

# Historian & Media Relations Newsletter

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Keep members up to date with a monthly or quarterly newsletter that is both mailed and emailed to members. Don't forget to leave a few copies at your Post! It is always great when you can include what your comrades are up to- make it a joint effort!



## Consider This!

Substance matters! As we post on social media, in our local papers, and share flyers of events- your reports should detail WHAT you are doing not just "I created a social media post to share our event". Details matter! I totally understand and can RELATE that we have many reports to get done in each of our Committees but substance is so important in judging and sharing. Remember to include your mileage, dollars spent, and hours as all of this is reported back to National for all Committees.. Consider creating your own post committees within each committee. This enables more members to feel connected and involved and shares the workload! Please do not hesitate to reach out if I can ever be of any assistance to you!

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

From our National Chair  
Kristin Digiacoia

"This year, I would love to focus on Auxiliaries using and creating Reels to spread the word about our Programs and what you're doing in your communities!

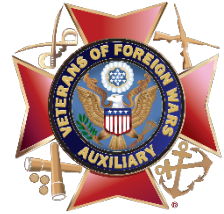
Reels are full-screen vertical videos up to 90 seconds long.

They feature a suite of editing tools and audio tracks, as well as trending voice/sound snippets. Reels allow you to add captions, stickers, and backgrounds; upload multiple video clips; use a range of filters and loads more!"

See Page 2 of this bulletin pulled from Malta to learn how to make a reel and don't forget to share with me!

# VFW Auxiliary Historian & Media Relations

## How to create a Facebook Reel



### What is Facebook Reel?

Facebook Reels are a new way to create short, up to 90 seconds long, entertaining videos. Reels allow you to add your own original audio, captions, stickers, backgrounds and use a range of filters. Facebook Reels can be created by uploading photos and videos from your phone's photo gallery or by recording new video clips during the creation process.

### To create a Facebook Reel on your phone:

1. Open the Facebook app on your phone.
  - Make sure you're using the latest version
2. From your feed, tap the + in the top right and select "Reel"
3. Add a new video (tap the camera icon), add an existing video or multiple photos by clicking "Select multiple"
  - Alternately, you can click on "Templates" and choose from an existing template
4. Add audio, text, effects, or stickers
5. Tap "Next" when you're finished
6. Write a description for your reel
7. Choose an audience for your reel
8. Opt to share the reel to Instagram
9. Click the folder icon at the bottom to "download" the Reel to your phone.
10. Tap "Share now" to publish your reel

### Here are some tips for creating Facebook Reels:

- **Recommended format:** .mp4
- **Recommended resolution:** 1080p
- **Recommended video format:** Vertical videos are easier to create than horizontal videos.
- **Video quality:** Avoid low-quality videos, like those that are blurry or recycled from other apps.
- **Audio:** Use music from the Facebook music library or create or find your own original audio. You can also add a voiceover to personalize your content.
- **Length:** Reels can be between 3 seconds and 90 seconds long.
- **Engagement:** Use creative tools like text, filters, or camera effects, stickers and drawings.

Questions? Contact National Historian & Media Relations Ambassador Kristin DiGiacomo at [vfwauxpahistorian@gmail.com](mailto:vfwauxpahistorian@gmail.com).