

HISTORIAN AND MEDIA RELATIONS PROGRAM

DECEMBER PROMOTION

Happy February Department of California,

As love is in the air for this upcoming Valentines Day, I thought it was fitting to show the love for our organization. We had an amazing VOD/CofA weekend in January and were blessed with the attendance of the VFW National CIC Al Lipphardt, hailing from the great state of Georgia and our very own National Membership Ambassador Linda Roloff from the great state of Alabama. I posted all of the photos I took, on our Dept of California Auxiliary Facebook page. The gathering was fantastic for all those that could attend, and as always, wonderful to see everyone and also so dressed up.

I have been approving reports for my program and would like you to remind your Historian/Media Relations chairmen to report anything and everything that they post on social and traditional media platforms, as well as flyers for activities for the post. Pictures that were taken at these activities are a great reminder of what we do and how we can impact Veterans and their families. Sharing and advertising these functions helps our organization immensely. Also every email, social media post is its own report. I have seen some reports come in that showed a date range of a few months, stating that emails are sent on a monthly basis. So please, have your Historians break that down for proper activity credit.

I am also attaching a couple of resources found in the Historian/Media Relations section of MALTA. One is for Active and Awesome Facebook pages and another is the National judging form that needs to be submitted to me by the 31st of March. This is showing the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.

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