



HAPPY★NEW★YEAR

WHAT TO DO AS A HISTORIAN?

Reflecting on Recent Festivities

As the celebrations come to an end, it is an ideal time to reflect on all the events that have taken place over the past few months. Gather the photos and videos captured during the festivities and celebrations. With Mid-Winter just around the corner, we find ourselves halfway through the year, making it the perfect moment to assess everything that has transpired. *Do you recall the reels that I have been promoting and requesting?* Now is the ideal opportunity to bring those elements together.

Documentation Tips

You should record the events of the Auxiliary and District in the order they occurred. A helpful approach is to use the **5 W's**: Who, What, Where, When, and Why. Ensure your documentation is thorough to facilitate easy reporting. Have you partnered with another program? **Be sure to report it!** Keep in mind that while managing social media is crucial, there are many other factors to consider as well.

Media

Contact local Newspapers, Radio and TV Stations, use all forms of social media. You can also make posters and banners to put out in your community. Word of mouth is also a great way to let the community know. Research all the ways you can reach your community and try to do them all. Getting the information out is your goal. Community engagement enhances public awareness regarding veterans and their issues, elevate the visibility of the VFW Auxiliary, and improve its reputation.

Reels

This year, the National Historian Ambassador is encouraging auxiliaries to focus on creating REELS, short videos that have great presence on both Facebook and Instagram. MALTA member resources provide information for how to create a reel. Give it a try and showcase all the wonderful events your Auxiliary is doing.

Youth/Adult permission forms: <https://malta.vfwauxiliary.org/MemberResources/Download/476>

How to create a reel: <https://malta.vfwauxiliary.org/MemberResources/Download/986>

Awards

Historian Media Award Form: <https://malta.vfwauxiliary.org/MemberResources/Download/938>

VFW Auxiliaries must send the required entry form and the social media reel to the Department Historian & Relations Chairman by March 31, 2026 for judging.

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