

UNIT PUBLIC RELATIONS REPORT FORM 2021-2022
Reporting Date April 1, 2022

UNIT NAME _____

Unit Number/District _____

Name of Person Reporting _____

Address _____

E-Mail _____ Home# _____ Cell# _____

Total Minutes of Broadcasting (Radio/TV) Time _____

Total Number of Social Media Postings (Twitter, Instagram, Facebook, etc) _____

Total Number of Social Media Followers

Please describe activities/projects carried out in your unit. Additional paper or the back of this form may be used.

_____ # Interviews _____ # Print Advertising _____ # Pictures _____ # Letters _____ # Articles
_____ # Editorial Letters _____ # Junior Press Releases _____ # Dept. President Project Articles

_____ # of Articles sent to Dept Newsletter _____ # of posts shared to Dept of FI ALA Social
Media Pages

Total of all of the above _____

Does your Unit have a Website _____ Facebook Page _____ Does your Unit publish a Newsletter
_____ Post Family Newsletter _____ E-Bulletin _____ E-Newsletter _____

Total miles driven _____ Volunteer value \$27.20 per hour _____ Total Number of Hours

Reminder: attach 2 copies of print media. As part of your Narrative Report, please include the answers to the following questions: Please use the back of this form.

- How has your unit social medial pages inspired unit members to share content from your social media pages, How has your social media sites grown over this year in number, ect?
- Has unit been mentioned in local media about the promotion of mission related Activities? What type of promotions have they received?
- Were Press releases distributed by your unit and what type of response did you receive?
- How does your unit keep an active and updated media contact list? How has this list impacted the unit?
- Have there been specific social media events sponsored by the unit that broadly spread the brand of the ALA?
- How does your unit support ALA Branding and the ALA Academy courses?

SEND THIS REPORT TO YOUR DISTRICT PUBLIC RELATIONS CHAIRMAN