

“Photography is the story I fail to put into words.”

Destin Sparks

REELS

I would like to take a closer look at Reels.

National Ambassador Kristin asked if we were struggling to understand. Yes, I must admit that I was in the beginning, and I am still learning. She went on to say that reels provide a dynamic way to engage viewers, share and connect with them more personally.

So, what is a Reel? It has replaced the video on social media, and the biggest difference is that there is a 90 second time limit. Keep this number in mind when working with reels.

How to Make a Reel -

So how do you make a reel? Should you have a video on your mobile device, the best way to make a Reel is:

1. First, open the Facebook app on your mobile device.
2. Go to your page and look for “What’s on Your Mind” and click “Reel”
3. Either record a new video by holding the record button or uploading a video from your gallery
4. If your video is over 90 seconds, you may need to trim during the editing process. You can add music, effects, and text to the video using the editing tools available.
5. Share your reel on Facebook. Do NOT forget to add a caption, choose who can see the reel, and tag friends. Double and triple check to make sure everything looks good before you hit the SHARE button.

Once a reel is posted, it cannot be edited. You would have to delete it and start over.



National Ambassador Kristin offers several tips to enhance the quality of your Reels. The most important thing is having a **clean lens** on the camera you are using. Make videos accessible to everyone and use captions as not all people watch content with sound. Go easy on the hashtags. Limit to three or four. The Dept of Missouri has one this year and it is:

#moauxhistorian2526.

Others that might grab attention is #vfwauxiliary and #auxiliaryinaction.

IF you have photos and/or video from the recent National President Visit, use #LoisSeatoSea

We are approaching the time of year when we honor our Veterans, and I would be interested in seeing photos of how your Auxiliary does this. So, feel free to email me some photos and share a story, and perhaps, your Auxiliary will become the subject of a reel.

To Make a Reel using Photos:

1. First, open the Facebook app on your mobile device.
2. Go to your page and look for “What’s on your mind?” and click “Reel”.
3. Open gallery and select “Select Multiple” if you are wanting to use more than one photo, yet a reel can be done with one.
4. Hit NEXT and pick your music (if using),
5. Hit NEXT and you will see a preview. Hit NEXT and describe your reel (this is the caption)
6. IF you are satisfied with what you are seeing, hit SHARE.

Do not be afraid to experiment with different effects and music tracks as Facebook offers a wide variety of music tracks that can be used. Add captions to make content accessible to a wider audience. Do not forget to add 3 or 4 hashtags.

National Ambassador Kristin reminds us “Embrace the Waves of Change”. Step up and make a reel.

I challenge each auxiliary to make a reel highlighting the VFW Auxiliary in Action and submit it to me along with form (located in MALTA) by 31 March 2026 so that it can be judged for possible submission to National for an award.

Stay tuned for additional information on what will be needed to share your “reel”.

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”