



Public Relations Insider Northwestern Division

Promoting the American Legion Auxiliary using social media and websites

These days just about everything we do is online. Don't get left behind! Make sure your Department and/or Unit is ready and using social media.

Who are we? What do we do? And why do we matter? These are the questions you should be asking about our organization and questions you should be prepared to answer when someone new asks you about the American Legion Auxiliary.

When you post on social media or your website, always make sure these questions are answered. Treat every post as though you are reaching new members, not just your current ones. But don't forget about your members either. Staying in touch with current members in between meetings is key. An engaged member is a happy member, and happy members share their organizations with others!

Promote the Auxiliary in everything you do. Use your everyday activities to promote the ALA! Posting something on social media? Be sure to promote your Department and Unit events and other activities on your personal accounts. Do you follow the National accounts on social media (@ALAforVeterans)? Re-post ALA posts on your personal pages too. Have an email signature? Add a link to ALAforVeterans.org to your personal email signature to show anyone you email that you are a proud member.



Have you attended the **ALA Academy** online yet? All members can attend, its free! There are several courses related to Public Relations: *Using Social Media to Your Unit's Advantage & ALA Branding and Why it Matters to Me!*

You can find the ALA Academy on the National website – (you will need to login) <https://member.legion-aux.org/member/online-training>



Don't forget to always to wear your officially branded ALA apparel! Show off your great style and our organization wherever you go. Shop [Emblem Sales](#) and [Lands' End Business!](#)



Follow PR on facebook: <https://www.facebook.com/groups/ALAPublicRelations/>

New to social media? Here's where to start ...

- Choose one social media site (Facebook, Instagram, etc.).
 - Start small and build, don't take on too much at once.
- Branding – brandmarks and ALA images.
 - Refer to the [Branding Guide](#) for images and usage.
- Assign responsibility (admin access) for the page to at least two members.
 - For ease of managing the page.
- Match the name of the page to your Unit name (Unit Name, #, City, State).
 - This will make it easier for people to find you.
- List Contact Information.
 - But nothing personal.
- Be Active.
 - Post regularly (at least once a week) so your page appears in users feeds.
- Be Careful.
 - Always be mindful of posting within the ALA media guidelines. Please refer to your toolkit for more information.
- Learn the “lingo” of #socialmedia
 - “Hashtags” (#) are a way to communicate in your posts.
 - Social Media hashtags to use: #AmericanLegionAuxiliary #ALAJuniors #LegionFamily
 - Be sure to tag @alaforveterans in your posts.

There are many resources out there to get you started, as well as Chairs at every level to offer assistance. Just remember when it comes to social media, it's all been done before, you don't have to reinvent the wheel or do it alone.

Please use and share these resources within your Departments (you will need to login):

Social media and public perception:

<https://member.legion-aux.org/Blog/Your-social-media-branding-impacts-public-percepti>

Social media tips

<https://member.legion-aux.org/Blog/Tips-on-using-local-media-to-spread-our-message>

PR Toolkit

<https://member.legion-aux.org/member/resources/pr-toolkit>

Social Media Policy:

<https://member.legion-aux.org/member/policies/electronic-communications-policy>

Looking to start a website for your Unit? There are many options, including some very reasonably priced web hosts. Starting up a website is similar to starting a social media page, there are just more steps and programs involved. If you need some assistance, please reach out.

Thank you!

