

USING SOCIAL MEDIA TO FURTHER THE MISSION OF THE VFW AUXILIARY

SEPTEMBER PROMOTION



01.

Know your audience

Remember that when you post on social media, you are not talking to your members; you are talking to the public about what you do. They might not be familiar with the terminology or acronyms we use, so ensure you explain it clearly, as if someone who has never heard of us needs to understand it.



02.

Choose the right social media platforms

Different Social Media platforms are used for different things. If your Auxiliary has a lot of photos being taken Instagram might be the best option for you. If you want to record reels and never post a lot of words Tik Tok might be for you. You can have multiple platforms at once or choose just one that is right for the audience you are trying to reach.



03.

Competitor research

The process of competitor research is used by companies all the time and while the Auxiliary is slightly different, you see the same sort of analytics every day. What are the popular pages in your feed doing on their social media? Can you do the same thing with yours? What do you like as a consumer?



04.

Personalize content

Personalized content is a marketing strategy that uses data about a user to deliver tailored experiences and messages across multiple platforms. For an Auxiliary this means know your audience. We have veterans, maybe families. So you would gear your content toward those groups specifically to get their attention and interaction with you.



05.

Increase web traffic

Increasing your web traffic on your social media means that you are spreading the message of our organization to more people than ever before. We want to make sure we are putting our best foot forward to a broader group of people who might not have heard of us before.



REMEMBER YOUR WHO!

S

SPECIFIC

Set specific goals for what you hope to achieve. For example, “We want to increase followers on our Instagram account.” Instead of “we want to increase presence.” Specific goals are easier to plan for and therefore more attainable.

M

MEASURABLE

Define what success looks like for you. Include clear metrics so it is easy for anyone in your Auxiliary to know when the goal has been met. Working together as a team is more rewarding when the goal can be tracked visually. Example: Increase followers by 1,000

A

ACHIEVABLE

Make sure the goals you are setting are realistic and attainable. This should be based on your resources and constraints. If you don't have a designated social media person, deciding your Auxiliary will post something every day for a month is not realistic. Starting with a schedule of once a week would be more achievable for now.

R

RELEVANT

The content you post on your Auxiliary Social Media should be relevant to our mission as an organization and the services we provide to veterans. Posting about patriotic holidays and events you're participating in is a good example of this, while posting about what you ate for lunch today is not.

T

TIME-BASED

Set a deadline for your goal to create a sense of urgency and a clear timeframe for evaluation. These timeframes can vary depending on the goals you have set, both in the long term and the short term. A great time for these updates is your monthly business meeting.