



American Legion Auxiliary, Department of California  
Public Relations – Rosemary Barron – rosemarybarron@msn.com  
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Hear Yee, Hear Yee! Paul Revere here! HAPPY NEW YEAR!

I hope your holidays were filled with gratitude and joy! Let's all wake up from the food coma and re-energize for the new year! The success of our programs is due to you and the volunteerism of our members.

Remember the purpose of the Public Relation Committee is to establish and maintain a positive and highly visible presence in the hopes of attracting new members and to keep our existing members encouraged.

### **Continue spreading the word about the American Legion Auxiliary!**

#### Keep up the good work:

Maintain a social media account for department, districts, and units. BE SURE to stay active on the social media accounts. Post quality content on a consistent basis. The community needs to know who you are and what you do and most important WHY. Encourage your followers to comment, ask for ideas, and communicate back positively.

When posting photos, try to only use good quality pics. No one wants to see a blurry photo.

Build a relationship with local media.

ALWAYS wear branding apparel at events and community events.

Keep your units active within your post and the community.

I hope to see you all at DEC in January 17 – 19, 2025. Be sure to spread the word and make it a fun road trip for all!

Remember it is about Service not self.

Value everyone's contribution and treat everyone with respect. "Michelle Obama"

**#americanlegionauxiliary**