

Public Relations Bulletin

November 2025

Public Relations Top 3

- 1. Looking for inspiration or ideas, check out some hashtags on social media (two used above to get you started).
- 2. Use our hashtags when posting: #AmericanLegionAuxiliary #ALA Juniors #LegionFamily
 - 3. Always proofread before posting.

Punctuation Saves Lives! (And Sometimes Relationships)

I like cooking my family and my pets. I don't, I promise.

This should be corrected to:
I like cooking, my family, and my pets.
See the difference?

Let's eat children. Let's eat, children.

What a difference a comma makes! We are surely not eating children, are we??

This brings us to another topic we should be careful of - one question, one question mark, it can also apply when using exclamation points. Either may demonstrate irritation or unneeded urgency, and we don't want to sound inflammatory or offensive, NOR DO WE WANT TO YELL, do we?

Before submitting anything to the media, proofread your work. If you would like extra help, there are several free grammar checkers available, just ask Google.

Get the Unit noticed in the community!

Take time to invest in Public Relations for the Unit!

Take time to set up and utilize:

- Website
- Newsletter
- Social Media accounts
- Group Chats or phone sessions
- Zoom meetings if needed

Website and Social Media tips:

- Make sure that you have multiple administrators for both website and social media.
- Be creative and eye catching when selecting templates for your website. Simple, clean and vibrant is always best.
- Use ALA coloring for best results.
- Consider when creating a social media account for your unit if you want a private group page or a public group page. There is a difference.
- Always keep both the website and social media accounts updated regularly to keep from becoming static.

