

VFW Washington Conference

Social Media Toolkit

(General Use – All Delegates)

Amplification & Proper Use Guidance

(Read Before Posting)

Amplification during Washington Conference serves multiple purposes.

First, it shows the work VFW is doing on behalf of veterans at the national level.

Second, it shows that VFW members from every state are engaged and that we are bringing real-life stories to Capitol Hill to demonstrate why these legislative priorities matter.

Veterans have already fulfilled their obligation.

Congress must honor the contract by delivering the benefits earned through service.

This is not about commentary.

It is about disciplined visibility and accountability.

Your role online is to:

- Show the good work VFW is doing
- Show that veterans from your state are engaged
- Highlight that real stories are being shared with Congress
- Reinforce our legislative priorities
- Model participation

We want people to see that we are doing the work **and** why it matters.

Core Message

VFW members are not in Washington to debate policy in the abstract.

We are here to bring the lived experiences of veterans from our states directly to Congress.

Legislators hear numbers every day.

What moves legislation are stories.

Veterans upheld their end of the contract through service and sacrifice.

Congress must uphold its end by ensuring earned benefits are delivered fairly and fully. That is why VFW and its members are in Washington, D.C., advocating directly with lawmakers and bringing veterans' real-life experiences to Capitol Hill.

Graphics



Stories Move Legislation.

Bringing veterans' real-life experiences to Capitol Hill
Washington Conference 2026

#VFWDC2026



Core Legislative Links

(Use These Online — Clickable Only)

VFW Washington Conference Legislative Priorities Packet

<https://vfw-org-hqagarhxahbybyd9.z01.azurefd.net/-/media/VFWSite/Files/Advocacy/Legislative-Talking-Points.pdf>

Full List of VFW-Supported Legislation

https://votervoice.net/VFW/bills?_gl=1*2jk8ri*_gcl_au*MTk2NzA3NTk4My4xNzY3NzI0NTky*_ga*ODM5MTI1MTcyLjE3NTk5MzIzOTI.*_ga_GJV0BCNHVD*czE3NzIxMzU2MzMkbzc5JGcxJHQxNzcyMTM1NjQ5JGo0NCRsMCRoMTA4NzEzOTU2MA.

These are the same destinations used on the conference QR cards.

Online = clickable links only.

Do not post QR images.

What Good Amplification Looks Like

During the week of conference:

- Post at least once about your delegation
- Share at least one meeting recap
- Re-share National VFW content
- Tag Members appropriately
- Use consistent hashtags
- Include a clickable link

Always include #VFWDC2026 so your posts can be found and amplified.

Visibility builds credibility.

Credibility strengthens influence.

Influence drives accountability.

Caption Templates

◆ Delegation Visibility Post

This week, our VFW delegation from [STATE] is in Washington meeting with Members of Congress and bringing the voices of veterans back home directly to Capitol Hill.

We're sharing real stories that illustrate why these issues matter and why Congress must honor the contract.

 View VFW Legislative Priorities: [Insert Link]

#VFWDC2026 #HonorTheContract #AdvocacyInAction

◆ Meeting Recap (Story-Focused)

Met with the office of @Rep/Sen ____ today during Washington Conference.

We discussed VFW legislative priorities and shared stories from veterans in [STATE] that demonstrate how these policies impact real lives.

This is advocacy in action.

[🔗](#) See VFW Legislative Priorities: [Insert Link]

#VFWDC2026 #HonorTheContract #AdvocacyInAction

◆ **Accountability Caption**

Veterans upheld their end of the contract through service and sacrifice.

Congress must uphold its end by ensuring earned benefits are delivered fairly and fully.

That's why VFW and its members are in Washington, D.C., meeting directly with lawmakers and bringing veterans' real-life experiences to Capitol Hill.

#VFWDC2026 #HonorTheContract #AdvocacyInAction

◆ **Chief's Testimony Post**

The VFW Commander-in-Chief delivered testimony before Congress highlighting the priorities that matter most to veterans and their families.

This is advocacy in action.

[🔗](#) Watch or read the testimony here: [Insert Link]

#VFWDC2026 #VFWTestimony #AdvocacyInAction

◆ **Why Stories Matter**

Legislation doesn't move because of bullet points.

It moves because Members of Congress hear directly how policies affect real people.

That's why VFW brings veterans' stories from our communities to Capitol Hill.

[🔗](#) Learn more: [Insert Link]

#VFWDC2026 #HonorTheContract

Hashtag Guidance

(Consistency Enables Tracking)

Hashtags are used to:

- Track delegate participation
- Reinforce message discipline
- Create a searchable archive of conference activity

They are not for trend chasing.

Primary Tracking Hashtag

(Required for All Posts)

#VFWDC2026

This allows National to find, track, and amplify your posts.

If you use only one hashtag, use this one.

Core Advocacy Hashtags

(Use With Primary Tag)

#HonorTheContract

#AdvocacyInAction

Testimony-Specific Hashtag

#VFWTestimony

Use only when referencing the Commander-in-Chief's testimony.

Platform Guidance

Facebook

2–4 hashtags total

Always include #VFWDC2026

LinkedIn

2–3 hashtags total

Always include #VFWDC2026

X

1–2 hashtags max

Prioritize #VFWDC2026

Instagram

3–5 hashtags max

Always include #VFWDC2026

Default Combination (When Unsure)

#VFWDC2026 #HonorTheContract #AdvocacyInAction

Simple. Repeatable. Trackable.

What Not To Do

- Do not post internal strategy
- Do not criticize Members of Congress
- Do not speculate about negotiations
- Do not overshare personal medical details
- Do not post photos without permission

Bottom Line for NLC Members

You are not in Washington as individuals.

You are representing the VFW and its members from your state or Department.

Show the work VFW is doing.

Show that veterans from your state are engaged.

Show that real stories are shaping these conversations.

Veterans upheld their end of the contract.

Congress must uphold theirs.

That is how influence is built.

That is how accountability is reinforced.

That is how legislation moves.