2022-2023 Public Relations Action Plan

American Legion Auxiliary, Department of Florida
Committee Chair, Virna Luke
Committee Members: Patricia Delgado and Patricia Grayshaw

Hashtag for this Year - #ColorMeThere

Overview of the Public Relations Program

The American Legion Auxiliary's positive public image and excellent reputation in the community is no accident. Public Relations committee members work hard to establish and maintain positive goodwill within the organization and the public. The committee is tasked with promoting the Auxiliary's many programs, events, activities, and accomplishments through a variety of channels.

Goals of the Public Relations Program

As a Public Relations chair or committee member, it is your responsibility to tell the story of the goodwill that your unit performs in the community and for the American Legion Family. The Public Relations chair and committee also has the responsibility to support the other committees and executive officers as they implement their programs. This includes membership (recruitment and retainment campaigns), Americanism, Poppy, Girl State and more.

Strategies & Tactics of the Public Relations Program

Work toward reaching those goals through variety of strategies, including media relations, social media/website, advertisements (paid and/or PSAs), community involvement and face-to-face interaction.

Strategy: Media Relations
Example Tactics:

- Develop a list of local media contacts for your unit to use.

- Build relations with your local media and political figures to educate them on who we are, what we do and why we matter.
- Send news releases to local media to notify them of important programs, services, or accomplishments throughout the year.
- Write a letter to the editor and/or news release to recognize patriotic holidays and events.

Strategy: Social Media/Website
Example Tactics:

- Create and maintain an active social media presence for your unit on Facebook.
- Encourage unit members to promote Auxiliary events on their personal social media accounts.
- Create/improve and actively maintain a unit website.

Strategy: Advertisements

Example Tactics:

- Contact your local media to obtain information related to paid event listings and keep this information on file and current.
- Facebook events and posts can be “boosted” for further exposure and reach.
- Send news releases to local media to notify them of important programs, services, or accomplishments in hopes for editorial coverage.
- Some news agencies will offer public service announcements at no cost. Contact local media for information and keep this information on file and current.

Strategy: Community Involvement
Example Tactics:

- Give an *Auxiliary* magazine gift subscription to your local library and doctors’ offices.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities, and post homes.
- Host information tables at community events to help raise awareness.
- Join the local Chamber of Commerce to reach the business community.

- Host a ribbon cutting ceremony or public check presentation ceremony.

Strategy: Face-to-Face Interaction
Example Tactics:

- Wear your officially branded ALA apparel.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community and why we matter.
- Always keep an ALA application in your wallet to assist with new membership recruitment efforts.
- Link to www.Legion-Aux.org in your personal email signature. Encourage all unit members to do the same.

Resources for the Public Relations Programs
The American Legion Auxiliary offers a variety of resources to assist the Public Relations committee in telling the story of units' services and programs. It is recommended that all Public Relations chairwomen/chairmen and committee members familiarize themselves with the resources that exist.

To access the following resources, login to the MyAuxiliary Member Portal at www.Legion-Aux.org

- ALA Branding Guide – Contains information related to the proper and improper use of the American Legion Auxiliary emblem and more.
- ALA Branding Game – Play an interactive game with your unit members to teach them the importance of the ALA emblem and what it means.
- National Member Resources - Contains banner templates, flyer and newsletter templates, media templates, PowerPoint templates, brochures, posters, flyers, videos and more.
- National Public Relations Committee – Contains the National Programs Action Plan and Annual Supplement. Be sure to support these programs with your own programs and activities.
- Public Relations Toolkit – Contains ALA Public Relations Guide & Tips for Volunteer Recruitment tool kit, media templates, an ALA Emblem Use Approval request form and the ALA Branding Game.
- Subscribe to *ALA eNews* and *In the Know eBulletin* via www.Legion-Aux.org.

- To develop a list of local media contacts for your unit, step-by-step instructions are included in the ALA Public Relations Guide and Tips for Volunteer Recruitment tool kit.
- Templates to write letters to the editor and/or news releases for patriotic holidays and events can be found in the PR/Marketing Resources in the Members Only section at www.Legion-Aux.org.
- To obtain ALA and American Legion Family emblems, visit the American Legion Flag & Emblem online store and purchase an American Legion Family Clipart USB drive.

Duties of the District Public Relations Chairman

- Familiarize yourself with the ALA Branding Guide and ensure all unit communications meet the requirement. Share the guide with all unit chairmen within your district.
- Send District PR chairman's name, phone number, email, and physical mailing address to publicrelations@ALAFL.org
- Develop and discuss at District School of Instruction a "How to start a successful Public Relations Campaign" for unit chairman.
- Educate units on materials available and how to obtain them.
- Compile and maintain a list of unit Public Relations chairman names, phone numbers, and email addresses. Make contact monthly to offer assistance and discover/share success stories.
- Create and maintain an active social media presence for the district and encourage units to do the same. (Share events on ALAFL Public Relations Facebook group page.)
- Gather Unit Year-end reports with copies of articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.

Duties of the Unit Public Relations Chair

- Download the ALA Branding Guide and ensure all unit communications meet the requirement.
- Create/update local media contact list.
- Build relationships with local media.
- Prepare and send media releases and email to each media contact.
- Create and maintain an active social media presence. (Share events on the ALAFL Public Relations Facebook group page.)

- If your unit has a website, ensure posted information is up-to-date and relevant.
- Meet with committee chairs of your unit (i.e., Membership, Poppy, Americanism, Girl State, etc.) to gain insights of goals and discuss how public relations efforts can assist.
- Attend any Auxiliary committee planning meetings to “Gather the 5 W’s” and How? (Who, What, Where, Why, When).
- Familiarize yourself at the beginning of each year with the End of Year Report so that you know what information will be collected.
- Report to District chair with a narrative on how you worked the public relations program with copies of articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.

Virna Luke
13272 Eucalyptus Dr
Jacksonville, FL 32225
817-791-3583
publicrelations@alafl.org

CHAIRMAN

PUBLIC RELATIONS AWARDS 2022-2023

SOCIAL MEDIA AWARDS

Color Me There Social Media Award Citation

Unit Citation

District Citation

• Award presented to all Units developing a properly branded social media account during the current ALA administrative year and must include media posting to members about taking the ALA Academy courses ALA Branding Why It Matters and ALA Communication Methods

• Information OR name of site must be reported to the Dept of Florida PR Chairman Virna Luke before April 1, 2023.

• Website/Facebook page must conform to “Website and Social Media Guidelines” in the ALA Branding Guide.

UNIT COMMUNICATION AWARD

COLOR ME THERE COMMUNICATION:

Unit - Monthly Newsletter/E-blast – Award for a unit sending out monthly newsletter and/or e-blast to their members.

District - Monthly Newsletter/E-blast – Award for a District sending out monthly newsletter and/or e-blast to their units.

Criteria: send a copy of each of three (3) issues to be judged (published between July/March).

IF YOU HAVE A JOINT NEWSLETTER: To the Unit with the best joint newsletter publication.

Criteria for Newsletter Publications:

• Send one copy each of three (3) issues to be judged. Published between July-March to the District PR Chairman, postmarked no later than the deadline.

NOTE – Items listed as Unit should include Legion/Sal if joint publication.

Portfolio Awards

DO NOT SEND PRESS BOOKS TO NATIONAL OR SOUTHERN DIVISION CHAIRMAN

Color Me There Portfolio Award– To the Unit with the best all-around Portfolio. To the Unit/district that shows the work of the unit/district with the most visual public relations, flyers, programs. (Narrative must be included by member grouping)

CRITERIA FOR PORTFOLIO ENTRIES:

• Material must be prepared in a Portfolio Book no larger than 12" X 15" on 8- 1/2 X 11 pages.

• The first page of the entry must include the name, address and phone number of the Unit Chairman, name of the Unit, and member grouping.

• The entry must also include a completed copy of the unit's end of year report.

• Copies of articles may be used.

• The name of the newspaper, date and page number must be at the top of each article.

• Neat articles, bulletins, flyers and photography concerning an Auxiliary and/or Legion Family function/program should be included in chronological order.

• Paid articles are not to be included.

• The Portfolio Book should tell the story of how the Programs of the ALA were promoted in the unit.

• Do not underline or highlight anything!

- American Legion Auxiliary or American Legion should be included in each article, flyer, etc.

DEPARTMENT

PUBLIC RELATIONS AWARDS 2022-2023

PRESS BOOK RULES Fly-leaf to contain: Unit name and number; location; membership group; number of inches of print; number of inches of pictures. (Pictures to be measured by measuring across, then down, then multiplying the two figures.) Book must contain only news clippings and pictures. (No glossy photographs or souvenirs.) Name and date of paper must be above each article. Please save three (3) copies of all clippings. One for Unit press book, one for District press book, and one for Department press book.

DOROTHY DUKE AWARD PRESS BOOK (Note: expires in 2031) Sponsored by Melbourne, Unit 163 The Press Book Trophy will be presented to the Unit which submitted the Press Book which is judged “Best All Around”. The winner will be chosen on a percentage basis from a group comprised of the first place winner in each membership grouping, Rules governing its selection will be the same as those used to determine the “Best Press Book.”

NATIONAL

PUBLIC RELATIONS AWARDS 2022-2023

Go to
www.legion-aux.org
Select Committee, then select Public Relations

UNIT PUBLIC RELATIONS REPORT FORM 2022-2023
Reporting Date April 1, 2023

UNIT NAME _____
Unit Number/District_____
Name of Person Reporting _____
Address _____

E-Mail_____Home#_____Cell#_____

Did your unit create a website or social media page? _____ If yes, give information

Name of website/social media page with date created:

_____

PRESS/MEDIA INFORMATION

Total Minutes of Broadcasting (Radio/TV) Time_____
Does your unit post regularly on: Facebook _____ Instagram_____ Twitter _____
Other, name of platform(s): _____
Total Number of Social Media Followers: Facebook _____ Instagram_____ Twitter _____
Other (name of platform/number of followers: _____

Did your unit create a media contact list? _____, provide the name/email etc.

_____

Interviews with reporters _____ # Articles published _____ (**attach three; copies**)
Letters to the Editor _____
TV aired program/interviews/event coverage _____ (list dates/times)
Junior Press Releases _____ # Articles sent to Dept Newsletter _____ # Event flyers _____
Total of all of the above _____ (**send one copy of each that is applicable: print, screenshot, jpeg, pdf, or word doc**)

Does your Unit publish a Newsletter _____ Post Family Newsletter_____ E-Bulletin _____
E-Newsletter _____ (**send a sample of three different copies**)

Narrative: Provide a description of how our theme “Continue our Legacy of Respect” C.O.L.O.R. inspired your unit, how did you apply the PDP theme and item. Share how your social media page has grown since last year. Describe your mission related interviews and written articles, what program(s) were highlighted. Did your unit wear ALA apparel in public, and what other creative branding ideas were used. Does you unit, rock your RED shirts on Fridays? Did your unit contribute to fundraising or bring awareness to Gary Sinise Foundation – Central Florida. Provide up to ten pictures (print, screenshot, jpeg, pdf, or word doc) of your Unit working the mission and programs from this term.

SEND THIS REPORT TO YOUR DISTRICT PUBLIC RELATIONS CHAIRMAN

DISTRICT PUBLIC RELATIONS REPORT FORM 2022-2023
Reporting Date April 15, 2023

District # _____
Name of Person Reporting _____
Address _____

E-Mail_____Home#_____Cell#_____

Did any of your units create a website or social media page? _____ If yes, give information

Name of website/social media page with date created (use additional sheet if needed):
_____

PRESS/MEDIA TOTAL AMOUNTS FOR YOUR DISTRICT

Total Minutes of Broadcasting (Radio/TV) Time_____
Do any of your units post regularly on: Facebook _____ Instagram_____ Twitter _____
Other, name of platform(s): _____ Provide the unit numbers:

Total Number of Social Media Followers: Facebook _____ Instagram_____ Twitter _____
Other (name of platform/number of followers: _____

Did any your units create a media contact list? _____, provide the name/email etc.
_____

Interviews with reporters _____ # Articles published _____ (**attach three; copies**)
Letters to the Editor _____
TV aired program/interviews/event coverage _____ (list dates/times)
Junior Press Releases _____ # Articles sent to Dept Newsletter _____ # Event flyers _____
Total of all of the above _____ (**send one copy of each that is applicable: print, screenshot, jpeg, pdf, or word doc**)

Do any of your units publish a Newsletter _____ Post Family Newsletter_____ E-Bulletin
_____
E-Newsletter _____ (**send a sample of three different copies**), provide the unit numbers.

Narrative: Provide a description of how our theme “Continue our Legacy of Respect” C.O.L.O.R. inspired your district, how did you apply the PDP theme and item. Has your district social media page grown since last year. Describe your mission related interviews and written articles, and what program(s) were highlighted in your district. Did your district leadership wear ALA apparel in public, and what other creative branding ideas were used. How did your district bring awareness to Gary Sinise Foundation – Central Florida. Provide up to 20 pictures (print, screenshot, jpeg, pdf, or word doc) of your district working the mission and programs from this term.

SEND THIS REPORT TO YOUR DEPARTMENT PUBLIC RELATIONS CHAIRMAN

Follow us on Social Media
2022-2023

Social media has become an important way for our units and districts to stay connected. The Department of Florida American Legion Auxiliary Public Relations committee is here to help you to engage with your audience and keep your members informed on our ALA programs, events, and more. Social media is about connecting people and sharing information.

The Department of Florida is on Facebook, Twitter and Instagram! "Like" us to see photos, Auxiliary event details, important updates for members, polls/questions, news about the military and more.

ALA Facebook Pages & Hashtags

National ALA Facebook Groups

ALA National Headquarters

ALA National President

ALA Chaplains

ALA Children & Youth

ALA Community Service

ALA Education

ALA Girls Nation

ALA Girls State

ALA Historians

ALA Juniors

ALA Leadership

ALA Legislative

ALA Membership

ALA National Security

ALA Poppy

ALA Public Relations

ALA VAR

Department of Florida ALA Facebook Groups

ALAFL Department

ALAFL Americanism

ALAFL Chaplain

ALAFL Children & Youth

ALAFL Community Service

ALAFL Constitution & Bylaws

ALAFL Education

ALAFL Emergency Fund

ALAFL Girls State

ALAFL History

ALAFL Juniors

ALAFL Leadership

ALAFL Legislative

ALAFL Membership

ALAFL National Security

ALAFL Past Presidents Parley

ALAFL Public Relations

ALAFL Poppy

ALAFL Treasurers

Department of Florida Social Media Platforms

Twitter
@ALAuxFlorida

Instagram
@americanlegionauxflorida

Department of Florida Hashtags

•#DeptFLLegionFamily - Post a photo of your Legion Family volunteering in branded attire.
• #ALAJuniors - Share FB posts, tweets, and photos of ALA FL Juniors working the mission.
•#ColorMeThere - Share FB posts, tweets, and photos of ALA members working the mission throughout our great state.

National Hashtags

Share your posts and photos and tag national @ALAforVeterans!
• #MyAuxiliaryMagazine - Post a photo of yourself reading the latest Auxiliary magazine.
• #LegionFamily - Post a photo of your Legion Family volunteering in branded attire.
• #ALARockStars - Share FB posts, tweets, and photos of ALA members working the mission.
• #AmericanLegionAuxiliary - Share FB posts, tweets, and photos of anything and everything related to the ALA.

American Legion Auxiliary

NATIONAL POLICY

ELECTRONIC COMMUNICATIONS, INTERNET, AND SOCIAL MEDIA POLICY

Reviewed by: National Audit Committee Reviewed On: 2/3/2018

Approving Body: National Executive Committee Date Approved: 2/24/2018 **Next Review Date:** Winter 2020

Policy Statement

It is the policy of the American Legion Auxiliary (ALA), a national public benefit 501 (c) (19) not-for-profit Veterans Service Organization Auxiliary headquartered in Indianapolis, Indiana, to have requirements and standards in place for communication conveyed electronically under the auspices of American Legion Auxiliary, including via the Internet and social media, that protect the name and trademarks of the American Legion Auxiliary and the reputation of the organization at all levels – national, department, intermediate body, unit, subsidiary, and member.

The American Legion Auxiliary encourages and promotes participation in electronic communications, social media, and Internet representation of the ALA in an ethical manner that increases awareness about the American Legion Auxiliary and that positively represents the American Legion Auxiliary brand and The American Legion Family brand.

The purpose of this policy is to provide guidance to protect the members, entities, name, emblem, and trademarks of the American Legion Auxiliary. To this purpose, this policy a) specifies the permissions, and administrative rights required for using the name and trademarks of the American Legion Auxiliary on electronic communications, websites, and social media accounts, blogs and other emerging forms of electronic communications; and b) defines the parameters, monitoring, sanctions, and expectations for using electronic means of communications, including websites and social media, to enhance mission outreach and the reputation of the organization at all levels through appropriate use of message content and delivery. References to social media accounts in this policy include but are not limited to Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.

Policy compliance shall be in accordance with applicable patent, trademark, and copyright laws. The policies herein apply to all levels of the organization, from the national level to individual members.

Policies

Permissions

- In accordance with the provisions contained within this policy, an entity chartered by the ALA already has permission to use the name, emblem, and trademarks of the American Legion Auxiliary and may use the name, emblem, trademarks to establish a presence on the Internet, in social media, and other electronic communication, including but not limited to websites, Internet-based tools, accounts, Facebook pages and groups, Twitter accounts, and mobile device applications.

- Departments, department-authorized intermediate bodies, and units have approval to use the name American Legion Auxiliary, the emblem, and ALA trademarks on electronic-based communications by and from the department, department-authorized intermediate body, and unit. Therefore, in accordance with this policy, approval to use the name, emblem and trademarks of the ALA is deemed granted to departments and units as chartered entities of the ALA and to department-authorized intermediate bodies and subsidiaries, and no additional approval from the National organization is required.

Administrative Rights

- All national-level Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must have shared administrative rights with ALA National Headquarters. Such national accounts include those established and administered by national officers, National Executive Committeewomen, national governing board members, national subsidiaries, national chairmen and national committee members.
- All department-level, intermediate-body level, unit level, and department and unit subsidiary Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary are advised to have more than one ALA entity representative with administrative rights and/or login information.
- All Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must obey the Terms of Service of any social media platform employed.
- Departments and units that share websites and other electronic media with their American Legion counterparts are advised to establish policies regarding permissions and shared administrative rights.

Content

- Websites, electronic communications, Internet-based accounts, electronic blogs, and social media accounts must clearly, accurately, and completely identify the ALA entity represented; e.g. American Legion Auxiliary department, intermediate body, unit, subsidiary, program.
- Information posted or conveyed electronically via Internet-based accounts must be relevant to the ALA entity and its programs and must safeguard the integrity of the ALA and the privacy of individuals in keeping with all applicable federal, state, and local laws and regulations.
- Content considered relevant under this policy includes proper and suitable postings about members, ALA meetings, ALA mission-related programming events and fundraising activities, and events or fundraisers that benefit the American Legion Auxiliary.
- Content communicated via Internet-based accounts, social media, websites, and electronic blogs cannot divulge private information about an individual, including a person's contact information or medical information. Posting private information about others can be a criminal offense.
- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs must respect and abide by all relevant laws, including copyright and defamation laws. An ALA entity representative or individual is personally responsible for any content so published, regardless of whether or not the message was posted under the intention of anonymity.

- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs is responsible for understanding that, once published, content is immediately public and considered permanently available to others; an entity representative or individual may be held responsible for any consequences thereof.
- The promotion or conducting of charity gaming via social media, websites, and electronic blogs is prohibited in many states; state laws prevail, and individuals posting information representing the ALA are responsible for knowing and abiding by all applicable charity gaming laws and government regulations.
- ALA Internet-based accounts, websites, electronic communications, blogs, and social media cannot be used to convey information in support of political parties, political candidates, or sectarian viewpoints; the American Legion Auxiliary is a non-partisan and non-sectarian organization.
- Administrators of ALA websites, electronic communications, Internet-based accounts, blogs and social media accounts are forbidden from using ALA accounts to promote personal projects, goals or interests outside of ALA programs and business.

Monitoring

- The ALA will publish within the ***American Legion Auxiliary Branding Guide*** appropriate protocols for establishing American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- The ALA will reasonably monitor electronic communications that represent the ALA for threatening or dangerous content, and the electronic media account administrator reserves the authority to remove postings that violate laws, regulations, or ALA policy.
- The ALA will maintain appropriate records of utilization in accordance with applicable laws, government regulations, and industry best practices.

Sanctions

- Any electronic, Internet-based, website or social media presence using the name, emblem, or trademarks of American Legion Auxiliary that fails to comply with this policy is prohibited. Any cost for enforcement of laws or judgments relative to this policy shall be sought from the offending entity or individual representative.

Guidelines

- The American Legion Auxiliary National organization will publish and maintain current guidelines within the ***American Legion Auxiliary Branding Guide*** that include appropriate protocols regarding establishing and conducting American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- ALA electronic media guidelines will address appropriate participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when one is acting in an official capacity on behalf of the ALA.
- Guidelines will reflect and promote the importance of the ALA's role and opportunities in social media and Internet communities for conveying the organization's identity – the world's largest women's patriotic service organization – and the organization's mission and relevance – to serve United States veterans, military, and their families at home and abroad.

- Guidelines will reflect the importance of ALA members and entities joining in conversations that take place online about the American Legion Auxiliary, and that entities and members have an ethical responsibility to ensure such online conversations accurately represent the ALA and share the positive spirit of the ALA and Legion Family brand so that the American Legion Auxiliary can fulfill its mission for future generations.
- The *American Legion Auxiliary Branding Guide* will include details regarding usage of the American Legion Auxiliary emblem, name, and trademarks, and written and design elements reflecting same.
- The *American Legion Auxiliary Branding Guide* will be maintained for free download to members at the ALA national website www.ALAforVeterans.org.

Addendum

Policy Background and Rationale

With an ever-increasing move from traditional media to electronic platforms, many organizations and individuals are turning to social media for word-of-mouth communication and marketing because of its ease of use and instantaneous results. Because of the tremendous growth in Internet-based communication media, countless conversations take place online daily about the American Legion Auxiliary (ALA). We want and encourage our organization's members and entities to join those conversations, accurately representing our organization and sharing the positive spirit of our brand so that the American Legion Auxiliary is here to fulfill our mission for future generations.

This electronic media policy is intended to guide your participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when you are acting in an official capacity on behalf of the ALA. This policy was developed collaboratively with representatives of The American Legion and Counsel General. The purpose of this policy is simply to protect the organization as well as the individuals who are using electronic media to increase awareness about the value of the ALA.

In keeping with the vision of the American Legion Auxiliary 2019-20 Strategic Centennial Plan, it is critical we always remember **who we are** – the world's largest women's patriotic service organization, and that **what we do** – serve veterans, the military, and their families, can be enhanced greatly by sharing **why we matter** through responsible engagement in social media and Internet communities.

To grow and strengthen our entire organization, the ALA needs to take advantage of the fact that more people are communicating via websites and social media, and we want the ALA's electronic presence to be fun and up to the highest standards. It is important we develop and maintain a cohesive, true and proper American Legion Auxiliary image. This policy is about caring for our brand and our reputation; it is for everyone's protection – individual members as well as the organization.

If you have any questions about this policy, please contact the ALA National Headquarters Communications Division at (317) 569-4500, ALAHQ@ALAforVeterans.org, or 3450 Founders Road, Indianapolis, IN 46268.

HOW TO WRITE A NEWS RELEASE

Committee:

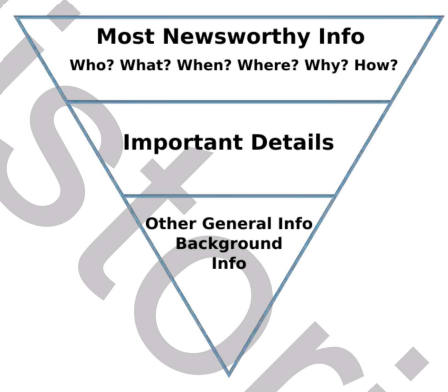
Public Relations

Contact information for questions:

publicrelations@ALAforVeterans.org

How to write a news release:

- Gather correct and pertinent information.
- Prepare a news release with the ***Who*** (who is invited and who is the sponsor), ***What*** (what is the ALA information/event/program), ***When*** (day, date, time), ***Where*** (location, street address, city), ***Why*** (provides a reason the event is being held) and ***How*** (other special information a member or the general public would need to know in order to participate in this event). Templates are available at www.ALAforVeterans.org.



- The inverted pyramid (shown above) is a common method for writing news articles and releases. It can be thought of as a simple upside-down triangle. The widest part at the top represents the most important information, and it tapers down in order of diminishing importance. **Who, What, When, Where, Why** and **How** should all be included in the opening paragraph or two. This format is valued because readers can leave the story at any point and understand it, even if they don't have all of the details. By placing less important information at the end of the story, it can be removed so the article can fit a fixed size, or it can be "cut from the bottom."
- Include contact information: a name, phone number and email address.
- Provide deadline information if applicable.
- Distribute public relations information via resources available in your community—to newspapers, radio stations, TV stations, blogs; post to a website; display advertising posters on community boards, in city hall, grocery stores, VA hospitals; share information with other persons who may help your unit reach the target audience such as a veteran service officer, Family Readiness Group or National Guard armory personnel.
- With today's technology, it is imperative that your information be shared electronically. Utilize Auxiliary websites, Facebook, Twitter, Google+, LinkedIn, and YouTube.
- Online public relations resources are available at www.ALAforVeterans.org.

Historic

PERMISSION TO USE PHOTOGRAPHS/VIDEOS

Subject: American Legion Auxiliary Department of Florida Photo/Video Release for Minor Child (legal age in the State of FL is 18 years old)

For Any and all American Legion Auxiliary and Junior Activity Events,

I _____, the Parent or Legal guardian of

_____(child's name) grant to the American Legion Auxiliary, its representatives and employees, the right to take photographs and/or video of the said minor Child and my property in connection with the above identified subject. I authorize the American Legion Auxiliary, its assignees and transferees to copyright, use and publish the same in print and/or electronically.

I agree that the American Legion Auxiliary may use such photographs/video of said minor Child with or without my name and for any lawful purpose, including, for example, such purposes as publicity, illustration, advertising, and web-related content. This agreement is good from one year of the date signed. I have read and understand the above:

Signature of Guardian: _____

Printed Name of minor child:_____

Date:_____

Phone:_____

Address:_____

_____

HOW TO UTILIZE FACEBOOK AND TWITTER TO PROMOTE AUXILIARY EVENTS AND ACTIVITIES

Committee:

Public Relations

Contact information for questions:

publicrelations@ALAforVeterans.org

Historic

Facebook

Set up a personal Facebook account (if you do not have an account already)

1. Go to **www.facebook.com**.
2. Enter your **name**.
3. Enter your **email** where indicated.
4. Create a **password**.
5. Enter your **birthdate** and **gender**.
6. Click on the **sign up** button.
7. You are now on your Facebook **home** page.
8. Click on **your name** in upper right hand corner. This is where you update your **profile**.
9. Click on **find friends** in upper right hand corner. You can import contacts from your email address book, or request to be **friends** individually in the **search** bar by name or email address.

Twitter

Set up a Twitter account (if you do not have an account already)

1. Go to **www.twitter.com**.
2. Enter your **full name**, **email** and a **password**.
3. Click **sign up for Twitter**.
4. On the next screen, you will **choose your username** and agree to the terms of service.
5. Click **create my account**.
6. Go through the welcome and follow five accounts (such as @ALAforVeterans and @AmericanLegion) and click **next**. Then select five well-known people or agencies (consider categories like government and news) and click **next**.
7. You are then given the option to see if your friends are already on Twitter by searching your email address book. If you do not want to do this, click **skip**.
8. You can choose to upload an image for your profile picture and write a brief bio about yourself. If you do not want to do this, click **skip**.

Smartphones with Facebook and Twitter

If you own a smartphone, be sure to download both the Facebook and Twitter apps to post and tweet about the American Legion Auxiliary while you're on the go! Facebook and Twitter do not charge for these services; check with your phone provider for data charges.

Got Something to Share?

Twitter

How-To

Using your smartphone or computer, send tweets about the accomplishments of your unit's service in the community. Tweets can also include photos (see "Photo Tips" at right). You can even link to a news article or website.

Sample Tweets: (140 characters or less)

- #ALA members teaching 8th graders meaning behind 13 folds of #flag
- 13 #ALA volunteers at @DeptVetAffairs VAMC visiting hospitalized #veterans and passing out socks
- #ALA Unit 98 distributed 750 #poppies today, raising money to assist & support #veterans and their families
- #ALA #LegionRiders @AmericanLegion & SAL members building wheelchair ramp for Iraq #veteran
- #ALA Unit 1 & friends packing care packages & writing thank-you notes for #servicemembers #NationalDayService #2015MLKDay

Other suggested hashtags: #veterans, #volunteer, #military, #nationsheroes, #ALA, #AmericanLegionAuxiliary

You Will Need

A computer, smartphone, or tablet with the ability to download an application.

A smartphone with a built-in camera and data plan, or a computer and digital camera.

Facebook

How-To

Using your smartphone or computer, upload ALA program events and action photos of your unit or department members.

Posts Might Include:

- Meeting date and times.
- Reminders of report deadlines.
- Photos and summaries of ALA members filling backpacks for military children.
- Volunteers serving food to veterans.
- Members in Auxiliary attire distributing poppies.
- Legion Family members painting the exterior of a veteran's house.
- Junior members participating in mission-focused projects.
- Combined functions with the entire American Legion Family.
- How and where to apply for AEF grants in times of need.

Photo Tips:

- Take action shots, not just portrait style.
- Aim for tight, close-up photos.
- Avoid "back-of-head" shots.
- Remember to get vertical photos as well.
- Collect photo release statements when necessary.
- Pay attention to what else appears in the photo (i.e., beer signs, etc.).

You Will Need

Share your posts and photos with @ALAforVeterans on Facebook, Twitter, and Instagram! Your photos may appear in ALA media.

Historic