

Social Media 101

May 13, 2016 | Kansas City, MO | Kansas City Airport Marriott

VFW Facebook Standards

Facebook Page:

Your VFW page name should reflect whether it is a page for a Post, District or Department as well as the Post number, District number or state.

- VFW Post 1433
- VFW District 8
- VFW Department of Mississippi

Facebook Category

Your VFW page's category should be nonprofit organization.

Facebook URL

Your VFW page's customized URL should match your page name.

- www.facebook.com/VFWPost1433
- www.facebook.com/VFWDistrict8
- www.facebook.com/VFWDepartmentofMississippi

Facebook profile image:

Your profile image should showcase your Post/District/Department or the VFW organization. We recommend using the Cross of Malta, the VFW logo, or if you are a Post, a picture of your Post building. The VFW logo, formatted for a Facebook profile picture, has been made available on the website in the Training and Support section.



VFW National Social Media Accounts

Facebook

facebook.com/VFWFans

Twitter

@VFWHQ

Instagram

@VFWHQ

LinkedIn

linkedin.com/company/VFWHQ

Google+

plus.google.com/+VFWhq

#VFWPostPride

Use the hashtag #VFWPostPride to showcase the good works of your Post and those within your Department. These photos and videos will also be featured on the website at: www.vfw.org/VFWPostPride

Page Description

The Veterans of Foreign Wars of the U.S. is a nonprofit veterans' service organization composed of combat veterans as well as active-duty, Guard and Reservists who continue to serve in harm's way. Founded in 1899 and chartered by Congress in 1936, the VFW is the nation's largest organization of combat veterans and its oldest major veterans' organization. With nearly 1.7 million members located in more than 6,600 VFW Posts worldwide, "NO ONE DOES MORE FOR VETERANS." The VFW and its Auxiliaries are dedicated to veterans' service, legislative advocacy, and military and community service programs worldwide. For more information or to join, visit our website at (link to Department Website).

Facebook Posts

- Your Facebook posts should highlight your VFW activities.
- Your Facebook posts should reflect the VFW's mission and values. Ensure all posts are:
 - o Non-discriminatory
 - o Apolitical
- **Always** double check your Facebook posts for spelling and grammatical errors.
- Respond to your Facebook messages and comments in a timely manner – daily if possible.
- Comments and discussions that occur on your page should be monitored and adhere to your VFW social media code of conduct. We recommend including the below code of conduct in your page's "About Us" section.
 - o We do not tolerate:
 - Hateful comments
 - Racial discrimination or discrimination of any kind
 - Excessive profanity (please remember we have underage fans on our page)
 - Links, images or excessive references to outside companies or their products
 - Referral codes
 - Identifying members in defamatory, abusive, or generally negative terms or endangering their privacy
 - Posting ads from other companies or posting any content in a provocative or harassing manner repeatedly
 - Trolling: the posting of content specifically to incite arguments, harass the organization or fans of the organization
 - You are, however, more than welcome to post complaints or issues in an effort to seek resolution in a generally accepted civil manner.

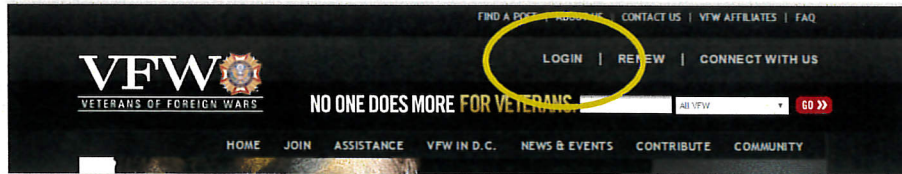
Tags and Mentions

Start following people and organizations that share in the VFW's vision and tag them in your posts!

- Mention the organizations you partner with to share the spotlight.
 - o Example: tag Warrior Hike if you share pictures of their group visiting your Post!
- Tag to bring attention to content.
 - o Example: tag your local newspaper or news station to bring attention to an upcoming event!

Members Only Resources on VFW.org

How to get to the Members' Only section of the website:



VFW Training and Support



Things to do:

Log in and update your info!

VFW National can't contact members that don't update their information on the members' only portal!

Meet with your Department's Public Relations Chairman

- Share what we've learned.
- Set up our Facebook page.
- Discuss other social media platforms we want to utilize!

The Training and Support section contains information on:

- Membership Recruiting and Retention
- Community Service
- Youth Scholarships and Activities
- Communications and Public Affairs
- Post Service Officers
- Member and Officer Training
- Forms and Templates
- Veterans & Military Support