



Department of California
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Let's get started talking about Social Media. Social Media has become a strong marketing tool, Social Media can help us grow our Brand awareness, Social Media can improve membership satisfaction, Social Media allows for speedy communication which helps news travel fast. District Chairman can use Social Media to form groups with Unit Chairman which will benefit members working on Auxiliary projects together. Come and join me for National's ALA Academy Live, Using Social Media to your Unit's Advantage on October 14th, 2021. If interested, please go to www.ALAforVeteans.org/social-media and register.

Remember in your packets that I passed out to you at Clovis, on the page of Social Media Guidelines, information on Hashtags stated:

Q: What is a hashtag?

A: A word or phrase prefaced with the # symbol.

Q: Why use a hashtag?

A: A hashtag is essentially a way to start or add to a discussion around a certain topic. The hashtag #veterans is telling the world that your post is related to veterans in some way. Hashtags make it easy for people to search for and find posts on a certain topic. For example, if you're interested in finding Instagram posts about the American Legion Auxiliary, you could search #AmericanLegionAuxiliary.

Serving our Veterans,
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