



FACEBOOK FOR DAV CHAPTERS

Be visible. Be useful. Show the impact.

DAV MN Fall Conference • Trent C. Dilks

THE GOAL

Make your chapter page
look like your chapter is:

ACTIVE

HELPFUL

WELCOMING

TRUSTWORTHY

DAV already has a social media guide

The good news: you do not have to invent this from scratch.

DAV's basic message

Social media helps chapters reach veterans, families, caregivers, donors and volunteers where they already are — online.

It supports the mission; it does not replace in-person service.

**“One well-managed
social media account
beats five neglected
ones.”**

DAV Social Media Guide

FACEBOOK IS THE BEST STARTING POINT FOR MOST CHAPTERS

Source: DAV Social Media Guide (2026)

Why your chapter should be on Facebook

Think of it as your public front door — not just another task.

BE FOUND

A veteran searches your chapter name and sees current contact info, meetings and events.

BUILD TRUST

An active page tells people your chapter is alive, responsive and connected.

RECRUIT

Members, volunteers and community partners see opportunities to get involved.

SHOW VALUE

People see what donations, volunteers and chapter work actually accomplish.

People do not need to know your chapter personally before they look you up.

Source: DAV Social Media Guide (2026)

Set it up right before you worry about content

A little housekeeping prevents big headaches later.

1 Use a PAGE

Official DAV business should come from a Facebook Page — not someone's personal profile.

A Group can be useful for internal conversation, but the Page should be your public face.

2 HAVE 2+ ADMINS

DAV recommends at least two admins. People move, resign, lose passwords or stop using Facebook.

Do not let one person become the only key to the page.

3 SECURE IT

Use a generic chapter email when possible.

Turn on two-factor authentication.

Keep page access current when officers change.

Source: DAV Social Media Guide (2026)

Name the page so people can find it

A clear, consistent name helps veterans, families and DAV find the right chapter page.

DAV recommended format

DAV Chapter # Nickname/City, State

Examples:

DAV Chapter 9 St. Cloud, MN

DAV Chapter 23 Virginia, MN

Category: Charity Organization

Use a Page, not a personal profile

The chapter page is the public front door.
Personal profiles belong to individual people.

Avoid confusing names

Do not use vague names like “Disabled Veterans Group” or names the public will not know to search.

Tip: If your chapter has a namesake, use the official chapter name plus the city/state when practical.

Source: DAV Social Media: Running a Chapter Page

What should a chapter post?

You do not have to create everything yourself.

CHAPTER IMPACT

Photos and short stories showing service in action

EVENTS

Meetings, meals, service events, claims clinics, community events

VETERAN RESOURCES

Benefits, local resources, VA/MDVA updates

PEOPLE

Volunteer recognition, member spotlights, partner thank-yous

SHARED CONTENT

Useful posts from DAV National, DAV MN, VA and trusted partners

TIMELY UPDATES

Weather cancellations, time changes, reminders

A useful page gives people a reason to follow even when you are not asking them for anything.

Source: DAV Social Media Guide (2026)

The biggest mistake: only posting the NEED

If every post is an ask, your page starts to look like a bulletin board for shortages.

DAV CHAPTER 000

**WE NEED HELP LOADING
CLOTHES!! WE ONLY HAVE A
FEW VOLUNTEERS AND AN
ENTIRE SEMI TO LOAD**

NEED
NEED
NEED

Useful? Yes. Inspiring? Not by itself.



THE BETTER STORY

**WE HAVE HELPED X
VETERANS, WITH BLAH,
BLAH. ALL BECAUSE
OF THE LOCAL
CLOTHING PROGRAM**

*"THANK YOU to everyone who helped
load our last truck. We will have another
on October 3rd "*

SHOW THE RESULT — THEN MAKE THE NEXT ASK

A simple formula for telling your chapter's story

You can use this for almost any post.



NEED

What problem or opportunity existed?



ACTION

What did your chapter and partners do?



RESULT

Who benefited? Use a number, photo or short story.



NEXT STEP

Thank people — then tell them how to help, attend or learn more.

Example: “We needed 10 volunteer drivers → 14 people signed up → 86 rides were completed → we are looking for 3 more drivers for next month.”

Photos and graphics: keep them simple and real

A phone photo of real chapter work is often better than a fancy flyer.

- Use real people and real chapter activity whenever possible.
- Get permission before featuring someone in a sensitive situation.
- Do not post private member information, paperwork, VA IDs or claim details.
- Add a short caption: who, what, where and why it mattered.
- Use graphics for benefits/resources people will want to save or share.



Helpful content makes the page worth following.

Source: DAV Social Media Guide (2026)

Do's and don'ts

Remember: when you post from the chapter page, you are speaking as DAV.

DO

- Be respectful, supportive and nonpartisan
- Use plain language — avoid unexplained acronyms
- Share useful, accurate information
- Recognize volunteers and community partners
- Check the page and respond to legitimate questions

DON'T

- Post political endorsements from the chapter page
- Argue with members, trolls or other pages
- Share rumors or information you have not verified
- Post private member information
- Use the page to air internal DAV disagreements

Source: DAV Social Media Guide (2026)

You do not need to post every day

Consistency beats volume.

DAV recommendation

**AT LEAST
1× / WEEK**

No more than 5 times a week

A simple chapter rhythm

WEEK 1

Impact story

WEEK 2

Veteran resource / benefit

WEEK 3

Event or volunteer ask

WEEK 4

Member / partner recognition

Schedule posts ahead with Meta Business Suite.

DAV notes that a month of posts can be scheduled in roughly 1–2 hours.

Source: DAV Social Media Guide (2026)

Comments and messages

Be responsive — but you do not have to fight with everyone on the internet.

ANSWER

Respond to sincere questions when you know the answer.

A quick “Thanks — we’ll send you a message” is better than silence.

MOVE PRIVATE

Do not discuss a Veteran’s claim, health, finances or personal details publicly.

Move individual cases to phone, email or direct message.

MODERATE

Do not feed trolls or prolonged arguments.

DAV’s guide supports hiding, deleting or blocking when needed to moderate the page.

Check the page regularly. A question left unanswered for weeks makes the chapter look inactive.

Source: DAV Social Media Guide (2026)

Your next 30 days

Do these five things and your page will already look healthier.

1

CONFIRM ACCESS

Make sure at least two people can administer the page.

2

FIX THE BASICS

Correct phone, email, meeting location and About section.

3

POST ONE IMPACT STORY

Show something your chapter accomplished.

4

POST ONE USEFUL RESOURCE

Share a benefit, local resource or trusted DAV/VA update.

5

SCHEDULE THE NEXT 4 POSTS

One month of consistency beats one busy weekend.

Keep it simple. Keep it useful. Keep showing up.

Resources from DAV National are already available.

DAV Social Media Guide

dav.org/member-resources/toolkits-guides/

DAV National Communications

social@dav.org

Also useful: DAV brand/logo resources and DAV National posts you can share.



Scan for the DAV
Social Media Guide

QUESTIONS?