American Legion Auxiliary
DEPARTMENT OF CONNECTICUT

# PR Resources

## What is Public Relations?

It is anything you do that your Unit, District, Department, Committee, etc. does to share information with the public.

Examples:

- Social Media Accounts
  - Facebook Pages
  - Instagram and Threads accounts
  - X (formerly Twitter)
  - Pinterest (great for sharing fundraising ideas and resources for Americanism and Juniors)
- Websites (I recommend Google Sites for ease of use and the price- FREE, Weebly is also good, but they may be going to paid accounts soon)
  - Unit
  - District
  - Department
  - Committees (depending on the committee- Jrs., for example)
- Newspaper/ Traditional Press
- Flyers/Posters/Signage
- In-Person Events (Representation at Farmer's Markets, for example)
- Anything else that has you as an Auxiliary Member interacting with the public in some way about our Mission.

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If your Unit, District, or Committee create a new Social Media Account or you are revitalizing your old account... or just want to continue with accounts you have, please send me the handles or a link to friend/follow you... I am working on revitalizing the Department's Social Media as well.

Also, please send me any flyers or announcements so that I can update our website

There are National Awards for the Best Unit Social Media, Unit Public Relations, District Public Relations and Department Public Relations... I am including all of the rubrics for that as well

| 2024-2025 Unit Award:<br>ALA Mission Focused Social Media | 2024-2025 Unit Award<br>Most Outstanding Unit PR Program<br>(per division) |
|---|---|
| • Presented to units with active social media accounts<br>  ○ One unit per department<br>  ○ Must have a maintained account focused on the mission of the ALA<br>  ○ Must conform to *ALA Branding Guide*<br>• Materials and guidelines:<br>  ○ Document with screenshots/photos of social media postings<br>  ○ Social media account URL | • One unit in each division (5) that earns media placements in their community<br>• Materials and guidelines:<br>  ○ Media placements/coverage highlighting ALA mission delivery. |

IF you need help or have any questions, text or email me. I am happy to help.

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# Branding Rules: For More Information, check legion.org/brand/aux

## Brand Mark Options

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

## Emblem

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)