



The American Legion

Department of Arizona

Website & Social Media Guidance

The American Legion
Department of Arizona
4701 North 19th Avenue
Phoenix, Arizona 85015

Effective Date 07/01/2023

Commander Steve Sperl
Public Relation Director Bradley Heck

The purpose of this guidance is to provide practical advice to guide and protect members of The American Legion, The American Legion, The Sons of the American Legion, The American Legion Riders, and others in the social computing space available on Department, Detachment, District, Post, and Squadron websites and on other online communications networks.

It is important to conduct ourselves in a positive manner when we are wearing any emblem of The American Legion on our cover or on our apparel. We should also conduct ourselves in a positive manner while promoting our organization through online and social media platforms.

Social media is a wonderful tool that we can use to promote and market ourselves and the programs we support. Unfortunately, one inappropriate post may undo all the hard work that you and other members have done to further our goals.

Our guidelines are as follows:

1. Know and abide by The American Legion's principles.
2. All posts to social media should be in accordance with the 4 Pillars of the American Legion.
3. Understand that you are personally responsible for any content you publish; regardless of whether or not you believe your publication is "anonymous." You should also understand that once published, content is immediately public and perhaps permanently available to others.
4. Do not misidentify yourself or your relationship with The American Legion. Make it clear that you are speaking for yourself and not on behalf of The American Legion or any other entity that has not authorized you to do so.
5. Respect all relevant laws, including copyright and defamation laws.
 - a. Copyright infringement is a serious matter and can be very costly. The general law of copyright gives copyright owners the exclusive right to reproduce, distribute, create derivative works, and publicly perform and display their works. There are exceptions to this general rule, but these exceptions are often misunderstood. As a good rule of thumb, you should not necessarily assume that you may use content created by others.
 - b. To protect from allegations of copyright infringement, consider seeking written permission from copyright owners to use their content. Also, consider linking to original content rather than copying the content as linking generally does not implicate the exclusive rights of copyright owners.
 - c. Defamation is generally any false communication that harms a person's reputation; decreases the respect, regard, or confidence in which a person is held; or induces disparaging, hostile, or disagreeable opinions or feelings against a person. Defaming others is against the law and can have serious consequences.
6. Respect the privacy of others. Divulging private information of others can be a criminal offense.
7. Respect others. Do not publish content that is defamatory, obscene, pornographic, abusive, offensive, profane, or otherwise violates the rights of others.



The American Legion

Department of Arizona

Website & Social Media Guidance

8. Demonstrate proper consideration regarding topics that may be considered objectionable or inflammatory, such as politics and religion.
9. Do's and Do Not's: The Following is not to be considered a Complete List. It is intended for you to understand the thought process and intent of this Guidance
 - a. Do's
 - i. Create a website, Facebook page and other social media platforms.
 - ii. Have multiple ACTIVE Administrators.
 - iii. Post frequently and be as consistent as possible. Must have Live Pages. If a page is stale, people will STOP looking at it. Keep calendars updated
 - iv. Promote The American Legion Family, along with programs and charities support by the organization.
 - v. Post pictures when possible.
 - vi. Post events to let the public know how they may show their support.
 - vii. Create posts to let people know how to join the American Legion Family.
 - viii. Highlight accomplishments of The American Legion at the national, department, detachment, post, and squadron levels.
 - ix. Share other American Legion social media posts when appropriate.
 - x. Promote all patriotic holidays and activities, Legion Family milestones, and significant dates related to the military or American history.
 - xi. Inform national and detachment headquarters of your website and social media presence so they can follow you.
 - b. Do Not's
 - i. Do not allow members to post directly to your site. You must have Administrators review and approve all posts.
 - ii. Do not over post which in turn may cause your audience to unfollow you.
 - iii. Do not post, share or tweet any content that does not support the mission of The American Legion Family.
 1. Do not post anything that would put the American Legion in a negative light.
 2. Do not post political advertisements, statements, jokes or overtly political photos. The American Legion is non-partisan.



The American Legion

Department of Arizona

Website & Social Media Guidance

3. Do not post anything that would smear, besmirch or otherwise impugn the character or reputation of any individuals, public figures or other organizations.
4. Do not post any links to sites or pages that do not share the same goals or mission as The American Legion Family.
5. Do not post obscenities.
6. Watch the background of your photos. Do not post photos that include Alcohol.

Sources to Help You:

Sources for this Guidance Policy is from National American Legion website: www.legion.org

“Tips and guidelines to social media postings” from the Sons of the American Legion section
<https://www.legion.org/sons/242437/tips-and-guidelines-social-media-postings>

“A Legionnaire's Guide to the Web - Issue 4: Social Media” from the publications section
<https://www.legion.org/publications/211793/legionnaires-guide-web-issue-4-social-media>

“Social Computing Guidelines”
<https://www.legion.org/socialguidelines>

“The American Legion Press Center” uses the PR toolbox
<https://www.legion.org/presscenter>

The following training is recommended to help you understand the Mission of the American Legion Family.

Take the “Basic Training” The American Legion's official training program available on line at www.legion.org

Attend the Arizona Legion College. This is available 3 times per year. Dates available at www.azlegion.org

Finally, please provide the Technical information for your website and/or Facebook Page to the Department Public Relations Director, Bradley Heck. Technical Point of Contact for this Guidance is Bradley Heck, Director of the Public Relations Committee, (602) 679-2723 or e-mail bheck@ionet.net

Steve Sperl
Department Commander
Department of Arizona
The American Legion



The American Legion

Department of Arizona

Website & Social Media Guidance

Website & Facebook Page (and other Social Media) Registration

Post / Squadron / ALR Chapter: _____

Webpage / Social Media Page: _____

Administrator#1 Name: _____

Email: _____

Telephone: _____

Cell Number: _____

Emergency Number: _____

Administrator#2 Name: _____

Email: _____

Telephone: _____

Cell Number: _____

Emergency Number: _____

Please complete one of these forms for each of your Webpages or Social Media Pages

Please send this to:

This Technical information for your website and/or Facebook Page to the Department Public Relations Director, Bradley Heck. Technical Point of Contact for this Guidance is Bradley Heck, Director of the Public Relations Committee, (602) 679-2723 or e-mail bheck@ionet.net