AMERICAN LEGION

# Leveraging Online Presence & Emblem/Brandmark Usage

Guidelines for Social Media, Websites, and proper usage of American Legion Emblems and Brandmarks

# Resources for creating Post websites:

- Legionsites.com – a comprehensive service for creating websites. Easy to use and create, but constrained to a common design.
- Website creation sites like GoDaddy, Wix, Squarespace, Canva – these allow more freedom while not having to learn web site coding.

# Domain names and hosting

- Domain name – your site's "name" on the internet, ie legion.org, hutchpost68.org, salkansas.org, etc.
- Hosting service – this is the entity that stores, or "hosts" your website.
- Whois information – part of creating your website, this is publicly available information about the site and hosting. Hosting providers will have an extra cost option to hide your private details, which is highly encouraged.

# Websites – points to consider

- Consider the content you want to show.
- Keep maintenance in mind.
- Think about succession planning – making sure more than one person knows how to update the site, passwords, etc.

# SAL Detachment website

# Social Media

- Facebook
  - Meta Business Suite (makes administrating pages easier. Can schedule posts up to 30 days in advance
- Instagram
  - Can be connected to Facebook so posts appear in both places
- X (formerly Twitter)

# Facebook – points to consider

- Who can post content?
  - Several levels of rights are available:
    - Admin – full access
    - Editor – high level access
    - Moderator
- Types of content:
  - Posts – Drive traffic
  - Events – Publicize and boost visability
  - Reels – Reach new users
  - Stories - Engage current followers
- Groups

# Social Media – What to post?

- Show what's happening at your post:
  - Post events
    - Flag etiquette presentations
    - Honoring Veterans
    - Veterans Day, Memorial Day, etc
  - Community Service
  - Legislative issues
    - Encourage use of VoterVoice

# Social Media – Content to avoid

- Avoid posting pictures showing alcohol – this casts a negative light on the American Legion and contributes to an unwanted stereotype.
- Avoid posting political content of any kind. Remember that the American Legion is a non-partisan organization.
- If an individual is desiring to move up in the American Legion, Auxiliary, SAL, Riders, or Cruisers, it would be wise to avoid posting political content to social media personally.

# Examples of Facebook pages

# Using American Legion emblems, brandmarks or wordmarks

- All emblems, brandmarks and wordmarks of the American Legion are copyrighted.
- The brandmark and emblem are legally protected property of The American Legion. Any use outside of the organization – such as merchandising, marketing by groups unaffiliated with The American Legion or at political events – is legally restricted and requires authorization.

# Getting permission to reproduce American Legion emblems, brandmarks or wordmarks

- If you would like to request to use the American Legion name or emblem on merchandise, (such as challenge coins, clothing, other other manufactured items) please complete an Emblem Use Request Form, found at https://www.legion.org/about/organization/the-emblem/emblem-and-brand-mark-download.
- This form should be sent to the Department Adjutant, at the Topeka Headquarters. If approved the Adjutant will forward the request to the National Adjutant for approval.  The process usually takes a few days.
- Approval will be sent by mail to the requester.

# Questions?

# KALLC Class Survey

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