

Facebook Tips for An Active and Awesome Auxiliary Page

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When it comes to social media, not all platforms are created equal. However, Facebook is a must - especially if you do not have a Department website!

Most social media experts suggest you post AT LEAST once or twice per day to Facebook. How do you have time for that? How do you come up with that much stuff to post? It can be overwhelming - especially with all the other duties you have!

Below are some best practices and helpful tips. Use these ideas to help you generate content and keep your Department Facebook page active and awesome!

- **Have two or three people in your Department be an Administrator of the Department's Facebook page** (ex: Department President, Department Senior-Vice President, Department Junior-Vice President, Department Secretary, Department Historian, a social media savvy member, etc.)
- **Upload a great Cover Photo and Profile Picture.**
 - A Cover Photo is horizontal (across). Pick a photo that was originally horizontal for your Cover Photo.
 - A Profile Picture is square. Pick a photo that was originally square for your Profile Picture.
Tip: Do not use a photo of your Department President as the profile picture.
- **Review the "About" section. Does it need to be updated?**
 - Address of the Department office (NOT your personal address)
 - Phone number of the Department
 - Email of the Department
 - Website of the Department (if applicable)
 - Company Overview
 - Story
- **Facebook Web Address (unique URL)**
 - Know your Department's Facebook URL, i.e. the Facebook web address.
(<https://www.facebook.com/VFWAuxiliary> - this is National Headquarters)
Tip: Add the Facebook web address to all communication sent from Department Headquarters. Include a hyperlink in your email signature; list it in Department newsletters, promotionals, the program book, dues notices, etc.

- **Have a Plan!** Think about everything going on in your Department in the next three months and develop a plan/schedule for posts. List events, meetings, etc. on a calendar so you can see what's coming up. You can even schedule Facebook posts in advance on your Department page to save time.
 - What to Post:
 - Stories of how members/Auxiliaries in your Department are making a difference in their community and the lives of veterans and their families. *Tip: Photos and/or videos are a must and are relatively easy to obtain with the extensive use of smartphones.*
 - Member of the Week/Month *Tip: Highlight a member from a different District or Auxiliary each week/month.*
 - Question/Conversation starter – ask members for their opinion or to share their member experience. *Tip: Reply and “like” comments!*
 - Event promotion. *Tip: Create an event page members can share to invite others.*
 - Photos of events that took place.
 - Links to Department forms, program book, etc.
 - Share posts from:
 - National Headquarters
 - VFW National Headquarters
 - VFW National Home for Children

Maintaining an active and awesome Auxiliary Facebook page can seem overwhelming, but having multiple administrators, developing a plan and scheduling posts in advance will help this method of communication and publicity become easier.

Active and Awesome Auxiliary Facebook Pages

The following Departments have consistently had outstanding Facebook pages for several years. Check out their pages for examples of ways to have an active and awesome Department Facebook page:

- Department of Colorado: <https://www.facebook.com/ColoradoVFWAuxiliary/>
- Department of Maryland: <https://www.facebook.com/VFWAuxiliaryMaryland/>
- Department of Pennsylvania: <https://www.facebook.com/pavfwaux.org/>