

Historian & Media Relations (HMR) Program

October Promotion

A Tip for Working Smarter: Use Hashtags 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. One way to publicize and promote your Auxiliary is to use hashtags when you post something to a social media platform like Facebook, Instagram or Twitter. Using hashtags makes it easier to find things you post and share online. More importantly, it makes it easier for others to find what you have posted. Use them like signposts to direct the viewing public to your photos, flyers and announcements.

You can create 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. If you use a smartphone, mobile device, laptop or a computer, you can do it. For example, President Mary Anne's theme is "VFW Auxiliary Family One Team, One Heartbeat." As a hashtag, we use **#oneteamoneheartbeat**. If you type that into a social media platform like Facebook or Instagram, the result is the same – you'll be taken to whatever the Department has posted of photos, flyers and other information on that platform.

Many Auxiliaries share a Facebook page with their Posts – creating a hashtag that puts your Post/Auxiliary number after the prefix #vfw (for example, #vfw123456) will help your members, and the community, find your material. It's smart to create a hashtag that you will use repeatedly – such as #vfwaux123456), because if you broadcast that information to your members, it will help them locate your postings right away.

You can make up and use multiple hashtags on the same post. This allows you to use several different key words or phrases – casting a wider 'net' -- to pull in the viewing public to see your posts. Treat them like a trail of markers to lead the readers to learn more about your Auxiliary's activities, events and programs.

Be sure to put in a "Historian & Media Relations" report if you create and use a new hashtag on a social media site.

So, here's to working smarter – not harder -- to showcase our Auxiliaries, our activities and highlight our support to our cause. As always, please don't hesitate to call or drop me a line if you have any questions or comments.

Maddie