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10.19.26

In today's digital world, a Facebook page is often the first place local veterans, families, and community members go to learn about the Veterans of Foreign Wars Auxiliary. Simply having a page isn't enough—maintaining a **good** Facebook page makes all the difference between attracting new members and being overlooked.

Here is why a strong Facebook presence matters for an Auxiliary:

- **Establishes Credibility and Trust:** Complete contact details, meeting times, and active posts serve as your digital front porch. It shows potential members and the local community that your Auxiliary is active, welcoming, and organized.
- **Builds Community and Connection:** A great page isn't just a bulletin board; it's a space for two-way communication. Replying to messages, thanking supporters in comments, and answering questions turns casual visitors into involved members.
- **Highlights Your Mission and Events:** Regular updates featuring local service projects, fundraiser results, youth programs, and event flyers keep patriotism and veteran support top-of-mind, encouraging community involvement and shares.
- **Reaches the Next Generation:** Up-to-date posts and eye-catching photos help connect with younger military families who rely primarily on social media for local news and community support.

The Bottom Line A neglected page can make an Auxiliary look inactive, but a vibrant, well-maintained Facebook page honors our veterans, strengthens community ties, and helps secure the future of our organization.