



American Legion Auxiliary

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PUBLIC RELATIONS

Nov/Dec 2018

“Everything you do or say is Public Relations”

In August of this year, I reported to the Department ALA Executive Committee three focus areas for Public Relations....I like to call them the ‘3 C’s.

COMMUNICATE: Whether it’s by word of mouth, in a newspaper, in a newsletter, or on social media – let people know who we are, what we do, and why we matter!! A suggestion is to name and highlight one of your own Unit members of the month, give a brief bio with who she is, what she does and why she matters to the Auxiliary.

CELEBRATE: Then, celebrate that Unit member with a special lunch at a meeting, a certificate, perhaps a small gift. Publish this wonderful Unit member of yours in local paper, on social media, in the newsletter, and at your post.

CULTIVATE: Cultivate that nature of goodwill not only at your Unit meetings and during events, but also on social media. If a post has forgotten a name, don’t blast that person for forgetting it, instead, PM (personal message) the post and ask to include it. There should be no place in social media (or anywhere as far as I’m concerned) for any type of bickering between fellow Auxiliary members. Always REMEMBER “service not self” and that we are here to serve our veterans and communities; we’re all volunteers trying to do our best.

SOCIAL MEDIA: Remember to think before you post, talk about the auxiliary, adhere to brand and identity standards, be thoughtful, respect privacy when using any type of social media. This month we begin with Twitter and why we should be using it. Twitter is a way to create a digital community, build relationships and create discussion. According to Twitter, there are more than 100 million active users, and half of those users tweet on a daily basis. With so many people already on Twitter, it only makes sense that your unit should also start using this site to increase your visibility and spread the American Legion Auxiliary’s message. Next month, be looking for a Twitter Usage Guide, ideas, and a question and answer session.

If at any time you should have questions about Public Relations for your Unit, please feel free to give me a call, or send a text.

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American Legion Family Websites:

MNALA.org	MN American Legion Auxiliary
MNLegion.org	MN American Legion
MNSAL.org	MN Sons of American Legion
MNALR.org	MN American Legion Riders
ALAforVeterans.org	National American Legion Auxiliary