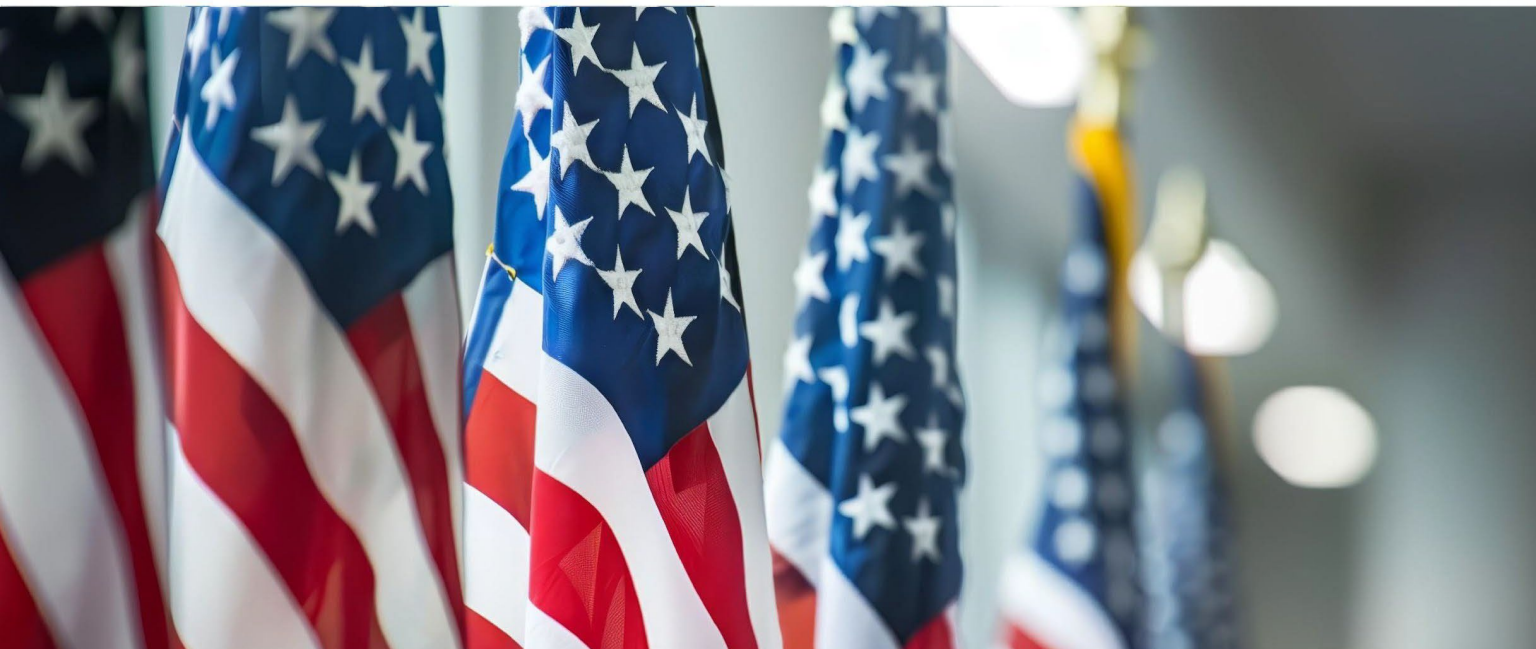




Social Media

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2026 DEPARTMENT OF FLORIDA

DEPARTMENT CONVENTION

Important Information Regarding Emblems & Brandmarks

AI Generated Emblems & Logos Are Not Authorized

Generative AI should **NOT** be used to create or reproduce:

- The American Legion Emblem
- The American Legion Brandmark

AI-generated images frequently:

- Distort official emblems
- Alter colors and design details
- Misrepresent trademarked imagery
- Create inaccurate or unauthorized versions

To ensure professionalism, accuracy, and trademark protection, only use official approved emblems and logos obtained directly from The American Legion National Headquarters website or The American Legion Department of Florida Website.

Authenticity & Accuracy Matter

AI Generated Images Can Distort Important Details

Generative AI often alters or inaccurately recreates:

- The American Legion Cover
- Military Uniforms
- Medals and Ribbons
- Proper Order of Precedence
- Insignias and uniform details

Even small inaccuracies can unintentionally misrepresent military traditions, professionalism, and the history of our organization.

Upload Authentic, Non-AI Altered Photographs

Authentic, non-AI altered photographs help preserve:

- Historical accuracy
- Military professionalism
- Organizational integrity
- Respect for veterans and service members

Understanding the Social Media Algorithm

The Power of the Trifecta

Social media platforms prioritize content that receives engagement.

The three most important actions are:

LIKE

COMMENT

SHARE

Together, these actions create the engagement “Trifecta” that helps posts:

- Reach more people
- Increase visibility
- Expand community awareness
- Promote events and missions
- Support veteran outreach efforts

Every interaction helps strengthen the online presence of:

- Your Post
- Your District
- Your Area
- The American Legion Family

Talk to your American Legion Family Members about the Power of the Trifecta.

Understanding Key Factors the Facebook Algorithm Considers

Facebook's algorithm prioritizes content that is engaging, authentic, and encourages interaction.

Content That Performs Well:

Live Video

- Often receives the highest engagement
- Encourages real-time interaction and comments
- Great for capturing authentic moments, veteran activities, and community engagement in real time

Pre-Recorded Video

- . Helps tell meaningful stories in a professional way
 - Excellent for event recaps, interviews, highlights, and mission-focused content
 - Short, clear videos often perform best

Authentic Photographs

- Real moments create stronger emotional connections
- Photos showing camaraderie, service, and volunteerism perform well
- High-quality authentic images help preserve professionalism and history

Proofreading Matters

Reviewing Social Media Content Before Posting

Before posting, always take a moment to carefully proofread your content for:

- Spelling errors
- Grammar mistakes
- Incorrect dates or times
- Misspelled names
- Incorrect locations or event information
- Formatting and readability

Why Proofreading Matters:

Builds professionalism

Improves credibility

Prevents misinformation

Shows attention to detail

Helps create polished and respectful content

Hashtags & Discoverability

Helping Your Content Reach More People

Hashtags help increase visibility and make social media posts easier to discover across Facebook and other platforms.

Using the correct hashtags helps:

- Expand audience reach
- Connect Posts and Districts together
- Promote events and missions
- Strengthen online engagement
- Help members follow organization-wide activities

Examples of Current Hashtags:

#UnityRideNorthernRoute

#UnityRideCentralRoute

#OneTeamOneDream

#PassionForVets

#ALR

#SALCares

Important Reminder:

Hashtags often change from year to year.

It is important to stay informed on current hashtags and include them in your social media content whenever appropriate.

Consistent hashtag usage helps strengthen discoverability, unity, and engagement across The American Legion Family.

Questions or Comments?

Thank You

Questions, comments, ideas, and discussion are always welcome.

