

5 Ws of Social Media

2024-2025 National Historian & Media Relations Ambassador Tela Harbold

Auxiliary Historians are the members in your Auxiliary who reach out to all the media outlets in your area. This is how we spread the word, and the National organization has given us a multitude of resources that can be utilized to help Historians. These resources can be found in MALTA Member Resources, Historian & Media Relations.

WHO DO YOU CONTACT?

- Contact your local newspaper, ask for the editor.
- Contact your local radio stations and ask for the news director. Request that an Auxiliary function be added to the radio station event calendar.
- Contact your local TV stations, request to speak with the news director to see if they will cover the special event your Auxiliary is hosting.
- Not sure who you need to speak with? Ask the individual who answers your call.

WHAT IS THE EVENT:

- Our National President's visit.
- Events hosted by an Auxiliary at a VA facility.
- Participating in Wreaths Across America.
- Decorating graves for Veterans Day and Memorial Day
- POW/MIA remembrance ceremony.
- Meeting our heroes at the airport as they return home from deployment or veterans returning on from an Honor Flight.
- Assisting the families of deployed troops by hosting holiday events, i.e. Christmas parties, Easter egg hunts and trick-or-treat events.
- Scholarship winners, such as the winner of the Young American Creative Patriotic Art Contest, make a special invitation for the media to attend any ceremonies.
- "Buddy"® Poppy drives with members and youth group participants.
- Flag presentations to community groups by members and possibly youth groups.

WHEN, WHERE & WHY OF THE EVENT:

- When will the Auxiliary be holding the event? Give ample time for the media to prepare for covering your event.
- Where will the event be held? Make sure all pertinent information about the location of the event is provided to the media.
- Why is the event being held? Describe what the purpose of the event is.

PREPARATIONS BEFORE MAKING NEWS MEDIA CONTACT TO COVER AN EVENT:

- Is your event occurring within the next month? Be prepared to answer any questions the media may have about the event and ensure that everyone involved knows their part.
- Will your community be interested in the event? The more interesting you make the event, the more community participation you will get.

- Will your event assist your local community? A lot of what our Auxiliaries do helps our communities in some way. All our communities have veterans, their families, our members and youth groups.

Remind the Auxiliaries that there is an award for most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources and that the form needs to be in to the Department Historian & Media Relations Chairman by March 31, 2025 for judging.

Just as a reminder, Department Historian & Media Relations Chairmen should capture the National President's Official Visit and send me photos and a brief description within two weeks of the visit. These can be sent to me in whatever format the Department Historian is most comfortable with (ie. PowerPoint, Word, etc.).