

Historian & Media Relations (HMR) Program

December Promotion

A Tip for Working Smarter: Be Like an 'Investigative Reporter' When You Post on Social Media

The key point of the Historian & Media Relations Program is to publicize / capture / preserve your Auxiliary's story so you can share it with your community.

- When you take photos of your activities and post them on social media, you are helping to share your Auxiliary's story, so be sure to include the "5Ws" in the text you post along with the photos.
- Every member of your Auxiliary acts as the Historian whenever he/she takes a picture of some Auxiliary activity or event. Each one should try to cover the "5 Ws" like an investigative reporter:
 - Who – get the spelling of the name(s) of the people in the photo
 - What – identify what the photo covers
 - When – make a note of the date
 - Where – note the location
 - Why – note the purpose
- *"We have to keep reaching out to members and non-members to tell the story of who we are, what we do, how we help veterans and to educate others about our nation's patriotic traditions." ~ Nicole Koutz, National Historian & Media Relations Ambassador*

You can add a hashtag when you pair up the pound sign / the number symbol (#) with a word or words used for describing a topic or theme – with no spaces. You can make up and use multiple hashtags on the same post. These can lead the readers to learn more about your Auxiliary's activities, events and programs.

A Tip for Working Smarter: Check MALTA'S *Member Resources* For Tools to Publicize Your Auxiliary

<https://malta.vfwauxiliary.org/MemberResources>

- Does your Auxiliary send out a newsletter or bulletin? Is it printed hard-copy or electronic?
- Does your Auxiliary have a website? Do you have your own? Do you share one with your Post?
- Have the Auxiliary President, Historian or Secretary looked at and used the VFW Auxiliary Publicity Guide?
- Want to create something with the Auxiliary official logo, but don't know what is allowed and what requires National's approval first?

For helpful tools, tips and answers to these and other questions, look at the new **Historian & Media Relations** tab in the new **Member Resources** section of MALTA. There is a wealth of material for you – 40 documents, forms and "How To" presentations in 9 sections:

- Websites & Social Media – Facebook and Other Websites
- Publicity Tools & Press Releases
- Auxiliary Emblem Branding Center
- Sample Photo Release Forms
- Speaker's Bureau Tool Kit
- Sample Speeches
- Award Forms
- Nicole Koutz' presentations on the Historian & Media Relations

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Be sure to put in a "Historian & Media Relations" report when you post or publish something, and if you create and use a new hashtag on a social media site. Please remember that the reports you send to Department are not supposed to just tell that something occurred at your Auxiliary, but rather to tell how you publicized or documented that event as part of your Auxiliary's story. As always, please don't hesitate to call or drop me a line if you have any questions or comments.

LeAnna and I want to thank you for all you do for our veterans, and wish you and yours a Merry Christmas and Happy New Year!

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