



COMMUNICATING WITH MEMBERS

There are several useful ways through which members can communicate with each other. The Internet has opened up a new and exciting realm of communication with social networking websites. Good communication makes for happy, successful units — and having happy, successful units means that our veterans are being served to the best of our abilities.

Newsletters

Newsletters are an important communication tool in both units and departments. A newsletter lets members know the latest happenings, upcoming events and any pertinent information containing changes or additions to the unit or department calendar. It can be a monthly, quarterly or yearly happening, depending on budget and the information you wish to convey. By nature, newsletters should be short, visually appealing and to the point. Newsletters can be in paper format, online or both. Newsletters also can be a Legion Family affair to cut costs.



Email

It is imperative that every member has an email address. Email is free, can be accessed anywhere there is a computer with an Internet connection and is the quickest way to communicate without picking up a phone. Documents are easily transmitted through email and it speeds up the process of information sharing.

Correspondence Cards

Birthday, get well, welcome to our unit and other special occasion cards literally send the message that you care about the members in your unit. Consider putting your unit's welcome committee or Thoughtful Brigade (described in this packet) in charge of sending out all greetings and keeping the unit updated about important events in the lives of its members.

Phone Tree

Phone trees are helpful in crisis situations or in any event that the entire unit needs information relayed to them quickly. If your unit already has a phone tree, congratulations! If not, follow these steps to create a phone tree for your unit:

- 1) Determine who needs to know the information your phone tree will communicate. Is the phone tree unit-wide or only for those in leadership positions?
- 2) Compile a list of names and primary and secondary phone numbers for each member who needs to be in the phone tree.
- 3) Choose who will be at the top of this tree and have that person to decide how many "branches" you need.
- 4) Enlist other members to head the "branches." Assign each of them a specific group of "leaves," or those people who the "branch" will be calling. Be sure your "branches" have all the necessary information to get in contact with their "leaves."

Facebook

Facebook is a global social network in which you create a profile for yourself, with as much or as little information as you would like. You can create a page for your unit that can be a forum for unit members. You also can create a specific event that lets others on Facebook know the details for an upcoming event. Go to www.facebook.com to sign up for an account and become a "fan" of the American Legion Auxiliary National Headquarters to get started!



AMERICAN LEGION AUXILIARY SUPPORT TOOLS

A collection of resources from National Headquarters to assist and guide members and volunteers in serving veterans, servicemembers and their families.

Strengthening Unit Relations

Section 9, Page 2

Last Updated 5/22/12

Twitter

Through your personal Twitter account, you can update your “followers” on anything from your thoughts at the moment to promoting an upcoming Auxiliary event. Twitter is a way to keep others current on the Auxiliary’s happenings as well as keeping yourself well informed. Consider creating a Twitter account for your unit or department and have members “follow” the tweets. A Twitter account can be set up to draw status updates from Facebook as well.

Easy-to-Follow Instructions: How to Use Twitter and Flickr

Twitter

Setup a Twitter account (If you do not have an account already).

1. Go to www.twitter.com.
2. Click the green “**Sign up now**” button.
3. Enter your **Full Name**.
4. Create a **Username**.
5. Enter a **Password** and **Email Address**.
6. Type the words that appear in the security verification box.
7. Click on the “**Create my account**” button.
8. On the next screen, you are given the option to see if your friends are on Twitter. If you do not want to, click on “**Skip this step**” under the “**Continue**” button.
9. On the “Look who else is here” screen, you are given the option to follow notable people on Twitter. If you do not want to, click on “**Skip this step**.”
10. You are now on your Twitter **Home** page.

Connect mobile phone to send texts to Twitter

1. Send a text message with the word **START** to **40404**.
2. Reply to the follow-up message with your **Username**.
3. Reply to the following message with your **Password**.
4. Confirm registration by replying **OK** to the third message and you will receive a confirmation text.

Send tweet (text message) updates from phone.

1. Enter your text message update (up to 140 characters) on your mobile phone.
2. To tag messages that relate to American Legion Auxiliary, include code **#ALAux** in the text message. This makes your Auxiliary-related tweet searchable by other members across the country. Example: “20 Juniors assembling Hero Packs for Operation: Military Kids **#ALAux**”
 - a. Descriptive adjectives and numbers are a plus.
3. Send text messages to **40404**.

Flickr

Send photos from your mobile phone (or computer) to Flickr.

All photos will be posted at

www.flickr.com/auxiliarymagazine

1. From a mobile phone or computer, email **individual** photos as attachments to the American Legion Auxiliary Flickr page: rest02image@photos.flickr.com.
2. Include a subject line that will become the photo title.
3. Please include a brief caption in the body of the email to serve as the photo description. Include contact email to be considered for print in *Auxiliary* magazine.



AMERICAN LEGION AUXILIARY SUPPORT TOOLS

A collection of resources from National Headquarters to assist and guide members and volunteers in serving veterans, servicemembers and their families.

Strengthening Unit Relations

Section 9, Page 3

Last Updated 5/22/12

Twitter and Flickr do not charge for these services. Check with your phone provider for text charges.



AMERICAN LEGION AUXILIARY SUPPORT TOOLS

A collection of resources from National Headquarters to assist and guide members and volunteers in serving veterans, servicemembers and their families.

Strengthening Unit Relations

Section 9, Page 4

Last Updated 5/22/12
