



NAR 
FEDERAL BENEFITS EXPERTS
—
VIRGINIA
FEDERATION



Electronic Communications

Roles & Responsibilities
Virginia Federation NARFE

SEPTEMBER 2024

Electronic Communications

- 1.** Provide digital communications that will drive awareness of the NARFE brand by helping establish search-engine optimization and inbound marketing tactics with high-quality, engaging content.
- 2.** Manage Social Media Platforms.
- 3.** Establish and maintain content calendars to ensure digital channels are regularly refreshed and accurate.
- 4.** Maintain distribution lists and manage and update templates.
- 5.** Manage photography archives.
- 6.** Develop and maintain an organizational website using content management and pre-determined protocols.
- 7.** Contribute to production of newsletters and social media posts,
- 8.** Measure, track, and report on the effectiveness of digital communications campaigns across all platforms.
- 9.** Train and provide front-line support for all digital products supported by the VFN.
- 10.** Monitor and respond to incoming member requests that come in through digital platforms.
- 11.** Other duties as assigned by the Board of Directors.
- 12.** Assist AVP's in working with chapter presidents and officers in maintaining VFN approved systems and operations.
- 13.** Maintain an appropriate contract with an on-line electronic meeting firm (e.g., Go-To- Meeting), and serve as manager and trainer for such VFN meetings.

Area EC Representatives Roles & Responsibilities

- **Verbally verify and report to EC** - contact Chapter presidents to verify their Chapter officers and corresponding codes.
 - If incorrect, export chapter officers from the NARFE website to an Excel spreadsheet. Highlight what should be added, deleted, or corrected.
 - Send the spreadsheet with the changes annotated. Send to Deborah Fisk (or the Federation Secretary).
 - Similar process with membership lists in the future.

- **F-7 Report** -- Communicate with Chapter presidents or their designee about changes to the F7 Report.

- **Calendar** -- Add, delete, or make changes to the Federation calendar for Chapter events.

- **Social Media** – Monitor FedHub; Facebook & Instagram. (See)

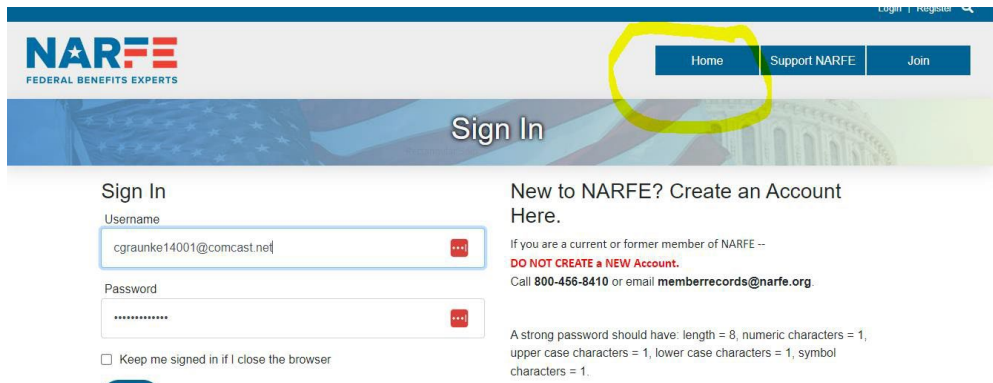
- **Communicate with Area VP** – Any reports to the ECC should also copy the area VP.

- **Technical Assistance**-- Assist Chapters as needed.

- **EC Meetings** -- Attend scheduled meetings.

F-7 Report (Chapter Officers)

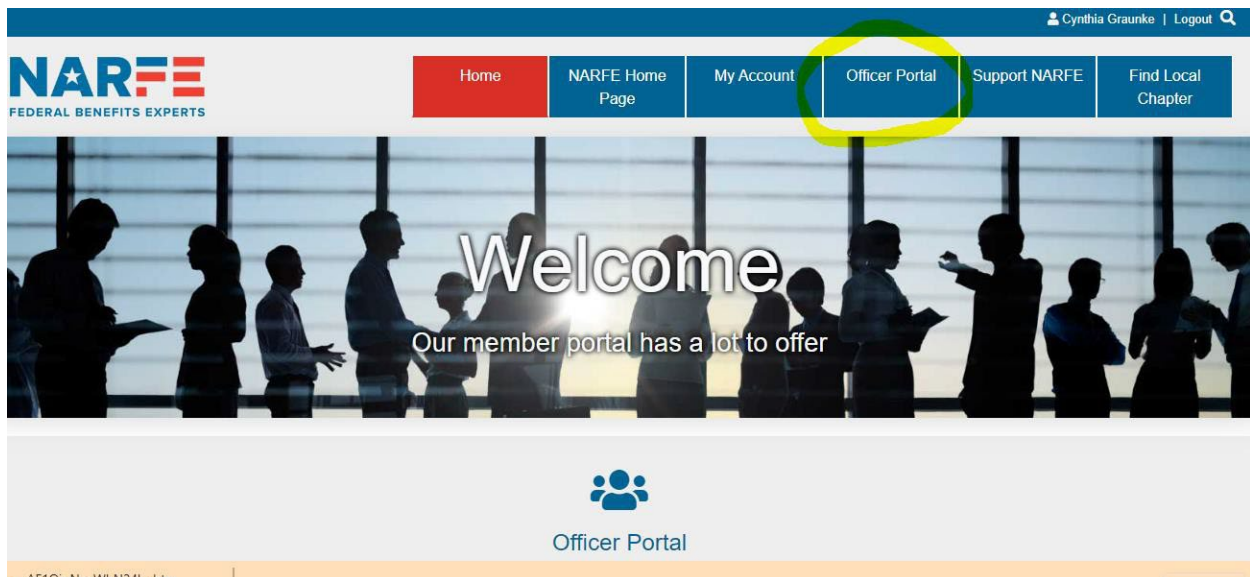
1. Log on to NARFE.org



2. Go to "Members" box



3. Officer Portal



4. Chapter Officers

As of 6-22-2023

| | | Current Chapter Members Breakdown | | | |
|--|------------|-----------------------------------|-----------|----------------|------------|
| Total Current Chapter Members | 196 | 1 Year | 57 | Dues Withhold | 101 |
| Total National Members in Chapter Area | 118 | 2 Year | 13 | Life Members | 6 |
| Total Chapter plus National Members | 314 | 3 Year | 19 | Honorary/Other | 0 |

Chapter information last updated on 12/11/2022

CHAPTER DASHBOARD


CHAPTER OFFICER LIST

CHAPTER MEMBER LIST


CHAPTER REPORTS LIST

[NARFE Webhosting](#)

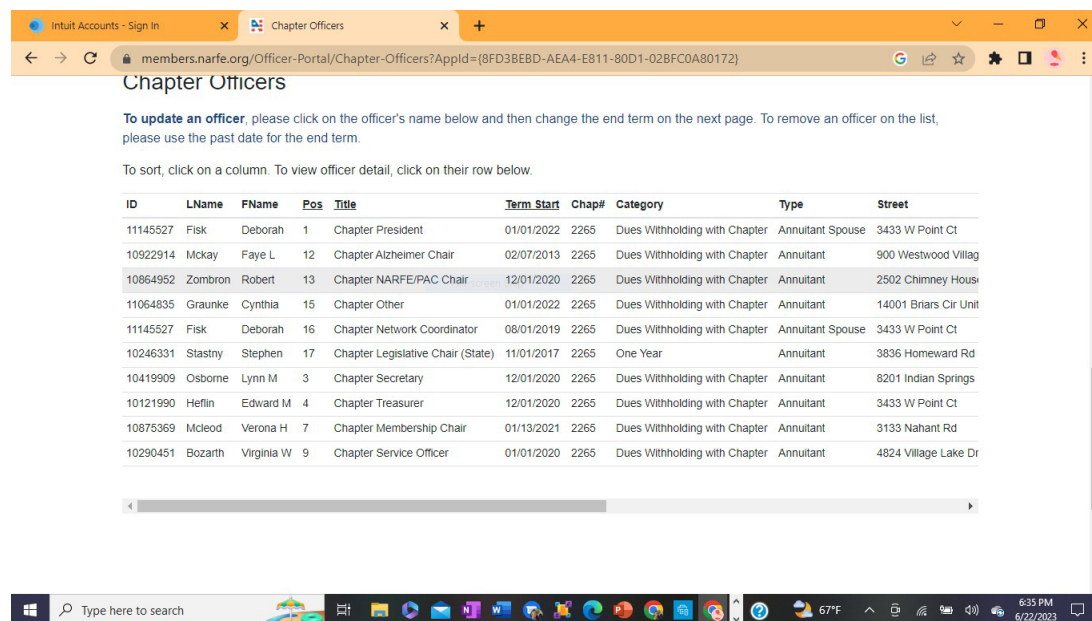
Current Chapter Members



National Members in the Chapter Area



5. Chapter Officer List Box



Chapter Officers

To update an officer, please click on the officer's name below and then change the end term on the next page. To remove an officer on the list, please use the past date for the end term.

To sort, click on a column. To view officer detail, click on their row below.

| ID | LName | FName | Pos | Title | Term Start | Chap# | Category | Type | Street |
|----------|---------|------------|-----|-----------------------------------|------------|-------|-------------------------------|------------------|-----------------------|
| 11145527 | Fisk | Deborah | 1 | Chapter President | 01/01/2022 | 2265 | Dues Withholding with Chapter | Annuitant Spouse | 3433 W Point Ct |
| 10922914 | Mckay | Faye L | 12 | Chapter Alzheimer Chair | 02/07/2013 | 2265 | Dues Withholding with Chapter | Annuitant | 900 Westwood Villag |
| 10864952 | Zombron | Robert | 13 | Chapter NARFE/PAC Chair | 12/01/2020 | 2265 | Dues Withholding with Chapter | Annuitant | 2502 Chimney Hous |
| 11064835 | Graunke | Cynthia | 15 | Chapter Other | 01/01/2022 | 2265 | Dues Withholding with Chapter | Annuitant | 14001 Briars Cir Unit |
| 11145527 | Fisk | Deborah | 16 | Chapter Network Coordinator | 08/01/2019 | 2265 | Dues Withholding with Chapter | Annuitant Spouse | 3433 W Point Ct |
| 10246331 | Stasny | Stephen | 17 | Chapter Legislative Chair (State) | 11/01/2017 | 2265 | One Year | Annuitant | 3836 Homeward Rd |
| 10419909 | Osborne | Lynn M | 3 | Chapter Secretary | 12/01/2020 | 2265 | Dues Withholding with Chapter | Annuitant | 8201 Indian Springs |
| 10121990 | Heflin | Edward M | 4 | Chapter Treasurer | 12/01/2020 | 2265 | Dues Withholding with Chapter | Annuitant | 3433 W Point Ct |
| 10875369 | Mcleod | Verona H | 7 | Chapter Membership Chair | 01/13/2021 | 2265 | Dues Withholding with Chapter | Annuitant | 3133 Nahant Rd |
| 10290451 | Bozarth | Virginia W | 9 | Chapter Service Officer | 01/01/2020 | 2265 | Dues Withholding with Chapter | Annuitant | 4824 Village Lake Dr |

TIP – When you click on “add a new officer” just enter the last name of the individual and click the search button. If you fill in all three pieces of information, nothing happens.

Individuals can edit their own information. If a third party modifies then NARFE approves it before showing up on the website.

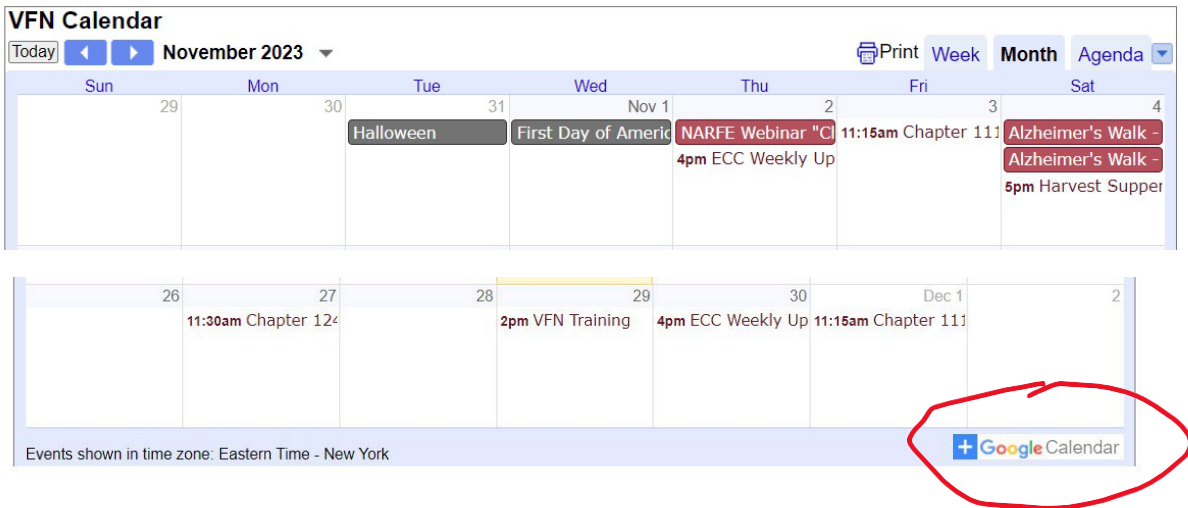
Calendar

1. Log on Virginia Federation (vanarfe.org)



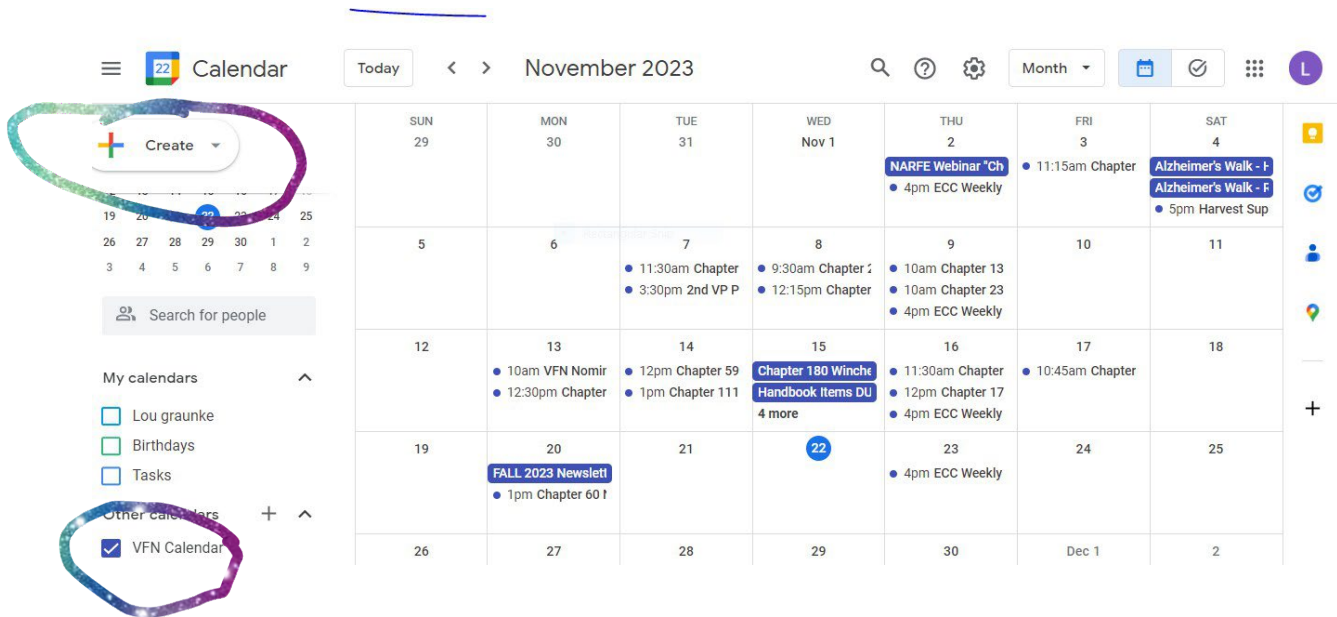
2. Click on "Calendar"

CALENDAR



3. Click bottom of Calendar.

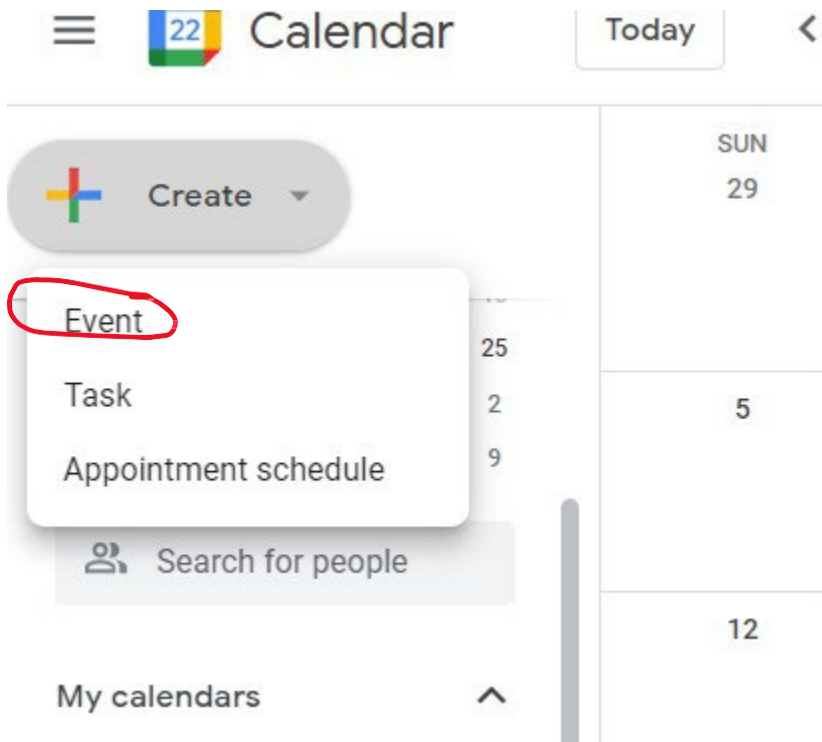
4. You are now in Google Calendar.



TIP - Only the VFN calendar should be checked, otherwise you will be posting to another calendar and think that it is going on the VFN website, but its not.

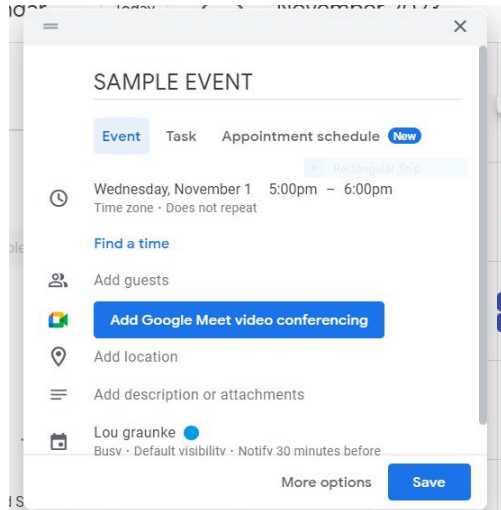
5. If you want to create an event, click “Create” (see above).

You will get a choice of Event, Task or Appointment Schedule. We are only doing Events.



TIP – For recurring events click event; then specify the time: daily, weekly, monthly, annually or custom. The event will automatically appear on the calendar. Most NARFE chapter meetings will have a recurring date, usually monthly the xx (day of the week). For example, monthly the third Tuesday.

6. Create Event by filling in Time, Location, and add any description. Don't forget to Save it!



TIP: When putting Chapter meetings on the calendar they should conform to the following format: Chapter # (do not include the word "**chapter**") and then the location of the meeting.

For example:
2265-Midlothian - (then include any other information)

Electronic Communications

NARFE and VFN Websites



<https://www.narfe.org/>

Dedicated to the general welfare of all federal workers and retirees, NARFE delivers guidance, resources and powerful advocacy.



www.VANARFE.org

Virginia Federation of NARFE goals mirror those of NARFE to protect the earned entitlements, rights and benefits of the federal retirees, employees and survivors.

NARFE and VFN Social Media Platforms



<https://www.fedhub.narfe.org>

FEDHub is NARFE's online community for members to connect to share advice, discuss concerns and solve challenges.



Facebook

(National, Virginia Federation of NARFE (VFN), VFN National Legislation and VFN Virginia Legislation)

<https://www.facebook.com/NARFEHQ/>

<https://www.facebook.com/vanarfe>

<https://www.facebook.com/vfnnatleg>



(formerly known as Twitter)

<https://twitter.com/NARFEHQ>

https://twitter.com/narfe_vfn

Instagram

<https://www.instagram.com/vanarfe/>

The role of EC representatives is to read, like, comment or share. The more 'hits' a post has, the more it will come up for those searching. It can also rouse an interest in the various issues.