



Public Relations Insider Northwestern Division

Public Relations Tool Kit and More!

Public Relations is vital to the success of our organization by sharing who we are, what we do, and why we matter.

Have you wondered how to share information in your community? What are the resources available to you, and where do you find them? This is a question that many have asked. First, think about what your unit does each month? Do you host a dinner? If so is that dinner open to the public? What information are you sharing with the public to let them know who you are, what you do, and why you matter? Think about this, as you are bagging up food to pass out, place fliers on the boxes. You can put information about your calendar, how you helped veterans and their families this month, put the family membership applications in each box. While you're hosting your dinner, have a greeter talk to visitors to your post, while sharing information, if the visitor sounds interested in joining, get their information to reach back out to them. When you call them again, invite them to the next event. This is just one of the many ways to engage in conversation while in the community.

Visit www.alaforveterans.org to find templates to utilize for your event.

You will also find the emblem use approval form. Branding, which is the promotion of our organization by advertising on our clothing and other items in public, helps create our identity, as well as recognition. Members are encouraged to wear branded items while in their communities. Should you need approval for the ALA emblem you can find the emblem approval form at



Social Media hashtags:

#AmericanLegionAuxiliary
#ALAJuniors
#LegionFamily

And be sure to tag
@alaforveterans on all your
social media postings!

Wear your Branding!



You can find branding items at:
[American Legion Flag &
Emblem
Lands' End](#)

www.alaforveterans.org, under forms on your main log in page. Gaining approval for using the emblem is an easy process. Fill out the form, attach your design, send to your Department Secretary, then wait. Your Department Secretary will send your design to National, National will then approve your design or suggest an edit. It is a simple process and an easy way to engage in your communities by wearing the emblem.

Social media continues to grow in our Nation. Social Media is a great way to show who we are, what we do, and why we matter. Social Media allows units to create events, showcase their members, and show the public what you do. I would encourage all units to find someone in their unit to utilize social media platforms such as Facebook, and Instagram. These are all platforms where you can share information and engage. Encourage your members that when they see a post from the ALA to like that post, the more engagement with a social media post, the more people see that post. That is free exposure for your unit in the community. Be sure to check out these resources available for social media:

[Social Media](#)

[Media Templates](#)

[Do's and don'ts for social media](#)

There are many more resources and articles that you can read on www.alaforveterans.org site to learn more tips and tricks for social media.

Join our [Public Relations Facebook group for all things public relations](#). We want to hear from you on social media. Share with us your successes with public relations.

Check out these branding ideas:

