

EXTRA, EXTRA!

Read all about it, that's what we want our members and the community to do: read and learn all about our great programs, events and activities.

You can do this by becoming a seasoned reporter. Put on your investigative press hat and research all the Auxiliary Programs to understand their purpose and offerings.

The monthly program materials and the annual monthly guide from the program book will help you with this. Interview the Program Chairmen and/or Comrades to gain insider information. This will give you the perfect content for informative social media posts and local news articles.

The breaking story right now is the Voice of Democracy and Patriots Pen youth scholarships. With the due dates around 3 months away, you can help that program get the word out. Sample press releases are available on MALTA in the Scholarship section under Member Resources to help you out. Edit the press releases to meet your VFW Post and Auxiliary's needs.

Now make contact with your local newspaper. Ask for the Editor, Metro Editor or Columnist for where you want your article to run within the newspaper. Don't forget to find out when their daily or weekly deadlines are for future news stories too.

In no time you will be a pro!



Correspondent Resources

[Patriot's Pen Press Release](#)

[Patriot's Pen Winner Press Release](#)

[Voice of Democracy Press Release](#)

[Voice of Democracy Winner Press Release](#)

[Young American Creative Patriotic Art Press Release](#)

[3-D Art Press Release](#)

[Patriotic Art Winner Press Release](#)

[Illustrating America Press Release](#)

[Family Freedom Festival Press Release](#)

[Membership Drive Press Release 1](#)

[Membership Drive Press Release 2](#)

All of these can be found on MALTA, malta.vfwauxiliary.org, or on the Department website, vfwauxmo.org.

Join the Historian/Media Relations Facebook Group
www.facebook.com/groups/mohistorians

Getting the Word Out on Facebook

If you do not have a local print newspaper there may be a Facebook Page that acts as your local news source. Contact them to see if they will share your stories.

When posting on social media, don't stop at your own Auxiliary's page. Join your town's local community Facebook group(s) where you can share your breaking news reports. Typically, those groups contain the name of your town and the word Community or Happenings. Some groups even allow you to join and post as your Page.

Whether you are posting on your own Page or elsewhere, remember to post often. Everyone may not see your post the first time or they may need a reminder about a date coming up.

Have you ever checked your Page's insights? Doing some research by looking under the Content tab in the Meta Business Suite (<https://business.facebook.com>) will allow you to easily analyze the view the reach, comments, and reactions your posts are getting. Look for patterns to help you determine what is working and what isn't. Try to determine if your fans are checking first thing in the morning, during lunch hour, in the evening. Stay tuned for more tips!