

Happy Windy Fall! SD Department Fall Council was last weekend in Oacoma. We had training on the Patriots Pen, Voice of Democracy and many other programs training. The food was very good. Denim and Diamonds was a huge success. Thank you to all that helped.

Please check out all information our program information on <https://vfwauxsd.org>. There is a vast amount of information pertaining to our Historian and Media Relations.

Remember to take pictures at all VFW Auxiliary events, no matter how big or small. Please try to include three people in each picture if possible. Make sure that the pictures are clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail.

Avoid the following photo faux pas:

- Closed eyes
- Mouths open or full of food
- Distracting objects in the frame or awkward placement of people or things (e.g., trees popping out of someone's head, bunny ears, etc.)
- Offensive language on articles of clothing

Malta Member Resources has all kinds of useful information for helping members. Use your Member ID Number and create a password.

There you will find: • The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary. • The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are, what we do and how we describe ourselves as an organization to the media. • Website and social media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

The link to Malta is: <https://malta.vfwauxiliary.org/Account/NewLogin>

Communication through traditional media is still important, so continue reaching out to the community through traditional media such as: • Television • Radio • Door Hangers • Magazines • Newspapers • Newsletters However, using digital media, we will reach a broader audience that includes the younger generations. For some, social media can be very intimidating, but we can reach out to a tech-savvy friend or relative who can easily teach us how to use social media and create informative videos.

Take care,

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