



Public Relations Insider

Northwestern Division

Precision in PR, Excellence Unveiled

The 2023-2024 year is coming to an end, but one thing that will not end anytime soon is your dedication to Public Relations! Across the Northwestern Division, Departments and Units went above the call and promoted the American Legion Auxiliary through various events, newspaper articles, newsletters, social media posts, and so much more!

Wearing branded clothing, displaying the ALA flags, passing out ALA materials, visiting with the communities, and speaking about the American Legion Auxiliary helped each Department reach a broad scope of people, thus resulting in more knowing Who We Are, What We Do, and Why We Matter!

Through Public Relations, you all created awareness, built credibility, maintained relationships, and influences the public's attitude in a positive manner toward the ALA, so give yourselves a pat on the back and of course, give thanks to all the members in your department who played a part in another fantastic year!

Just a mention of a **few** ways your departments promoted Public Relations:

- Colorado's hashtag campaign for all ALA related social media posts;
- Members across the division were branded at events promoting the ALA;
- A Unit in Wyoming Unit advertised and held a "Be the One Walk" with the Post

The list continues as there was a **plethora** of information shared in the department reports but space is limited in this newsletter!

Social Media

Social media puts the "public" into Public Relations.

Throughout the past year, the American Legion Auxiliary saw an increase in social media activity, helping departments and units gain more public interaction.

Social media accounts were created and utilized to share important information about the American Legion Auxiliary, upcoming events, stories about our veterans, and much, MUCH more.

Social media is a free tool that all departments can implement into their yearly PR activities. If you haven't already created your social media accounts, why not?!

ALA National Headquarters recommends using Facebook and Instagram to reach your members, protentional members, and your community. Share your stories, events, and more and remember to tag @ALAforVeterans.