



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

Committee:

Public Relations

Submitted by:

National Public Relations Committee

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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 @ALANatIHQ, @AmericanLegion, @AmLegionNewsCt, @DeptofDefense and @DeptVetAffairs) 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

Facebook

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
- @ALANatHq Learning about awesome new PR materials #dInc

Other suggested hashtags: #veterans, #SOT, #SOV, #military

Remember to use descriptive adjectives that will draw attention to your tweet.

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 shots 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

A computer, smartphone or tablet with the ability to send text messages or download an application. Additionally, tweets can be posted from your Internet browser at www.twitter.com. Include **#ALA** in your tweets.

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

Share your posts and photos with **American Legion Auxiliary National Headquarters** Facebook page through tagging or private message for maximum distribution.