

Historian & Media Relations Newsletter

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What Are Facebook Reels? A Simpler Guide

I've had many questions on reels so thought I would recap a simpler explanation for you all. Think of Reels as Facebook's version of a mini home movie!

If you've ever taken a video on your phone and shared it with family, you already know the basics of Reels. The main difference? Reels are short videos (up to 90 seconds) that play vertically on your phone screen - just like when you hold your phone upright to take a video.

Why should we care about Reels?

When you post a regular photo or text update on Facebook, only your friends see it. But Reels can reach people beyond your friend list - including potential new Auxiliary members in your community! It's like putting a flyer in the newspaper, but free and seen by more people.

What makes a Reel different from a regular video?

- It's short - Like a TV commercial, not a full show (3-90 seconds)
- It plays automatically - People don't have to click "play"
- You can add fun touches - Music from Facebook's library, text on the screen, stickers
- It reaches more people - Facebook shows Reels to people who might be interested, not just your friends

Simple Ideas for Your First Reel:

1. Show a flag presentation ceremony - 30 seconds of the flag being presented, add patriotic music
2. Show your members in action - Serving food at a veteran dinner, wrapping gifts, visiting the VA
3. Introduce your Post - Quick tour of your Post home saying "This is where we meet!"
4. Thank you message - Film yourself thanking donors or volunteers (15 seconds is plenty!)

You Don't Need to Be a Tech Expert!

Use the videos and photos already on your phone. Facebook has simple templates you can use. If you can send a text message, you can make a Reel. The Bottom Line: Reels help more people see the good work your Auxiliary does. And that means more support for our veterans.

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

Historian Book

Writing Compelling Captions for Your Historian Book!

Great photos capture the moment, but great captions tell the story! Your Historian Book isn't just a photo album - it's a narrative of your Auxiliary's year in service. The Foundation: Always Include the 5 W's

- WHO - Name the people in the photo (spell names correctly!)
- WHAT - What activity or event is happening?
- WHERE - Location (be specific: "Columbia VA Hospital" not just "hospital")
- WHEN - Full date (December 15, 2025, not just "December")
- WHY - The purpose or impact of the activity