

16th District Department of Virginia
The American Legion
5474 Camellia Court, Warrenton, VA 20187

Web: www.16dvalegion.org
Facebook: www.facebook.com/alva16th/

Media and Communications

Reporting Period	3/7/20 – 6/5/20
16 th District Committee Chair	Ziggy Levison

Total Number of Volunteers	2
Total Number of Volunteer Hours	127
Total Number of Activities/Meetings	12 Meetings
Total Number of Volunteer Mileage	240
Total Unreimbursed Expenses	\$0
Total 16 th District Funds Expended	\$0
Total 16 th District Funds Raised	\$0

Summary of Activities During Reporting Period

1. Current Website Statistics.












2. Maintenance Activities.

- a. Three major update of website. Currently on WordPress Version 5.4.1
- b. Three update of theme modules.
- c. 42 updates of plugin modules.
- d. Calendars, announcements, banners updated throughout quarter.

3. Current Facebook Statistics.

Page Summary Last 7 days ↕

Results from May 30, 2020 - Jun 5, 2020
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. ■ Organic ■ Paid

Actions on Page May 30 - June 5  We have insufficient data to show for the selected time period.	Page Views May 30 - June 5 2 Total Page Views ▼ 82% 	Page Previews May 30 - June 5 2 Page Previews ▲ 100% 
Page Likes May 30 - June 5  We have insufficient data to show for the selected time period.	Post Reach May 30 - June 5 50 People Reached ▼ 93% 	Story Reach May 30 - June 5 Get Story Insights See stats on how your Page's recent stories have performed. Learn More
Recommendations May 30 - June 5  We have insufficient data to show for the selected time period.	Post Engagement May 30 - June 5 6 Post Engagement ▼ 97% 	Responsiveness As of June 3, 2020 88% Response Rate ▲ 0% 3 days 8 hrs Response Time ▲ 0 hrs 0 mins
Videos May 30 - June 5 4 3-Second Video Views ▼ 97% 	Page Followers May 30 - June 5  We have insufficient data to show for the selected time period.	Orders May 30 - June 5 0 Number of Orders ▲ 0% 0 Earnings from Orders ▲ 0%

4. Advertising Efforts.

- a. No special efforts this period.

5. Post Support.

- a. No contact has been received from other Post Media and Communications Chairs.

6. 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. 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.
- c. 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.
- d. 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.

7. Meetings Attended.

- a. Department Conference.
- b. District Conference.
- c. Monthly Department Media and Comm Committee Meeting.
- d. Three Department Media and Comm Technical Meeting.

8. Upcoming Events/Activities.

- a. No scheduled District Media and Comm Meetings.
- b. Once monthly Department Media and Comm Committee Meeting.
- c. Department Fall Convention Planning.
- d. Routine maintenance of website and Facebook will be continued.