



To: Commandant, Marine Corps League  
From: Victoria McCoy  
Public Relations Committee Chairperson  
Date: February 20, 2021

MCL National Public Relations committee members:

*Victoria McCoy, Chairperson (Pennsylvania)*

*Mike Francis, (Missouri)*

*Brian Gillespie, (New Jersey)*

*Alison Noger, (Maryland)*

*Raymond Morrell, (North Dakota)*

*Ryan Petras, (Missouri)*

*Daniel Thomas, (Oklahoma)*

**'Develop, promote, and maintain a positive image, through education and awareness, for the Marine Corps League (MCL) internal and external audiences via broadcast, print, and social media; and channeling communications between MCL national leadership, its national committees, national office staff, and broad-based membership.'**

1. The committee has been tasked to oversee the National Facebook page for a few months. These duties include but are not limited to:
  - Posting daily to ensure the Facebook algorithm can continue to promote the page.
  - Respond to all messages that come in through social media and direct accordingly.
  - Review and approve all posts prior to release on the public page.
  - Read all comments and edit/delete as needed.

The Facebook page reports the following numbers:

"Likes" = 10,985

"Followers" = 11,461

We do more than just FB. We are addressing all social media portals of the MCL National organization, specifically FB, IG and YouTube.

2. Committee members have been delegated specific liaison roles and other duties supporting the committee needs.
3. Committee members have trained hundreds of members on Facebook protocol, postings, imagery, and similar. We make ourselves available to continue to train membership on how to use this tool to train, seek new members, announce events and fundraisers and more.

4. In the next month expect a questionnaire to be distributed by our National Staff & Officers. The questions will be pertaining to public relations and how they are being utilized and controlled at Department level. This questionnaire will be sent to all Department Commandants for completion.
5. We have answered questions regarding how to join the MCL and directed those inquiries to the prospective members' Department Commandant. We always follow up 48 hours later to ensure they have made contact with someone. P.R. Committee members will not take the credit for the recruitment.
6. We communicate daily within the committee meet via Zoom monthly. We monitor the social media pages 24 hours a day, 7 days a week. Response time on incoming messages are less than 2 hours on average, but guarantee a reply in 24 hours.
7. We provide written articles for publication in Semper Fi magazine. We encourage all membership to read this articles and feel free to reach out with questions and training that may be needed.
8. We provide counsel for MCL National leadership that may pertain to risk management and general concerns.
9. The committee itself is not working on training videos but the committee is assembling an incentive for local Detachments, Departments or even individual members to develop and submit videos for consideration to be uploaded to our YouTube and other social media portals.

There have been some very recent social media postings that the Public Relations committee was able to view regarding National politics. We were able to communicate with the source of the posts, and educate the authors. We ask that every Detachment, Department and Division Officer ensure their social media pages are well staffed and maintain the highest standards we can offer as League members.

In closing, the P.R. Committee would like to ask that you familiarize yourself with the correct protocols when using any social media outlet. We will continue to send messages privately to Facebook Administrators when needed. These messages are sent to educate and train. The Public Relations Committee will always make themselves available to answer any questions.

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