





Communication and media

How is your Auxiliary engaging with members and the community?

- Social media — Facebook, Instagram, and your Post or joint pages. Know the difference between a page and a group so you reach your intended audience.
- Local newspaper, radio, and television reporters, plus community events and partner organizations.
- Ask to be posted on your Post website and on the Department Auxiliary's site, vfwauxwa.org.
- Submit your events to the WDVA calendar at dva.wa.gov/calendar.

Train

- MALTA (malta.vfwauxiliary.org) and the Online Auxiliary Academy offer self-paced training year round.

TAG US SO WE CAN SHARE IT

End your Facebook post with **@VFWAuxiliaryDepartmentofWashington** and use the hashtags **#vfwauxwa** and **#auxiliariesinaction**.



Ways to build a digital footprint

Every channel below leaves a searchable record of your Auxiliary's work — pick a few and post consistently.

Social media

- An Auxiliary Facebook page, or a shared page with your Post.
- Know the difference between a page and a group so you reach the right audience.
- Tag the Department page and use #vfwauxwa.

Websites and calendars

- Ask to be posted on your Post website and on vfwauxwa.org.
- Submit events to the WDVA calendar at dva.wa.gov/calendar.
- Keep officer names and contacts current so people can find you.

Photos and video

- Short Reels and videos from events, meetings, and ceremonies.
- Shared Photo Circle albums so members can add their own shots.
- Collect photo releases before anything is posted.

Records that last

- Digital scrapbooks, annual reports, and event write-ups.
- Newsletters and member emails that double as a written record.
- Back everything up in the cloud and on a drive.

STORE IT SO IT LASTS

Cloud platforms, flash drives, external hard drives, and Photo Circle all work. A steady digital footprint beats an occasional post. Choose two or three channels your Auxiliary can keep up with all year

CALL TO ACTION

Capturing the story is a team effort

- ✓ Find the most unique ways to capture your Auxiliary's digital history this year — then share them with us.
- ✓ Send me photos, videos, and short stories to post on the website and social media.
- ✓ I am looking for a few members to help with photography, social media posting, and website support.
- ✓ National President's visit – dates will be provided as soon as we have them.

NATIONAL CITATION

March 31, 2027

Complete and submit the National Citation form to me no later than this date.

QUESTIONS? REACH OUT

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Historian & Media Relations Chairman

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253-209-2205 (text is fine)

vfwauxwa.org | [#vfwauxwa](https://twitter.com/vfwauxwa)



END OF YEAR REPORT

April 15, 2027

Complete and submit later than this date
Mail or complete Google form. .

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