

The American Legion Department of Michigan

Winter Meeting Feb. 2019 Flint, MI

Media and Communications Committee Meet @ 1030 in Madison/Mckinley

The Meeting of the Department of Michigan Media and Communication Committee was called to order by Franklin "Bud" Hansbarger, Chairman at 1030 hours Saturday February 16, 2019.

Roll Call of Members: Franklin "Bud" Hansbarger – Present, Mike Huber – Present, Joe McClellan – Present via conference call, Edward Burkhardt – Absent, ex-officio Mark Sutton Public Relations Director – Present. Having a **Quorum** and 20 Legion Family guests. Media and Communications Committee conducted regular business.

National Executive Committee – Jim Wallace visited Media and Communications Committee. Reinforcing the importance of Media and Communications for The American Legion, Commenting on National Commanders Buddy Check, and opening the floor for some Q&A. Thank you NEC Jim Wallace.

Minutes of The American Legion 2018 Department Fall Conference read – accepted as read.

Reports: Public Relations Director Mark Sutton – American Legion Publication Year to Date Expenses (attached).

PR Director Sutton also reported about Department Adjutant and PR Director creating a Special Edition MI Legionnaire as a Review of The American Legion Programs, a what we do and how our monies contribute to the betterment of Veterans. **AND** National Program – Placement Holders showcasing the Departments

Unfinished Business: None

New Business:

Motion – Media and Communications Committee and the Department of Michigan 1st District Match Funds of \$2000.00 each as to Promote and show our Department Commitment for Junior Shooters Program of Detroit and the Detroit High School ROTC Program by purchasing a Target System – by Mark Sutton 2nd Mike Huber – Motion Passed

Motion – Media and Communications Committee compensate an American Legion Member in good standing from the Department of Wisconsin for Digital Marketing material used by Department of Michigan. Once compensated materials become the property of The American Legion Department of Michigan Compensation is no to exceed \$1000.00- by Franklin "Bud" Hansbarger 2nd Joe McClellan – Motion Passed

Good of the Legion:

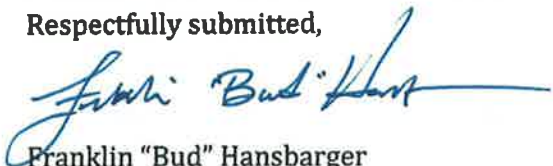
Digital & Social Media Assets Guidelines – Reviewed by Committee with Q&A from author Jena Wilmars 5th District Post 179. 5th District has adopted the Guidelines Media and Communications Committee suggests that the Department of Michigan Judge Advocate review for the use of all Department Districts and Posts. (Attached)

Jena Wilmars with PR Director Sutton are hosting Advanced Digital Media Training Saturday March 9th. RSVP via Eventbrite all are welcome, lunch provided.

Adjournment: There being no further business to come before this committee, it was moved by Mike Huber 2nd by Mark Sutton – Motion Passed.

Meeting Adjourned at 1147 hours.

Respectfully submitted,



Franklin "Bud" Hansbarger
Media and Communications Committee Chairman

budhansbarger@yahoo.com

616 262 6169

Chairman requests a Motion to Adapt Media and Communications Committee Report.

Chairman requests a Point of Personal Privilege.

AMERICAN LEGION PUBLICATION
Year to Date Expenses
Compared with Budget
For the Seven Months Ending January 31, 2019

	Current Year Actual	Current Year Budget	Variance Amount	Variance Percent
Revenue				
INCOME-ADVERTISING	\$ 945.00	\$ 2,000.00	(1,055.00)	(52.75)
INCOME-AUXILIARY	28,378.05	40,000.00	(11,621.95)	(29.05)
INCOME-SAL	4,000.00	16,000.00	(12,000.00)	(75.00)
INCOME-DUES	111,486.90	130,000.00	(18,513.10)	(14.24)
	<u>144,809.95</u>	<u>188,000.00</u>	<u>(43,190.05)</u>	<u>(22.97)</u>
Revenue				
	144,809.95	188,000.00	(43,190.05)	(22.97)
Expenses				
POSTAGE - Legionnaire returns	840.53	1,000.00	(159.47)	(15.95)
LEGIONNAIRE-POSTAGE	80,505.81	120,000.00	(39,494.19)	(32.91)
LEGIONNAIRE - PRODUCTION	37,033.06	40,000.00	(2,966.94)	(7.42)
AIM LABELS-LEGIONNAIRE	840.00	1,300.00	(460.00)	(35.38)
	<u>119,219.40</u>	<u>162,300.00</u>	<u>(43,080.60)</u>	<u>(26.54)</u>
Total Expenses				
	119,219.40	162,300.00	(43,080.60)	(26.54)
Net Income (Loss)	\$ <u>25,590.55</u>	\$ <u>25,700.00</u>	<u>(109.45)</u>	<u>(0.43)</u>

DIGITAL & SOCIAL MEDIA ASSETS

AMERICAN LEGION POST 179

AMENDED NOVEMBER 2018
APPROVED BY DEPT JUDGE ADVOCATE NAME
DATE

ARTICLE - DIGITAL AND SOCIAL MEDIA

Section 1. Social and Digital media platforms allow American Legion Post 179 to engage with users to facilitate communication and engagement of events and information about programs and services offered at American Legion Post 179. This policy covers appropriate use(s) of social media on behalf of American Legion Post 179 and provides guidelines for its employees, officers, members, and other representatives or authorized users using social and digital media.

Section 2. Digital and Social media encompass blogs, message boards, newsletters, Facebook, Google, Yelp, LinkedIn, Twitter, YouTube, Instagram, and any other website permitting users to share information with others simultaneously. Digital media includes any intellectual property such as word documents, powerpoint presentations, excel spreadsheets, flyers, advertisements, graphics, and any of the like used for business purposes within American Legion Post 179.

ARTICLE - SOCIAL MEDIA (FACEBOOK)

Section 1. There shall be no less than (3) three administrators for each social media page or website that is the sole property of American Legion Post 179. Each entity shall have their Commander, or Director, along with two other appointed individuals serve as "Administrators". Administrators shall serve for one year or until the next election. Should a resignation occur, the individuals credentials will be revoked immediately. Another person may be appointed to serve as an administrator for the remaining term. Administrators on Facebook can manage the main settings of the page as well as roles of others, edit information within the page, create and delete posts as the page, send messages as the page, respond and delete comments posted on the page, remove and ban individuals from the page, create ads and promotions, view information regarding the page's statistics, and see who published as the page.

Section 2. It is the sole discretion of a majority vote of the 3 "Administrators" to add an individual to a Facebook page as an Editor. Editors can edit information within the page, create and delete posts as the page, send messages as the page, respond and delete comments posted on the page, remove and ban individuals from the page, create ads and promotions, view information regarding the page's statistics, and see who published as the page.

ARTICLE - CONTENT

Section 1. Content posted on any social and digital media shall not be Defamatory, discriminating, or harassing in any content including images, and/or comments. Content posted at anytime must have a source cited if the content is not created by the authorized user. Authorized users should be polite and courteous at all times. Profanity, pornographic, and political content shall not be posted at anytime. Users shall refrain from adding content that creates a hostile environment or atmosphere. Content deemed confidential, or intellectual property, such as business operations, products, services, financials, member information, or any

other content deemed not of public knowledge, shall not be posted/shared at any time. Personal information about any member without prior written consent is prohibited. Posting of employee schedules is not allowed at any time. Should any content prove not to be true or misleading, authorized users shall immediately correct or remove the content as soon as possible.

ARTICLE - EMPLOYEES

Section 1. Unless an employee is a social or digital media editor, social or digital media should not be used during work hours so not to interfere with an employees' responsibilities at American Legion Post 179. Personal use of social media while on the clock is the same as taking a personal call and should be avoided. The American Legion Post 179's computers and Ipad's are to be used for business purposes only. Personal use of the computer and Ipad's will result in disciplinary action. American Legion Post 179 employees should keep company related social media accounts separate from personal accounts. Employees should refrain from directly responding to harmful/negative content posted about American Legion Post 179, and should inform management as soon as possible.

ARTICLE - BRAND GUIDELINES

Section 1. The use of the American Legion Logo or referencing the American Legion Department of Michigan or the American Legion shall be used in accordance with the American Legion Name and Emblem Use and Protection Guide.

Section 2. The American Legion "PUBLICATION STYLE GUIDE" should be used at all times when creating content for social and digital media.

ARTICLE - USERNAMES AND PASSWORDS

Section 1. All usernames and passwords must be on file with the post adjutant.

ARTICLE - CURRENT SOCIAL & DIGITAL MEDIA ASSETS

Section 1. The following are the social and digital media assets of American Legion Post 179:

- a. Facebook
 - i. American Legion Neal E. Fonger American Legion (Page)
 - ii. Sons of the American Legion Post 179
- b. Mail-chip (to e-mail the post newsletter)
- c. website.com (web host)
 - i. www.americanlegionpost179.com (post website)

- ii. E-mail accounts linked to the webpage such as
commander@americanlegionpost179.com
adjutant@americanlegionpost179.com
auxpres@americanlegionpost179.com
info@americanlegionpost179.com
funeral@americanlegionpost179.com
- e. Accounts with Woodtv 8, WZZM 13, Fox 17, and Channel 3 news for community calendar posting and closing notices for inclement weather or power outage.
- f. Google Account
 - i. Google Calendar (linked to webpage)
 - ii. Google Docs
 - iii. Google Places (Google listing for the business)