

The American Legion

Department of Michigan

Website & Social Media Guidance

Purpose of This Guidance

This document presents guidance for members of The American Legion, Sons of The American Legion, American Legion Riders, and affiliated supporters. It is relevant to all online platforms—including Department, Detachment, District, Post, and Squadron websites, as well as social media channels—used to represent and publicize the American Legion.

Representing the Emblem with Honor

Members representing The American Legion, whether by displaying its emblem or banding on attire, or through online presence, are expected to uphold conduct that reflects the organization's core values and dignity. Demonstrating positive and respectful engagement in all settings enhances our reputation and fosters greater public trust.

The Power and Risk of Social Media

Social media serves as an influential medium for outreach, narrative development, and fostering community engagement. Nevertheless, one inappropriate post has the potential to compromise years of committed effort and achievement. These guidelines are intended to assist users in utilizing these platforms both responsibly and efficiently.

Core Principles for Online Engagement

1. Honor the Legion's Values. Uphold the principles and mission of The American Legion in all communications.
2. Aligning with the Four Pillars. Ensure all posts reflect and support the Four Pillars: Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth.
3. Own Your Content. You are personally responsible for everything you publish—even anonymously. Once posted, content becomes public and potentially permanent.
4. Be Transparent. Never misrepresent your identity or affiliation. Clearly state when you are speaking as an individual, not on behalf of The American Legion unless authorized.
5. Respect Legal Boundaries.
 - a. Copyright: Do not assume you can use others' content. Seek written permission or link to original sources.
 - b. Defamation: Avoid false or harmful statements about individuals or organizations.
 - c. Privacy: Do not share private or sensitive information without consent.

6. Maintain Respectful Tone. Avoid content that is defamatory, obscene, profane, abusive, or otherwise harmful.
7. Navigate Sensitive Topics Thoughtfully. Exercise discretion when discussing politics, religion, or other potentially divisive subjects.

Best Practices: Do's & Don'ts

Do's

- Create and maintain active websites and social media pages.
- Assign multiple active administrators to manage content.
- Post frequently and consistently; keep calendars and event pages updated.
- Promote the American Legion Department of Michigan's programs, charities, and initiatives.
- Share photos - Always check photo backgrounds for alcohol or other unsuitable elements.
- Publicize events and opportunities for public support.
- Encourage membership by sharing how to join.
- Celebrate accomplishments at all levels—national, department, detachment, post, and squadron.
- Share relevant posts from other American Legion pages.
- Highlight patriotic holidays, milestones, and historical dates.
- Notify national and detachment headquarters of your online presence.

Don'ts

- Do not allow unmoderated member posts; it is highly recommended that all content undergo an administrator review prior to publication.
- Avoid excessive posting that may overwhelm or alienate your audience.
- Never post content that contradicts the mission or values of the American Legion Department of Michigan.
- Refrain from political endorsements, jokes, or partisan imagery—The American Legion is non-partisan.
- Do not smear or attack individuals, public figures, or organizations.
- Avoid linking to sites that do not align with our mission.
- Do not post obscenities or inappropriate content.

Resources (Click Link to Access)

- [National American Legion Website](#)
- [Social Media Tips – Sons of The American Legion](#)
- [American Legion Press Center & PR Toolbox](#)
- [American Legion Branding Guidelines](#)

Proper Use of the American Legion Emblem

The American Legion emblem is a federally protected trademark and a symbol of honor, service, and tradition. Its use must reflect the dignity and values of the organization.

1. **Authorized Use Only**

The emblem may only be used by officially chartered entities of The American Legion and with appropriate approval. Unauthorized use, including personal merchandise, altered designs, or commercial branding—is strictly prohibited.

2. **Maintain Integrity**

Do not distort, crop, recolor, or overlay the emblem. It must be displayed in its original form and proportions.

3. **Respect Emblem Placement**

When used on websites, social media, or printed materials, the emblem should be placed prominently and respectfully—never near inappropriate content or imagery.

4. **Use for Formal Identity**

The emblem should be used on official correspondence, certificates, building signage, podium seals, and ceremonial materials. It represents the organization's formal identity and legacy.

5. **Avoid Commercialization**

The emblem must not be used to endorse or promote commercial products, services, or political campaigns.

Proper Use of the American Legion Brand Mark

The American Legion Brand Mark is a modern visual identifier designed for promotional and outreach purposes. It complements the official emblem and helps convey the Legion's mission in contemporary formats.

1. **Distinct Purpose**

The Brand Mark is intended for marketing, recruitment, and public-facing materials. It should not be used in place of the official emblem on formal documents or ceremonial items.

2. **Approved Usage Only**
Use the Brand Mark only in accordance with the American Legion Brand Manual. Unauthorized modifications or applications are prohibited.
3. **Preserve Design Integrity**
Do not stretch, recolor, rotate, or alter the Brand Mark. It must be used in its original proportions and approved color schemes.
4. **Pair Thoughtfully with the Emblem**
When both are used together, ensure clear visual hierarchy and spacing. The emblem retains primacy in formal or official contexts.
5. **Avoid Misrepresentation**
The Brand Mark must not be used to imply endorsement of political candidates, commercial products, or external organizations.
6. **Use Official Branding Materials**
Refer to the [American Legion Brand Manual](#) for approved logos, fonts, colors, and further usage guidelines. This ensures consistency across all platforms and materials.

Coordinate with Department Leadership

If in doubt about the usage of the emblem or the brand mark, contact the Department Adjutant at adj@michiganlegion.org.

Contact Information

Please submit your website and social media details to: Jim Showers – Department Media and Communications Coordinator, Phone: 517-220-2747, Email: media@michiganlegion.org

For questions or further guidance, contact: Steve Caudill – Chairman, Media and Communications Committee, Phone: 269-213-5265, Email: adjutant@milegiond3.org

Roger Avie, Commander
American Legion Department of Michigan

Website & Facebook Page (and other social media) Registration

Post / Squadron / ALR Chapter: _____

Webpage: _____

Social media: _____

Administrator#1

Name: _____

Email: _____

Telephone: _____

Cell Number: _____

Emergency Number: _____

Administrator#2 Name: _____

Email: _____

Telephone: _____

Cell Number: _____

Emergency Number: _____