

HOW WILL YOUR AUXILIARY CELEBRATE FALL



Promote Your Upcoming Event

Do you have an event on the horizon? Reach out to your community! Connect with your local newspaper, radio station, or news channel to spread the word.

- **Master the 5 W's:** Use them like a pro to spotlight the Auxiliary mission.
- This is your cue to roll out those social media reels and get creative!
- Remember to report your activities and submit those reels for max exposure!

Reels offer a visual avenue for an organization to showcase its personality, values, and message. This enhances connections, cultivates loyalty among its members, and raises awareness among citizens who may not yet understand the mission and purpose of the Auxiliary.

Ensuring Your Video is Accessible to All

- Make your video accessible to everyone by incorporating closed captions alongside your audio.
- To reach a broader audience, provide options that cater to different needs.
- Utilize clear and legible fonts for better readability, and opt for less trendy sounds that will suit your content.
- Focus on what works best for your reel rather than solely following popular trends.
- Continue using the few hashtags that you have been utilizing.

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