

# *Historian & Media Relations* Website, Facebook, YouTube 2021-2022

I am Carol Long and I am looking forward to working with all of you. Our Department is busy, we See your posts on Facebook and Hear your District Reports at every Council of Administration Meeting. Now it's time to share all you do with the Department and the World. I will be putting information on the website at least once a month. I am asking you to send me news, updates on events, photos of your projects and programs.

We will learn to use technology to our advantage but don't forget the tried and true. If you get a newspaper or magazine article, a radio spot or a TV interview, send it to me, I will find a way to share it with everyone. The same goes for You Tube, if your Auxiliary posts a video I will announce it in our news section.

You as a Chair at the Auxiliary are responsible for recording the History of that Auxiliary. You are responsible for assisting the Auxiliary in putting together your "All Star Record". This will be sent to the Department President near the end of the year.

Do you want maximum participation in all you do? A simple news letter can help you encourage participation and ensure everyone knows what's happening and when. Send me a copy and I'll make sure your dates get added to our news tab.

I urge you to go to [vfwauxiliary.org/resources](http://vfwauxiliary.org/resources). You will find the Auxiliary Publicity Guide, this will give you tips on what is news and how to get it out there. The VFW Elevator Speech/What We Do, is a quick and easy talk to have in a short time. Website and Media information including how to set up a Facebook page.

Remember, it's all about letting your community know who you are, what you do and why you do it.

Sister Janice Negus is going to continue to be our Department Photographer but she can't be everywhere all the time so please send us your photo's starting with your Installation of Officers. Madam President wants to know about all the exciting moments your having. If you get some good shots at Department Events please share them.

I invite you to contact me if you have questions or need help in any way, I will do my best to assist you.

Carol Long  
1445 Devils Backbone Rd.  
Leesville, SC 29070  
413-348-3773  
[clong1953a@gmail.com](mailto:clong1953a@gmail.com)