



MARINE CORPS LEAGUE PUBLIC RELATIONS



August 3, 2022

From: Victoria McCoy//National Public Relations Committee Chair//
To: Johnny Baker//National Commandant/CEO//
CC: Bob Borka//National Executive Director/COO//

Subj: NPRC Annual Report

Sir Commandant,

The following information is being submitted to you as it pertains to the tasks and duties assigned to all members of the National Public Relations Committee (NPRC):

Ray Morrell: Tasked with all social media platforms except YouTube. Attached is a complete report of all the numbers as they pertain to growth on these platforms. Ray is also the Committee "Editor" and writes all articles to Semper Fi Magazine after the committee agrees on a topic. He shares the article with the committee for input and final approval. Note: I wanted to point out the first section of his report and emphasize the Facebook Reach of 4.5 MILLION! He has submitted to me the following annual report:

While it is not clear when the Marine Corps League (MCL) social media presence began, Facebook numbers tracking begins on May 21, 2019. The MCL National Public Relations Committee began maintaining the social media platforms of The Marine Corps League on August 4, 2019. At the date, [Facebook](#) (FB) likes / followers were approximately 4,460 people and [Instagram](#) (IG) likes / followers were around 200 people. Incidentally, I have served as the primary person for the MCL National PR Committee posting to social media sites since the August 4 date.

The MCL FB page follows 641 other FB pages of which includes over 500 local Detachment FB pages along with every available Department and Division FB pages. We also follow 28 FB groups which include the Departments and Divisions that maintain this type of a FB presence. The IG page follows 204 other IG accounts which include numerous Detachment IG pages. The MCL is also on [LinkedIn](#) with 2,837 followers to date. Posting on this forum is strategic to the professional community.

Social media numbers from Aug 1, 2019 to June 20, 2022:

- *FB Page Reach - 4.5 million*
- *FB Page Visits - 77K*
- *FB Page Likes - 9.9K*

- *IG Page Reach - 7.6K*
- *IG Page Visits - 3.5K*
- *IG Page Likes - 1.2K*

- *Paid Reach - 109.3K*
- *Paid Impressions - 227.5K*

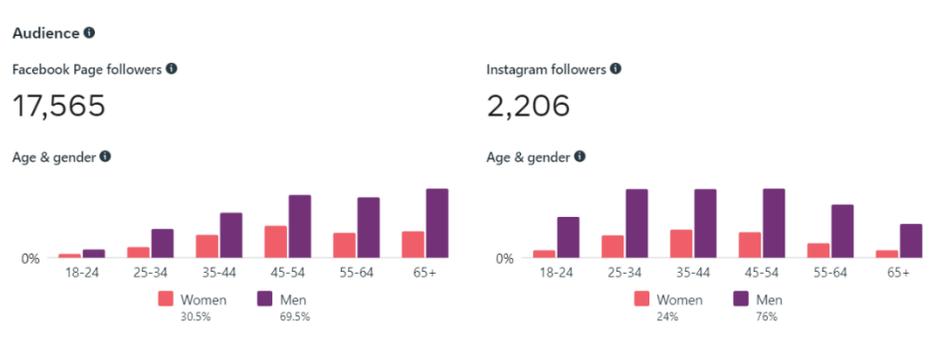
This past year (Aug 1, 2021 to June 20, 2022), we have, collectively, 'grown' the pages, as follows:

- *FB Page Reach - 1.7 million*
- *FB Page Visits - 48.7K*
- *FB Page Likes - 4.4K*

- IG Page Reach - 4.3K
- IG Page Visits - 2.4K
- IG Page Likes - (less than 100)

- Paid Reach - 109.3K
- Paid Impressions - 227.5K

Currently, our social media presence: FB is at 17,565; our IG is at 2,206 followers. Our current demographics are shown in the image below.



In addition to social media, I have worked to produce a DRAFT MCL Public Relations guide with the intended audience being local Detachments, Departments and Divisions. This is an in-work status with intentions of committee approval by 2022 calendar year end. I continue to support the needs of the MCL PR Committee and monitor various communications and impact that may bring a positive and / or negative image to the Marine Corps League.

Patrick Murray: Tasked with Press Releases for Mid-Winter Conference and Convention. The Mid-Winter Conference did not show any press releases were distributed to the local media, nor did we see any camera crews, so it is his intent to get more aggressive for the National Convention in Daytona Beach, Florida. He has already started a list of those local news outlets (TV, Print, Radio) and will move forward a few weeks before the convention.

James Roy: Tasked with YouTube editing and posting. However, Marine Roy has been "TAD" in the committee as he hosted his Department Convention, moved up in the ranks of his Department and has been faced with personal issues. He is still a part of our daily chat and assists where he can.

Audrea Killalea: Tasked as the Assistant Photographer. She stepped up for Mid-Winter and provided her own personally purchased backdrop for photos. We have since been alerted that this backdrop was created by a company who did not have copyright permissions and are waiting on further feedback and advice from COO Bob Borka as to how we can move forward in purchasing one with copyright permissions to be housed at HQs for all conferences and conventions moving forward.

Alison Noger: Tasked with being our Primary Photographer as well as our "go to" for Associate Membership uniform questions. She is also on the Uniform Committee so her advice and council has proven to be a huge asset to the committee. She has also been asked by Commandant Baker to research her photographs for still photos on occasion.

Danny Thomas: Tasked with sharing information as it pertains to the Marine For Life Program. He is also the new Commandant for Oklahoma and will be an important part of the 100th Convention planning in Oklahoma City, OK. He has also been the primary member to record one on one interviews at National conference & conventions.

Mike Francis: Tasked with being a liaison to the MODD. His presence and attendance at Growls across the country allow him to be a voice for the committee. He reports to those who otherwise are not in attendance at MCL meetings due to MODD obligations, the happenings of the committee such as Commandant's Corner, YouTube, and similar.

Jason House: Tasked with YouTube and all graphic art for not only the NPRC but helps members across the country with Detachment, Department and Division needs upon request. Attached is a full report on the YouTube numbers to date. Has also supported all requests from Membership Committee as it pertains to graphics and QR coding. He has submitted to me the following report:

As of 6/21/22 our YouTube channel had 8,110 views with 344 new subscribers in the past 365 days with our lifetime views currently at 11,858 and total subscribers at 419. So, in the past year our YouTube channel has grown greatly, 37.8% of our views started outside of YouTube, where 66.2% of those views came from Facebook, 4.3% from email, 3.8% from Google. 14.7% of total views came from a YouTube search. We currently have 62 videos on our YouTube channel, from small clips about training on covers, manual of arms, Commandant's Corner, Membership Committee and more. I also create Logos for MCL Detachments, Departments, and Divisions, MODD Pounds and Packs across the nation and many of them have made patches, coins, etc... I make sure all Logos meet the USMC copyright laws and guidelines so there is no misrepresentation on the MCL's behalf with the USMC all at no charge to the organization. I also help with postings with the Facebook page now and again, but mostly post the links from the YouTube channel onto our Facebook page. I continue to be versatile with photo and video editing

Commandant's Corner: Held every month for the last year (and beyond). Topics vary as well as guest speakers. These zoom socials are recorded, edited, and posted to the YouTube channel. We encourage those who could not attend to re-watch and share via email with their respective members.

LIVE streaming: Per Commandant Baker, the NPRC will no longer be live streaming conferences and conventions. It is my plan moving forward to set up all my equipment the same way but use OBS studio to record each segment. These recordings will be sent to Jason and James for editing and posting to YouTube. Each segment/topic will be titled individually, and postings will be scattered to allow the algorithm to work its magic as it pertains to the YouTube channel and sharing those links to social media.

Social Media Messenger: The entire committee has "Admin" status on the National Facebook page, but Ray & I are the only ones who respond to questions that come in to messenger. When we receive information requests for a prospective member, we get as much information from that prospect as we can and forward screenshots to the National Membership Committee at tribe@mcleague.org. This practice has proven to work very well. Messages coming into the Facebook page get answered within 12 hours.

MCL Membership "Unplugged": The CC was initially started this way, as a social hour, but since has become more of a method to share training tips, allow for guest speakers and similar. As the CC has become more structured, some of the members wanted the "old way" back. With the permission of Commandant Baker, we started this zoom and titled it "MCL Membership Unplugged". These sessions are NOT recorded and posted and allows our membership to bring any question, topic, or gripe to the social hour for open and free discussion. The direction of the Commandant is to bring back to him any obvious concerns that need addressing. Our first session was June 29th and was a success. We hope to continue this social every two months in addition to the regular CC monthly.

National Convention: A few of our members are advancing in the MODD this convention. We will not have their expertise on the convention floor. They are all excited to be a part of that advancement and will alert me when they are available the last days. With that being said, we are bringing on board a temporary assistant photographer to assist Alison during convention. Moving forward if this member proves to be an asset to the committee, we will consider keeping him on board and adjusting our assignments.

In closing, I would like to report that we chat almost daily on MCL topics and concerns. We share questionable posting we see on social media pages and work together to get them addressed and/or corrected. We make ourselves available

to any member with questions by offering answers or working together to assist that member in how to find what they need. All committee members make it a priority to attend every monthly NPRC meeting and Commandant's Corner as time will allow.

We are, in my personal opinion, the hardest working committee there is at a National level. I am very proud of the team we have and have been told if we need more, I can get them vetted and added on, but right now we are surviving well but will consider adding another person if the website ever becomes part of our job.

Respectfully submitted,

Victoria McCoy
National Public Relations Committee Chair
Marine Corps League