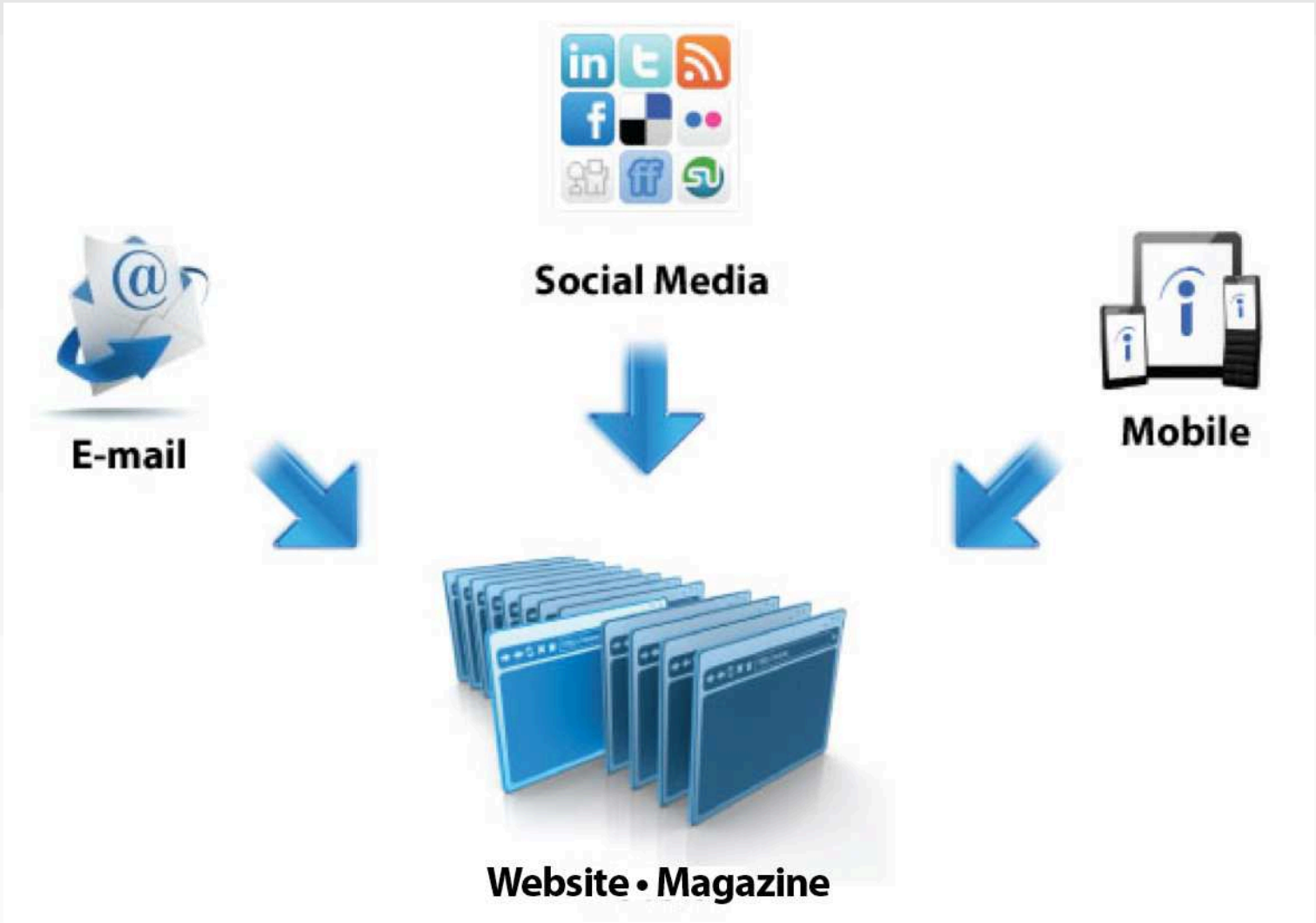
Developing a Multimedia Strategy

How to engage members using print, the internet and new media communication tools


Social Media
E-mail
Mobile
Website • Magazine

Website

Define your audience

- Loyal members
- Members at risk
- Non-members but eligible to become members
- Non-members, non-eligible with affinity to the Legion

Website

Determine your content

- **Static** content, never changing information about the Legion
- **Occasionally** changing content, Legacy run information, calendar
- **Frequently** changing content, news from Washington, D.C.
- **Downloads** such as prepared speeches, membership pamphlets

Developing a Multimedia Strategy

- Develop an effective website
- Create e-newsletters
- Use social media
- Continue publishing print products
- Move toward a mobile world

Legion.org

- Usability
- Don’t make users think
- Manage attention
- Feature exposure
- Make use of effective writing
- Simplicity

Website Maintenance

- News and information
- Monitor Outages
- Check Domain Information
- Check links
- Software updates
- Statistics, user polls
- Search Engine results

Making your website better

Find out how people/members use your site

- Webhost most often offers analytics software
- Google Analytics • Free
- Yahoo Analytics • Free
- Omniture SiteCatalyst

Legionsites.com has five website steps

1. Host
2. Domain
3. Plan
4. Build
5. Publish

WELCOME TO THE AMERICAN LEGION

America's Largest Veterans Service Organization

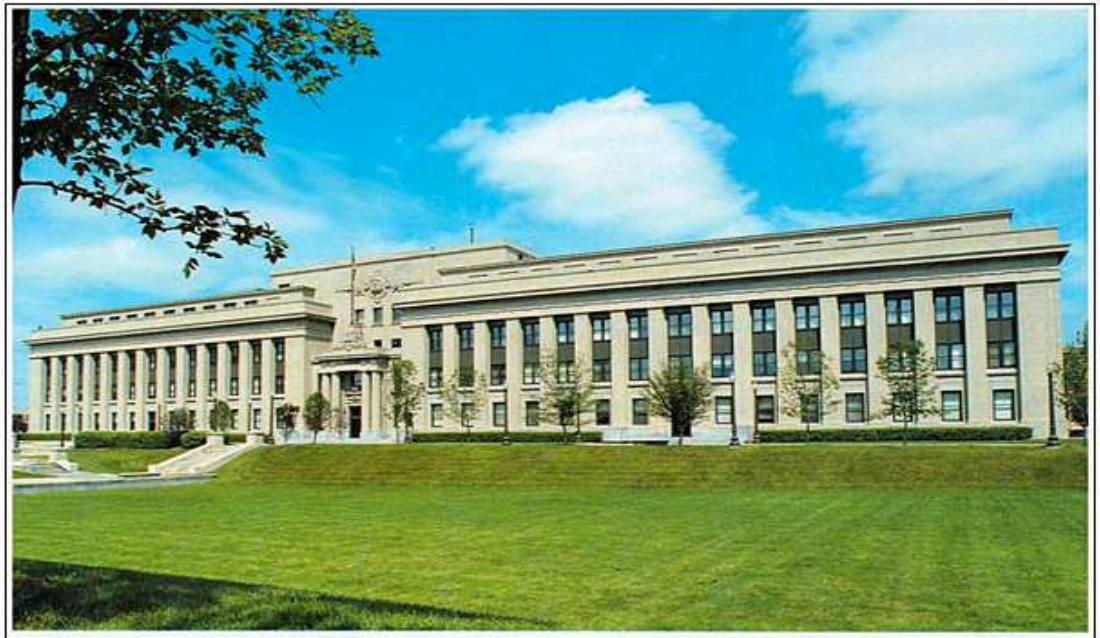
myLEGION.ORG Members-only section

Your Post Name Here

Your Street Address, Your Town, Your State

- HOME
- WHY JOIN
- POST OFFICERS
- POST HISTORY
- POST LOCATION
- MEMBERSHIP INFO
- APPLICATION
- CONTACT US
- EVENTS CALENDAR
- NEWSLETTER
- RENTAL INFO
- RESOURCE RENTALS
- BENEFITS
- LEGION RIDERS
- SONS OF LEGION
- AUXILIARY
- 40 & 8 NATIONAL
- BOYS STATE
- BASEBALL
- SCHOLARSHIPS
- PHOTO GALLERY
- SPONSORS
- VETERAN SOLUTIONS
- GOVT WEB SITES
- COMMITTEES

Welcome



American Legion National Headquarters Building, Indianapolis, Indiana

This Home Page is editable. You have complete control regarding the content and appearance of this web page. Some Posts like to insert the picture of their Post building, photos of their officers, rental information, special events, etc.

THE FOLLOWING LOGOS HAVE ACTIVE LINKS. CLICK ON LOGO OF CHOICE: Auxilary, Baseball, Boys State, Boys Nation, Legion Riders, Legacy Run, National Headquarters, and Sons of Legion. (Delete all instructions in red, wherever they appear, after completion)

Since our charter in (year), our American Legion Post has been welcoming VETERANS from all branches of our Armed Forces. Today, we continue to welcome all military personnel serving our country. Joining our Post enables you to continue serving your God, Country and Community. Our mission is to implement the goals, aspirations,

The American Legion Department Beta website

Legion Headlines

- A tribute to Vietnam servicemembers
- Learn about Junior Law Cadet
- Desert Shield
- Nine students receive $20,000 scholarships
- Legion mandates background checks
- Membership goal, OCW highlight Fall Meetings
- History contest winners announced

MORE HEADLINES

Programs

- Legion Baseball
- Scholarships
- Troop Support
- Honor Veterans
- Legion Riders
- Flag Advocacy
- Wounded Warriors
- Scouting

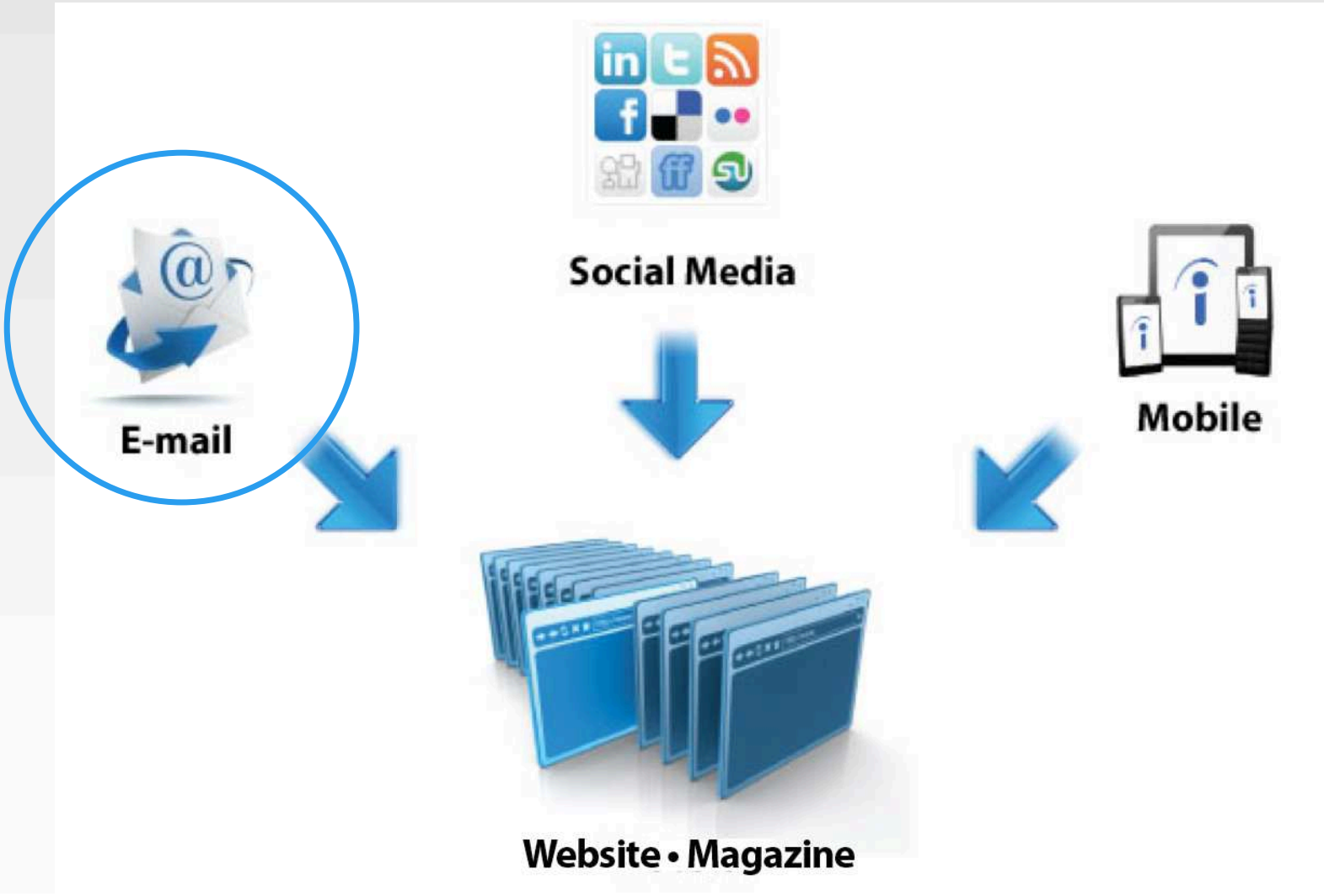
SEE MORE PROGRAMS

Services

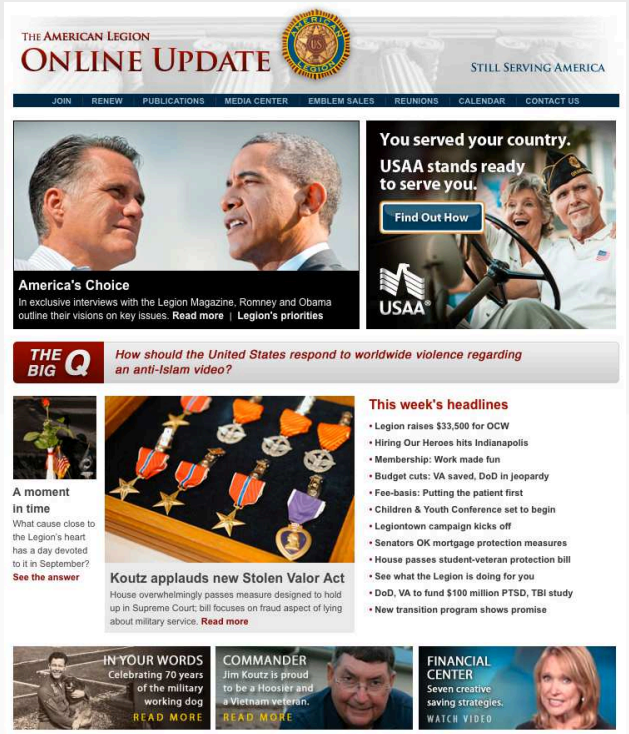
Market

Market

- Let members know (In print or post locator on Legion.org)
- Search Engine Optimization (SEO) Google, Yahoo and Bing
- E-mail
- Utilize Social Media such as Blogs, Facebook, Twitter and YouTube


E-mail
Social Media
Mobile
Website • Magazine

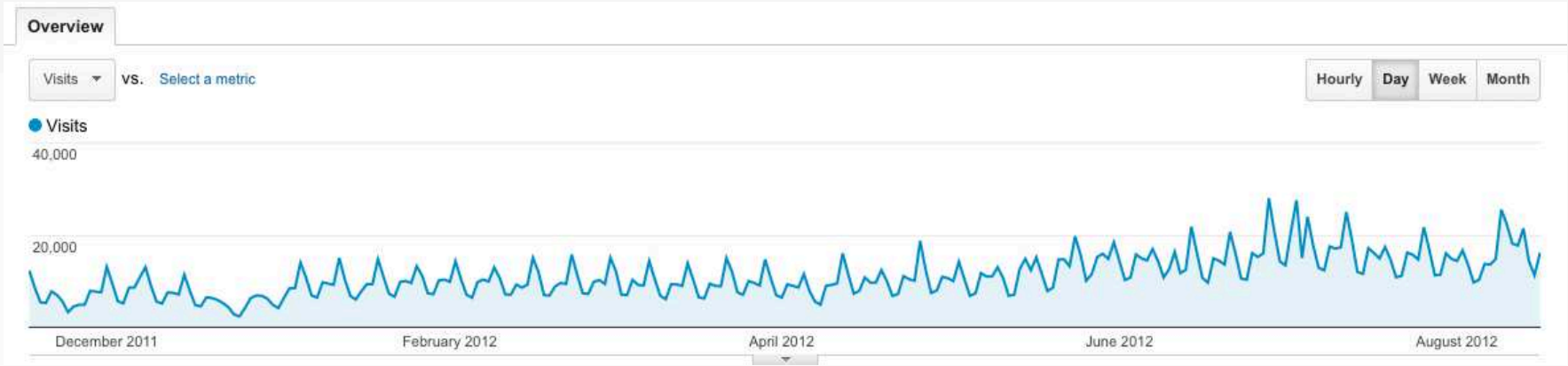
American Legion e-newsletters



- Online Update sends to more than 450,000 with 30% open rate.
- Flag at half-staff sends to more than 35,500 with 125% open rate.

E-marketing results

- E-mail marketing reaches a wide audience in a short period of time and allows members to immediately act on messages.
- Campaigns can be implemented and executed with minimal software, hardware and personnel investments.



Wisconsin

Email Alert

PRESS CONFERENCE BEING HELD TO SAVE THE FUTURE OF THE MILWAUKEE WAR MEMORIAL!

CLICK HERE for more information.

Social Media
E-mail
Mobile
Website • Magazine

Social Media

- Social media has played a big role with how people interact with each other and it is not slowing down anytime soon.
- People like to feel like they are a part of something unique and special.
- Community strength is a very powerful branding force that can significantly grow your post on and offline.

What is Social Media

- Think of regular media as a one-way street where you can read a newspaper or watch a report on television. This form of media gives you limited ability to interact or share your own thoughts.
- Social media, on the other hand, is a two-way street. It gives you the ability to communicate too. Social media is a way to interact with other users by sharing opinions and content such as photos.

Basic Forms of Social Media

- **Blogs** are perhaps the best known form of social media -- online diaries.
- **Microblogging** is social networking combined with bite-sized blogging.
- **Content communities** organize and share particular kinds of content.
- **Social networks** allow you to build personal web pages then connect with friends.
- **Forums** are areas for online discussion, often around specific topics and interests.

Social Media Characteristics

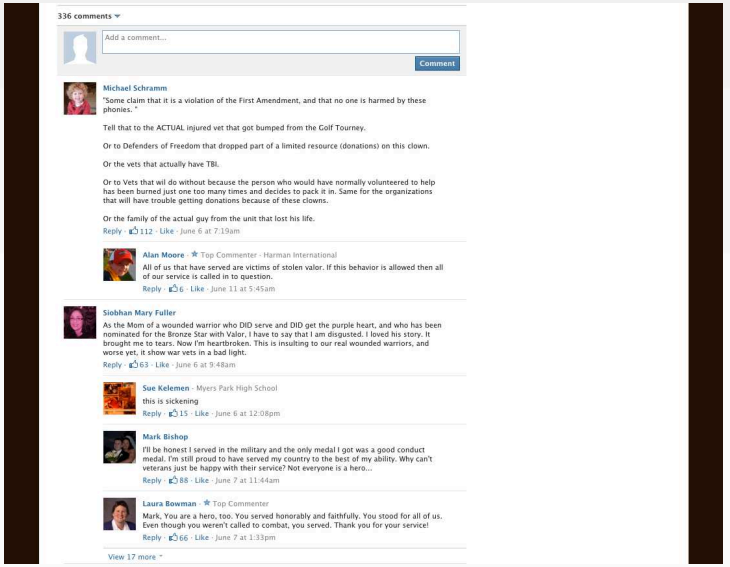
- **Participation** encourages contributions from everyone blurring the line between media and audience.
- **Openness** encourages voting, comments and the sharing of information.
- **Conversation** allows you to be part of a two-way exchange of ideas and opinions.
- **Community** joins you with other people who share common interests, such as a love of photography, a political issue or a favorite TV show.
- **Connectedness** is what most kinds of social media thrive on, making use of links to other sites, resources and people.

The Burn Pit blog

Burnpit.legion.org

Blogs

- http://burnpit.us/2012/06/americas-got-talent-wounded-veteran-not-he-claims-be



YouTube

Featured
Feed
Videos
Search Channel
Share
More info
THE AMERICAN LEGION
Junior
SHOOTING SPORTS
22nd Annual Jr. Air
Championship
August 7 - 12, 2012
Colorado Springs, Colorado
About The American Legion National Headquarters
A wartime veterans organization, focused on serving veterans since 1919.
legion.org
by americanlegionHQ
Latest Activity
Aug 16, 2012
Date Joined
Jul 13, 2009
Age
93
Country
United States

Share videos

Post a video to a social network using these buttons.

Twitter

- **Hashtag** is the '#' symbol used to mark keywords or topics in a tweet. It was created organically by Twitter users as a way to categorize messages. (#socialmedia)
- **Retweeting** is the act of forwarding another user's tweet to all of your followers.
- **Trending topic** is a subject algorithmically determined to be among the most popular on Twitter at the moment.

@AmericanLegion

Facebook

How it works

- Set up a profile (who you are)
- Invite or accept “Friends”
- Like
- Share
- Comment

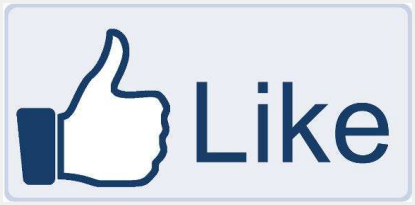
Why Facebook?

- 845 million users worldwide
- 2.7 billion “comments” or “likes” each day
- 9 of 10 U.S. internet users visit a social network at least once a month
- 48% of adult internet users visit a social network on a typical day
- 34% of internet users ages 65 and older use social networking.
- Facebook alone accounts for 15% of all time spent online.

American Legion Flags

Goal

American Legion Flags on Facebook



Likes = 2,389

Reach = 750,984

Reach is the number of unique people who were "Friends" with people who "Liked" a page

American Legion Flag Reach

	Age					
	13-17	18-24	25-34	35-44	45-54	55+
Likes	0.2%	1.7%	6.4%	14.7%	28.0%	49.0%
Reach	1.5%	**9.0%**	**15.0%**	18.8%	25.7%	30.0%
Comments	0.0%	**8.8%**	**23.8%**	11.7%	27.0%	30.0%

Tactics

- Contests
- Entertain
- Conversations
- Allow Sharing
- Build Brand Awareness
- Build Program Awareness

Facebook

Go to: **legion.org/facebook** for a listing of the Legion's Facebook communities to join.

Magazine and Dispatch

THE AMERICAN LEGION

Dispatch

September 21, 2012 • Vol. 23 No. 1 — A National Headquarters Publication

NATIONAL CONVENTION

Wong: Make your voice heard

As his year as national commander came to a close, Fang A. Wong asked Legion members to perform their civic duty of voting on Nov. 6.

By Steve B. Brooks

As he stood before thousands of delegates to the 94th American Legion National Convention in Indianapolis, outgoing National Commander Fang A. Wong made one last request of the organization's membership: make it to the polls on Nov. 6.

"As American citizens, and especially as Legionnaires, we have a duty to vote," Wong said. "Many men and women – indeed, our comrades – have died to protect this right.

"We choose no sides, endorse no candidates and support no political parties. We have Republicans, Democrats and Independents in our ranks and in our leadership. Our founders – including the son of President Theodore Roosevelt – were adamant that The American Legion be nonpartisan. Our agenda is simple: take care of veterans, national defense, our youth and America."

The national convention gave both presidential candidates the opportunity to campaign in front of thousands of Legionnaires. President Barack Obama did so through a taped address, while Republican presidential candidate Mitt Romney spoke in person.

Obama said caring for the country's veterans will continue to be a priority for his administration.

"Even as we end today's wars, we need to keep upholding that sacred trust to take care of you, our veterans, as well as you've taken care of us," he told the Legion. "I'm proud of what we've achieved together. Historic increases in the VA budget. Advanced appropriations to protect veterans health care. New support for our wounded warriors and their caregivers. New commitments to tackle the claims backlog. Confront the epidemic of suicide among our troops and veterans. And end the tragedy of homelessness among veterans. And for all you Vietnam veterans, we secured billions of dollars in disability pay for your exposure to Agent Orange."

That care needs to continue for the newest generation of veterans, the president said.

"Now, as our newest veterans come home, we have an obligation to help them realize the American dream they fought to protect," Obama said. "And so we're giving our departing servicemembers more help as they prepare for their civilian careers. We've made the Post-9/11 GI Bill a priority, and we're pulling out all the stops to help our veterans find jobs – including more than 125,000 jobs for veterans and their spouses... through our Joining Forces initiative – because no one who has fought for America should

See WONG on Page 6

National Commander Fang A. Wong wrapped up his year by imploring Legionnaires to cast their ballots in November.

POST ACTIVITIES

American Legion: By the numbers

American Legion posts around the world donated millions of hours, raised millions of dollars and influenced millions of lives in 2011 and 2012. The newest American Legion Consolidated Post Report (CPR), released in August, attaches numbers to the Legion's acts of advocacy and outreach.

The number of posts reporting their performance jumped by 685 this year, which means that a little over 60 percent of Legion posts collected data and submitted reports.

"It is nice to see an increase in the number of reports compared to the previous year, but we can do better than that," American Legion National Commander James E. Koutz said. "If even 10 percent more of our posts submitted reports, we would make it clearer to veterans, communities and the federal government the important role The American Legion fulfills across the land. It would be great if every post submitted their CPRs."

In addition to traditional paper reporting, posts can fill out and submit their forms online through **my1.legion.org**, the members-only area of the national website.

Here is a snapshot of the activities performed by Legion posts nationwide, according to the 2011-2012 American Legion Consolidated Post Report:

Service

- 3,917,915: Hours of volunteer community service logged by Legion posts
- $4,621,777: Money spent on community services by posts
- 140,978: Veterans benefits cases handled by American Legion post service officers
- $2,258,493: Money posts

See VETERANS on Page 7

Print publications

User guides

Annual report

Social Media
E-mail
Mobile
Website • Magazine

Moving mobile

- Laptop computers
- Tablets such as iPad, Touchpad or PlayBook
- Palmtop computers or personal digital assistants
- Mobile phones and 'smart phones’

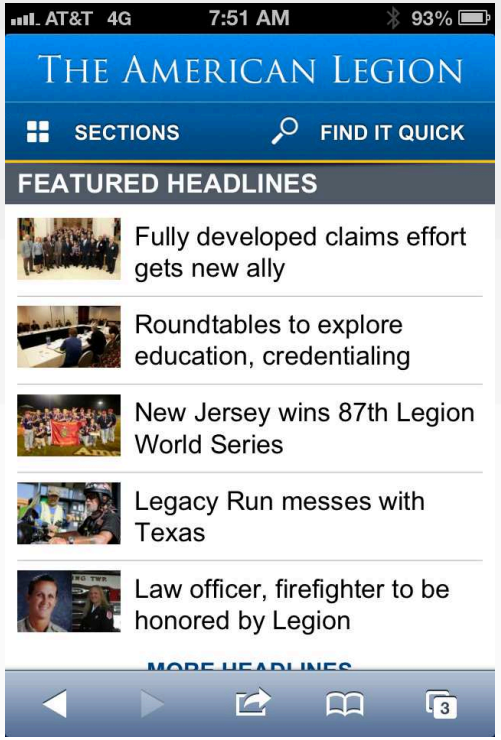
Mobile

- New data suggests worldwide smartphone shipments will hit 1.5 billion by 2017. That's more than double the number of smartphones that shipped last year.

Difference between mobile site and app

Mobile website

- A mobile website is similar to any other website. However, a mobile site is designed for the smaller handheld display and touch-screen interface.
- Like any website, mobile websites can display text content, data, images and video. They can also access mobile-specific features such as click-to-call (to dial a phone number) or location-based mapping.



Difference between mobile site and app

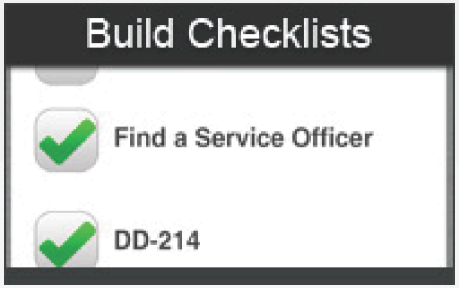
Mobile app

- Apps are actual applications that are downloaded from portals such as Apple's App Store, Android Market or Blackberry App World and installed on your mobile device, rather than being viewed within a browser.
- The app may pull content and data from the Internet, in similar fashion to a website, or it may download the content so that it can be accessed without an Internet connection.

The American Legion mobile

Legion Apps

- The **Claims Coach** provides step-by-step guidance to help you and your service officer through the process of filing for VA benefits.



- The **Sons of The Legion** app provides, news stories, video features and advance notices that relate to the SAL.

Developing a Multimedia Strategy

QUESTIONS?