



# VFW AUXILIARY

## Best Practices For Your Auxiliary or Department Facebook Page



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- Have two people in your Auxiliary be an administrator of the Auxiliary or Department Facebook page.
- Upload a great Cover Photo and Profile Picture (samples located on the VFW Auxiliary website, [click here](#)).
- Complete the “**About**” section using the Post’s information.
  - Address of the Post/Department
  - Phone of the Post/Department
  - Email of the Post/Department
  - Website of the Post/Department (if applicable)



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## **Best Practices for Your Auxiliary or Department Facebook Page**

### *Have a Plan!*

- Don't set up your page and never post on it. Just because you build it doesn't mean they'll come!
- Think about everything going on with your Auxiliary or Department in the next three months and develop a plan/schedule for posts. List them out on a calendar so you can see what's coming up.
- Include your Facebook address on all your marketing materials (i.e. flyers, brochures, posters, business cards, etc.) so people know how to find you online.



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### *What to Post*

- Information about upcoming events.
- Photos from events.
- Questions/fill-in-the-blanks for members to answer.
  - Ex: Tell us! A reason I am a member of VFW Auxiliary 123456 is \_\_\_\_\_.
- Share posts from:
  - VFW Auxiliary National Headquarters
  - VFW National Headquarters
  - Local VFW Post
  - VFW National Home for Children
  - Military-related news (i.e. from Military.com, Stripes.com, etc.)



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## **Best Practices for Your Auxiliary or Department Facebook Page**

### *Posting Etiquette*

- Use proper spelling and grammar.
- Keep post between 3-5 sentences (no more than 75 words).
- Post no more than three times per week.
- Post at least 3 times per week.
- Answer questions and respond to comments.
- When responding to someone, use the person's name.
  - Ex: Thanks for sharing, Tina! We hope to see you at our Tiny Wheels Rodeo on Saturday, July 13.
  - Ex: Great question, Sharon. Please call 555-1234 for more information or email your phone number to (list your email address) and we'll contact you.



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***“You can please some people all of the time,  
you can please all of the people some of the time,  
but you can’t please all of the people all of the time.”  
- John Lydgate***



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## Best Practices for Your Auxiliary or Department Facebook Page

### *Posting Etiquette – How to respond to a negative post/comment*

People get upset sometimes and they might vent their transgressions on Facebook. While you can't prevent someone from posting something negative on your page, you CAN respond properly. Here's some ways to address negative posts/comments:

- **DO** delete a comment if it's obscene, inappropriate or abusive.
- Do **NOT** ignore or delete negative comments such as:
  - “The post and Auxiliary don't do anything in this town for Veterans or their families.”
  - “That bike ride was a waste of time. I don't even know what they did with my money.”
  - Instead, respond by offering an apology and solution or information.
  - When responding, use “**we**”, not “**I**”.



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## **Best Practices for Your Auxiliary or Department Facebook Page**

### *Posting Etiquette – How to respond to a negative post/comment*

#### Possible Negative Comment:

- The post and Auxiliary don't do anything in this town for Veterans or their families.

#### Possible Response:

- I'm so sorry you feel this way. That is not what we want to hear for Veterans and their families. So far this year we've had three events and we've raised \$2,500 for scholarships, emergency assistance for clothing, food and shelter, and drove more than 300 miles taking Veterans to doctor appointments. We encourage you to view our event photos to see our Auxiliary in action.





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### *Posting Etiquette – How to respond to a negative post/comment*

#### Possible Negative Comment:

- That bike ride was a waste of time. I don't even know what they did with my money.

#### Possible Response:

- We're so sorry to hear that! We appreciate your concern for Veterans and their families. The bike ride raised \$500 and the money will be divided in two \$250 scholarships. One to assist a Smith High School student attend college next year and one to assist a Veteran attend college next year. Check our page in a few weeks to see pictures of the scholarship being awarded!



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**Questions?**

**Facebook Help Center:**

**<https://www.facebook.com/help>**