

AMERICAN LEGION TRAINING NEWSLETTER

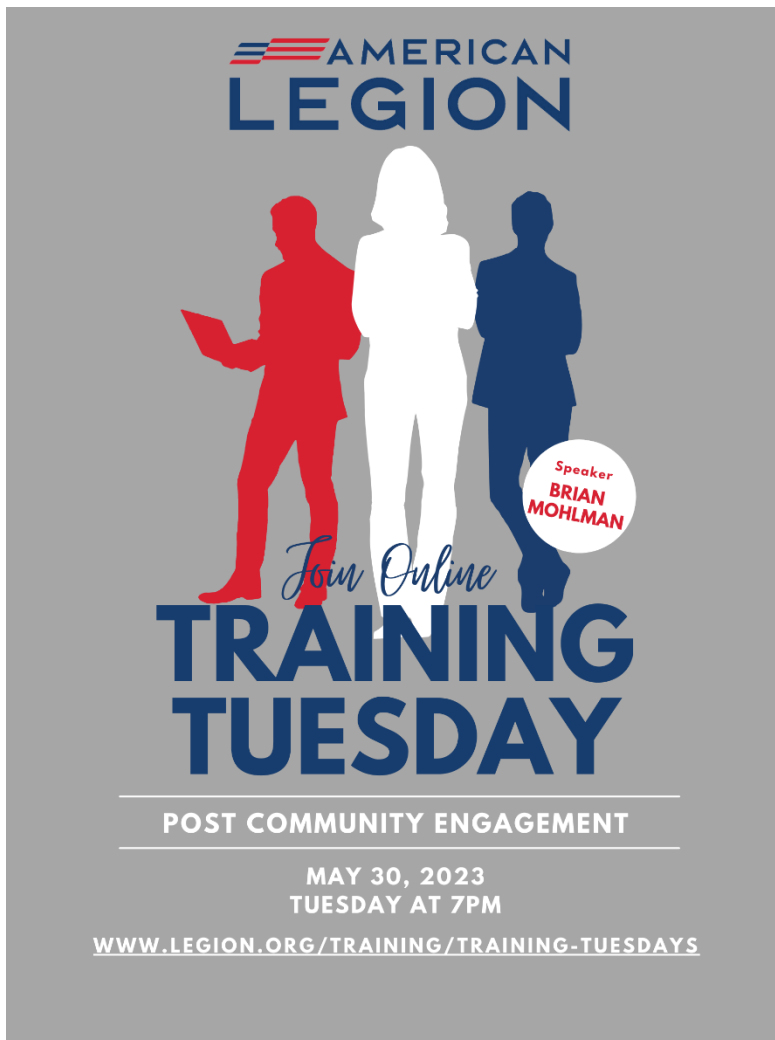
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NATIONAL MEMBERSHIP WORKSHOP

By: Steven B. Brooks, American Legion Social Media Manager

An American Legion post can maintain an online presence inexpensively and engage with members in ways not possible through a standard website by using Facebook. Additionally, it provides an opportunity to spread the word about what the post is doing to a wider audience, including possible community partners. Here are some ways to reach both post members and others through Facebook:

- [Tag the Facebook pages](#) of other organizations, local municipal departments, government agencies, schools, or federal agencies like the Department of Veterans Affairs when your post is involved with or hosting an event that includes them. This increases the likelihood of them sharing your original post, which brings it to their audience. Create a Facebook post that shares how the event went, tagging all those involved, as it is another opportunity for shares.
- Allow comments on your posts to enable someone following your page to see a post they find interesting and tag a non-follower. The non-follower then receives a Facebook notification, which takes them to your page to view the post. Although regularly monitoring the comments is necessary to ensure nothing inappropriate is posted.
- Do not hesitate to share posts from other sources to your page. Share what National Headquarters posts on its Facebook page with a brief explanation of why it is relevant to your post membership. Make sure to like/follow American Legion posts on FB and share their unique, successful, or media-hit posts to your page with a note like "great to see Post xxx making a difference in its community." If a state media outlet does a piece on something the post or the department is doing to assist or benefit others, post the link on your page and tag your department's page. Sharing content from other pages may encourage them to reciprocate by sharing your content.
- Remember key dates and note them with a note, image, or video. These may include troops' Christmas and Thanksgiving messages, Veterans and Memorial Day, The American Legion Birthday, and Armed Forces Day, among others. Lesser-known dates like Gold Star Spouses Day, military branches' birthdays, and Vietnam War Veterans Day are also important to remember. Posts with messages that appeal to the heart of a Legionnaire or American Legion Family member tend to have the best reach metrics on Facebook. Sharing content like this allows hundreds or thousands of Facebook users who would not ordinarily see your content to do so.



Resiliency: Be the One

There are many reasons why someone may choose to keep living, and these reasons can vary from person to person. While I can't provide an exhaustive list, I can offer some perspectives:

1. **Personal Connections:** Relationships with family, friends, and loved ones can provide a sense of belonging, support, and purpose in life.
2. **Fulfillment and Achievement:** Pursuing personal goals, passions, and dreams can bring a sense of fulfillment and satisfaction.
3. **Meaning and Purpose:** Finding meaning and purpose in life through activities, hobbies, careers, or contributing to a cause can give a sense of direction and satisfaction.
4. **Growth and Learning:** Life offers

opportunities for personal growth, learning, and self-improvement, which can lead to a greater sense of self-worth and happiness.

5. **Hope and Future Possibilities:** Even in challenging times, holding onto hope for better days ahead and the possibility of positive experiences can be a powerful motivator.

6. **Enjoyment of Life's Pleasures:** Finding joy and pleasure in simple things such as nature, art, music, hobbies, or spending time with loved ones can enhance one's quality of life.

7. **Overcoming Challenges:** Overcoming difficulties and adversities can build resilience and provide a sense of strength and accomplishment.

It's important to remember that everyone's experiences and circumstances are unique. If you or someone you know is struggling with thoughts of suicide or finding it difficult to see reasons to keep living, it is crucial to reach out for professional help. Mental health professionals, helplines, and support networks can provide the necessary support and resources in these situations. Remember that it is important to run meetings efficiently and effectively, while ensuring that all attendees feel heard and valued.

MEMBERSHIP MANAGEMENT IN MYLEGION.ORG

[MyLegion.org](https://mylegion.org) is a one-stop-shop for managing your American Legion membership.

In the [My Account](#) section, members manage subscriptions to e-newsletters and The American Legion Magazine. Choose from Dispatch, Monday Briefing, Legion Online Update, Commander's Message, Flag Alert, Legion Riders, and more. Renew membership, print card, view discounts, manage profile, get giving info. MyLegion.org keeps members informed hassle-free.



Did you know that many veterans face mental health challenges? The American Legion is dedicated to supporting them. They understand the stigma surrounding mental health issues among veterans, making it difficult for them to seek help. To address this, the American Legion Family has launched an annual awareness day and passed a resolution. Starting June 1, 2023, the first day of each month will be a special day to reduce the stigma. All American Legion Family members are encouraged to wear a "Be The One" item to show their commitment to supporting veterans.



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ABOUT THIS NEWSLETTER

This periodic and Legionnaire-driven newsletter, produced by the Internal Affairs & Membership Division, is designed to address best practices, ideas and training that every Legionnaire needs to know to engage our membership through effective training now and into the future.

Highlighting new training ideas and resources becoming available, it will also feature essays from successful leaders and training ideas of posts, districts, departments and individuals throughout The American Legion.