

THE CLAYTON E. MONEYMAKER AMERICAN LEGION POST 237

DEPARTMENT OF ALABAMA

STANDARD OPERATING PROCEDURES

COMMUNICATIONS COMMITTEE

July 1, 2024

Purpose: To provide the Post 237 Executive Committee and the membership knowledge of the duties and responsibilities of the Communications Committee.

The Communications Committee shall be charged with the enhancement of communications between the Post 237 leadership and its members and to convey information regarding the Post programs and events to Post 237 Legion family members. Additionally, the committee will promote the American Legion and Post 237 to the North Alabama and Redstone Arsenal communities.

Scope: This SOP applies to the duties and responsibilities of the Communications Committee of The Clayton E. Moneymaker American Legion Post 237, Department of Alabama.

Authority: Communications Committee is an ad hoc committee established in 2019 by a vote of the executive board. The chairman of the Communications Committee is appointed by the Post Commander.

References:

The American Legion Public Relations Handbook

https://www.legion.org/sites/legion.org/files/legion/publications/09PR0621%20PR%20Toolkit_0.pdf

Guide to Updating Your Website <https://legionsites.com/assets/phase4-help-guide.pdf>

1. General Duties of the Communications Committee:

- 1.1. The Communications Committee shall be chaired by a Post 237 Legionnaire who has been appointed by the Post Commander and has as members several volunteers. The Communications Committee meets on a monthly basis. In its current configuration the Americanism and the Communications Committee meetings are consolidated to alleviate the need for multiple meeting nights and to make best use of volunteer's time. Both committees meet on the third Thursday of each month at 6:00PM..
- 1.2. The Communications Committee publishes the monthly Post 237 Roll Call Newsletter and monthly calendar, maintains the Post 237 website, maintains the Google Group email lists, sends group emails, maintains the Post 237 Facebook presence, maintains internet references to Post 237 and provides outreach to the community through local media outlets. .

2. Publish the Monthly Post 237 Roll Call Newsletter and Calendar

- 2.1. Solicit monthly articles from Post leadership including the Auxiliary, ALR, Honor Guard, Baseball, and Sons of the American Legion. Solicit monthly calendar and special event items from Club Manager, 3rd Vice Commander, and Post leadership. Solicit special interest articles from membership and historian. Solicit a monthly joke for the Humor In Uniform feature. Edit and publish those articles in a Microsoft Word Document..
- 2.2. Edit and publish a combined monthly calendar. The current monthly calendar is a Google Calendar and is owned by Joe Legion under the email address of cemp237@gmail.com
- 2.3. The calendar is imbedded in the monthly newsletter with a Microsoft Word add-on application named WinCalendar. Calendar items are edited using Joe Legion's user ID and password on the Google Calendar desktop or phone app. The calendar is also imbedded in the Post Website.
- 2.4. Organize the Newsletter, create a draft copy and submit it for review by another member of the Communications Committee.
- 2.5. Once the newsletter is reviewed and corrected convert it to a .pdf document.
- 2.6. Sign on the newsletter@legion237.com email account. Create an email with an appropriate title and a short email body that highlights some of the key events in the newsletter. Attach the newsletter .pdf document to the email and send it to the it to the email addresses of the legionnaires, SALs, and Auxiliary Google Groups.

- 2.7. Add the current newsletter to the Post 237 Website at:
<https://www.legion237.com/index.php?id=126>

3. Maintain the Post 237 Website and Facebook Page

- 3.1. The Post 237 website is located at: <https://www.legion237.com>
The website is hosted by Legionsites. They can be reached at www.legionsites.com or by email at: support@legionsites.com. Legionsites also provides all of the Post 237 email accounts ending in legion237.com.. Annual subscription cost is \$199.00 per year and expires in May of each year.
- 3.2. On a regular basis the Post 237 Communications Committee reviews the Post website and makes recommendations for updates. A committee member with web development skills logs on the admin area of the website using the amlegp237@gmail.com user ID and makes the recommended changes.
- 3.3. The Help Document – Guide to Updating Your Website is a beginners overview of how to update the Legionsite website. It can be downloaded at: <https://legionsites.com/assets/phase4-help-guide.pdf>
- 3.4. The Post 237 Facebook Page is “The Clayton E. Moneymaker American Legion Post 237” The 3rd Vice Commander and other social media savvy members maintain the Post Facebook page. They add and update events and special interest items on a regular basis.

4. Maintain the Google Groups Email Lists

- 4.1. Post 237 utilizes Google Groups as email lists for members of the Legion, SALs, Auxiliary and for members of the executive committee and various other committees. A list of the currently updated Google Groups is:

Clayton E. Moneymaker American Legion Post 237 Legionnaires Google Group
ALPost237Legionnaires@googlegroups.com

Officers of the Clayton E. Moneymaker American Legion Post 237
ALPost237Officers@googlegroups.com

Clayton E. Moneymaker American Legion Post 237 Auxiliary
ALPost237auxiliary@googlegroups.com

Clayton E Moneymaker Legion Post 237 Sons of the American Legion Squadron
ALPost237SAL@googlegroups.com

4,2 To add a new member to a Google Group, use the following procedure:

- Sign in to Google Groups. Click the name of a group.
- On the left, click Members.
- At the top, click Add members.
- Enter the email addresses of the people to invite. ...
- (Optional) To add a welcome message to the email notification for new members, enter a message.
- Click Add members.

5. Use Google Groups to Send A Mass Email

Logon to the newsletter@legion237.com account at:

<https://mailen3.cloudsector.net/MEWebMail/Mondo/lang/sys/login.aspx>

Sign In

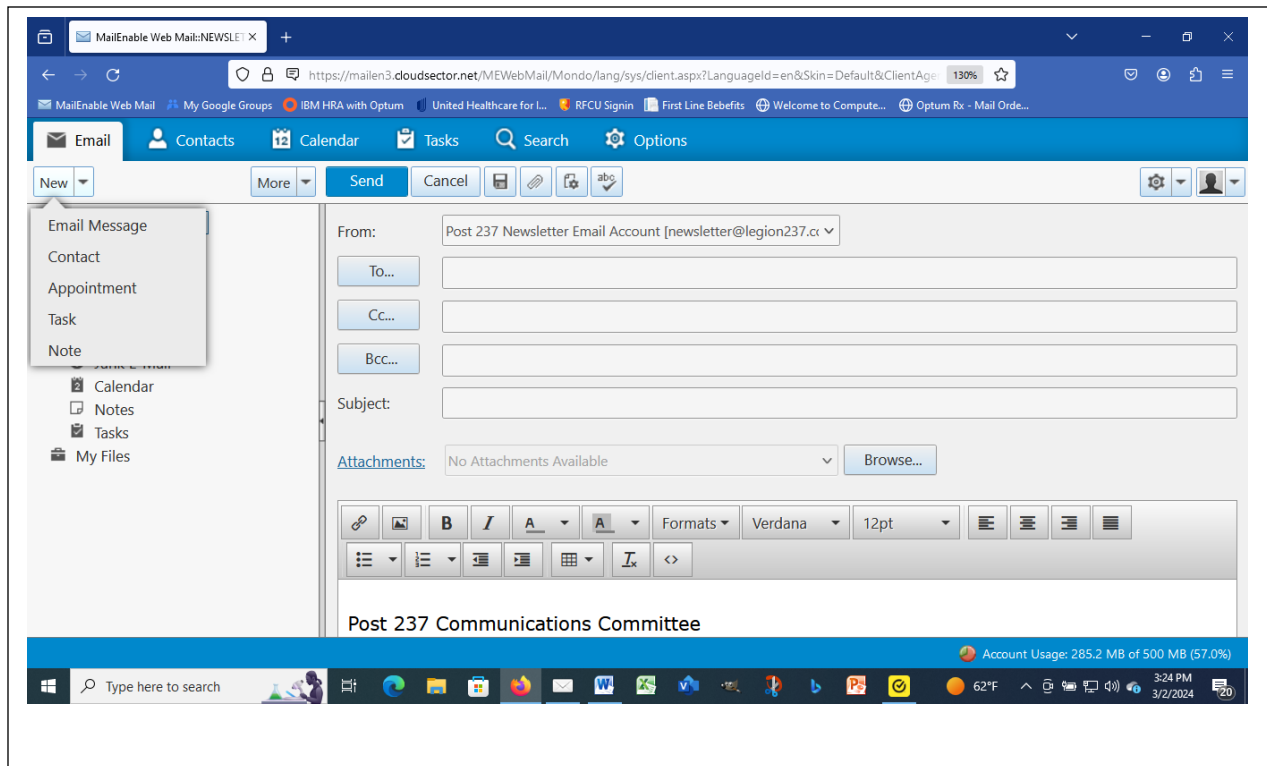
User ID: newsletter@legion237.com

Password: xxxxxxxxxxxx (obtain the password from the Post Adjutant)

Check the box to remember my settings for this computer.

The screenshot shows a web browser window with the address bar displaying <https://mailen3.cloudsector.net/MEWebMail/Mondo/lang/sys/login.aspx>. The page content includes a large graphic on the left with a blue sky and white clouds, featuring a white envelope icon and the text "mail Enable". To the right of this graphic is a "Sign In" section. It contains two input fields: the first is pre-filled with "newsletter@legion237.com" and the second is masked with dots. Below these are two dropdown menus: "Language:" set to "English" and "Skin:" set to "Default". A checkbox labeled "Remember my settings for this computer" is checked. At the bottom of the form are two buttons: "Login" (in blue) and "Reset" (in light blue). At the very bottom of the page, there is a link for "Mobile Version | Options".

Select **New** then **Email Message**:



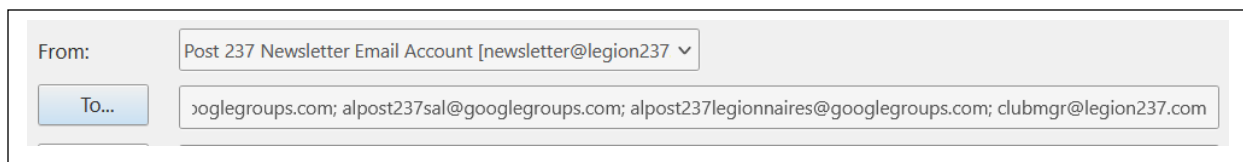
Enter the email subject in the Subject line and the addressees in the To: line. The following are the Google Group email list addresses for the Legionnaires, SALs, and Auxiliary:

Auxiliary: alpost237auxiliary@googlegroups.com

SALs: alpost237sal@googlegroups.com

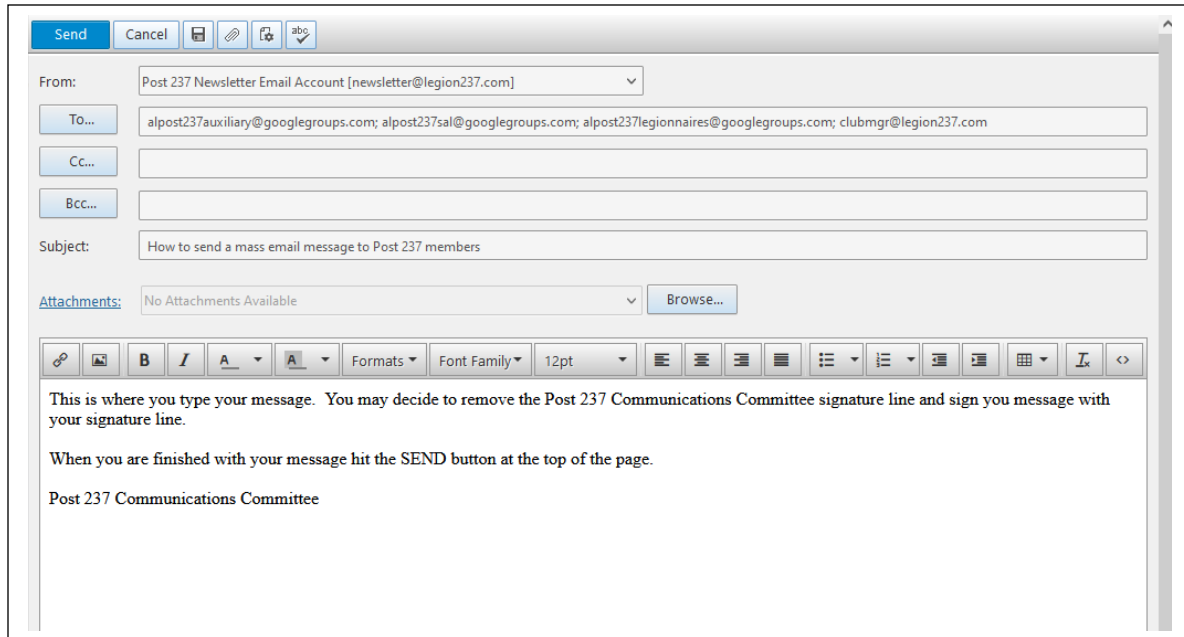
Legionnaires: alpost237legionnaires@googlegroups.com

Be sure to separate email addresses with a semi-colon. See the example below:

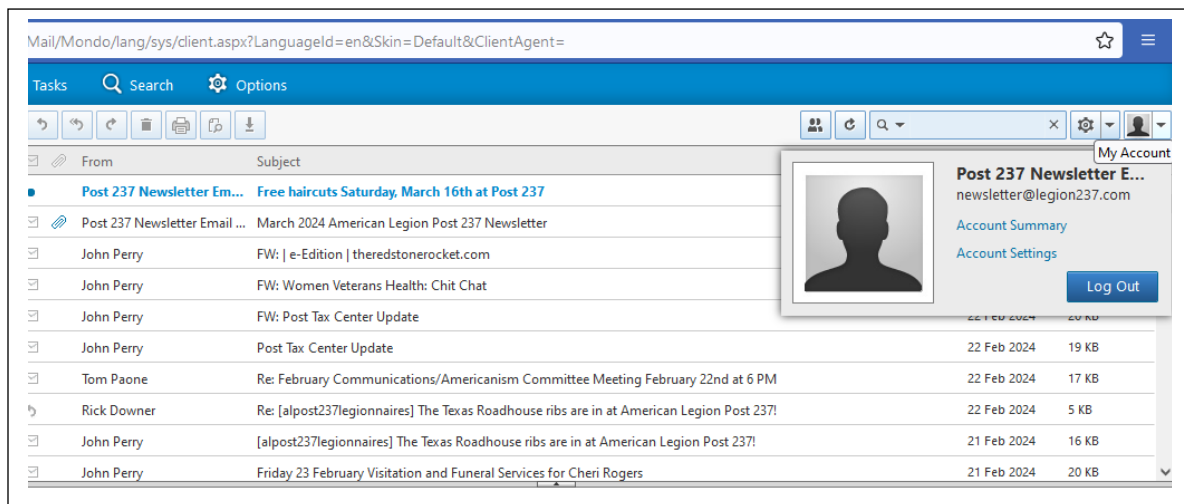


At the bottom of the page is where you type your message. You may decide to remove the Post 237 Communications Committee signature line and sign your message with your signature line.

When you are finished with your message hit the SEND button at the top of the page.



To end the session once the mass email message is sent, select the down arrow to the right of the black silhouette and select Log Out.



Any amendment to the Post 237 Constitution or By-Laws, which conflicts with any provision(s) of this SOP, shall automatically repeal and modify this SOP to the satisfaction of such conflict