



Social Media Training

Instructor: Dana Jackson

2025 DEPARTMENT OF FLORIDA

DEPARTMENT CONVENTION

Show of Hands

- How many of you are using social media at the post or district level?
- How often are you posting?
- What types of information are you posting?
- Are you getting feedback from your members?



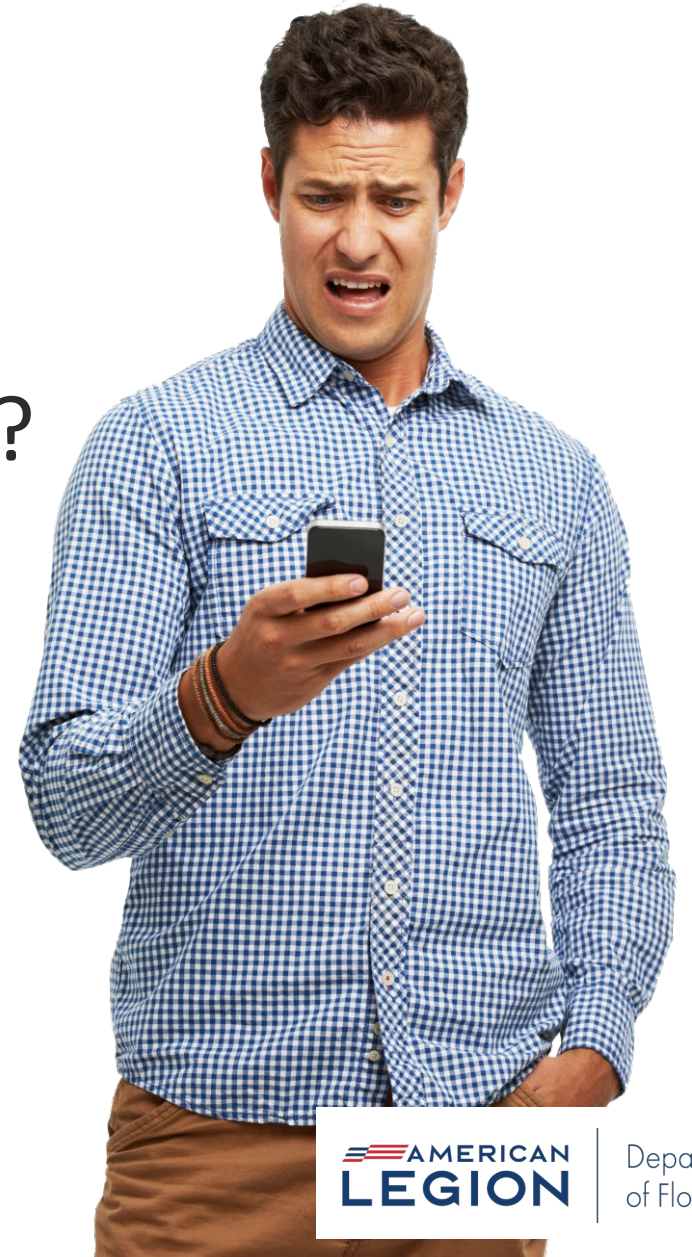
Social Media Topics

- What is Social Media?
- Why is it Social Media Important?
- Why People Avoid Social Media
- Social Media Characteristics
- Social Media Platforms
- Monthly Active Users
- Social Media Etiquette
- Work Smarter Not Harder



Other Social Media Topics

- Hashtag/Tagging/Retweeting
- Social Media Posts
- How Are You Sharing Information?
- Districts vs Posts
- Brand Mark vs Emblem
- Creating QR Codes
- Resources



What is Social Media?

Social Media: Websites and computer programs that allow people to communicate and share information, opinions, pictures, videos, etc. on the internet, especially social networking websites

(Two-way communication)

*Cambridge University Press. (n.d.). Social media. In Cambridge Dictionary.
From <https://dictionary.cambridge.org/dictionary/english/social-media>.*



Why is Social Media Important?

Recent studies revealed that only 20% of nonprofits feel 'extremely confident' that they're maximizing their social media potential. That means 80% feel they could be doing even more with their social media strategy.

- 2023 Consolidated Post Report (CPR) – 72% of Posts are reporting they use social media & 55% have a website.

McLachlan, Stacey. "Social Media for Nonprofits: 12 Essential Tips for Success." Hootsuite Blog, June 14, 2023, <https://blog.hootsuite.com/social-media-for-nonprofits/>.

Why is Social Media Important?

- **2023** - 4.0 billion people use social media, and the average user spreads their digital footprint across 6 to 7 platforms every month, increasing the need for us to spread our digital footprint.
- **2024** - increased to 5.7 billion users
- **Today, 93.3% of internet users use social media**


Influencer Marketing Hub. "Top 69 Digital Marketing Statistics for 2024." Influencer Marketing Hub, May 21, 2024, <https://influencermarketinghub.com/digital-marketing-stats/>.

Why People Avoid Social Media

- I'm too old!
- It's too complicated!
- Facebook will steal my identity!
- Social media is evil!
- Don't know where to start?
- What are your hesitations to using social media?









Social Media Characteristics



- **Participation** – encourages contribution
 - **Openness** – encourages commenting & sharing of information
 - **Conversation** – allows two-way communication
 - **Community** – joins you with others who share commonalities; share events through flyers
 - **Connectedness** – links to other sites, resources & people
- 



Social Media Platforms

- **Blogs:** online diaries
- **Microblogging:** social network + blogging
Facebook , X  (*formerly Twitter*)
- **Content Communities:** photos & videos
Pinterest , YouTube , & Flickr 
- **Professional Networking:** LinkedIn 

Social Media Platforms

- **TikTok**  - videos
- **Wikis** – add content to website
- **Podcasts** – audio/visual files
- **Forums** – online discussion
- **Instagram**  – photo sharing


Monthly Active Users

 **Facebook:** 3.07 billion

 **YouTube:** 2.5 billion

 **WhatsApp:** 2 billion

 **Instagram:** 2 billion

 **TikTok:** 1.60 billion

 **Snapchat:** 800 million

Connell, Adam. "22 Leading Social Media Platforms For 2024 (Ranked By Monthly Active Users)." Adam Connell Blog, 2024, [https://adamconnell.me/social-media-platforms-maus-2024/​;contentReference\[oaicite:0\]{index=0}](https://adamconnell.me/social-media-platforms-maus-2024/​;contentReference[oaicite:0]{index=0}).

Social Media Etiquette

Social media discussions can be brutal. The purpose for The American Legion social media sites are to be seen and engaged. Limit your posts to the interests and the good of the Legion. Leave personal feelings to your personal page.



Social Media Etiquette

- **Delete/block comments that:**
 - Are racist, sexist, vulgar, obscene, or defamatory
 - Personally attack others
 - Threaten the privacy of others
 - Violate the privacy of others
 - Are partisan, overtly political or totally unrelated to the topic of discussion
 - Are inaccurate



Work Smarter Not Harder

Compose Once and SHARE!

For example, if you're posting on Facebook, you can click the "share" button and select "Twitter" from the drop-down menu. This will allow you to share your post with Twitter followers without having to leave Facebook. You can also do this in reverse by sharing your Facebook posts on Twitter. Do this with multiple platforms.

Hashtag, Tagging, & Retweeting

- #Hashtag campaigns aggregate social media posts into one arena on Facebook, Twitter, or Instagram

[Post 117 | Facebook](#) #legacyrun2024 (example)

- Tagging allows you to tag an individual or group @AmericanLegion
- Retweeting allows you to elevate a message on Twitter



Social Media Posts

- Educate, inform, and inspire social media audiences
- Powerful tool in the public relations program of an American Legion
- Post Relevancy – We are ALIVE & WELL
- Remind members of events, benefits, memorials, etc.

Social Media Posts

- Potential to Increase membership
- Tell **YOUR POST** Story!
- Rules to remember:
 - Plan ahead and keep a schedule of graphics (Suicide Prevention Month, Veterans Day, Memorial Day, American Legion Birthday, etc.)

Social Media Posts

- Keep language brief and to the point
- Consider linking the graphic to a web page for more information on event
- Use the proper brand mark
- Encourage sharing of graphics among your members
- Include event name, date, time, location, point of contact information

Social Media Posts

Users seek authentic non-promotional content driven by AI upsurge.

Share what your members are doing!

#Humblebragging



- Website, www.al117.com
- Calendar
- Newsletter
- Flyers
- TV
- Social Media
- Press Release
- Any other ways?



AMERICAN LEGION CHARLES F. THOMAS IV POST
180 THOMAS DRIVE • PALM BEACH, FLORIDA 33409 (321)729-8840

The Thomas Times

Let's Fall into Halloween

Past Treasurer	2
Commander's Counsel	2
SAL	4
Unit 117 Jesters	2
Ladies Riders	6
Charities Chapter	1
Past Postings	6
Harmonious & Service	9
U.S. Veterans	10
Separation/Divulge Officers	11-12





THE AMERICAN LEGION

FAMILY






American Legion Post #117
380 Veterans Dr SE
Palm Bay, FL 32909

PRESENTS

FOOD PANTRY

FOR ALL AMERICAN LEGION MEMBERS.
VETERANS & THEIR FAMILIES



OCT 12 & 26 | 10:00 AM - 12:00 PM

720 & 47th SATURDAY OF THE MONTH

A COMMUNITY SHARING VEGGIES, FRUIT & MORE

FIRST COME FIRST SERVE

PLEASE PROVIDE ID UPON REQUEST

BRING A BAG

POC: COMMANDER TERRY STRUVEN, 321-723-0089

District vs. Post

- **Districts** - geared towards providing information to Posts
- **Posts** - geared towards providing information and marketing to the public (members, community, etc)



Brandmark vs. Emblem

- **Brand mark** is to be used in all marketing communications applications.
 - Advertising, Lifestyle apparel, Community service activities, Fundraising, Sponsorships, Membership Recruitment materials, Digital media, Social media, Event announcements, E-mail signature lines



The American Legion. (n.d.). Brand marks and guidelines. The American Legion. From <https://www.legion.org/about/media-toolkits/brand-marks-guidelines>
<https://register.legion.org/emblem/request>

Brandmark VS Emblem

- **Emblem** - reserved for official documents and communications.
 - Documents, Policy statements, Official Reports, Press Releases, Business Cards, Post Signage, Financial documents, Official letterhead



The American Legion. (n.d.). Brand marks and guidelines. The American Legion. From <https://www.legion.org/about/media-toolkits/brand-marks-guidelines>

Creating QR Code

- Link QR code using <https://scanqr.org>
- URL
- Text
- Location
- Wifi
- vCard
- SMS
- Call
- Event or Mail



Where does this
QR Code take
you?



Resources

- [The American Legion Public Relations Tool Kit](#)
- [A Legionnaire's Guide to the Web](#)
- [American Legion Branding Guidelines](#)
- [2024 NC Media Training Workshop](#)
- [Connect your Instagram & Facebook accounts](#)
- [American Legion Post 117 | Facebook](#)
- [HistorianAL117 \(@al117palmbay\) • Instagram photos and videos](#)

Resources

- [American Legion Post 117 - YouTube](#)
- Cambridge University Dictionary
- Adam Connell Blog
- Influencer Marketing Hub
- Hootsuite

Social Media Training

Thank you for attending today's
Social Media Training Class.

Dana Jackson, Department Social
Media Chair, 719-459-6334



Please leave feedback.