

THE SHOW ME GAZETTE

January/February 2026

Editor: Mary K. Thurman

32482 State Hwy 248

Aurora, MO 65605

417 207 2631

vfwa2526hist@gmail.com

“There are no bad pictures; that’s just how your face looks sometimes.” Abraham Lincoln

FACEBOOK

Facebook is one of the most popular social media platforms. It connects billions of people across the globe. It was launched in 2004 and has evolved into what we see today.

Facebook is a must have if you do not have a website. As of 30 November, there are 21 auxiliaries in the state that have reported that they have a Facebook page since the 1st of May.

Be sure to fill out an online report if you have a Facebook account for your auxiliary.

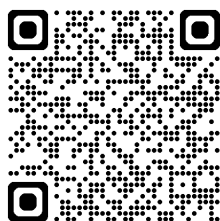
Establishing a Facebook page is practical and an effective way for the VFW Auxiliary to strengthen its communication, increase its reach, and further the mission of supporting veterans. It is FREE, and

Why have a Facebook page -

By keeping a public presence on Facebook, your Auxiliary can reach a wider audience, including the younger generations of veterans and potential supporters who may not be aware of the organization’s mission. This visibility can help attract new members, volunteers, and donors.

Through post, comments and messages, a Facebook page enables meaningful interaction with members and the broader community. It can be used to educate the public about veterans’ issue – the Richard Star Act is one of those that the VFW and its Auxiliary have been watching closely. You can share information about fundraisers, scholarships contests, and upcoming events like the Valentine’s Day Dance and Dinner.

It's easy to get started – first set up your Facebook account. If you need help setting up a Facebook account, here is a helpful QR code:



easy to set up and keep, thus stretching the budget. Now, what is next now that you have a Facebook page? You need to go to Meta Business Suite – a free all-in-one tool that helps you manage your online presence and link the account.

It is recommended that you have at least 2 people who have access as Administrators. Explore the dashboard and see the different sections – home, post, ads, insights, etc. You can even plan your content to schedule post ahead of time.

Check your inbox regularly to respond to messages and comments. Engaging with your audience helps build relationships and trust. Be on the lookout for inappropriate comments (like political comments or hate speech), spammers or scammers. The Administrators is the only one who can hide and/or block the information.

Now, I'd like to talk to you about the National Award – a citation and \$25 is available to one Auxiliary in each program group with the most outstanding social media reel highlighting Auxiliary in Action.

I provided instructions on how to create a reel in the November/December material. I also took time to get with various individuals during down time at the fall Department meeting in Osage Beach. Feel free to reach out to me and if someone is close by, I will give you contact information. If not, I will do my best to talk to you through the process.

Yet, how will you get the reel to me? You will need to email me – send me a link (just as you would send any other) along with completed and signed form that is available on the Department website. It must be turned in by **31 March 2026**.



National Ambassador Kristin reminds us “Embrace the Waves of Change”. Step up and make a reel. It is not hard to do.

Will you “Be the Reason that a Veteran smiles today” as we stand together “From Sea to Shining Sea Honoring Veterans – Who Keep Us Free”