

September SWAP

Paulette Marshall

Media Relations/Historian

Let's SWAP!

As a member of the Media Relations team, you are one of the most important individuals in your Auxiliary to make the idea of SWAP (**S**haring **W**onderful **A**uxiliary **P**rogram/progress) work.

What has been posted online, whether it is on Facebook, Instagram, or your own Auxiliary Website, of activities that have been spectacularly wonderful? How are you getting this information across to not only your members to excite them but also other Auxiliaries? If they see the fun and cohesive collaboration of members, it can stimulate interest for the future. Each group has unique ideas or interpretations of ideas, what makes yours special?

By sharing these projects through pictures, reels, newsletters, with descriptions of those activities and recognition for participants, it is entirely possible that you will inspire others to replicate or adjust to meet their circumstances.

Take the time to look at other media posts from all over to get new fresh programs to help the home Auxiliary come up with future projects. Above all else, share, tag and recognize, if you have taken an idea from another group, tag them, use your hashtags to let us know what you have accomplished!

Keep up the wonderful work, I enjoy checking out what you have done. Hashtag me @ #az2526media. Don't forget to keep checking Malta resources for effective use of the media to promote, document and share your events.