



# VFW AUXILIARY

**Welcome!**

*Online*   
Auxiliary  Academy

UNWAVERING SUPPORT FOR UNCOMMON HEROES®



# VFW AUXILIARY

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



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

- Have two people in your Auxiliary be an Administrator of the Auxiliary or Department Facebook page.
- Upload a great Cover Photo and Profile Picture.
- Complete the “About” section using the Post’s information.
  - Address of the Post/Department
  - Phone number 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 to 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 of your marketing materials (i.e. flyers, brochures, posters, business cards, etc.) so people know how to find you online.



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## Best Practices for Your Auxiliary or Department Facebook Page

### *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 12345 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 Posts between 3-5 sentences (no more than 75 words).
- Post no more than 3 times per day.
- 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 get in touch with you.



# VFW AUXILIARY

***“You can please some of the 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*



# VFW AUXILIARY

## 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 a 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:**

- We're sorry that you think we don't do anything in this town for veterans or 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's appointments. We encourage you to view our event photos to see our Auxiliary in action.



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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:**

- 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 can assure you it wasn't a waste of time to 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?

**Contact Megan Zinn-Sanchez  
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