

Department of Hawaii Memorandum

September 7, 2021

Social Media Guidelines

What Is Social Media?

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.

Examples of Social media accounts the Post can set up:

1. Facebook(This is the recommended one to start with)
2. YouTube
3. Twitter
4. Instagram
5. Whatsapp

New All-American requirement for 2021-2022

All Posts MUST create, maintain, and keep active a VFW Post Facebook page and consistently share VFW National content for all All-American Program consideration. Have a page presence for at least at least **six (6) months**. To be active, weekly posts about Post events are suggested. Posts should be NOT be political or derogatory in nature. It is the responsibility of the Post Commander and Post Administrators to police their account.

All content displayed must be appropriate, relevant and adhere to organization bylaws and align with our mission, vision, and values.

The **social media accounts are a VFW Post asset** and subject to Department and National guidelines for access and usage. They are not a personal account. If you are setting up a new account it is recommended that the account has a dedicated email address for setup and administration of the social media accounts.

Administrative access must be held by at least two trusted individuals. The Department Adjutant and/or Department Social Media Coordinators are also recommended to be



administrators. Any Post that cannot identify a second administrator must have a Department Administrator. The Department representative will make no changes to the social media account without the concurrence of the Department Commander.

The **profile must be complete**. This includes a proper name, VFW themed profile picture, Post contact information, etc.

The accounts must be **properly branded** with the VFW logo and other identifying markers.

Must consistently share VFW National posts, content and articles about VFW-led initiatives, programs, and events.

The Post account will share, like and follow the following accounts:

1. VFW National [Veterans of Foreign Wars VFW | Facebook](#)
2. VFW Department of Hawaii [Veterans of Foreign Wars, Department of Hawaii | Facebook](#)
3. VFW National Home for Children [VFW National Home for Children | Facebook](#)
4. If your Post has an Auxiliary; VFW Auxiliary National [VFW Auxiliary-National Organization | Facebook](#) (Highly recommended for all Posts to follow)
5. VFW Auxiliary Department of Hawaii [VFW Auxiliary Department of Hawaii | Facebook](#)
6. Recommended VA Pacific Islands Health Care System [VA Pacific Islands Health Care System | Facebook](#)

After meeting the above criteria, the Post using the All-American Dashboard will report completion of this requirement.

The Post Social Media **registration form must be filled** out when the account is setup and yearly thereafter. The Commander and Administrators must also sign the form.

The account link will be published on the Department Website under Post information.



Post Social Media Account Registration for 2021-2022 (One Account per sheet)

Type of Account:

Link address:

Account Administrators (At least two) :

Name	Phone Number	E-mail Address
John Example	(808)- 123-4567	Joh.example@mail.com
1.		
2.		
3.		

I have read the guidelines for Post Social Media Accounts and will ensure that they are adhered to.

Commanders Signature:

Administrator:

Administrator:

Administrator:

File with Post records and submit a copy to Department.