

Historian & Media Relations Newsletter

Vanessa Reynolds
Historian & Media Relations Chair
(803) 397-8899
Sunshinereynolds0921@gmail.com

The National Organization is asking all auxiliaries to use hash tags for each program that is applicable when using social media. The official hashtag for

Historian/Media Relations is

#AuxiliaryMedia. Please make sure to use on all of your social media posts! See the attachment for some additional ideas/information on Reels from our National Ambassador Kristin Digiacomio.

Let's Talk Historian Book!

There will be judging at the Department Convention in June for your Historian Book! You work so hard all year this is your time to show it off! Historian Books should also be kept at your Post- not just for your members to revel at (including your Comrades) but for future members to learn from, springboard ideas on and see the wonderful history of your Auxiliary in Action. I was asked at the SOI if you can submit a digital Historian Book and after talking it over with Madam President- YES! They will need to be submitted as a Power Point Presentation by May 1st so I will have time to combine them for viewing at the Convention. Please make sure it has a Cover Slide with your Post information and and closing blank slide so when I combine, the next Post's will be easily discerned. Please let me know if you have any questions!

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

There are several different ways to do a Historian Book! Each newsletter I will highlight a few ideas- let me know if you have any you would like for me to include in future newsletters!

Classic Scrapbook Style

- Archival-quality scrapbook with acid-free pages and photo corners
- Include newspaper clippings, event programs, certificates, and photos
- Add handwritten or typed captions with the "5 Ws" (who, what, where, when, why)
- Use patriotic themed embellishments and dividers for different quarters or events
- Easy to display at meetings and pass around for members to enjoy

Reels –Tips to Improve Your Content
2025-2026 National Historian & Media Relations Ambassador
Kristin DiGiacomo

Are you still struggling to understand how Reels can help spread the word about our Programs and the Auxiliary organization as a whole? It's ok if you are, this is something very new to many of you. I fully anticipated lots of questions and uncertainties!

Reels provide a dynamic way to engage viewers, encouraging them to participate, share and connect with us more personally. By captivating the audience with engaging Reels, we can direct more website visitors, improving Auxiliary awareness and potential new member opportunities.

When we share insightful and informative content, Auxiliaries can position themselves as knowledgeable leaders in their communities, gaining the trust and respect of their audience. Reels offer a unique way to showcase an Auxiliary's personality, values and message, thus deepening the audience's connection and loyalty. Plus, when they see how much fun we have together while working our Programs, they will be more drawn to want to get involved!

Here are some actionable tips to help you enhance the quality of your Reels and create captivating content.

- Clean your lens! None of the other tips will matter if you don't clean your camera/phone lens.
- Change your camera settings! Open your phone camera right now and check your camera settings. If you want your video to have a high-quality, professional look and feel, **film in 4K and 60 fps** (frames per second).
- Edit outside of Instagram/Facebook! If you want your videos to look more professional, don't always rely on the IG/FB built-in editing tools. Instead, try downloading an app like *Splice* or *CapCut* for more control over your editing.
- Make your videos accessible to everyone! It is important to keep in mind that not all users consume content in the same way. Not everyone watches content with the sound on – meaning captions have become essential for engagement and accessibility! You'll hit a wider audience this way as viewers will have the option to understand your message without playing the audio. Use clear and legible fonts!
- Use a low trending sound! While trendy sound is great, what's even better is using a trending sound with less than 10,000 videos using it. With less people using a trending sound, your video has a better chance of gaining traction as the sound gets more used!
- Go easy on the hashtags! Try to limit your hashtags to maybe three to four per post. Use one directly related to your Reel's content. Use one related to the Auxiliary Program you are promoting. Use one or two of the National Auxiliary's hashtags.