



American Legion Auxiliary

Department of Minnesota
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PUBLIC RELATIONS

September/October 2018

“Everything you do or say is Public Relations”

The new Auxiliary year has already begun, why not introduce your Unit Leadership to the community through a Public relations campaign?! Perhaps a photo of the officers can be placed in the local newspaper and in the post itself with a caption of their names and a quick explanation of who we are, what we do, and why we matter. Those three explanations are President Jean’s theme this year. This is a fabulous way to promote the Auxiliary. She also encourages us to ‘toot our own horn’. You do realize that no one else is going to do it for you. So, go for it! Have your story ready to go to tell others about your Auxiliary membership to best promote it. As we all know, word of mouth is one of the best forms of promoting the Auxiliary.

As we continue to promote social media, in each newsletter you will see some guidelines for social media directly from national. Facebook is probably the most popular and efficient tool your Unit can use to promote our organization. Here are some guidelines: 1. **THINK BEFORE YOU POST.** 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. 2. **ENGAGE WITH OTHERS.** Think of social media as an ongoing conversation. Respond to comments and questions as expeditiously as possible. Be generous about sharing contributions. 3. **KNOW THE ETIQUETTE.** Ever get an email written in all uppercase letters or a bunch of exclamation points 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. 4. **TALK ABOUT THE AUXILIARY.** It’s certainly OK ad encouraged to talk about the American Legion Auxiliary, our programs, volunteers, projects and mission. Share examples of things going on in your Unit, keep your content fresh, and update it often. 5. **BE THOUGHTFUL.** You are officially representing the American Legion Auxiliary, so exercise good judgment before posting your own personal views and negativity in responding to posts. Never use Auxiliary branded social media to endorse a political candidate, service, business, etc.

FALL CONFERENCE: This year we continue with the Leadership, Membership and Public Relations Session on the Thursday, October 25th prior to Fall Conference (October 26,27) in Marshall. This workshop will be taking us back to the basics. There will be useful information from all three committees which you can take home and use for your Units.

WORKSHOPS: The mini worship provided at Fall Conference will be expanded and provided in a half day training in the north, mid, and southern areas of Minnesota; dates and places are yet to be determined, so, be watching for flyers on these events.

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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