

**16<sup>th</sup> District Media and Communications**  
**9478 Breezewood Lane**  
**Culpeper, VA 22701**

**Web: [www.16dvalegion.org](http://www.16dvalegion.org)**  
**Facebook: [www.facebook.com/alva16th/](https://www.facebook.com/alva16th/)**



Jun 1, 2019

To: 16<sup>th</sup> District Commander

From: 16th District Media and Communications Chair

Subject: 16<sup>th</sup> District Media and Communications Committee Report

### 1. Committee Meeting

- a. No formal meeting has been held as there are no volunteers for the committee.
- b. Attendees: None.

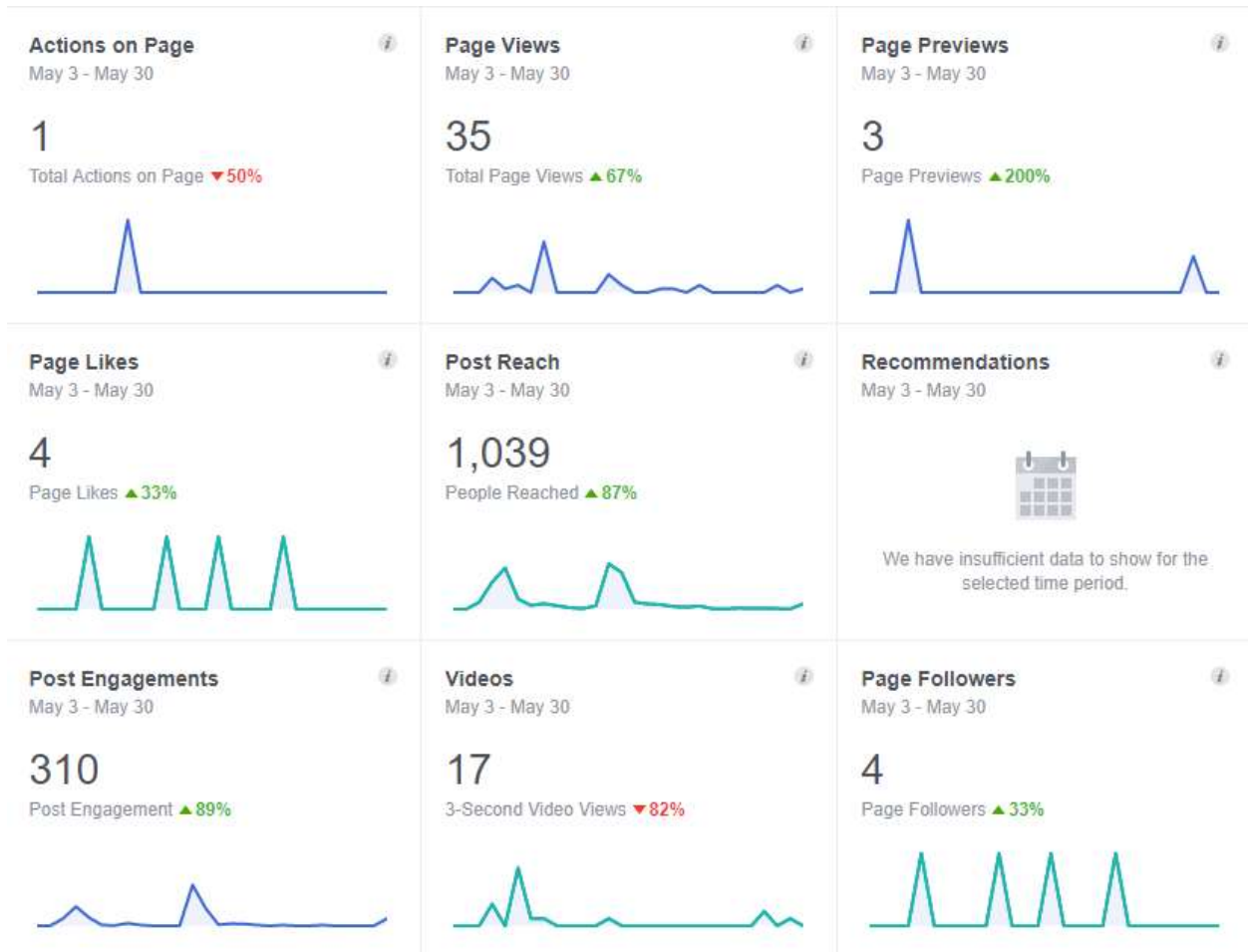
### 2. Current Website Statistics.



### 3. Maintenance Activities:

- a. Updated multiple times. Currently on WordPress Version 5.2.1
- b. Updated 1 theme modules.
- c. Updated 12 plugin modules.
- d. Calendars, announcements, banners updated throughout quarter.

## 4. Current Facebook Statistics



## Individual Post Statistics:

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/30/2019 11:35 AM	16th District, ALVA			40	12 9	
05/15/2019 10:35 PM	Memorial Day Barbeque!			37	2 3	
05/15/2019 9:47 PM	Another great day with great Veterans. A 12 hour day with prep,			61	14 11	
05/15/2019 6:48 PM	16th District at Chick-fil-A Military Appreciation Day and District			563	76 59	
05/06/2019 9:03 AM	Warrenton Rifles Spaghetti Dinner Fundraiser			511	18 33	
05/06/2019 1:51 AM	Chick-fil-A Military Appreciation Night			29	1 0	
05/06/2019 1:46 AM	Chick-fil-A Military Appreciation Night			15	3 3	
04/30/2019 3:48 PM	16th District, ALVA			36	5 7	
04/13/2019 9:53 AM	Nations Gun Show recruiting and PR event.			340	63 53	
04/08/2019 9:02 AM	Commander's April Message			81	3 2	
04/03/2019 3:02 PM	Commander's April Message			254	20 17	
03/17/2019 10:49 PM	16th District, ALVA			340	11 19	
03/15/2019 11:54 AM	16th District, ALVA			50	7 3	
03/14/2019 7:02 PM	Please pass this out to WWII, Korean War, and Vietnam Veterans			489	32 16	
03/05/2019 11:24 PM	Auxiliary Unit 72 is raising funds for Wreaths Across America during the			233	16 8	

## 5. Advertising Efforts:

- a. Continued producing Video Vignettes highlighting activities. Vignettes through Jun have been completed.
- b. Draft scripts for future Video Vignettes prepared for next program year.

## **6. Post Support**

- a. Support provided to Post 28 with website design and configuration questions.
- b. No contact information has been received from other Post Media and Communications Chairs.

## **7. Wants/Needs/Notes.**

- a. Volunteers are always needed to help with the website and PR efforts. Free training provided. If you can help, please contact Ziggy.
- b. Still working on streaming video options but sound seems to be the biggest issue.
- c. See something – say something. If you see something on the website that needs to be corrected, let us know by sending us an email and we will get on it quickly and seek approval for change.
- d. Share your information. If Posts have events to be publicized to the rest of the District, please make sure to send the information to Ziggy. It is important that full information be provided that answers the who, what, when, where, how and sometimes why. If approval for posting is needed (i.e., falls outside the Committee approval), we will coordinate with the District Staff to obtain approval.
- e. Suggestions and feedback for the Website and Facebook for improvements or additions are always welcome. Please feel free to share and we certainly look forward to getting help from talented Legionnaires to help make things better.

## **8. Volunteer Hours.**

- a. Ziggy Levison – 68 hours (Mar 15 – Jun 1).

## **9. Committee Meeting Schedule**

- a. Meetings will be scheduled once Post Media and Communications Chairs reach out to get the meetings started. Meetings will be scheduled using a virtual meeting format to allow the highest level of participation.