

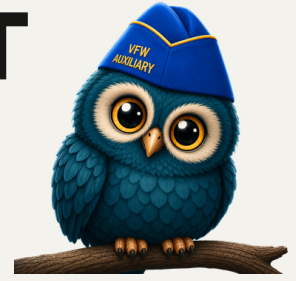
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HISTORIAN & MEDIA RELATIONS

Promotion July 2026



ANSWERS ABOUT Reporting



here's what you need to know!

The VFW Auxiliary is its own best kept secret. It's our job as Historians to get the word out and showcase in our communities the hard work we do for veterans and their families. Every time we post on social media, submit to the newspaper, or even write a newsletter to our members, we are doing the work of a Historian. When you do the work, you get to report!!! Below are some helpful tips and tricks to remember when you are reporting for this program.

What to Report

1. Did you **POST** it?:

If you've posted something for others to see on Social Media, in the newsletter, or on your bulletin board, then you've posted it. If you posted it, then REPORT it!

2. Did you **PROMOTE** it?:

If you promoted an event your auxiliary or post was having on your personal social media, shared something auxiliary-related from national, department, or district, then you promoted it. If you promoted it, then REPORT it!

3. Did you **PHOTOGRAPH** it?:

If you attended an event, took photos, distributed them, or printed them for someone, you photographed it. If you photographed it, then REPORT it!



4. How often should I be reporting Social Media Posts?

If you are posting on social media we want you reporting it but you do not have to do a report every single time you post. We prefer one report on a bi-weekly or monthly basis with a recap of how many times you posted and what the content was. This will save both of us time and make approving reports easier for the Department Chairman.

Where to Report

Hopefully, you have all reported online before, but if you haven't, simply visit www.vfwauxca.org, log into the members-only section, and click on program reporting. If you are having trouble doing this as a first timer, then call or text and we can help you out over the phone or Zoom. Report Training to come.

When will it be approved

The Department Chairman is responsible for approving their own program reports. My goal this year is to approve reports at least every two weeks. I do work full-time and have other things in my life, so for some reason, it has been over 2 weeks, and you didn't get a report approved. Please feel free to email me directly.

We want to feature your Auxiliary on our Social Media

Our goal is to post on our social media sites every day of the 2026-2027 Auxiliary year! We need help with content though. If your Auxiliary is doing something amazing and you want us to share what you are doing on our social media please send it to the department historian or tag us in your post and we will share it. If you have not followed our Facebook please do so we want to be reaching as many members as possible. If you do follow us, make sure you receive notifications when we post and please like or comment on all our posts. The more we interact the better our community engagement will be! @California VFW Auxiliary on Facebook and Instagram.