



MEMORANDUM

To: All VFW Departments
From: Rick Butler, Membership Department Director
Date: March 24, 2022
Re: 2021- 2022 All-American Social Media Update

Comrades,

Social media requirements for all All-American have been revised by the Commander-In-Chief,

Current All-American Social Media Criteria per the 2021-2022 CIC Membership Program.

- Posts must establish an official VFW Post Facebook page and consistently share VFW national content for All-American Program consideration. Approval will be conducted through the Programs dashboard.

Criteria:

1. Administrator access must be held by two trusted individuals. If the primary administrator cannot identify a second, then the VFW Department must be added as the second administrator.
2. The entire profile must be completed, to include a proper name, VFW-themed profile picture, Post contact information, etc.
3. All content displayed must be appropriate, relevant, adhere to organizational bylaws and align with our mission, vision and values.
4. Must consistently share VFW National posts, content and articles about VFW-led initiatives, programs and events, etc.
5. Page must have been active for at least six months.

Revised and updated CIC program requirement: As of today the requirement to have the page active for at least six months has been removed. Now, Post have until the end of the membership year on 30 June 2022 to have a Facebook page up and running.