

# AMERICAN LEGION AUXILIARY

# Public Relations Bulletin

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## What makes your facebook post grab a scroller's attention?

- Engaging Content
- Visually Appealing
- Creates An Emotional Connection
- Use Clear Photos
- Accurately Describe The Images And Who Is In The
- Tells A Story
- Make It Memorable
- Everyone Is Smiling And Looking Into The Camera
- Include Your Department, Unit Name And Number
- Timing: Weekdays Are From Mid-Morning To Early Evening
- Make It Shareable



## Facebook Live Streaming



Facebook is among the best social media platforms. It offers Facebook live streaming Services that are free and anyone on the platform can access the live stream feature.

Here are some key features that Facebook offers for live streaming on the platform.

- Facebook allows you to live stream on the platform through a business or a brand page, by your profile, or from a Facebook group.
- The platform has an option for automatic saving, where your live stream will be saved to your feed automatically.
- Real-time engagement features like live comments and reactions.

Shannon Mead, PR Chairman  
8938 W. Hilton Ave., Tolleson, AZ 85353  
623-521-1263 • [shannonmead@live.com](mailto:shannonmead@live.com)