The American Legion

For God and Country

bulletin

National Veterans Affairs and Rehabilitation Commission
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HAVE YOU HEARD?

All 152 VA medical centers are now actively represented on Facebook, the world's largest social networking site. "This event marks an important milestone in the overall effort to transform how VA communicates with Veterans and provide them the health care and benefits they have earned," said Secretary of Veterans Affairs Eric K. Shinseki. "Veterans and their families told us from the beginning that they want to engage and they want relevant information delivered at the local level. By leveraging Facebook, the Department continues to expand access to VA, and embrace transparency and two-way conversation." The process that began with a single Veterans Health Administration Facebook page in 2008 has now produced over 150 Facebook pages, 64 Twitter feeds, a YouTube channel, a Flickr page, and the VAntage Point blog. The overarching strategy is designed to help break down long-perceived barriers between the Department and its stakeholders. VA currently has over 345,000 combined Facebook followers. The Department plans to continue expanding its Facebook presence while also focusing on bringing Twitter to every VA medical center as well. A directory of VA Social Media sites is located at: www.va.gov/opa/SocialMedia.asp.

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