

PUBLIC RELATIONS

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TIPS FOR SOCIAL MEDIA BEST PRACTICES

It's important to efficiently utilize social media to share the ALA's message of who we are, what we do, and why we matter.

Here are a few general best practices for social media when posting about the American Legion Auxiliary on pages the public sees, such as your unit/district/ department pages:

Think before you post

Use common sense. Think twice before posting something that may hurt the image of the American Legion Auxiliary or compromise your privacy, and never post confidential or proprietary information. Be aware that courts may judge certain material as proprietary, copyrighted, defamatory, libelous, or obscene.

Start talking ... er, posting

Social media is meant to be social — think of it as an ongoing conversation. Engage with others by including a call to action such as sharing, retweeting, liking, or commenting on your posts to encourage social sharing. Comment where appropriate to keep the conversation going.

Know the etiquette

Ever get an email written in uppercase letters and find yourself taken aback? In social media, there are also cultural norms, expectations, and conventions that govern user interactions. Failure to observe them may compromise your credibility or make you come across as a negative person when that never may have been your intention.

Get the ALA out there

Talk about the American Legion Auxiliary, our programs, volunteers projects, and mission. Share examples of activities going on in your unit or department, keep your content fresh, and update it often.

Graphics help get you noticed

Your followers see a lot of text when they sign in to Facebook or Twitter — you want to stand out! Research has shown that using visuals such as photos and videos with social media posts greatly increases engagement. See what software is available online — apps like Canva offer free, attractive templates to design, collaborate, and share on social media.

Celebrate!

Share good news, celebrate milestones, congratulate members, and post other happy occasions. Audiences want to celebrate your victories with you, no matter how small.

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