

PUBLIC RELATIONS CHAT #6 – MAY 29, 2024 ON ZOOM  
TOPIC – SOCIAL MEDIA PURPOSES AND USES

**Why use social media in your public relations program?**

- Social media improves the quality and reach of your PR efforts
- It can make your unit more effective in all your activities
  - Communications – internal and external
  - Telling your story to the community and beyond
  - Inspire action and support for events and fundraising
  - Publicizing your events, drawing people to your events, and share the success of the events afterwards
  - Reaching out to potential members
  - Educating the community on your programs and missions

**Most popular social media for non-profits**

- Facebook, X (Twitter), and Youtube are the most popular social media platforms according to several surveys
- Our focus will be on websites, Facebook, and Youtube
- Instagram is popular with younger generations. Several Units indicated using Instagram in their annual report. Although Facebook usage has declined among the younger generations, the same surveys indicate that the majority of them still monitor and use Facebook, although their main personal use has moved to Instagram or other photo and video-based social media

**Getting started with social media**

- Develop social policy and guidelines for your Unit
- Designate your social media manager and team

- Control, security, and privacy are critical
  - Security protocols – control who has access and can make inputs – limit access to passwords
  - Privacy guidelines – be careful with photos – ask permission to post photos of individuals (especially non-members) on your page
- Establish your account as a non-profit

### **Making your Facebook page more effective**

- Look at other social media pages (especially Unit, Post, and Department pages – and Riders)
  - A few good examples are St Nazianz Post 477, Legion Family Post 711 Pewaukee, Auxiliary Unit 189 Watertown, and Auxiliary Unit 523 Abrams
- Discover what items catch your eye and interest the most
  - “People” stories and photos grab attention – members in action
  - If you use individual photos, secure that person’s permission before posting
  - Group photos have lower privacy expectations
  - Use special caution if children are in photos
- Take short videos of your events – videos catch the eye and cause people to stop and watch them

### **Facebook – Pages and Groups**

#### Facebook Pages:

- Personal and public profiles created by businesses, organizations, or public figures to promote themselves and connect with their audience.
  - Often used for brand awareness, customer engagement, and promoting products or services.

#### Facebook Groups: EXAMPLE (WI ALA Membership Group)

- Communities of people with a shared interest, goal, or cause.
- Allow for two-way communication,

- Members can post content and engage with each other.
- Can be public, private, or secret
- Used for discussions, networking, and sharing information
- Audience
  - Pages work well for reaching a wide audience including the general public
  - Groups work well for private communications – internal
  - To reach the public, you need a regular FB page
  - A Unit can also make a group FB page for just its members
- Interaction
  - Pages are designed to post content for the public and allow them to react or respond to your postings.
  - Groups are designed for membership two-way communications.
- It is NOT recommended for a member to use their personal Facebook page for Unit public relations activities. Create a Unit page instead.
- General direction for starting a Facebook page can be found on the Department ALA website under the Public Relations program
  - \*\*\*Directions on the WI ALA public relations page\*\*\*
  - [www.amlegionauxwi.org/publicrelations](http://www.amlegionauxwi.org/publicrelations)

### **Using QR codes**

- QR codes provide an easy way to direct people to information on your website or Facebook page. Newer generations are very adept at using their phone cameras to scan QR codes
- Two methods of creating a code were discussed, both providing options to customize your QR code with symbols and colors
- [www.vistaprint.com](http://www.vistaprint.com) and [www.qrcode-monkey.com](http://www.qrcode-monkey.com)

- Another simpler way to create a QR code is go to the specific page on your website or Facebook and right click on the page. You will find an item in the drop-down box that says “Create a QR code for this page”

### **Creating and using a Youtube channel**

- Youtube is A video-sharing platform
  - Allows users to upload, share, and view videos.
- Establish your own Unit channel
  - Upload and share videos
  - Subscribe to other users' channels
  - Promote activities and post videos of the actual activity
- Youtube has More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month
- Reaches more US adults 18-34 than any cable network

### **Wrap-Up**

- Our final PR Chat for this year be Wednesday JUNE 26 from 6:30-8:30. The general topic for the session will be COMMUNITY VISIBILITY AND INVOLVEMENT. This is an important topic for all of us, and one that we have discussed in all six of our previous chats. Members may attend the entire session or drop in anytime during the session to listen and/or participate. Members of the PR Committee will be available in the chat room the entire 2-hour period each month. If members wish to continue talking past 8:30, we welcome that enthusiasm and will remain engaged. The Zoom link for all PR Chat sessions is <https://us02web.zoom.us/j/84804629555?pwd=OEZoRnFCMjVsenQxc1VYMVRWZW9Vdz09>